

Instagram Trends 2025

What's working for *Instagram* growth?

No matter your size or industry, these data-driven trends will empower you to make a huge impact on Instagram in 2025.



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About SocialPilot

SocialPilot is an all-in-one social media tool designed to help you grow your social media presence. It brings all your social media accounts into one seamless dashboard, making scheduling, publishing, and analyzing content effortless.

Collaborate effortlessly with teams, stay on top of client needs, and make data-driven decisions that maximize your impact.

Whether you're a solo creator, a small business with big goals, or an agency managing multiple clients, SocialPilot is your partner in achieving social media success.

Social Networks Supported



Highly Recommended on:



55 Billion +

5.5 Billion

Social Media Posts
Scheduled and Published

13,500+

Brands and Agencies Use
SocialPilot Globally

13+

Years of Market
Existence



Let's Make Instagram Work for You

The social media world moves fast, and Instagram is no exception. With over **2.4 billion active users**, it's a perfect place to build strong communities and grow your business socially.

However, achieving consistent results is becoming increasingly complex. Constant algorithm changes, fleeting trends, and crowded feeds can leave even the most experienced marketers feeling lost.

At SocialPilot, we believe **everyone deserves to grow**, regardless of whether they are a creator, small business owner, or well-known global brand. No matter your size, you can go big on Instagram, and we're here to help you do just that.

This report is based on analyzing **45,700 Instagram accounts** and **4.4 million posts** from January to December 2024. We excluded newly created accounts and profiles with fewer than 1,000 followers to ensure this report focuses on genuine accounts with consistent posting patterns and authentic audience interactions.

You don't need to guess anymore. Let's explore what's working (and what's not) to help you crush it on the gram this year.

Before We Get Started

Let's help you get familiar with some of the terms we will be using in this report.



Reach

The total number of unique users who have seen your content on social media.



Engagement

The interaction that users have with your content, including likes, comments, shares, and saves.



Engagement Rate:

Measures audience interactions (likes, comments, shares, saves) relative to reach.



Reach Rate

The percentage of your followers who see your content relative to your total follower count.



Carousels

A post containing more than one photo or video, which users can view by swiping left on a post.



Hashtags

Words or phrases preceded by a hash symbol (#) used to categorize content and help people find it on Instagram.



Collaborations

Partnerships where two or more brands, influencers, or creators work together on content or campaigns to expand the reach and engage new audiences.



Mentions

When you tag another account (@username) in your caption or comments.



Comment %

The percentage of users who engage with your content by leaving comments relative to your total reach.



Share %

The percentage of users who share your content with others relative to your total reach.



Watch Time

The duration for which viewers watch a video.



Posting Frequency/Week

The number of times a user or brand posts content on social media in a week.



“

***Instagram is the place to be
for businesses that want to
connect with their audience
on a personal level.***

Gary Vaynerchuk - *American businessman and author*

Key Insights at a Glance

Forget what you thought you knew – this is Instagram unfiltered.

Whether you're a brand or marketer looking for the next big Instagram strategy, you're at the right place. Read on to discover trends and tips to make yourself stand out in 2025.



On average, users post 15 times per month

Average watch time for videos is 8 seconds

Videos make up 34% of published content

Only 9% of posts include caption links

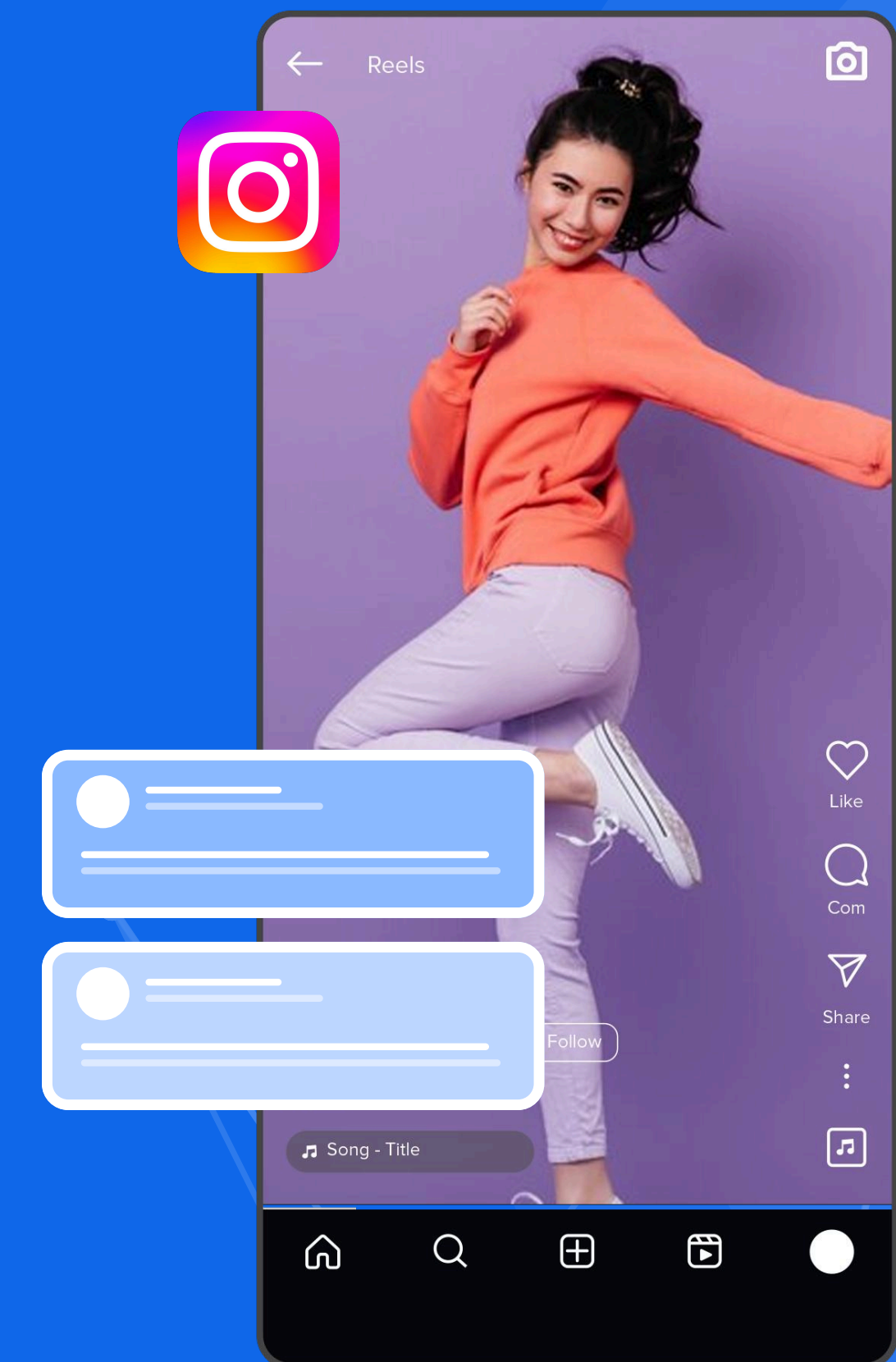
Collaborations appear in just 1% of posts

84% of posts do not include mentions

Source: Based on our study of 45,700+ Instagram profiles and 4.4 million posts from 2024.

Reels vs Feed Posts

Posting on Instagram raises a common question. Should you pick a single image, a carousel, or perhaps a video? Each one brings something unique to the table, but let's dive into which one really gets the highest reach and engagement.



Are **Videos** Better Than Photos?

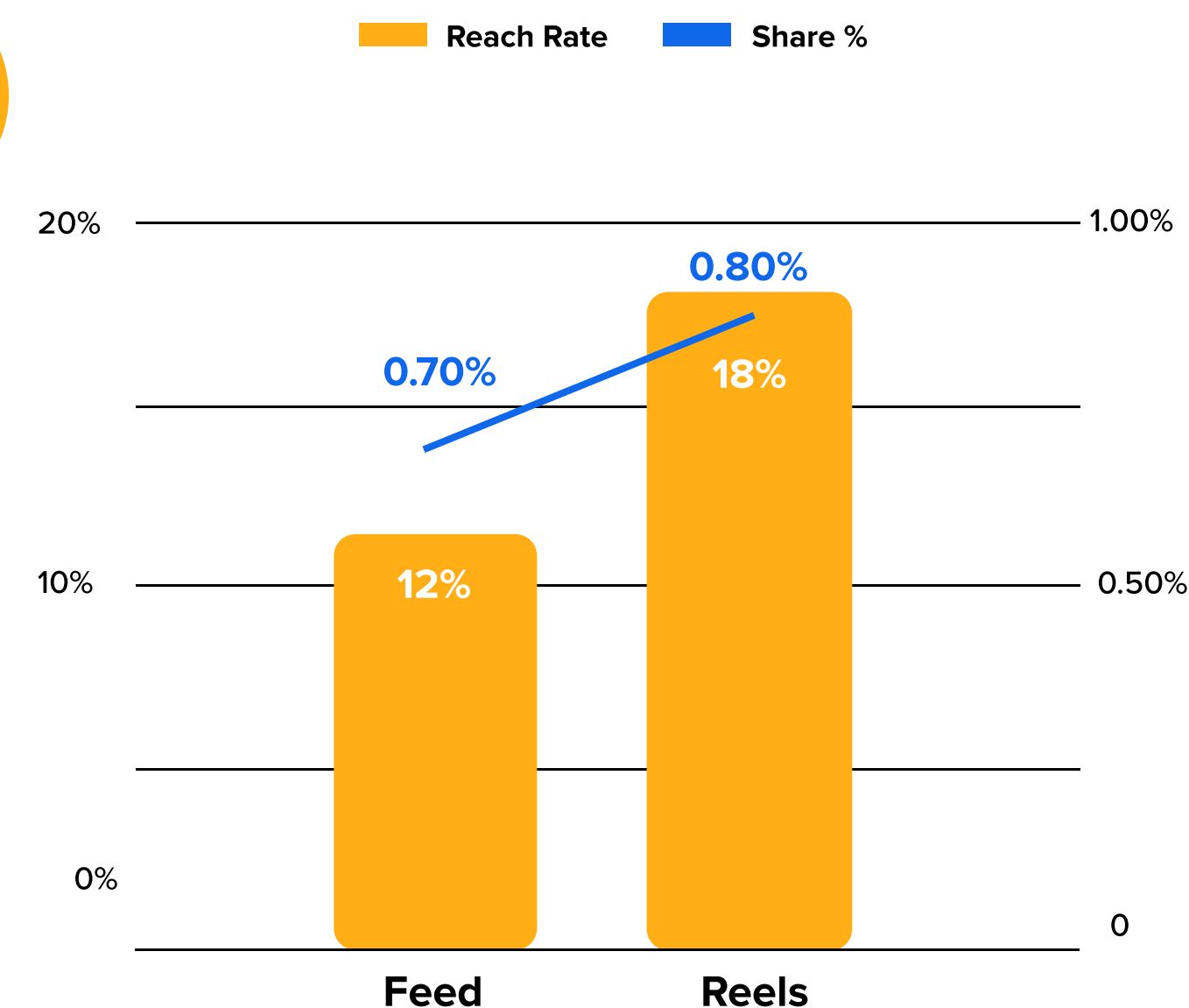
Our analysis shows that although videos make up only **34.08%** of the content, they reach, on average, **49%** more audience than carousels and photos.

Why is that? Well, Reels get shared more, and when your content gets shared, more people see it. Brands share content that surprises, entertains, or provides value quickly, like a funny meme or a new trend.



