

OCT
2022

INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS



AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR ALL POST TYPES



0.54%

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR PHOTO POSTS



0.46%

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR VIDEO POSTS



0.61%

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR CAROUSEL POSTS



0.62%



Source: Hootsuite Social Genome, based on data from Instagram Business accounts published between October 1, 2021, and October 31, 2022. Engagement rate is calculated as the number of interactions (likes, comments, shares, saves, and video views) divided by the number of followers. Engagement rate is an average of all posts published during the period. Engagement rate is not a guarantee of performance.

we
are
social

 Hootsuite

Stagram Favorite Insights

Mehul Kothari



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5 Years of Must Reads from HBR: 2024 Edition (5 Books) Harvard Business Review, 2023-12-19 Five years worth of management wisdom all in one place Get the latest most significant thinking from the pages of Harvard Business Review in 5 Years of Must Reads from HBR 2024 Edition Every year HBR editors examine the ideas insights and best practices from the past twelve months to select the definitive articles that have provoked the most conversation and inspired the most change From managing in the age of outrage to getting more out of your AI initiatives to running the perfect one on one meeting the articles in this five book collection will help you manage your daily challenges and meet the changing competitive landscape head on Books in HBR s 10 Must Reads series offer essential reading selected from the pages of Harvard Business Review on topics critical to the success of every manager Each book is packed with advice and inspiration from leading experts such as Satya Nadella Frances X Frei Marcus Buckingham Adam Grant Joan C Williams Roger Martin Robert Livingston and Katrina Lake Company examples range from P G UPS and Pfizer to Alibaba Microsoft and Stitch Fix 5 Years of Must Reads from HBR 2024 Edition brings the most current and important business conversations to your fingertips HBR s 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike Leaders looking for the inspiration that big ideas provide both to accelerate their own growth and that of their companies should look no further HBR s 10 Must Reads series focuses on the core topics that every ambitious manager needs to know leadership strategy change managing people and managing yourself Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic Each title includes timeless advice that will be relevant regardless of an ever changing business environment

Navigating Digital Communication and Challenges for Organizations

Andrade, José Gabriel, Ruão, Teresa, 2022-04-15 Public involvement has the power to promote an active circulation of media content and can generate economic and cultural value for organizations The current perspectives on interactions between audiences organizations and content production suggests a relational logic between audiences and media through new productivity proposals In this sense it is interesting to observe the reasoning of audience experience through the concepts of interactivity and participation However there is a gap between the intentions of communication professionals and their organizations and the effective circulation and content retention among the audiences of interest as well as the distinction between informing and communicating Navigating Digital Communication and Challenges for Organizations discusses communication research with a focus on organizational communication that includes a range of methods strategies and viewpoints on digital communication Covering a range of topics such as internal communication and public relations this reference work is ideal for researchers academicians policymakers business owners practitioners instructors and students

Navigating the World of Deepfake Technology Lakhera, Girish, Taneja, Sanjay, Ozen, Ercan, Kukreti, Mohit, Kumar, Pawan, 2024-08-09 The digital age has ushered in an era of incredible innovation but it s also opened the door to new threats

Deepfakes hyper realistic manipulated videos and images are blurring the lines between truth and fiction Malicious actors can use deepfakes to create fake news that sways elections fabricate celebrity scandals to damage reputations or even launch targeted attacks against businesses This loss of trust can have a devastating impact on individuals society as a whole and especially organizations struggling to maintain brand integrity and secure operations Navigating the World of Deepfake Technology equips you to understand deepfakes from their work to the legal issues surrounding them It also provides practical strategies to identify deepfakes and mitigate their risks empowering you to protect yourself and your organization Whether you re a business leader journalist or simply someone concerned about the impact of deepfakes this book is essential reading It s your key to staying informed and safeguarding yourself in a world increasingly reliant on digital media

