

The perfect Facebook and Instagram post

Based on over 10 million data sets







Motivation

Content itself is important, however, there are many technical factors that influence post performance as well.

The battle for high organic reach makes an **optimized social media strategy** more important than ever.

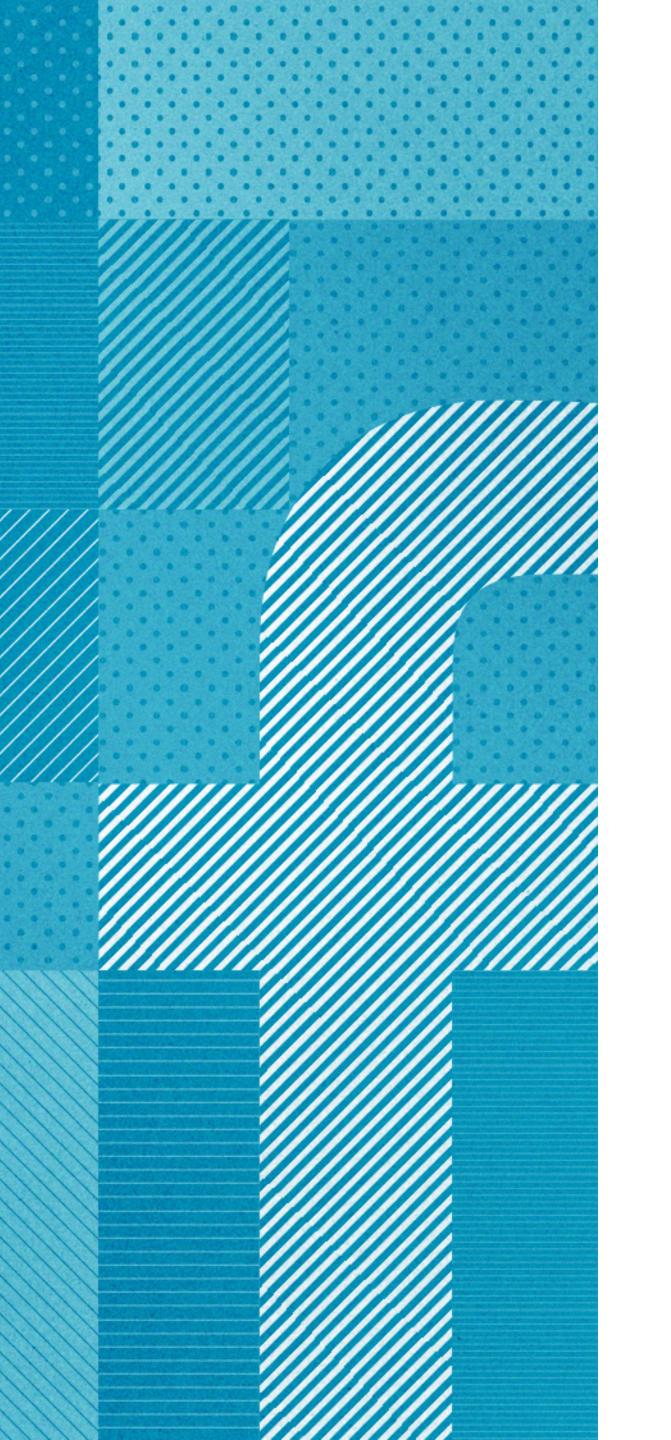
We can access a vast amount of data here at quintly which can be used to create valid **data-backed insights** into social media performance trends.

Goal: Trying to answer the common questions "What does the perfect post look like?".



Facebook analysis

Let's have a look at the largest social network.



Data: Facebook

Time frame:

January 2018

Pages:

239,327

Posts:

11,472,559

Analyzed Dimensions:

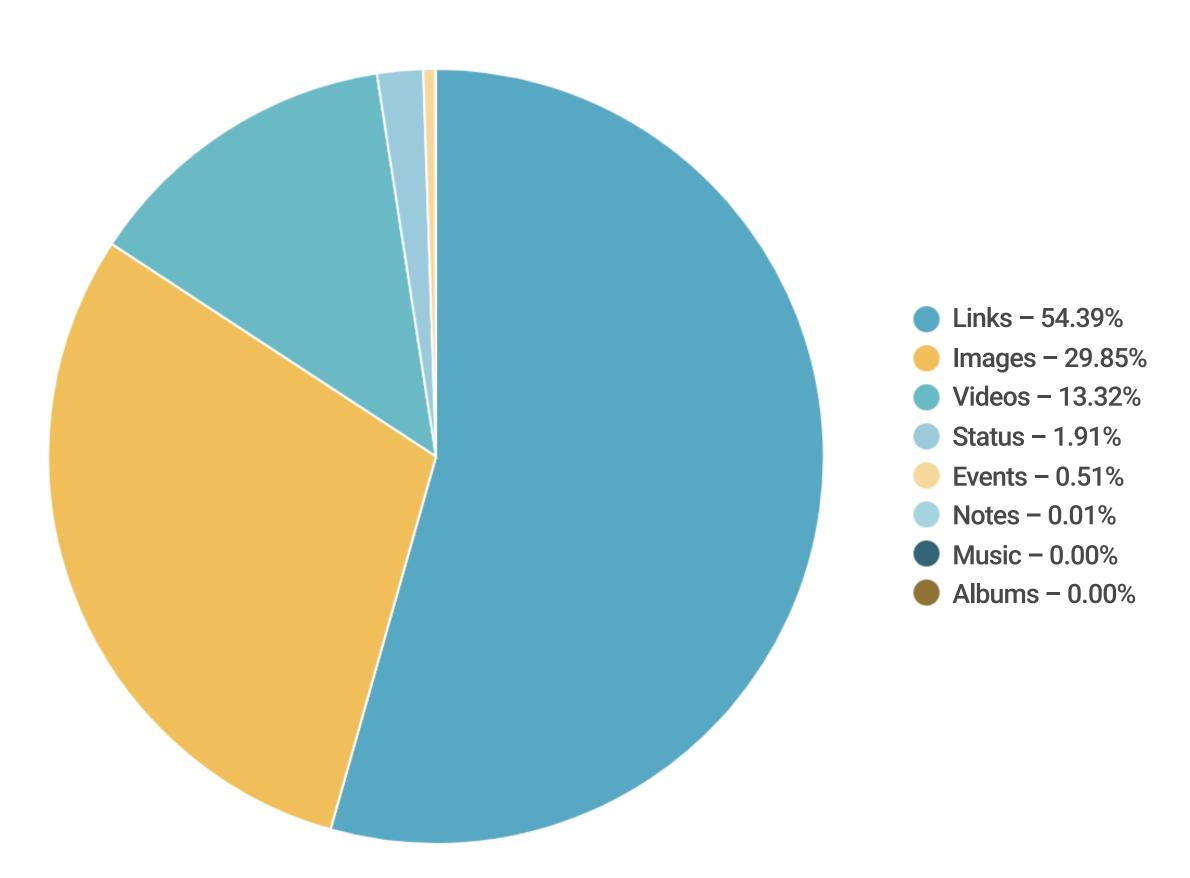
Message length, type, date, Tag, likes, comments, shares, interactions, reactions, emojis, hashtags

Means of success:

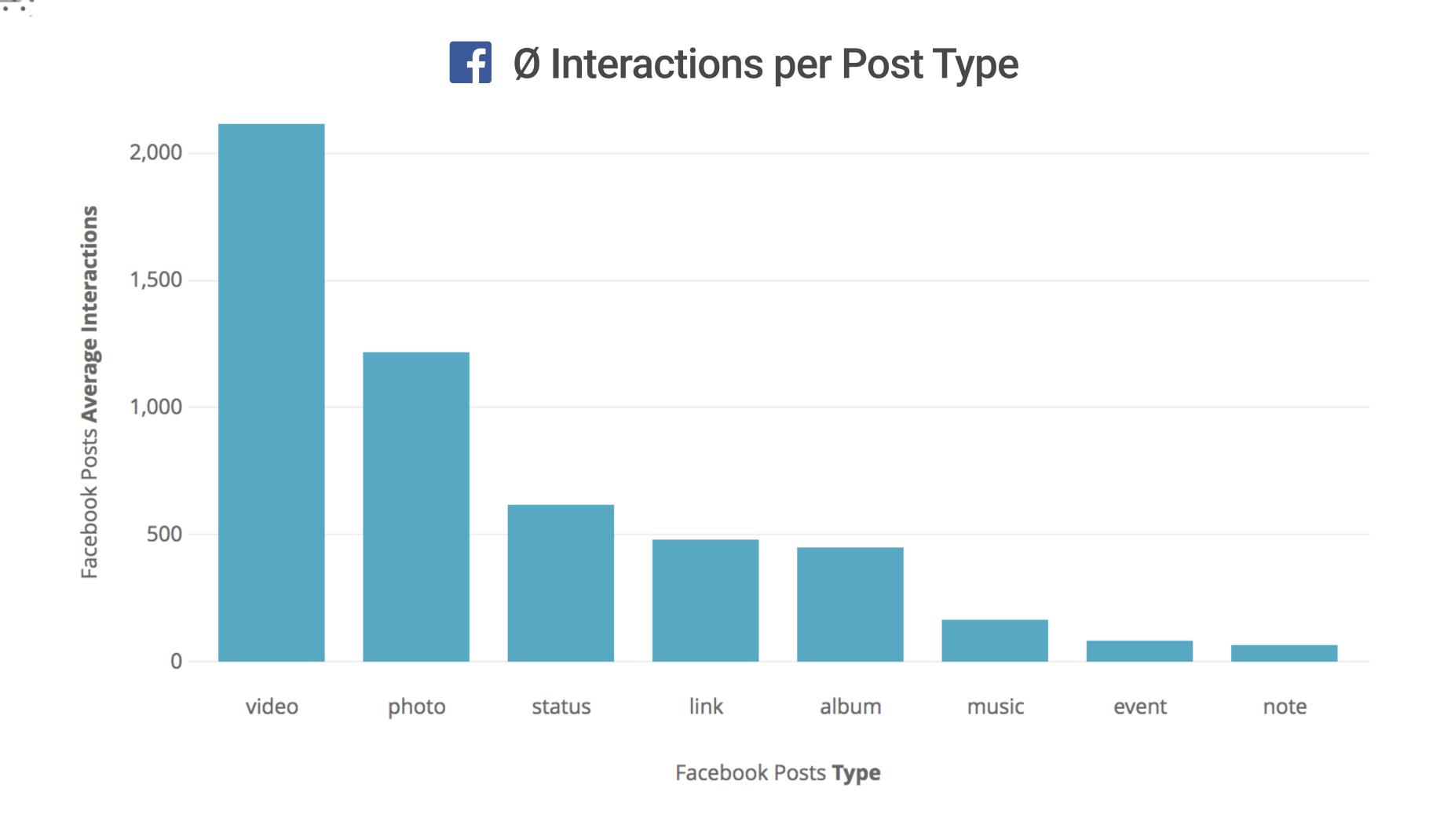
Average interactions per post

Links are being posted most frequently...