Pro Tip

Design your reel like a Super Bowl commercial - make every second count! Hook viewers in the **first 3 seconds** with a bold question, surprise, or energetic statement that makes them want to share it.





Aidan Brannigan

Founder, No Boring Brands

I grew 'The Marketing Millennials' from 19k to 145k followers using 66.67% Reels and the rest with carousels and single-image posts.

I post guides as carousels; my audience prefers step-by-step over fast-moving Reels.



Allanah Micallef

Marketing Executive, Utilita Energy

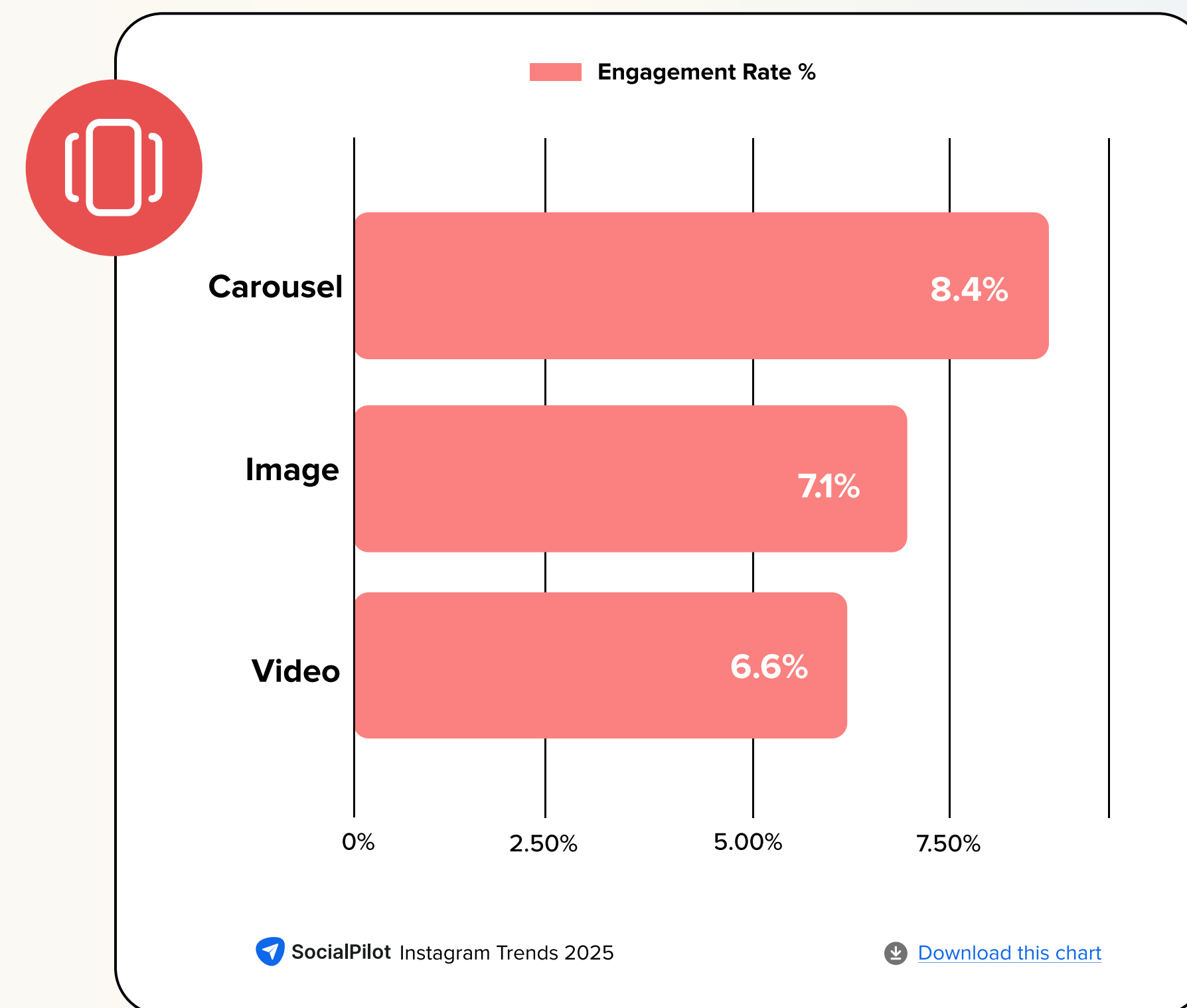
What Makes Your Audience Engage More?

As per the data, carousels outperform videos and images with **22.73% higher engagement** while making up only **17.27%** of the content. Multiple slides are clearly more effective than just one, keeping your audience swiping, learning, and, most importantly, engaging.



Pro Tip

Think of your carousel as a mini-story. Every slide serves as a narrative that keeps viewers interested. To keep your feed fresh and followers engaged, carousels are the way to go!



The Real Value of Hashtags in 2025

Hashtags have been the way to get discovered on Instagram since day one. They've helped people find content they care about and connect creators with the right audience. But in 2025, things work differently.



So, Are **Hashtags** Still a Thing?

Turns out, not so much. Hashtags haven't had much influence on reach, regardless of follower count. In fact, people tend to use fewer hashtags as their follower count grows.

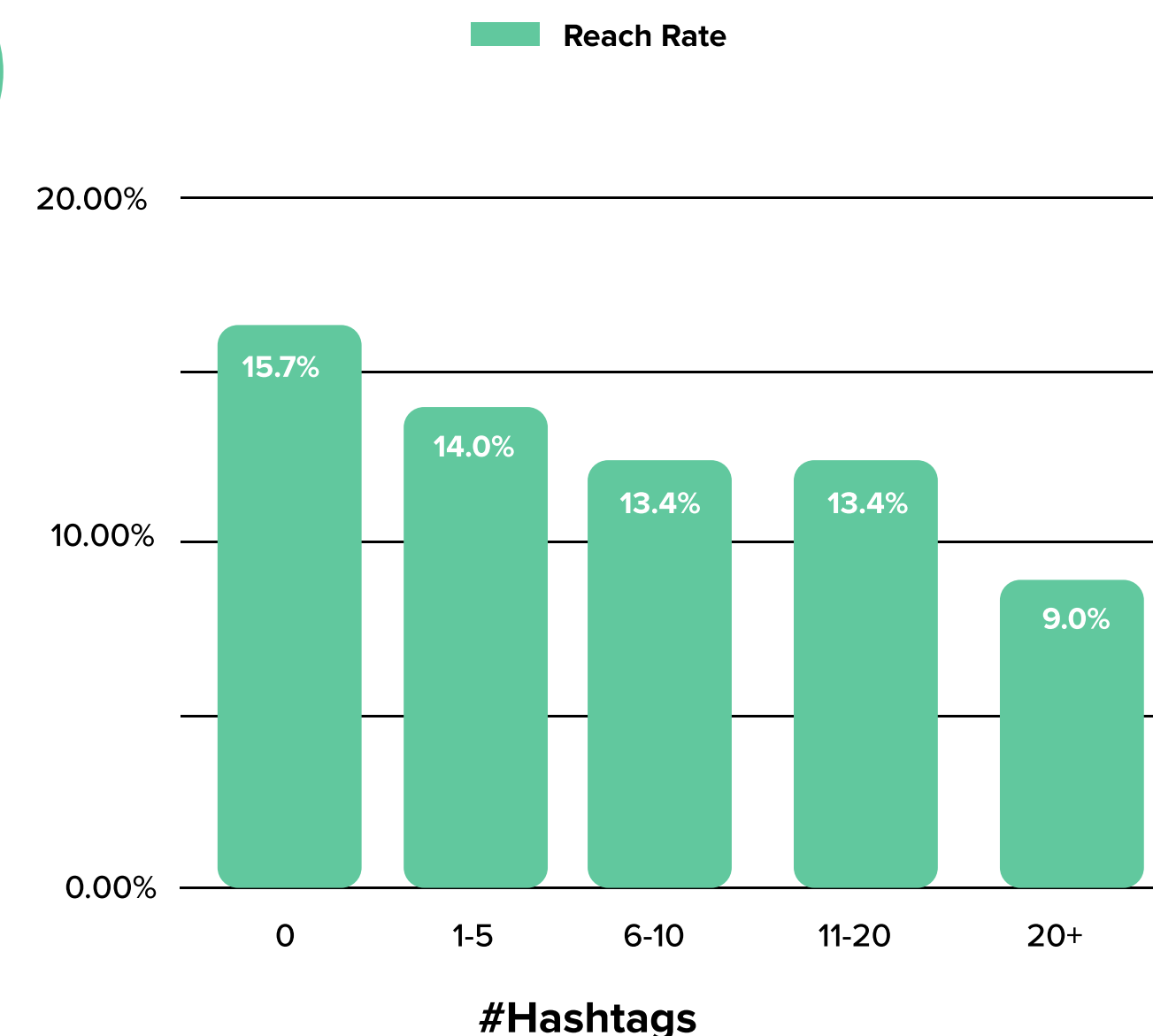
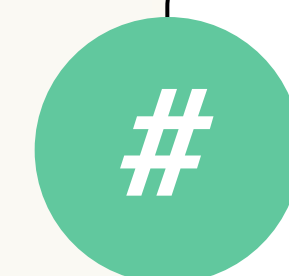
Our data shows that **posts with no hashtags** saw **23% better reach** than those loaded with hashtags.

But don't give up on hashtags just yet! Use them as content organizers or for discoverability rather than growth boosters.



Pro Tip

Use 1-2 relevant hashtags that fit your content. Don't overload. Instead, focus on writing an engaging caption that captures your audience's attention.



The Power of Partnerships

Collaborations and mentions are powerful tools for creators and brands to connect with new audiences and expand their reach. You can introduce your content to followers who might not have found you otherwise. We've analyzed the data on mentions and collaborations to reveal what truly works.