Information Technology for Management Efraim Turban,Carol Pollard,Gregory Wood,2025-03-05 Comprehensive coverage of developments in the real world of IT management provides a realistic and up to date view of IT management in the current business environment Information Technology for Management provides students in all disciplines with a solid understanding of IT concepts terminology and the critical drivers of business sustainability performance and growth Employing a blended learning approach that presents content visually textually and interactively this acclaimed textbook helps students with different learning styles easily comprehend and retain information Throughout the text the authors provide real world insights on how to support the three essential components of business process improvements people processes and technology Information Technology for Management integrates a wealth of classroom tested pedagogical tools including 82 real world cases highlighting the successes and failures of IT around the world interactive exercises and activities whiteboard animations for each learning objective high quality illustrations and images boxed sections highlighting various job roles in IT management and giving examples of how readers will use IT in their career as a marketing accounting finance human resource management productions and operations management strategic management or information technology professional or as an entrepreneur and illustrative innovative uses of information technology Now in its thirteenth edition this leading textbook incorporates the latest developments in the field of IT management based on feedback from practitioners from top tier companies and organizations New topics include Network as a Service NaaS hybrid cloud cryptocurrency intent based networking edge analytics digital twin technology natural language generation and many more New How will YOU use IT boxes directly inform students in all majors about how IT will impact their careers Equipping readers with the knowledge they need to become better IT professionals and more informed users of IT Information Technology for Management Thirteenth Edition is the perfect textbook for undergraduate and graduate courses on computer information systems or management information systems general business and IT curriculum and corporate in house training or executive programs in all industry sectors AN INTERACTIVE MULTIMEDIA LEARNING EXPERIENCE This textbook includes access to an interactive multimedia e text Icons throughout the print book signal corresponding digital content in

the e text Videos and Animations Information Technology for Management integrates abundant video content developed to complement the text and engage readers more deeply with the fascinating field of information technology Whiteboard Animation Videos help bring concepts to life one for each learning objective throughout the text Real World News Videos support content in every chapter Cutting edge business video content from Bloomberg provides an application of learned content to actual business situations Interactive Figures Charts Tables Appearing throughout the enhanced e text interactive figures process diagrams and other illustrations facilitate the study of complex concepts and processes and help students retain important information Interactive Self Scoring Quizzes Concept Check Questions at the end of each section provide immediate feedback helping readers monitor their understanding and mastery of the material

Music Marketing for the DIY Musician Bobby Borg,2024-05-07 Unleash your music s potential by taking charge of your career In Music Marketing for the DIY Musician industry veteran Bobby Borg provides a step by step guide to producing a fully customized low budget plan of attack for marketing one s music helping to propel independent artists and other players toward success in the new music industry This third edition provides major updates Cutting edge social media strategies Dominate TikTok master Instagram and conquer YouTube with the latest tactics to amplify your online presence Streaming secrets unveiled Unlock the gateway to playlists and skyrocket your monthly listenership with fresh insights into the streaming world Updated roadmaps for record releases Navigate your way to a triumphant album launch with foolproof strategies and revamped timelines New data analytics Learn strategies to make educated decisions about the latest music marketing Future forecasts Embrace music innovation by leveraging artificial intelligence exploring NFTs diving into the metaverse and more Written in an easy to read style this is a comprehensive resource with many templates covering the complete marketing process and time tested strategies used by the most successful companies Also included are interviews with top professionals and updated stories and case studies This indispensable book for students and professionals alike will help you perfect a complete marketing plan to achieve your ultimate career vision

Digital Content Marketing Agata Krowinska,Christof Backhaus,Benjamin Becker,Fabian Bosser,2023-11-23 Digital Content Marketing Creating Value in Practice introduces the principles of the content marketing discipline and serves as a guide to any professional or student who wants to learn how to successfully plan and implement digital content marketing strategies and tactics Filled with contemporary examples of the most successful creative content marketing practices case studies and professional advice from subject experts this text offers an in depth view of the world of content marketing from a value based perspective The textbook also includes practical advice on content marketing ideation content management and content curation as well as offering recommendations for the best content marketing software The textbook offers a good balance of both theory and practice and is suitable for advanced undergraduate students and postgraduate students studying content marketing digital marketing or social media marketing Support material includes an instructor manual chapter by chapter PowerPoint slides and a test bank of exam questions

Chief Story Officer Mr. Rakesh Sidana,2025-05-21 What if every boardroom meeting felt less like a snooze fest and more like a blockbuster premiere Chief Story Officer is your ticket to transforming dull data into captivating narratives that inspire connect and drive action Through real world examples including a campaign that raised over 120 million for scholarships this book unveils the secret sauce of brand storytelling authenticity emotional connection and a touch of daring creativity Numbers might inform and visuals may dazzle but stories They ignite change This isn't a 10 hacks guide or a dry manual it's a storytelling odyssey packed with humor cinematic metaphors and actionable frameworks From taking creative risks to measuring impact each chapter equips you with the tools to craft campaigns that resonate spark loyalty and turn your audience into heroes Whether you're an entrepreneur executive or marketer Chief Story Officer will help you revolutionize your brand's communication and inspire a narrative so compelling even Spielberg would take notes Ready to tell a story that transforms your Brand The world is listening