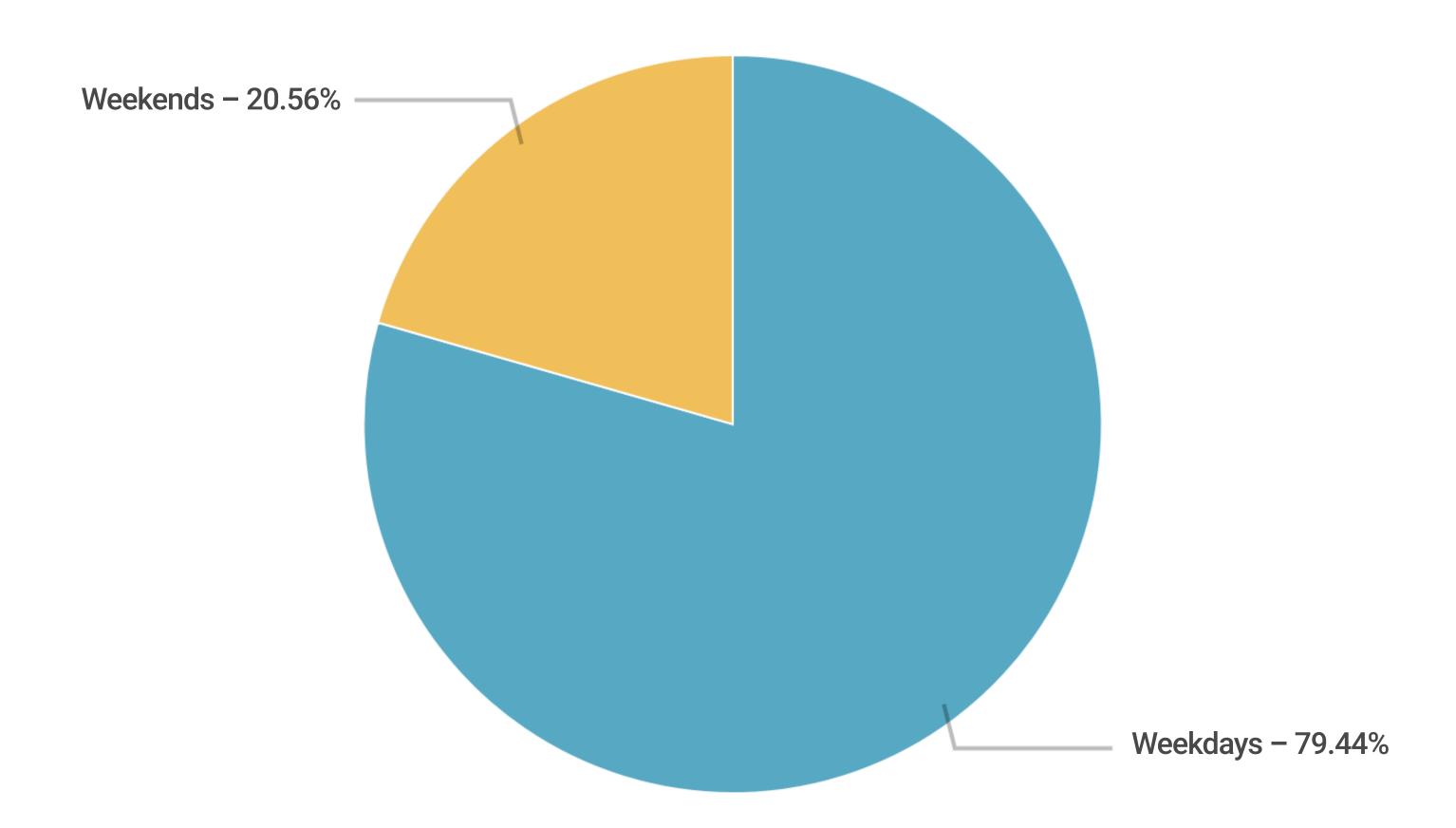


...but videos receive much more interactions on average.



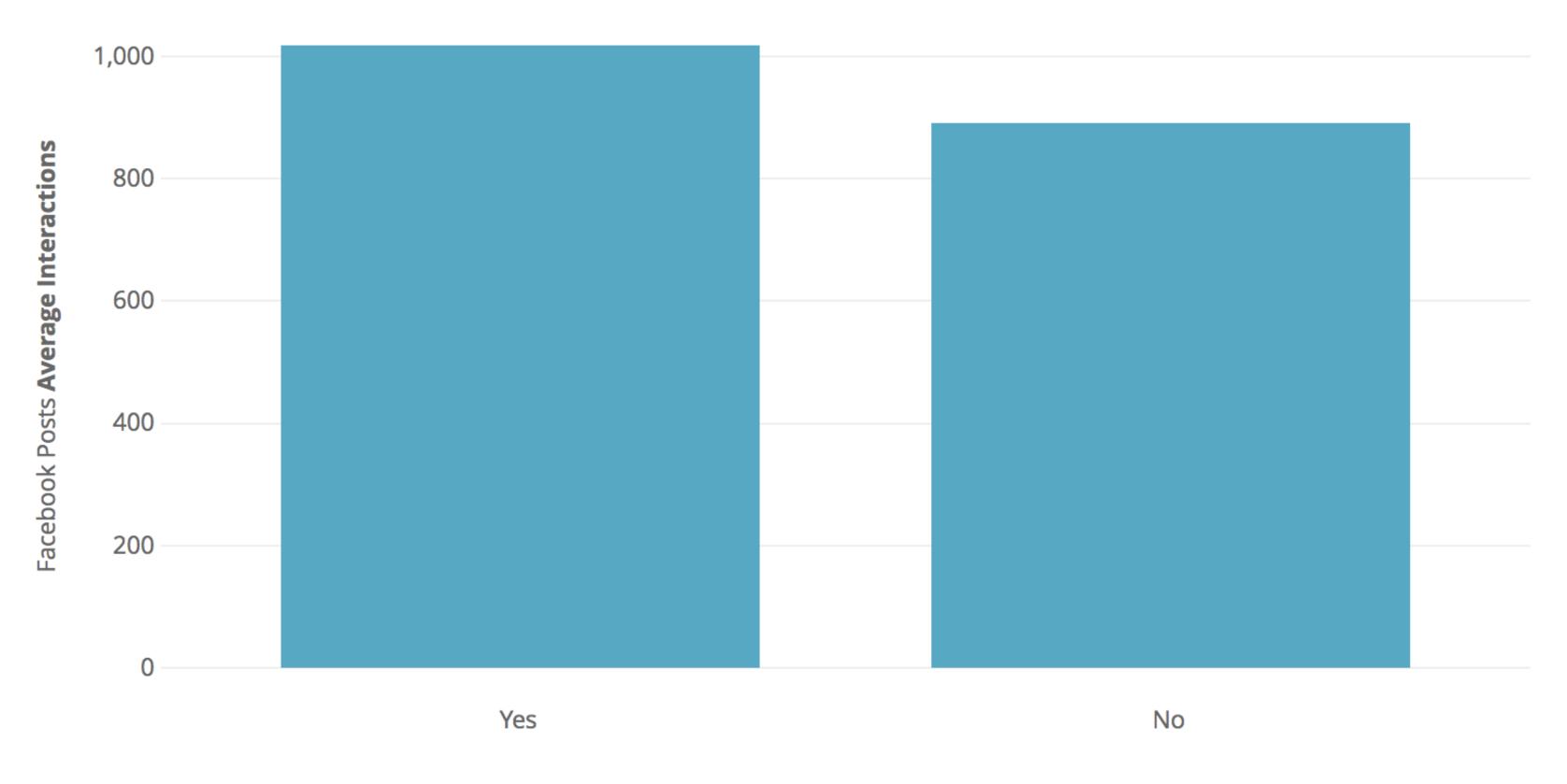
The post volume is highest during the week...





