



How top brands use Instagram

Average captions are **138** characters long, including #hashtags



86%

86% of the Interbrand 100 List have Instagram accounts

73%

73% of brands post at least one photo or video per week

86%

73%



56%

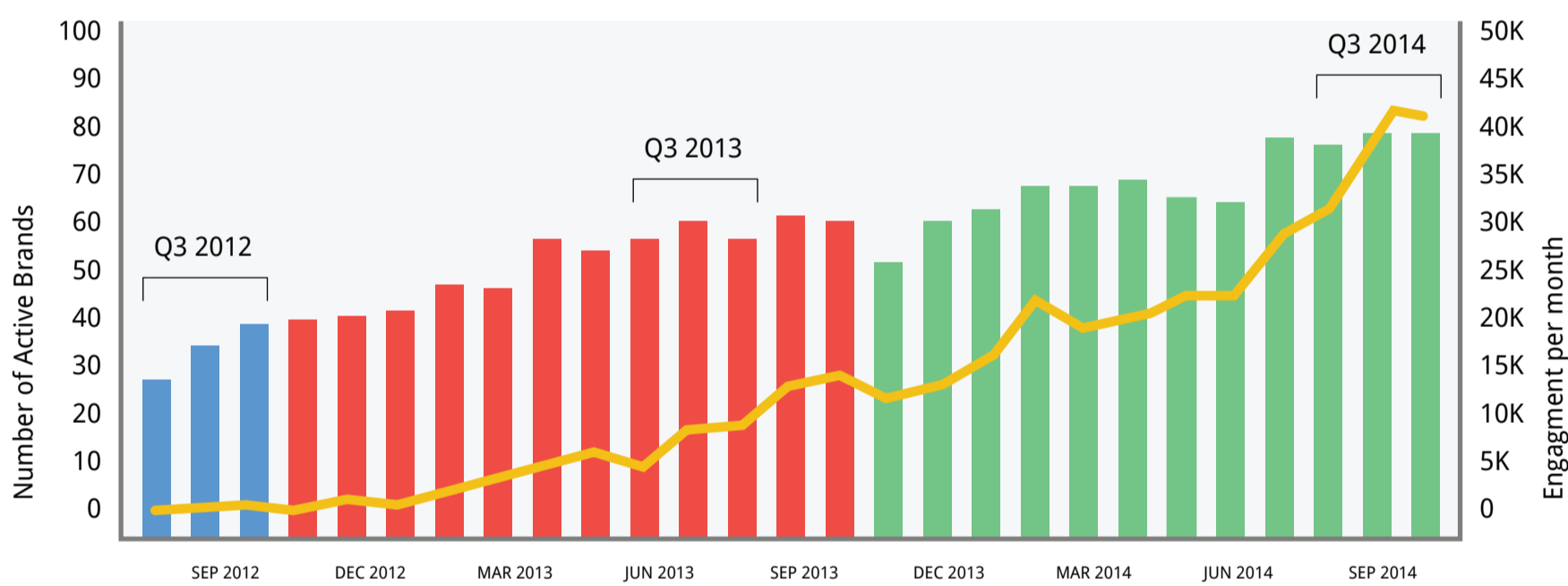
On average, posts that include another user handle in the caption net **56%** more engagement

36%

Only **36%** of all brands posts include one or more @mention

88%

88% of posts included at least one hashtag



Interbrand 100 post averaged **18,822 likes** and comments in Q3 2014

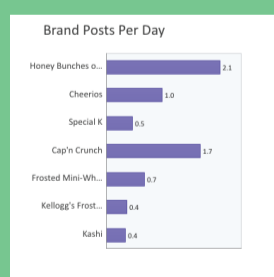
Average engagement per post has grown by **416% in 2 year** Up YR O YR for 3 years

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