Zconomy Jason R. Dorsey,Denise Villa,2020-09-22 The most complete and authoritative guide to Gen Z describing how leaders must adapt their employment sales and marketing product and growth strategies to attract and keep this important new generation of customers employees and trendsetters Gen Z changes everything Today's businesses are not built to sell and market the way Gen Z shops and buys or to recruit and employ Gen Z the way they find and keep jobs Leaders need answers now as gen Z is the fastest growing generation of employees and the most important group of consumer trendsetters The companies that quickly and comprehensively adapt to Gen Z thinking will be the winners for the next twenty years Those that don't will be the losers or become extinct *Zconomy* is the comprehensive survival guide on how leaders must understand and embrace Generation Z Researched and written by Dr Denise Villa and Jason Dorsey from The Center for Generational Kinetics the insights in *Zconomy* are based on their extensive research they've led more than 60 generational studies and their work with more than 500 companies around the world In *Zconomy* Dr Villa and Dorsey answer Who is Gen Z What do employers marketers and sales leaders need to know And most importantly what should leaders do now This is the critical moment for leaders to understand and adapt to Gen Z or become irrelevant Gen Z is already reshaping the world of business and this change is only going to accelerate *Zconomy* is the definitive manual that will prepare any executive manager entrepreneur HR or marketing professional to successfully unlock the powerful potential of this emerging generation at this pivotal time

Progress in Informatics ,2010
Mushroom News ,2013 **Illinois Reading Council Journal** ,2019 **Instagram Secrets Vol 6** Rossitza Toneva,2020-12-07 Do you want to discover what content your followers like and engage with so keep reading You should learn how to use an Instagram insight tool Instagram Insights help you learn more about your followers and the people interacting with your business on Instagram Think about this quote Marketing without data and analytics is like driving with your eyes closed Dan Zarrella The more you know your customer the better you can tailor your message creativity and social media marketing strategy A lot of Instagram users are asking me how to find further information about their followers And

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Mastering Instagram Mehul Kothari,2024-12-04 Instagram has become much more than a social media platform it s now a powerful marketing tool that can drive engagement build brand awareness and boost sales for businesses of all sizes With over a billion active users Instagram offers endless opportunities to connect with audiences and establish a strong online presence Mastering Instagram Uncovering the Undiscovered Facts for Marketing goes beyond the basics providing insights strategies and secrets to make Instagram an indispensable part of your marketing strategy This book begins by highlighting the unique features of Instagram that make it ideal for marketing such as its visually driven interface interactive tools and powerful algorithm Readers will learn how to craft a compelling profile create visually stunning content and tell their brand story effectively But Mastering Instagram doesn t stop at the fundamentals it dives into advanced techniques like optimizing hashtags leveraging user generated content and using Instagram Insights to fine tune your strategy The book reveals the hidden potential of Instagram Stories and Reels two of the platform s most engaging features Learn how to create short captivating videos that showcase your products share behind the scenes moments or educate your audience You ll also discover how to use polls quizzes and stickers to boost interactivity and build a community around your brand Advertising on Instagram is another key focus of the book From setting up your first ad campaign to targeting the right audience Mastering Instagram guides readers through the process of creating cost

effective ads that deliver measurable results The book also sheds light on the power of influencer marketing showing how to collaborate with creators who align with your brand s values to amplify your message One of the most overlooked aspects of Instagram marketing is the importance of analytics This book teaches you how to interpret key metrics like engagement rate reach and impressions to measure your success and identify areas for improvement By understanding what works and what doesn t you ll be able to refine your strategy and stay ahead of the competition Mastering Instagram also addresses the challenges marketers face such as algorithm changes managing negative feedback and avoiding shadow bans The book provides actionable tips to overcome these obstacles and maintain a consistent authentic presence But the real magic lies in the lesser known facts about Instagram This book uncovers strategies like utilizing Instagram Guides to repurpose content the benefits of geo tagging for local businesses and how to schedule posts for optimal engagement Additionally you ll learn about Instagram s shopping features enabling you to turn your profile into an online storefront that drives direct sales Whether you re a small business owner a digital marketer or an aspiring influencer Mastering Instagram Uncovering the Undiscovered Facts for Marketing equips you with the tools and knowledge to harness Instagram s full potential Packed with expert insights case studies and step by step guides this book is your ultimate resource for creating an impactful Instagram marketing strategy that delivers results