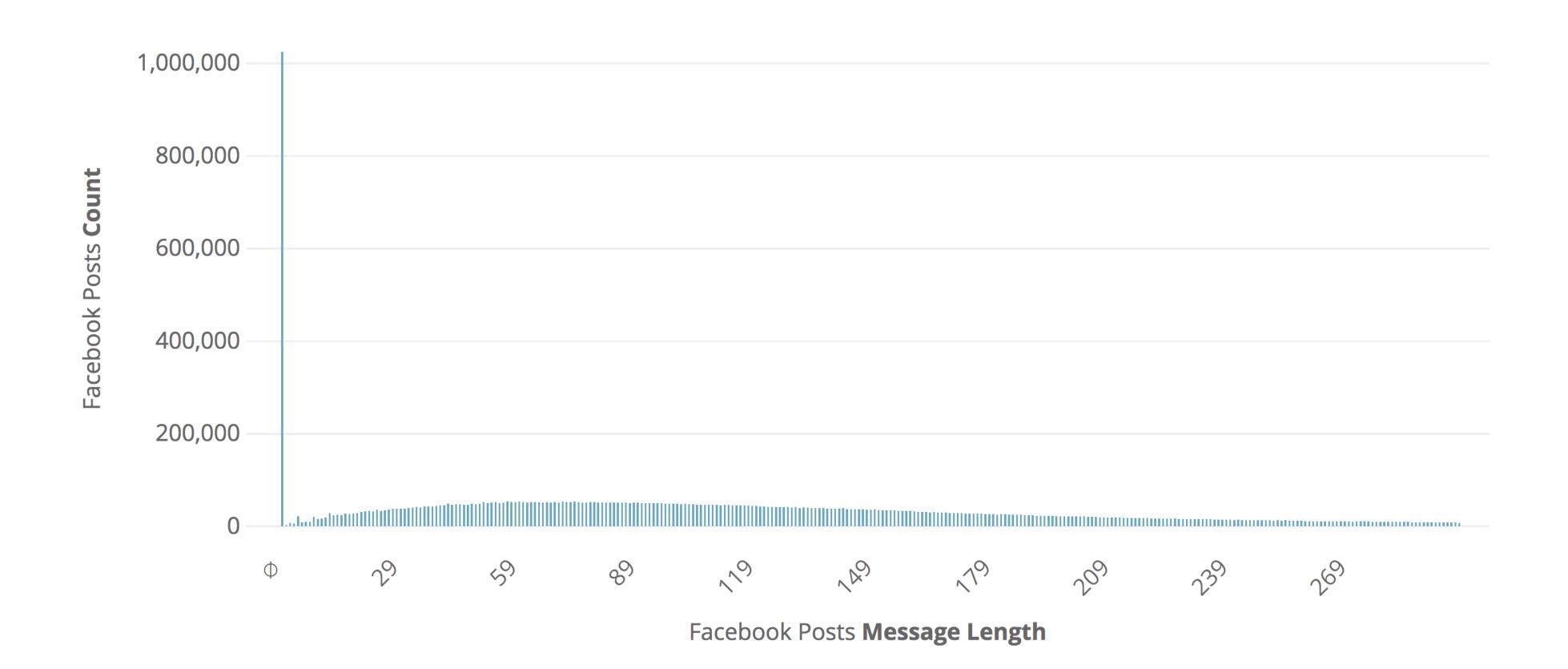
...however, posts on weekends receive more interactions.