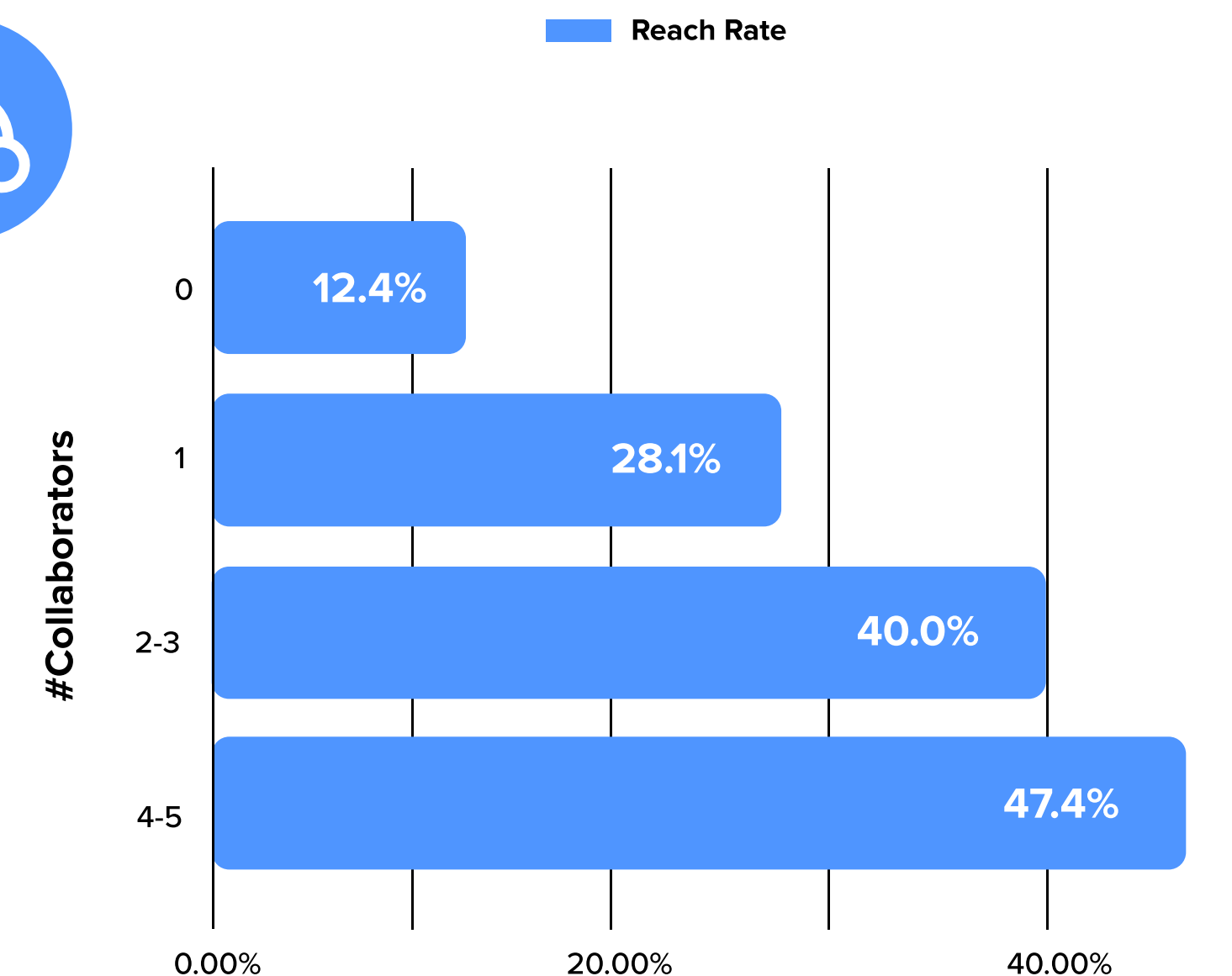
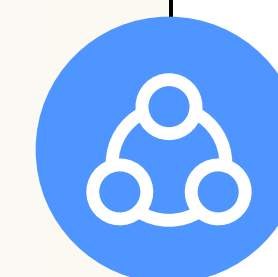
Can Collaborations Multiply Your Reach?

Absolutely! As per our insights, posts with **4-5 collaborators** had **3.8 times higher reach** than standard posts. But remember, It's **quality over quantity** because a smaller, engaged audience outperforms a larger, inactive one.



Pro Tip

Don't just chase the big follower numbers! Look for creators or brands with similar values and engaged audiences. Check out their last 10 posts; if the likes and comments are buzzing, you're on the right track.



Does **Tagging** Others Really Help?

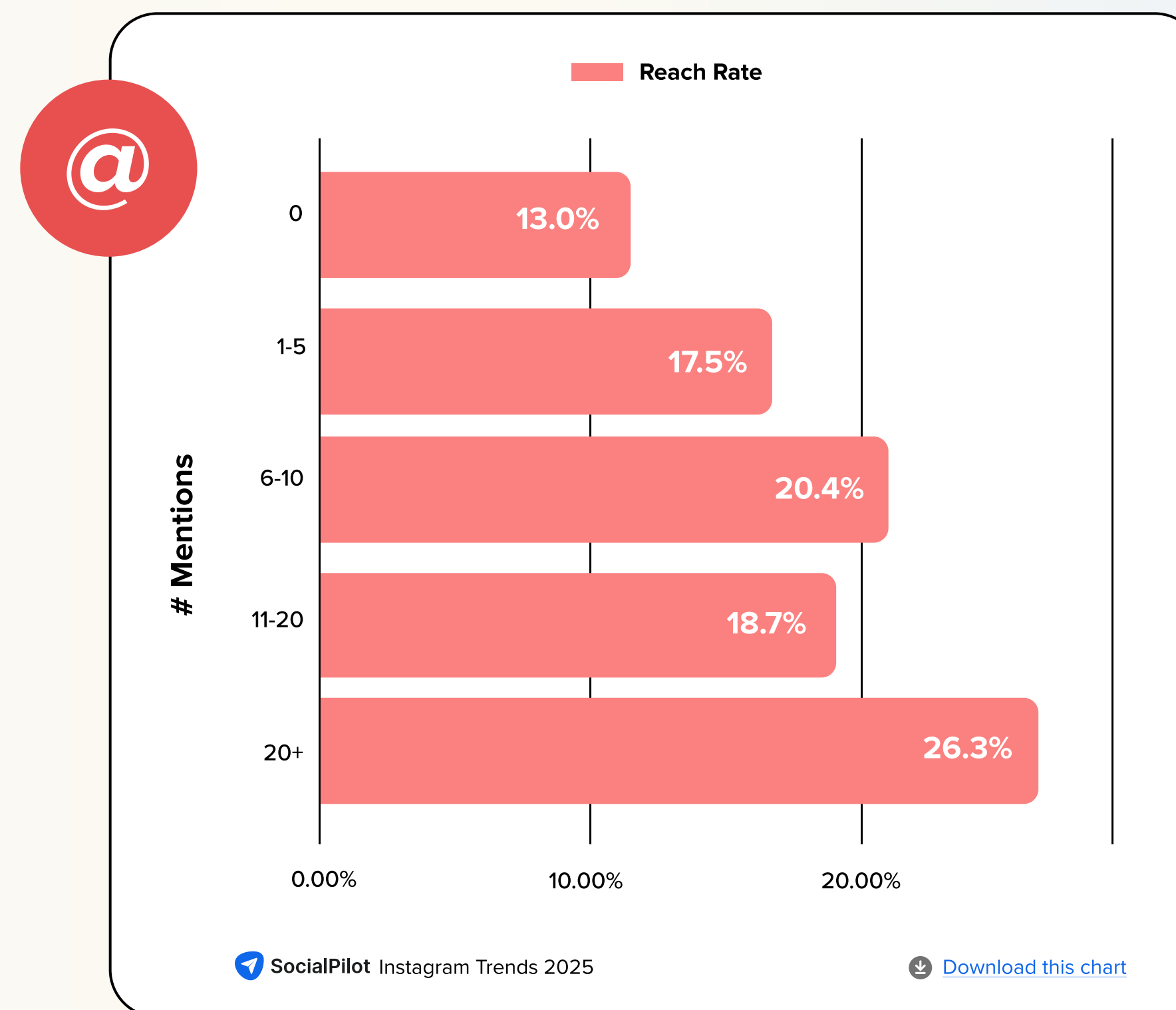
Here's a social media superpower most creators overlook: mentions. Posts with mentions increase your reach by **2x** and drive **30% more engagement**. When you mention others, they're more likely to share your content, which increases its visibility.

Plus, this interaction signals to Instagram's algorithm that your content is valuable, increasing its chances of being shown in feeds and explore pages.



Pro Tip

Remember the power of word-of-mouth? Mentions are your social media equivalent. You can increase the visibility of your business and double your reach by tagging the right people.



The Impact of Your Caption Length

Captions are like the unsung heroes of your post, they set the vibe and drive conversations in the comment section. In the next slide, we'll show you the sweet spot that gets those comments coming in!



Short or Long Captions: What Works?

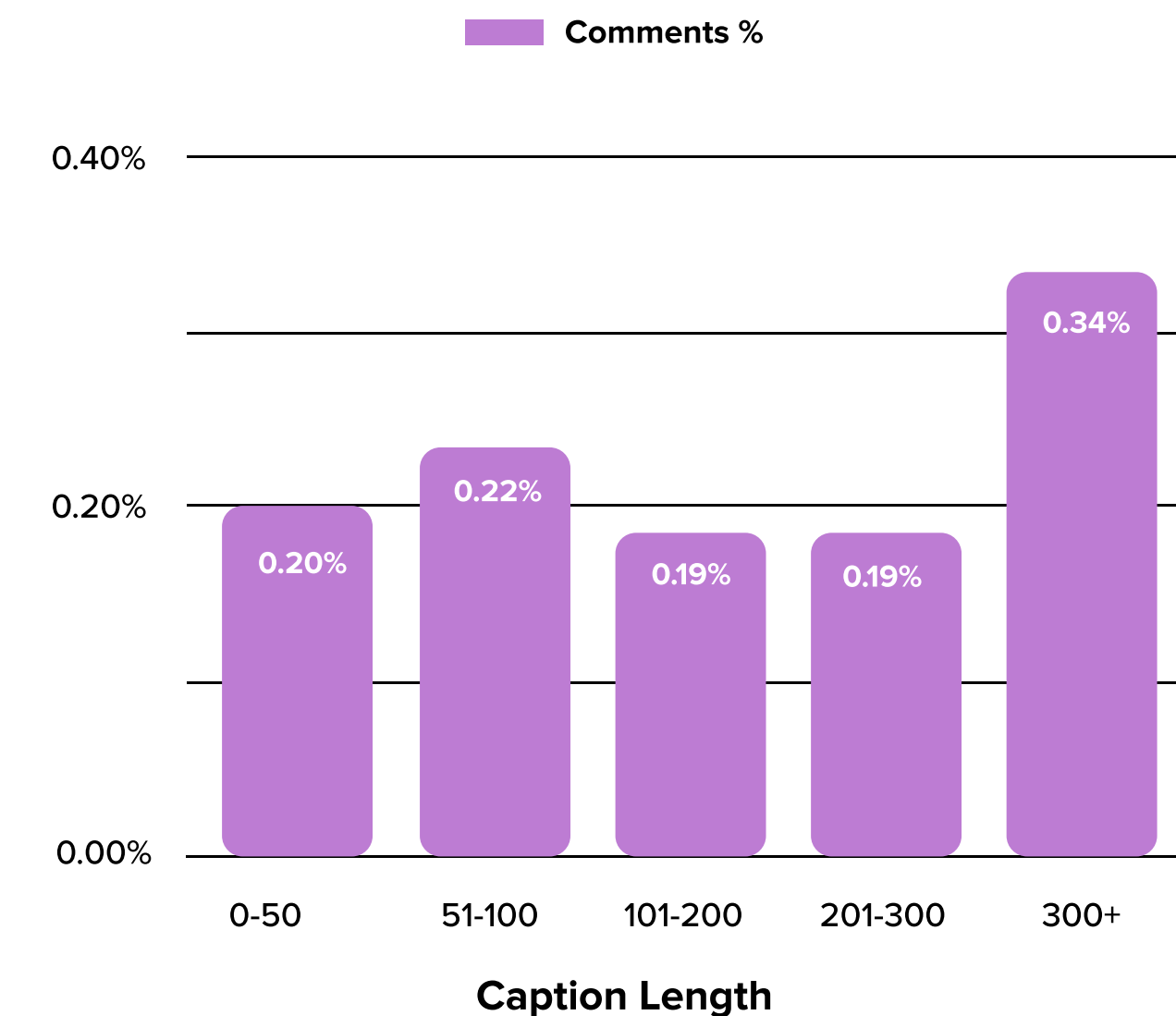
Remember the feeling when someone tells you a long, interesting story that grabs your attention? That's what happens with extended captions on Instagram.

Our research shows that captions over **300 characters drive 70% more comments**. Why? Because they start with a hook that grabs attention and provides more context, inviting deeper conversations.



Pro Tip

Your captions are like conversations at a party. Short, snappy lines get passed around, but the longer, more interesting stories get people involved and talking back.





Allanah Micallef

Marketing Executive, Utilita Energy

I craft captions with hooks, value, and CTAs to engage followers and encourage conversation.

A great caption doesn't just share, it invites. It gets your audience thinking, feeling, and wanting to join the conversation.