Instagram Growth Mastery Yogesh Suryavanshi,2025-10-05 Unlock the Secrets to Instagram Influence Build Your Dream Online Brand By Yogesh Suryavanshi Are you ready to transform your Instagram from a casual social profile into a powerful platform that builds your personal brand grows your audience and even generates real income Whether you re just starting out or struggling to scale your influence this comprehensive guide is your ultimate roadmap to Instagram success Inside this must have eBook you ll discover How to create a strong foundation that positions you for long term success step by step no fluff The hidden secrets behind Instagram s algorithm learn how it really works and how to make it work for you Proven strategies to craft your very first content that captivates and converts casual viewers into loyal followers Insider tips on building a compelling profile that screams follow me at first glance The art of building engagement from scratch so your community feels connected valued and active Organic ethical methods to gain followers who truly care about what you share say goodbye to fake bots and shortcuts How to collaborate effectively with other influencers to multiply your reach and credibility A deep dive into Instagram Insights learn to analyze your data like a pro and optimize every post Techniques for producing high quality content that converts casual viewers into customers and fans Advanced growth hacks to skyrocket your content s reach and visibility How to engage your audience at the highest level and keep them coming back for more The inside scoop on what brands look for when choosing influencers to partner with and how to get those coveted deals A beginner friendly intro to affiliate marketing on Instagram to start monetizing your influence immediately Guidance on creating your own products or services that your audience will love and buy Ideas for offering paid content or memberships to build recurring income streams How to design and manage influencer marketing

campaigns like a seasoned pro Step by step strategies for scaling your Instagram influence beyond your wildest dreams How to navigate common challenges faced by influencers and come out stronger A sneak peek into the future of Instagram and how to stay ahead of evolving trends Strategies to adapt and evolve your approach to stay relevant and competitive no matter what changes Instagram throws at you Plus as an invaluable bonus get exclusive access to 50 Frequently Asked Questions for Instagram Influencers 100 Instagram Settings Q A to solve your biggest technical challenges Detailed references further reading to deepen your knowledge Why This Book Written by Instagram strategist and digital marketing expert Yogesh Suryavanshi this guide is designed for real people who want real results Whether you dream of becoming a full time influencer want to promote your business or just want to grow a passionate community this eBook is packed with actionable tips real world examples and insider secrets that will get you there faster No confusing jargon No empty promises Just proven strategies that work in 2025 and beyond Ready to Level Up Your Instagram Game **Instagram Handbook** Trae Wilkerson, 2020-12-22 This is an all in one Instagram Marketing Book This book will take you from beginner to advanced in your journey to creating a successful brand or business This book includes so many features such as Instagram Algorithm Updated Instagram Features The most profitable niches on Instagram Page Styles and Design What to Post on Instagram Insights Analytics Breakdown and so much more Instagram for Sales Josué Matos, The digital world has revolutionized the way we connect consume and conduct business It has never been more evident that social media platforms are far more than spaces to share moments they are powerful tools for selling products building brands and reaching customers in ways previously unimaginable Among these platforms Instagram stands out with its visually driven approach interactive features and highly engaged audience This book is the first in a series that delves into maximizing the potential of major social platforms for sales In Instagram for Sales Strategies to Convert Followers into Customers you ll find a comprehensive practical and accessible guide tailored for both beginners and seasoned entrepreneurs looking to expand their online businesses Divided into five detailed sections the book covers everything from the basics of creating a professional profile to advanced sales and growth strategies Each chapter is designed to provide actionable tips and clear insights supported by real world examples and case studies Starting with Instagram was no coincidence It is a platform that combines accessibility with immense potential for engagement and conversion With features like Stories Reels and Instagram Shopping it offers entrepreneurs the opportunity to build a compelling and highly profitable digital presence Throughout this book you ll learn to master these tools turning followers into loyal customers and brand advocates This project marks the beginning of a broader journey Upcoming volumes will explore specific strategies for TikTok known for its creative dynamism and viral reach and Facebook renowned for its robust and established approach Each book will offer an in depth targeted analysis to ensure you re equipped to maximize your digital presence across any platform I am Josu Matos a Brazilian who found a new home and inspiration in Portugal With a Bachelor s degree in Advertising Marketing and Public Relations in progress and

over a decade of experience working with online platforms like YouTube Facebook Instagram and TikTok I've dedicated myself to transforming knowledge into practical tools for entrepreneurs In 2023 I had the opportunity to travel to Northern Ireland where I was enriched by its culture and insights into digital business In 2024 additional travels across Southern Canada and the Northern United States further broadened my global perspective and skills directly contributing to the development of this book As the author of more than 50 books including Rich Uncle Poor Nephews and The Art of Reinvention my goal is to share effective strategies to help you thrive in the competitive digital landscape In this book you'll discover