Ø Interactions Weekdays vs Weekends



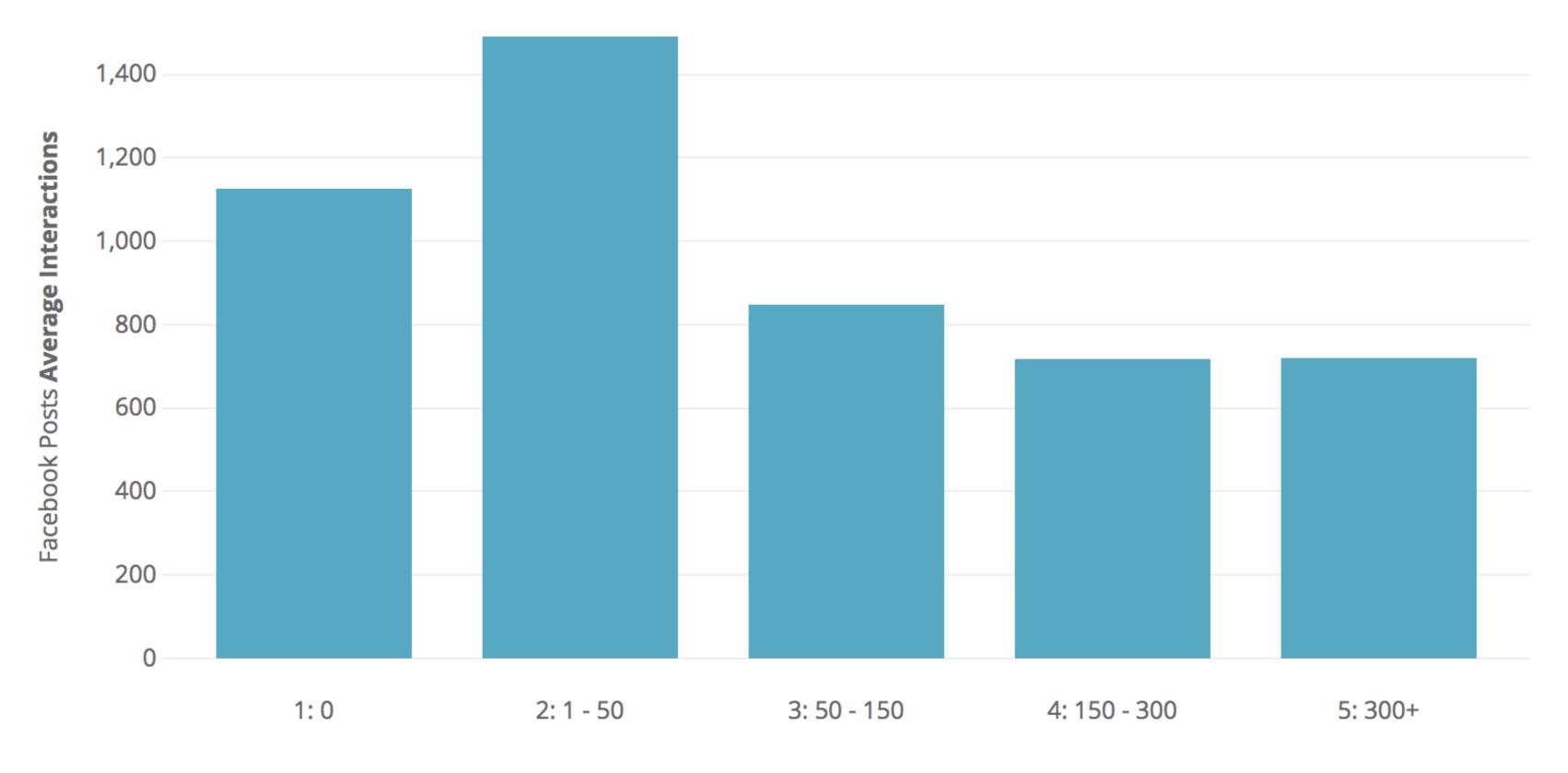
Most posts contain either 0 or 30 - 150 characters...