Lily Deal

Marketing Executive, Serviced

Let's Talk Reel Length!

In the world of Instagram, Short-form videos are your chance to say, "Hey, stop scrolling and please look at me!" But how long should your reel be to capture viewers' attention and keep them engaged? In this section, we'll look at the perfect Reel video length and why it matters.



How Long Should Your Videos Be?

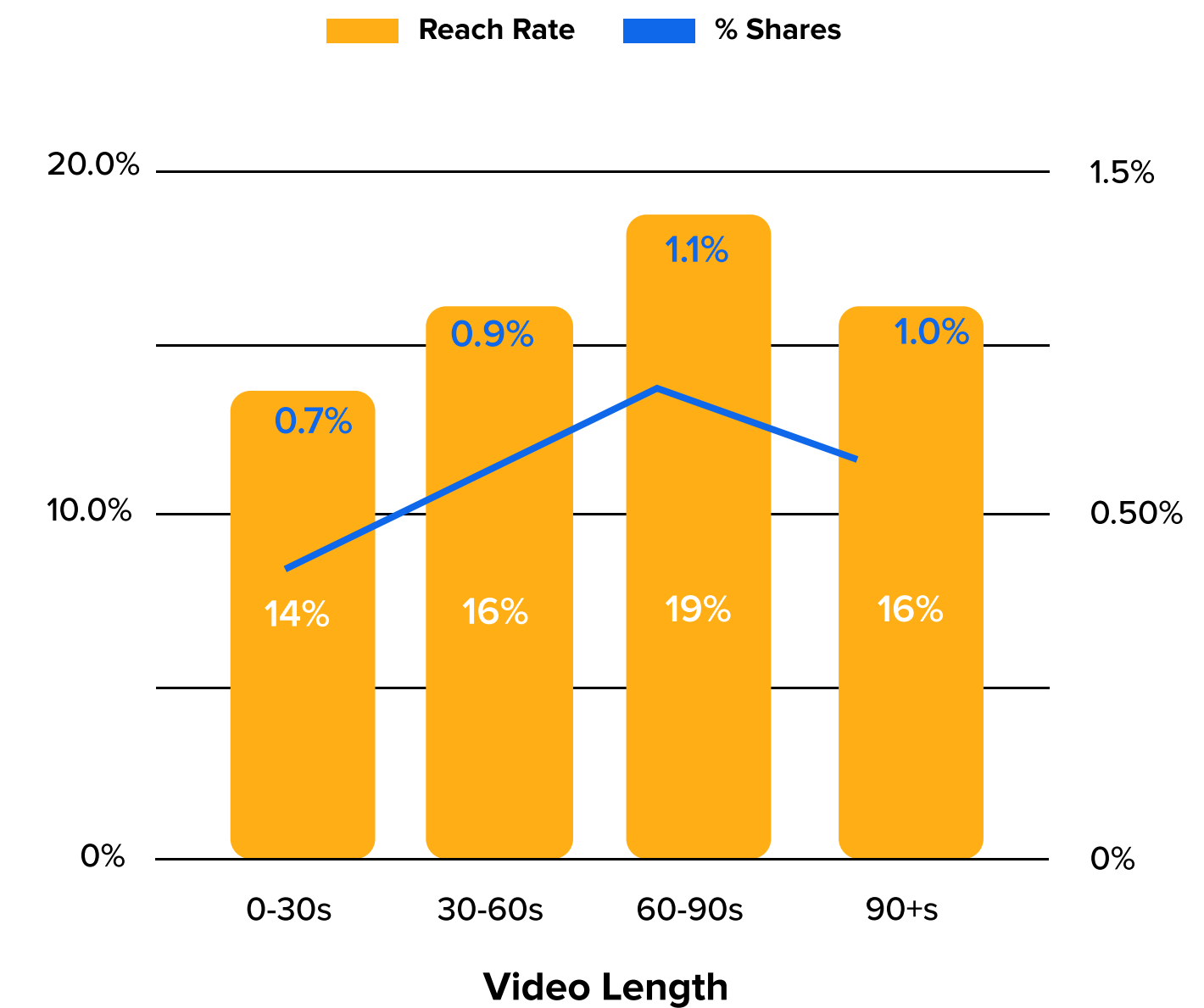
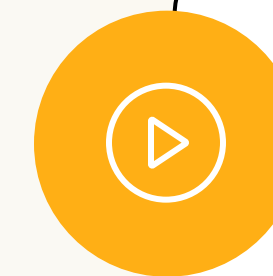
Our study shows that the videos between **60 to 90 seconds** long perform the best. These perfectly timed videos are crushing it, getting shared 24% more and reaching way more feeds than their shorter or longer siblings.

It's not too short, not too long, just right!



Pro Tip

Your Instagram video isn't meant to be a documentary. It's more like a trailer! Keep it 60-90 seconds to deliver the punchline before viewers scroll away. Start with a bold statement or ask questions to hook and leave them wanting more.





Dayana Collazos Ibarra

Social Media Executive, The Folio Society

I aim to keep reels between 30 and 90 seconds, ensuring they stay visually dynamic by changing something every second to maintain engagement.

For Reels, I dive straight in, keep them under 90 seconds, and always add captions to engage.

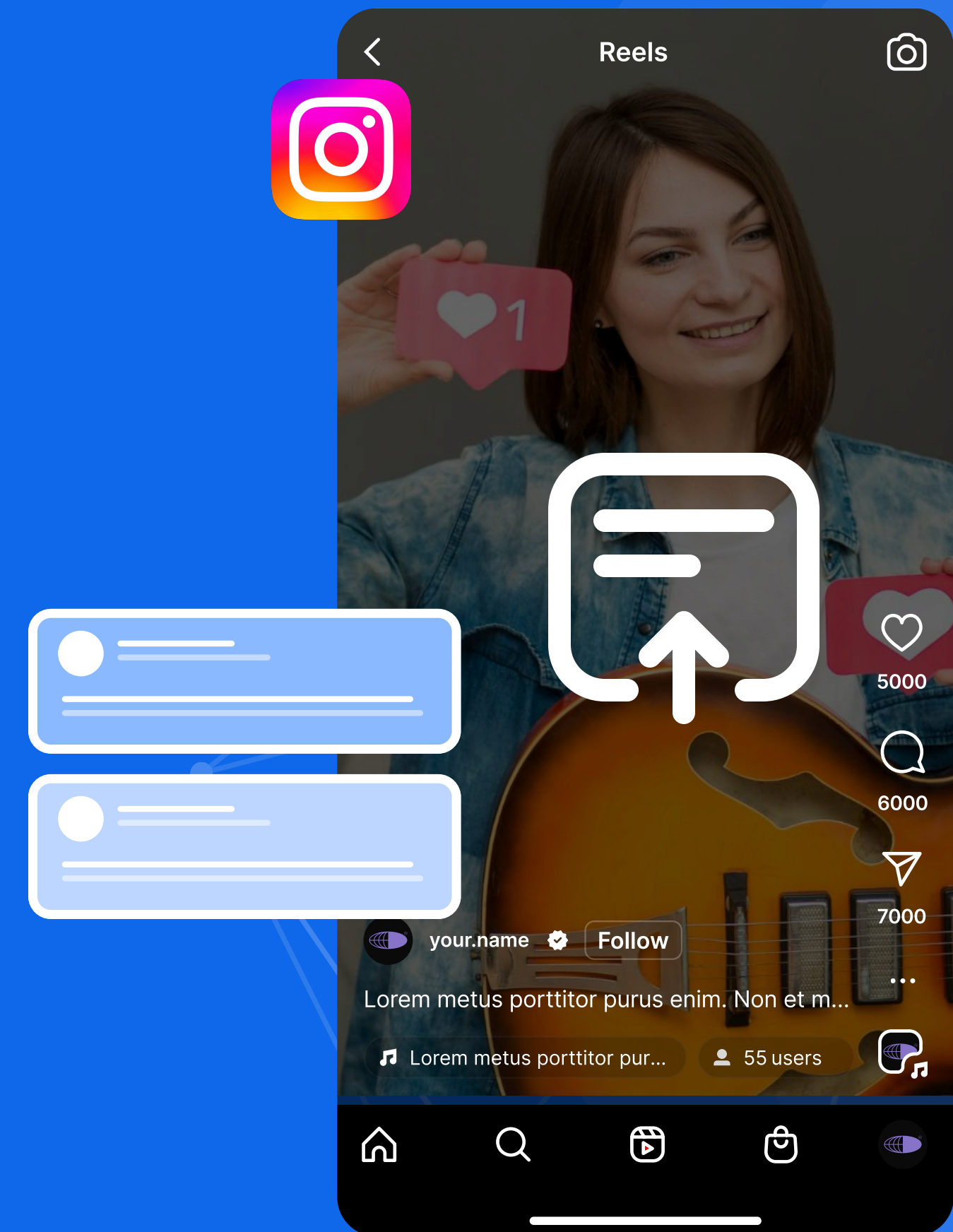


Luan wise

Social Media Trainer

The Truth About Posting Frequency

You might wonder why posting frequency is such a big deal. Well, it's not just about how often you post—it's about building consistency, interacting with your audience, and staying top of mind. Let's explore what we found about posting frequency.



How Often Should You Post?

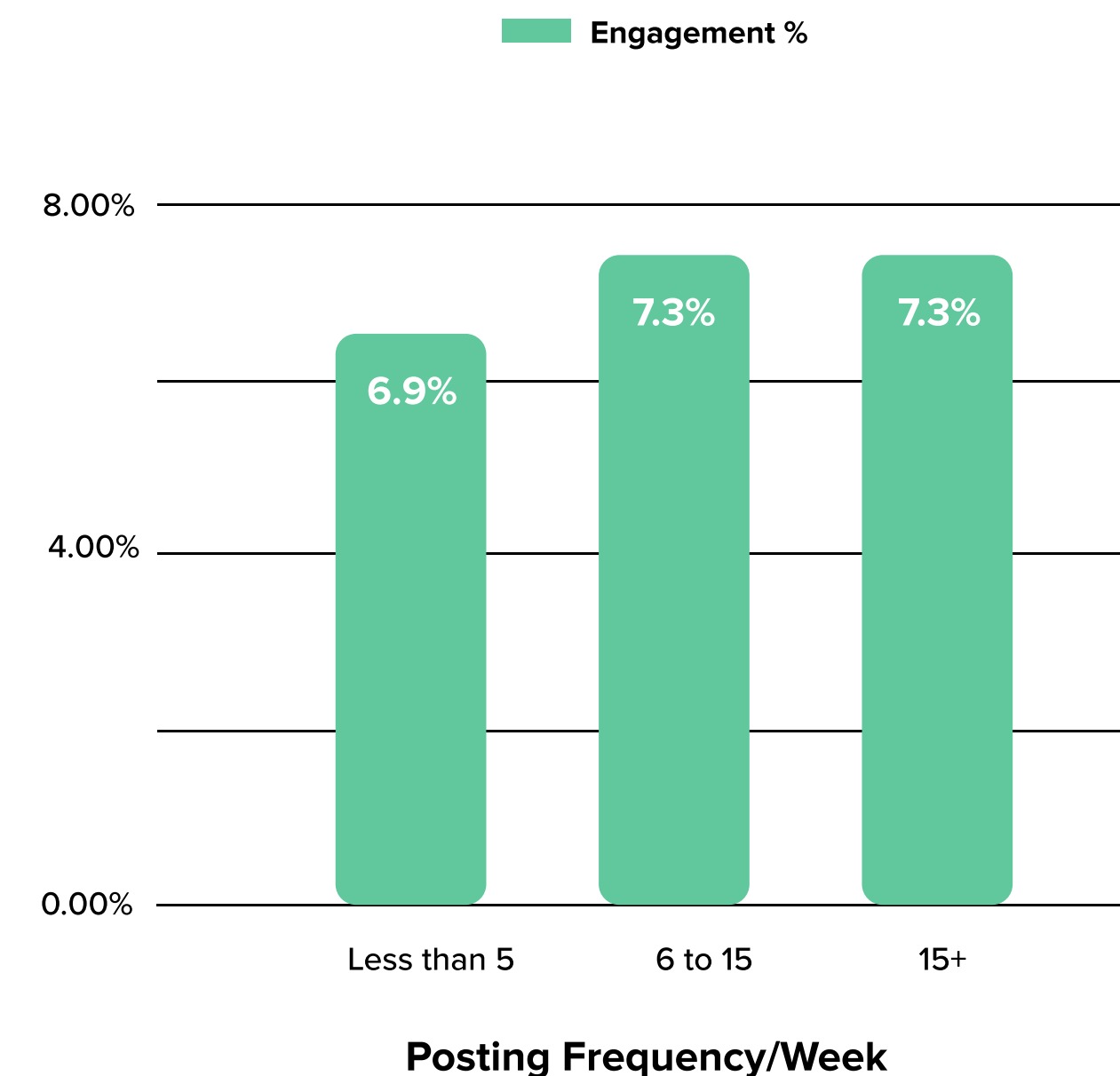
Our data tells us there is no magic number for how frequently you should post. Yes, you read that right! Whether we posted 5 or 15 times per week, there was no substantial difference in reach or interaction. But remember, posting too often without meaningful content can overwhelm your audience. Keep it human, and be mindful of their experience.