How to create an attractive and strategic professional profile
Ways to use visual content Stories and Reels to capture your audience's attention
Strategies for direct sales live sessions and launch campaigns
Techniques for analysis and optimization to drive continuous growth
If you're ready to transform your presence on Instagram into a sales powerhouse you've come to the right place Let's explore the limitless possibilities of this platform together and take your business to new heights

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Instagram Mastery Building, Growing, and Monetizing Your Brand JIM GEORGE ALEPH,2024-06-27 This detailed guide to Instagram provides users with the knowledge and tools to build a compelling and effective presence on the platform Starting with the essentials of creating a strong Instagram profile and understanding your audience the book guides readers through setting up a business account and crafting engaging captions and hashtags Visual content creation is covered extensively including the development of a content calendar to maintain consistency The book offers strategies for growing your followers organically collaborating with others and running successful giveaways to boost engagement Building a loyal community and effectively responding to comments and messages are key topics along with hosting successful Instagram Live sessions Readers will learn to understand Instagram Insights measure success and track progress for continuous improvement The guide also delves into optimizing profiles and content using Instagram Stories and IGTV running effective ad campaigns and leveraging Instagram s shopping feature for business growth *Instagram Rules* Jodie Cook,2020-10-27 SALES developing a voice identifying trends driving a campaign responding to engagement and more Create a personalised Instagram strategy whatever your business is Apply insight from interviews with successful users from Ben Jerry s and Papier to freelancers and community groups and Jodie s own experience working with international brands celebrities and small businesses Read as a quick fire reference or as a step by step guide or for effective focused strategy Whether you re a complete novice short on time or want to improve your engagement Instagram Rules makes social media marketing straightforward and hassle free for any small business or serious Instagram user **Social Media Marketing Beginner Guide** Scorpio Digital Press,2025-08-02 Social Media Marketing Strategies to Boost Your Brand Authority and Business Growth Leverage the power of social media to grow your business build trust and become an industry leader Social media marketing is the art of gaining visibility traffic and customer engagement through popular platforms like Facebook Instagram Twitter LinkedIn Pinterest and YouTube Each platform offers unique features but when used strategically they all work together to build brand recognition and drive results This book is your complete guide to understanding how social media works how to use it to your advantage and how to turn followers into loyal customers Whether you re a small business owner entrepreneur freelancer or marketer you ll discover simple actionable steps to strengthen your online presence and establish your authority in your niche Why Social Media Marketing Matters Build trust and credibility by sharing value consistently Position yourself as an expert and thought leader Increase brand visibility and customer loyalty Improve your SEO and online search rankings Connect directly with your target audience Save money with cost effective marketing campaigns Monitor trends and gain real time audience insights Top Platforms Covered Facebook Instagram Twitter X LinkedIn Pinterest YouTube and many more Whether you re just getting started or looking to refine your strategy this book will help you take your social media marketing to the next level Click the BUY BUTTON and unlock the secrets to social media success today

Power of Instagram Christopher Miller, 2020-12-10 Are you familiar with Instagram Are you familiar with the latest features of Instagram Do you know about Instagram marketing and influencer marketing Do you want to know the growth hacks for the Instagram business Your answer must be yes Although the popularity of other social sites is diminishing Instagram is hotter than ever and does not show any signs of cooling off Both users and marketers love Instagram Instagram is a network that intelligent marketers cannot afford to avoid with more functionalities and marketing powers than ever Filled with consistent methods from leading Instagram experts this book will guide you through the steps you can use to set up your account the actionable monetization strategies and how to incorporate the social media platform into your entire marketing approach This book shows you how to take advantage of all the new features including Insights IGTV Posts and Stories You will also learn What is Instagram and how to use it Importance of Instagram Instagram marketing Instagram for bloggers and influencers Growth hacks for businesses brands Starting with the basics of developing an eye catching and engaging profile that reflects the brand accurately learning the steps of using and post type and hashtag gathering your statistics to understand your audience better creating guidelines to maintain consistency and coherence within your profile This book will introduce bloggers influencers online marketers and business owners to the world of Instagram Isn't this exciting So grab your copy to make an idea to customers

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Stagram Favorite Insights Introduction

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