Message Length Distribution



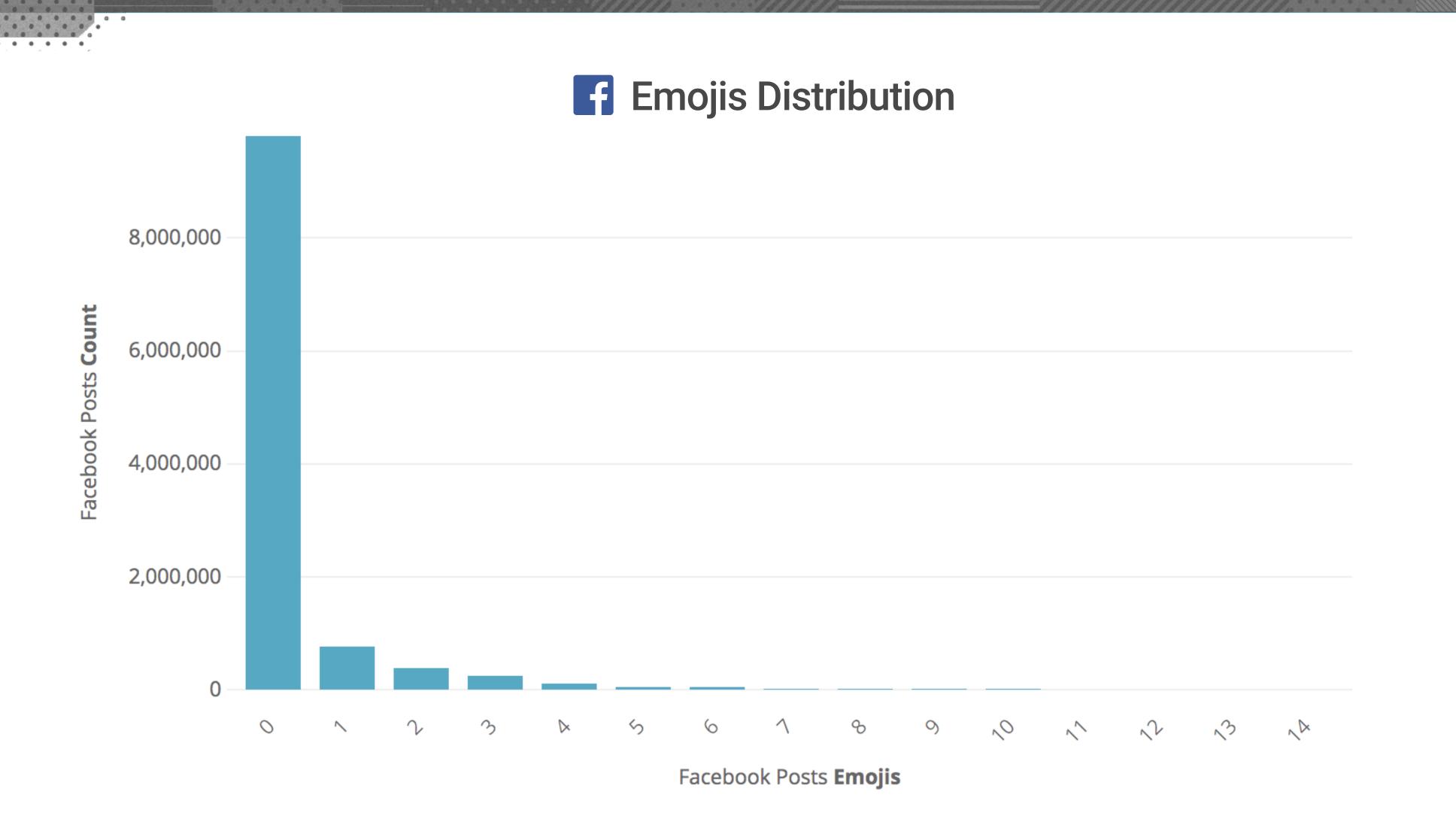
...and text between 1 - 50 characters receives most interactions.