The key is to **consistently share quality content** that connects with your followers.



Pro Tip

Mix your content like a pro bartender. Add a carousel here and a reel there, and sprinkle in some images. Keep it varied and fresh.



Insights Into Your Industry's Instagram Strategy

Let's look at what your industry's strategy says about you. From creators to beauty brands, each industry has embraced unique strategies to engage and connect with followers. Ready to find out who's leading the pack and what it means for you? Let's go!

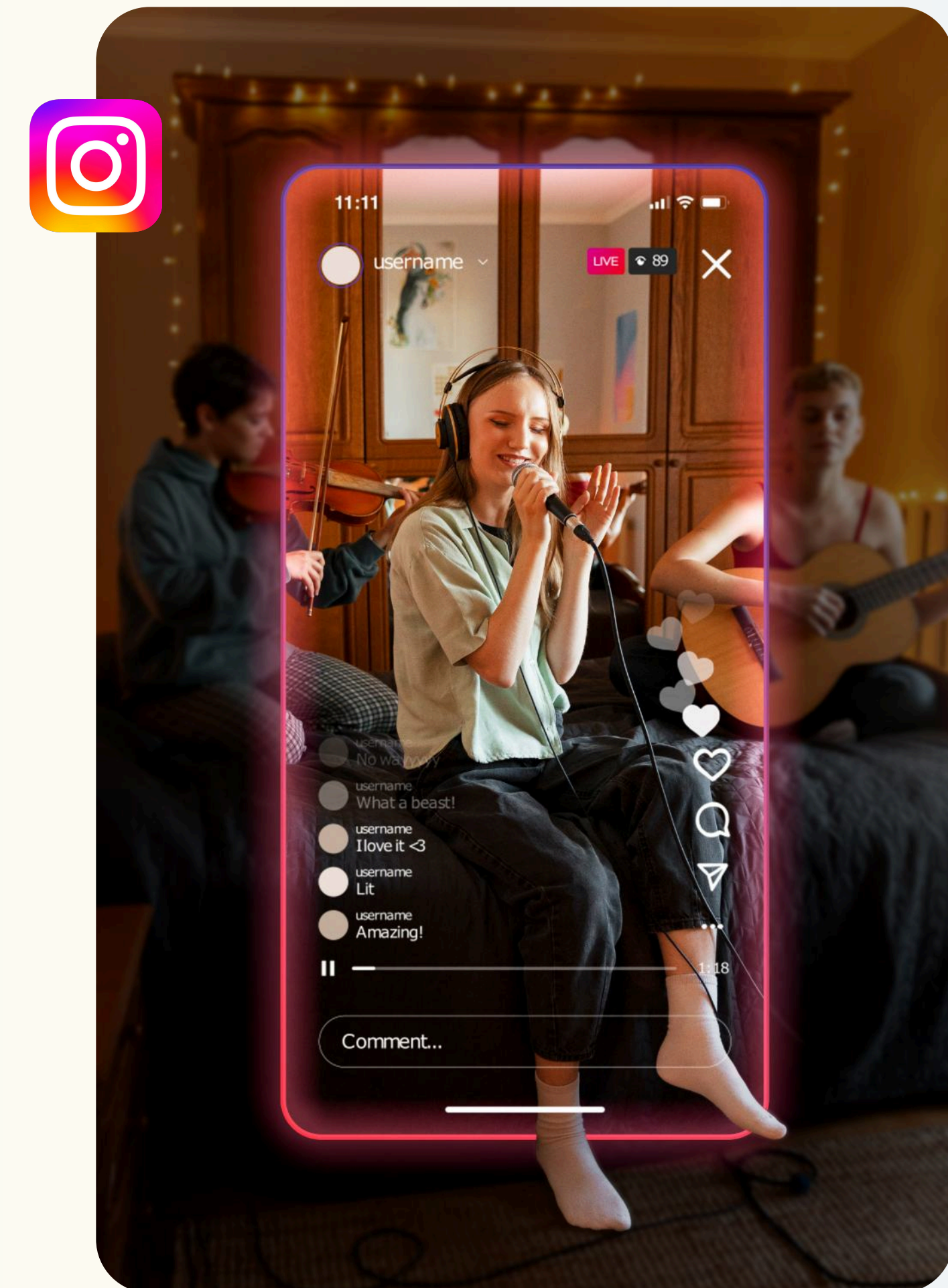


Feed vs Reel

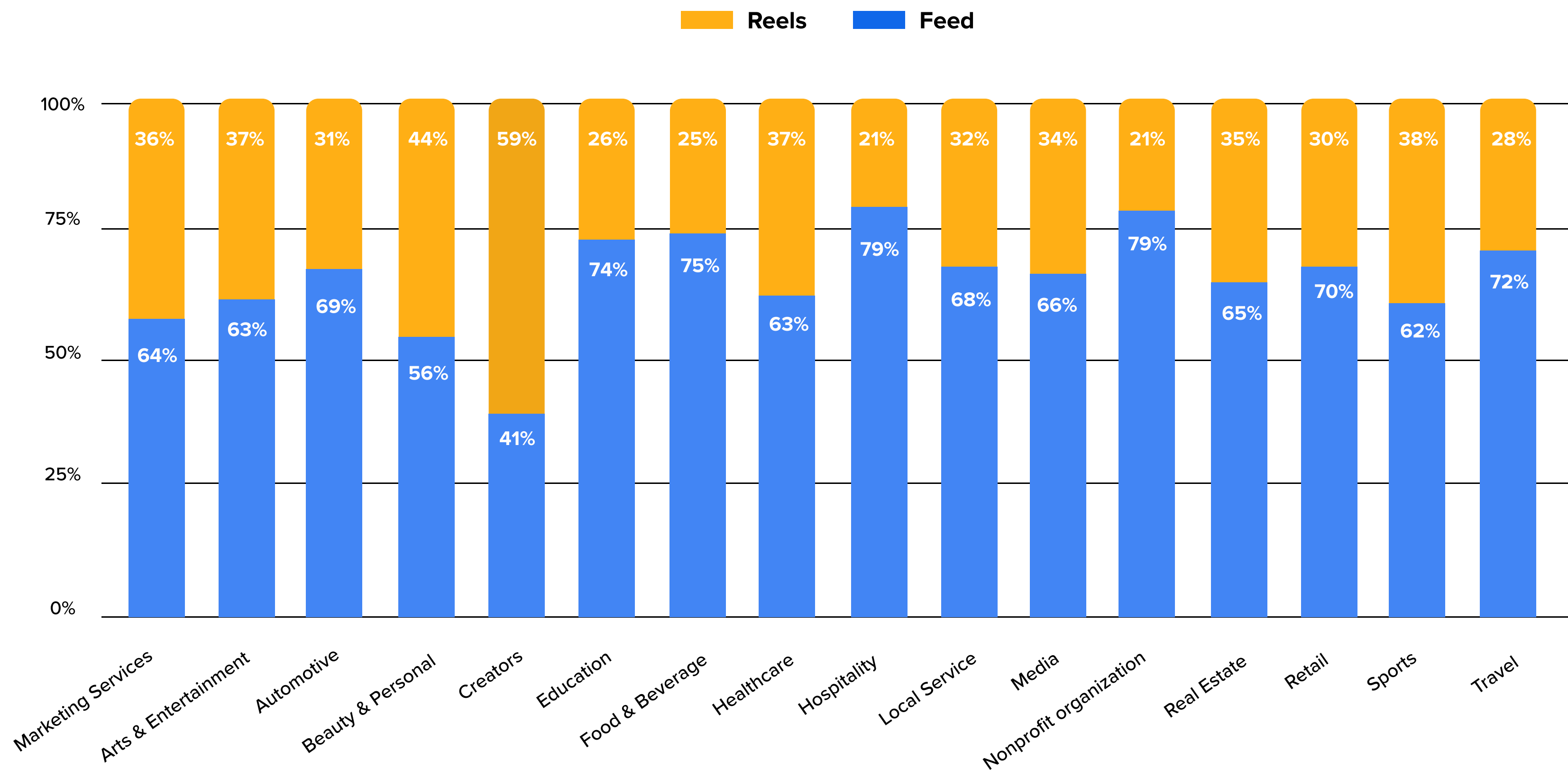
Real Talk: Who's Using Reels to Capture the Spotlight?

We discovered that **59%** of creators' content is now in reel format. Fitness influencers, life coaches, and tech creators are changing the way we learn, inspire, and connect.

Beauty brands use reels for **44%** of their content! They are giving their audience a digital experience, whether highlighting product debuts and viral skincare recommendations or going from "bare face to glam" in 15 seconds.



