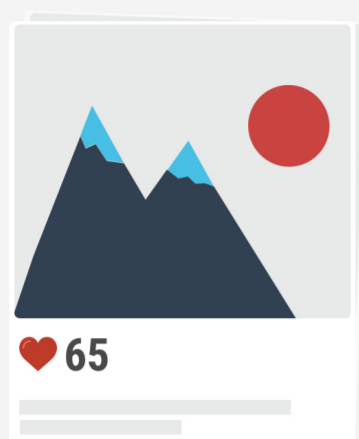
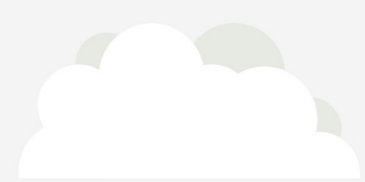




INSTAGRAM IN 2016 IN FACTS AND NUMBERS



65

average likes per post for users with up to 10k subscribers



35%

of all post are made from the
North America



3pm and 8pm

is the best time for publishing – people like more in that period of time



Jakarta

is the city where people comment more than like



3pm

is the best time for publishing on the weekends



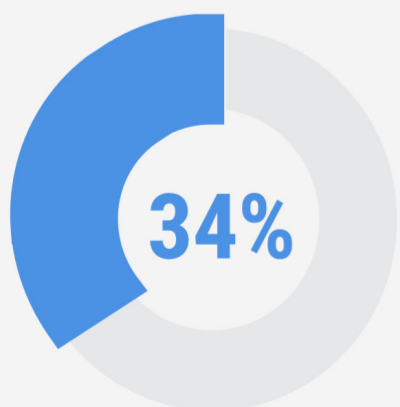
51%

users has more than 1000 subscribers

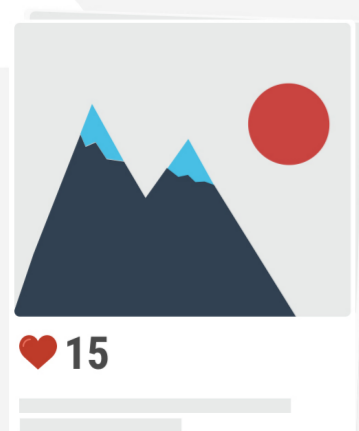


Tuesday and Friday

are the best days for publishing for something that really matters



34% of all posts are videos



15

Is the average number of likes per post