Creators and beauty brands are all-in when it comes to reels



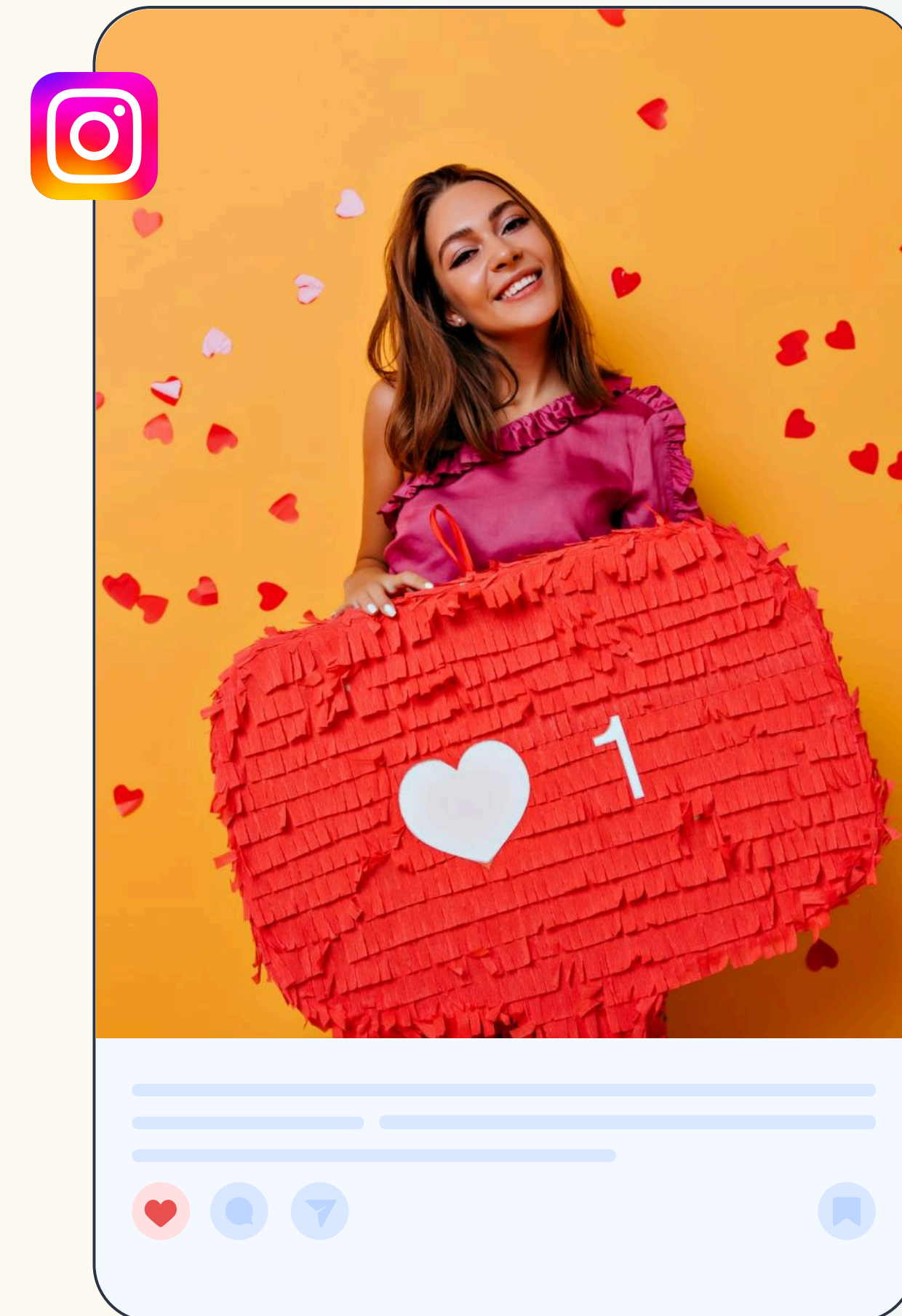
Engagement Rate

Clicks and Cheers! Who's Winning the **Engagement** Game?

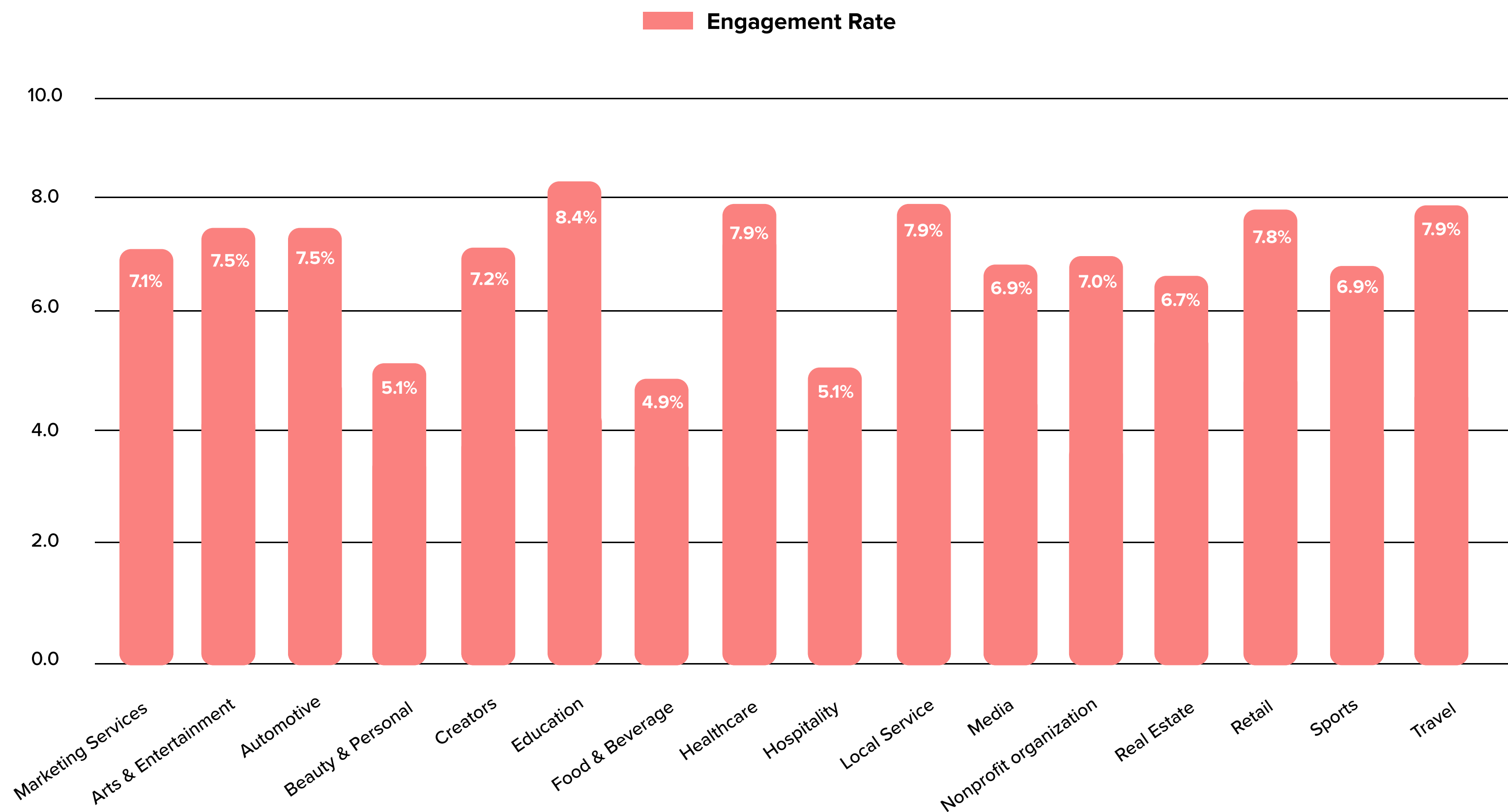
According to our research, the real story of Instagram's success lies in engagement rates, which go far beyond just the number of followers.

The Education industry achieved the **highest engagement rate of 8.4%**. Travel and healthcare brands followed closely at 7.9%, while retail brands were not far behind at 7.8%.

These industries remind us that what truly matters is not the size of the audience but the depth of the connection!



The Education industry is winning hearts the most



Collaborators vs No Collaborators

Collab Stars! Who's Shining the Brightest?

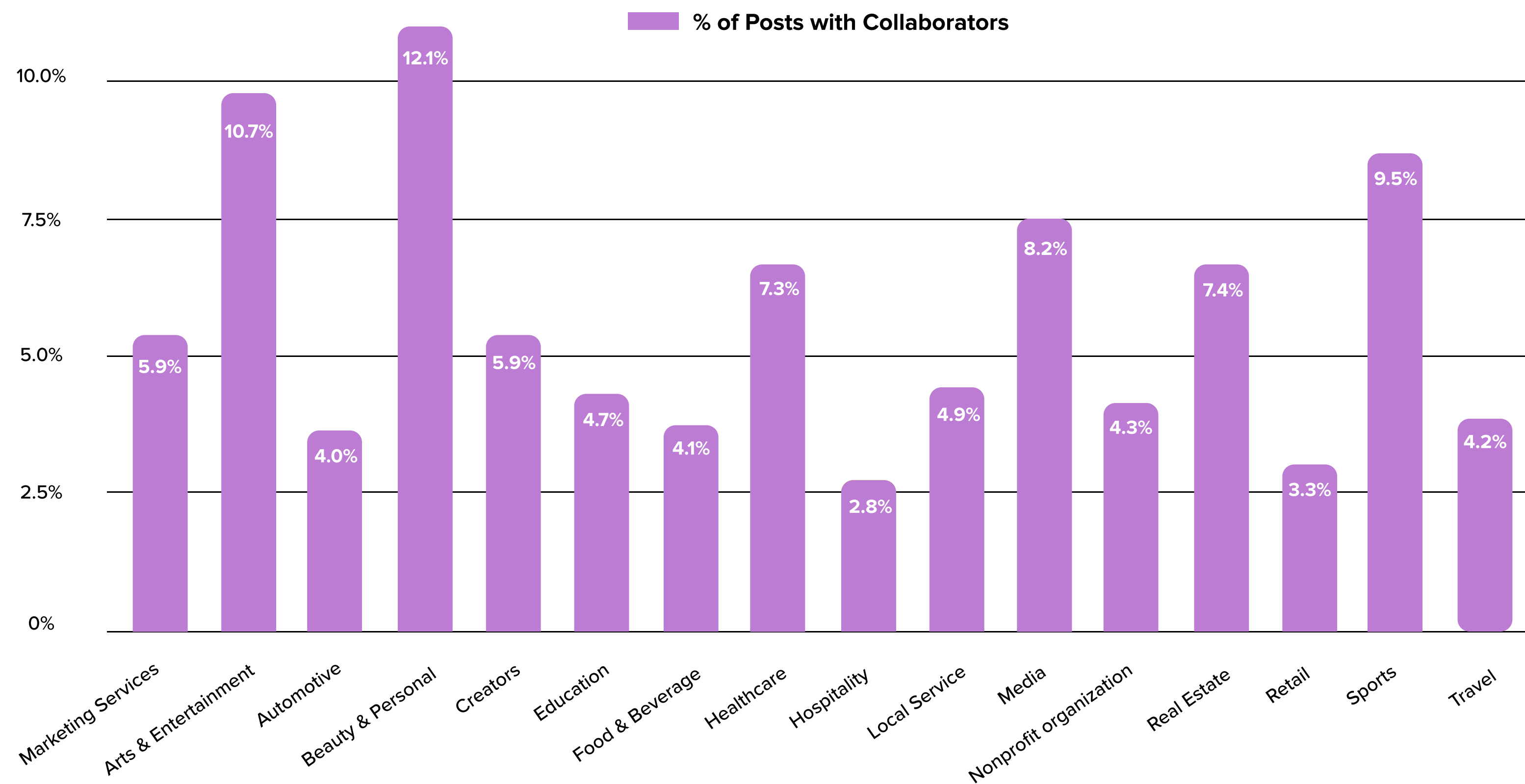
Beauty and Personal Care brands lead in collaborations, with **12.1%** of posts featuring collaborations. They team up with creators to showcase everything from skincare routines to new product launches.

Next up, Arts and Entertainment come in at **10.7%**, with Sports brands not far behind, using collaborations in 9.5% of their content.

From behind-the-scenes glimpses to athlete shoutouts, these industries are leveraging collaborations to increase their reach.



Collab Stars are Beauty, and Arts & Entertainment Brands



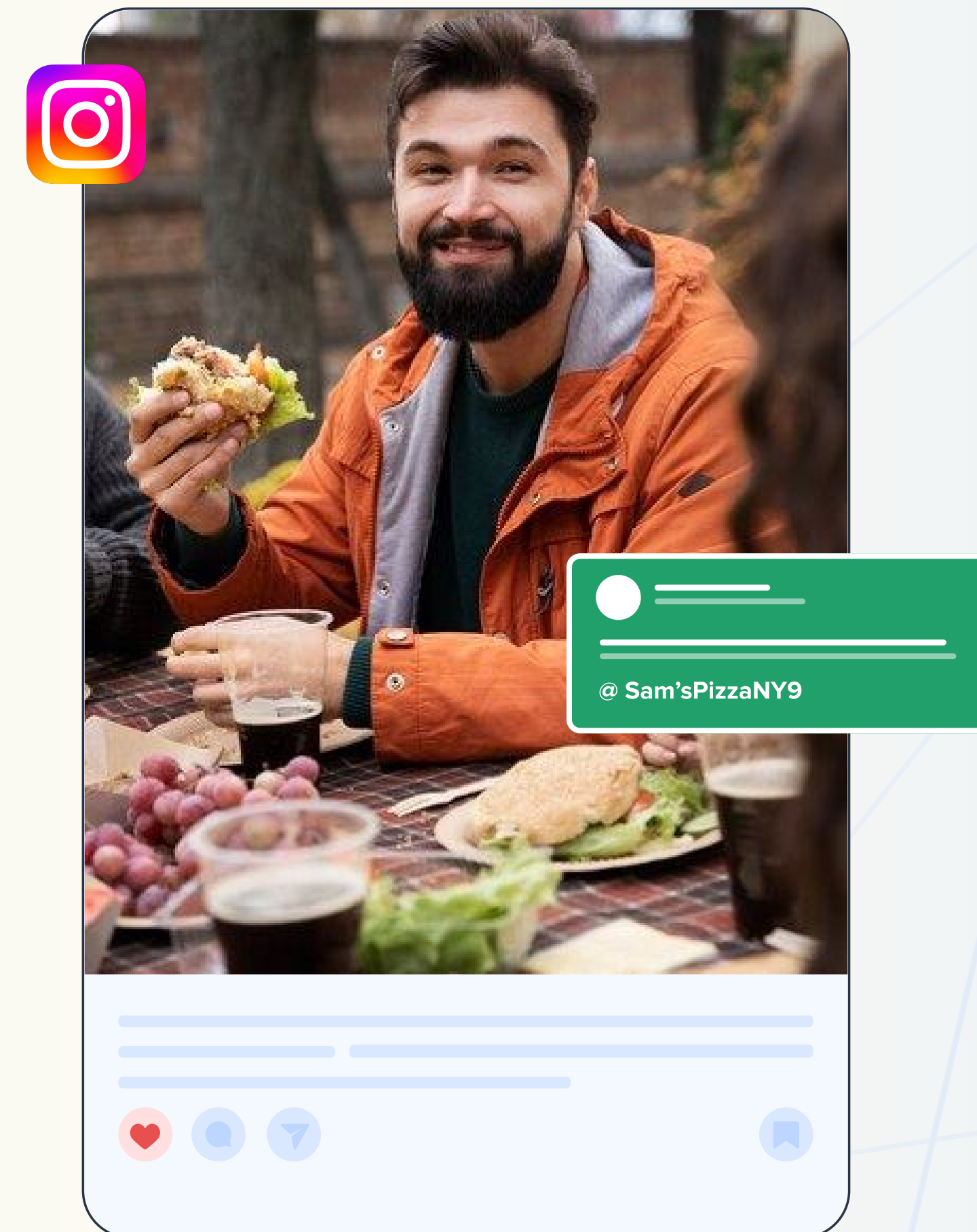
Mentions

Tag, You're It! Who's Using Mentions to Drive Reach?

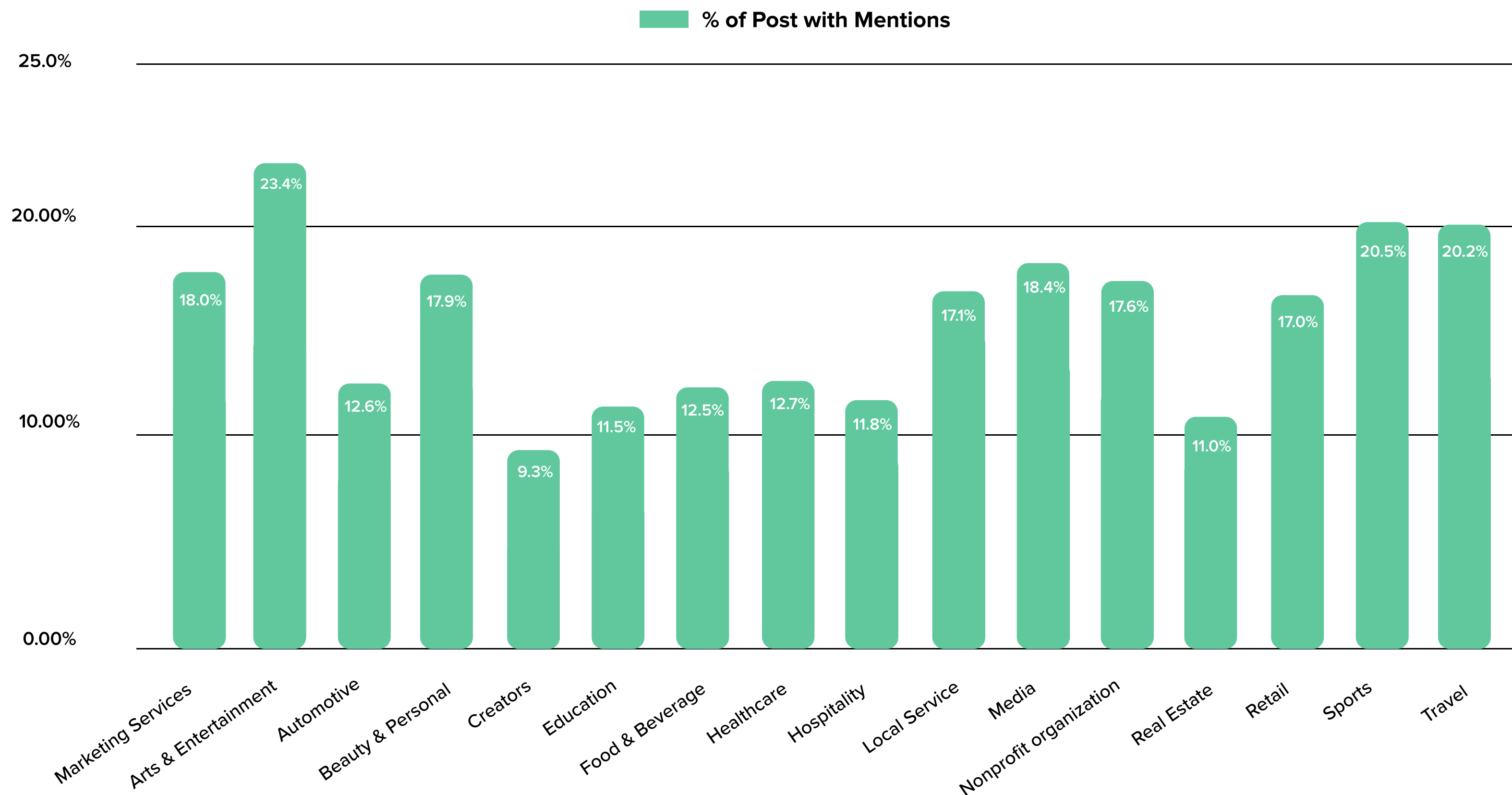
Our data reveals Arts & Entertainment dominates the mention game at **23.4%**. They're crushing it with movie promotions, events, and creator collabs.

Travel isn't far behind at **20.2%**, making waves through tourism campaigns and influencer partnerships.

Other industries need to get in on this action. It's time to level up those mentions and keep those social conversations flowing.



The Arts and Entertainment industry is absolutely crushing it with mentions



Content Mix

What's on the Feed? The Best Content Mix by Industry

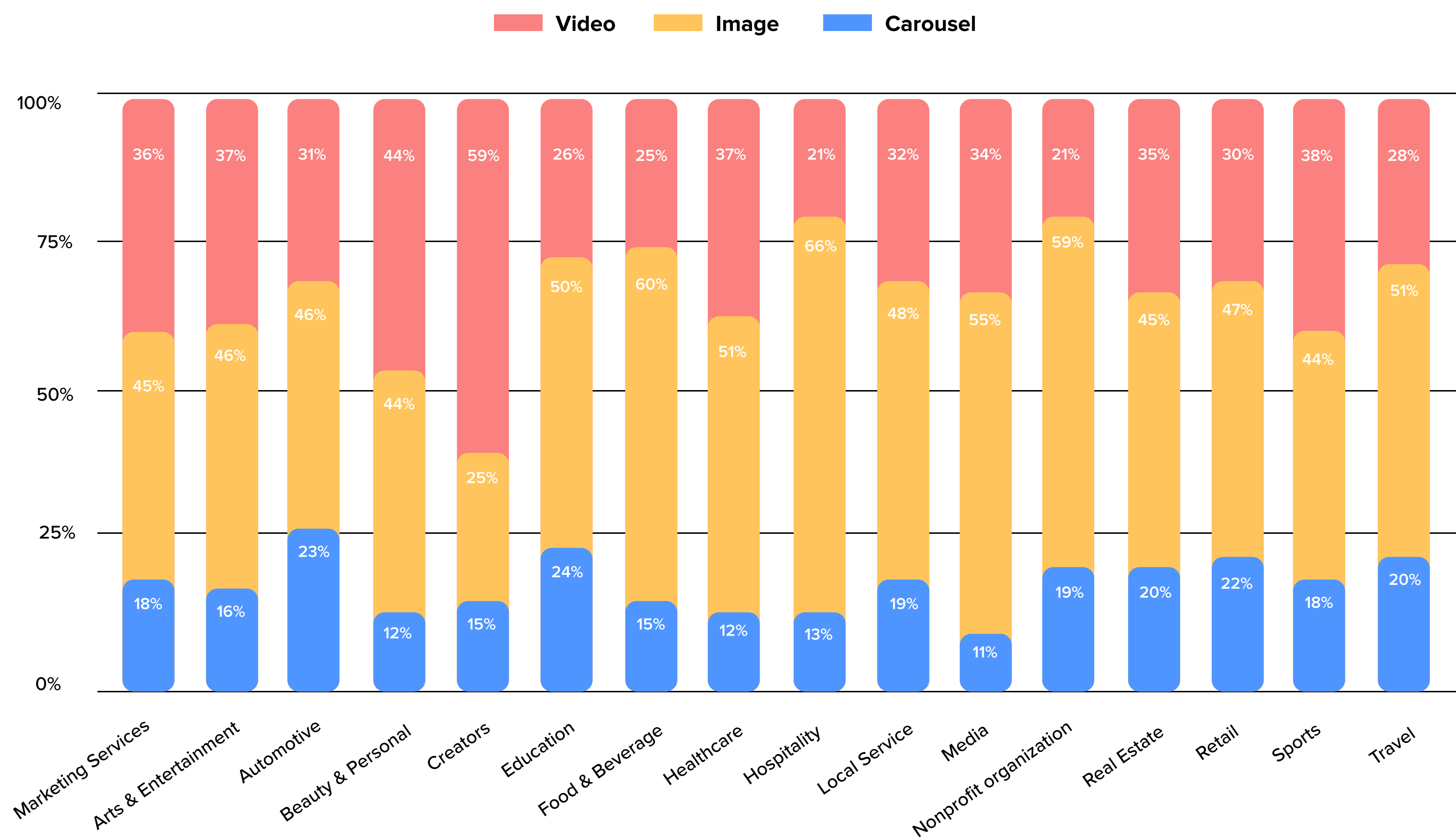
Creators are all about video, with **59%** of their content focusing on videos. Meanwhile, Hospitality and Food & Beverage take a different approach - photos make up **66%** and **60%** of their content.

And can you blame them? Who doesn't stop scrolling for a delectable food pic or dreamy hotel view!

Education, Automotive, Retail, and Real Estate enjoy experimenting with carousels and album posts. These swipe-friendly posts are perfect for showing off multiple angles and details in one go.



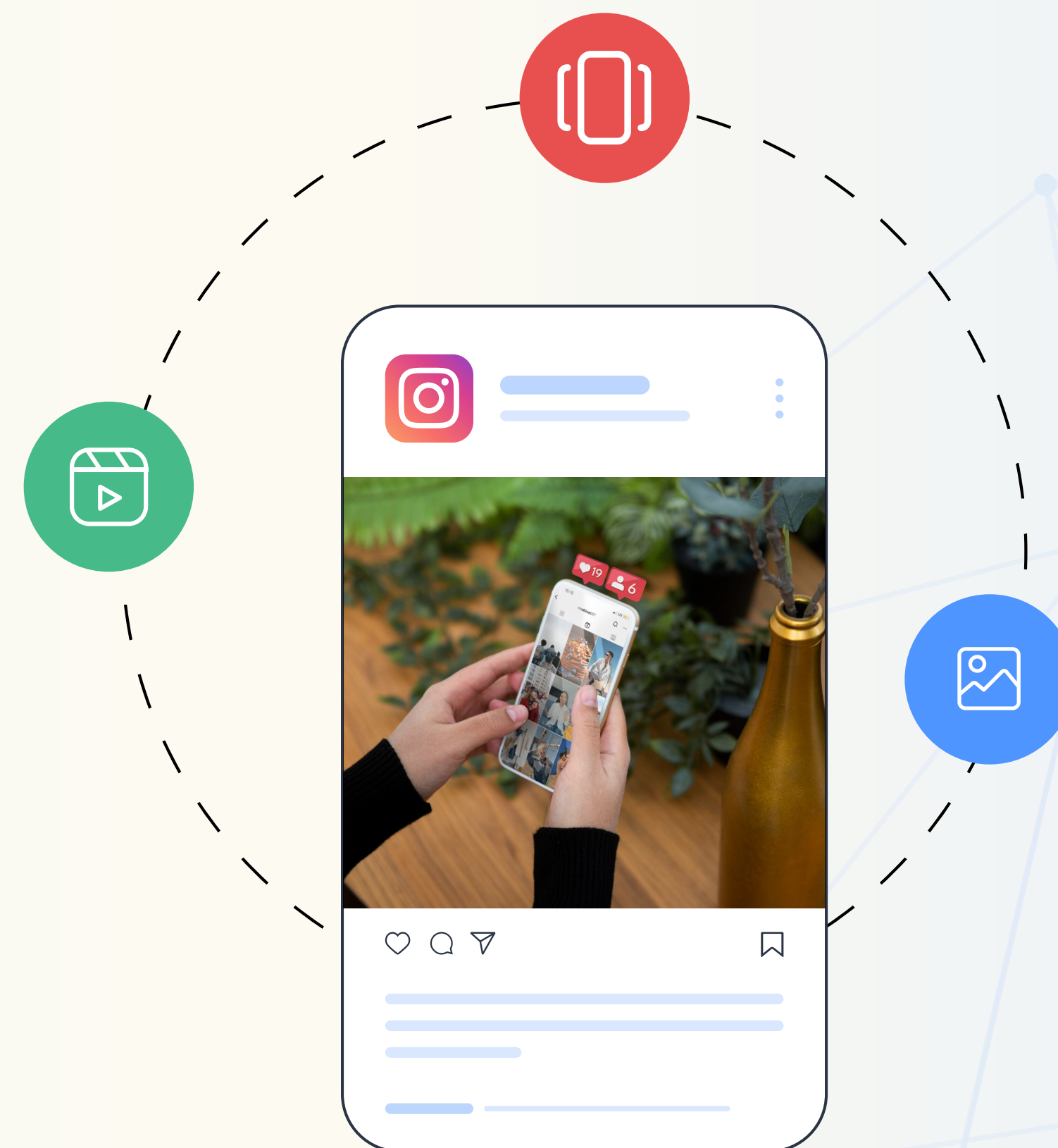
Creators favor video, while the Hospitality industry relies heavily on photos.



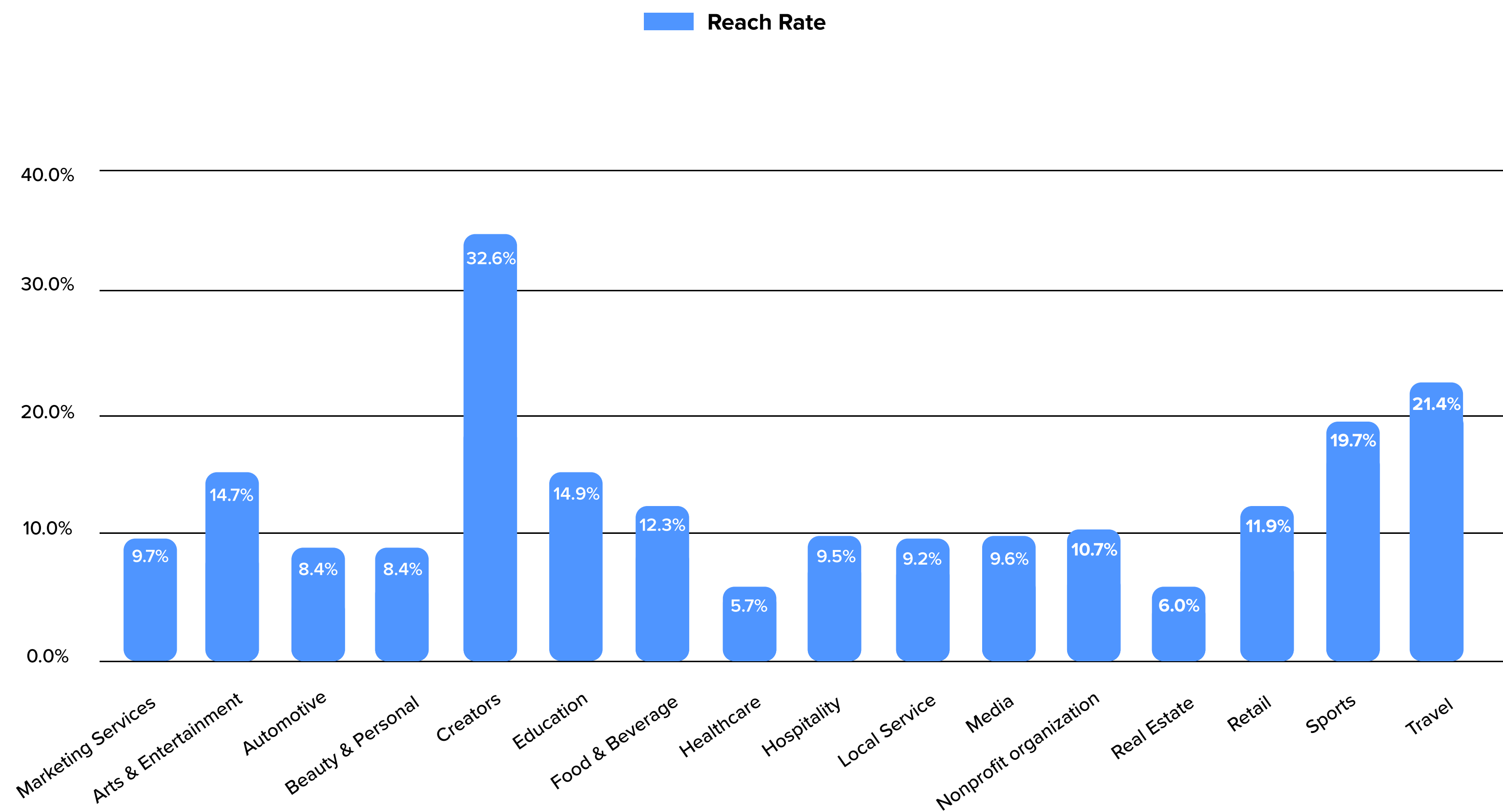
Stretching the Limits! Who's Dominating **Reach Rates**?

Let's spill the tea on who's crushing it with reach! Creators are the real MVPs here with the highest reach rate at **32.6%** (we see you, content queens and kings!), followed by Travel at **21.4%**, because who doesn't stop scrolling for dreamy vacation vibes?

Sports is bringing the heat with **19.7%** reach. Talk about goals!

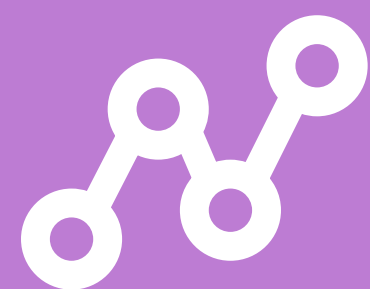


Creators, take a bow! You're owning the reach rates!



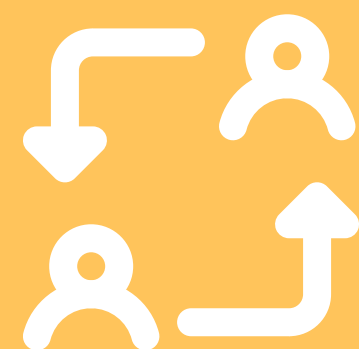
Industry Highlights

Wrapping up the trends, here's a quick look at the standout performances on Instagram.



32.6%

reach rate for
Creators proves that
authenticity drives
reach.



12.1%

of collaborative
posts among
Beauty brands,
teaming up to grow.



8.4%

engagement rate
in Education, the
highest of all
industries.



23.4%

of Arts and
Entertainment posts
use mentions to
increase visibility.



59%

posts were videos
by creators, leading
the way.

Ready To Make Your Mark On Instagram In 2025?

To make an impact in 2025, here's what you need to focus on to capture attention and drive engagement.

- **Videos reach 49% more** of the audience while making up just 34% of the content. Reels between 60-90 seconds inspire 24% more shares.
- Posts without hashtags are reaching 23% more audience. **Use 2-3 specific hashtags** for better content discoverability.
- When it comes to captions, depth drives discussion. **Posts with over 300 characters receive 70%** more comments. Start strong and create a conversation worth joining.
- Posts with 4-5 collaborators **reach 3.8x more audience**. Look for partners whose audience actively interacts because real connections matter more than follower count.
- Whether sharing 5 or 15 times weekly, **reach and engagement remain consistent**. To maintain feed freshness, share diverse content that provides value.

The data is here. The platform is ready. Your audience is waiting.

It's time to make your mark in 2025.

Level Up Your **Instagram Game** with SocialPilot

We have everything you need to build a fabulous social media presence. Explore our core features:



Instagram Direct Publishing

Post directly to Instagram, including reels and stories, with ease



AI Pilot

Ideate, generate, and rewrite content with a creative wingman



First Comment

Schedule your first comment alongside posts to drive engagement



Reels and Stories Support

Plan and publish Instagram reels and stories effortlessly



Manage DMs and Comments

Respond to messages and comments from all platforms.



Mentions and Hashtags

Increase reach by tagging profiles and adding trending hashtags directly



Tagging and Collaboration

Work seamlessly with team members and clients



Canva Integration

Design stunning visuals without leaving the platform



Performance Analytics

Track performance with detailed insights at your fingertips.

[Start Your Free Trial](#)