Ø Interactions per Message Length Bucket



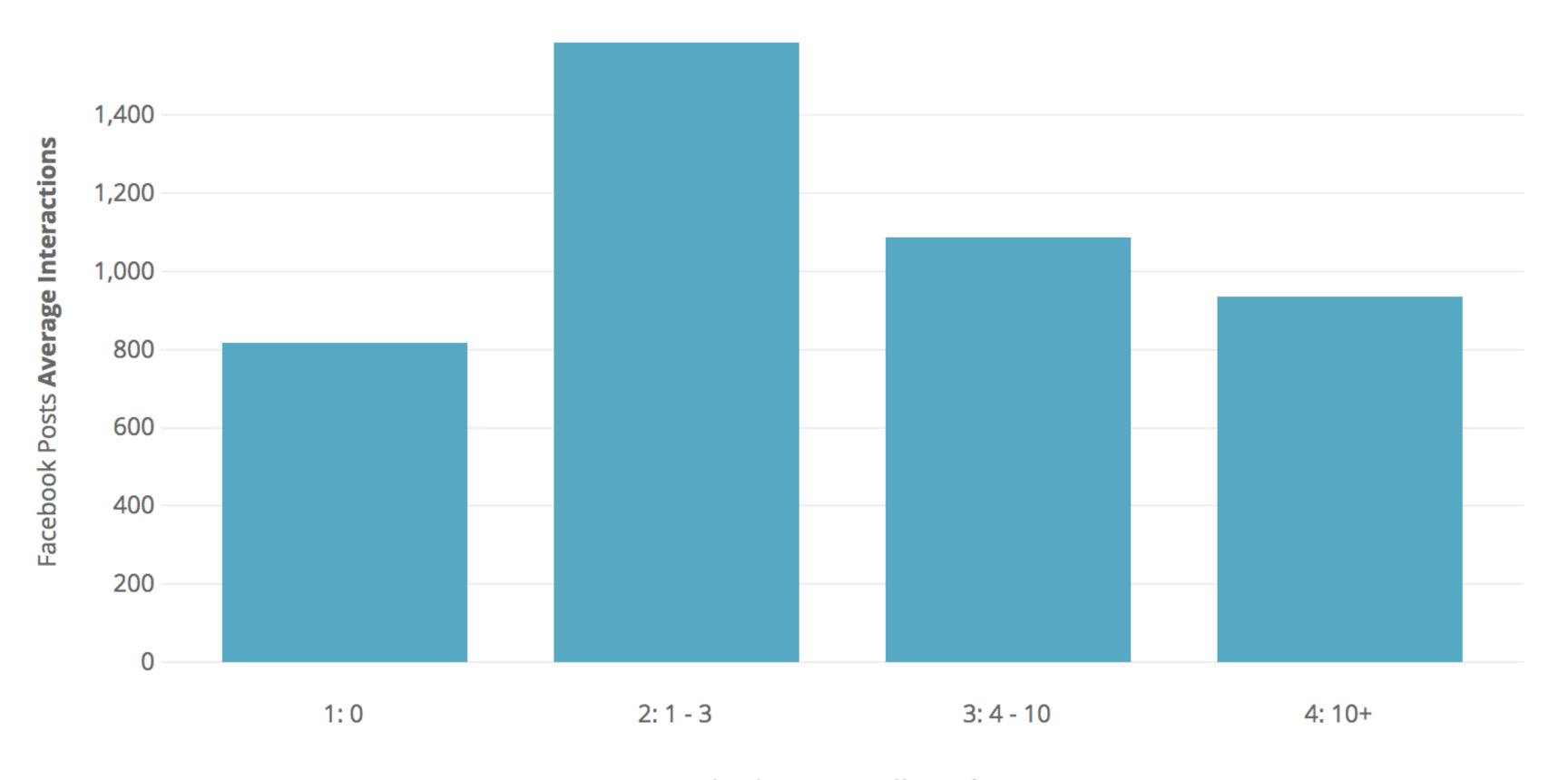
Facebook Posts Message Length Buckets

A large number of posts does not contain emojis...



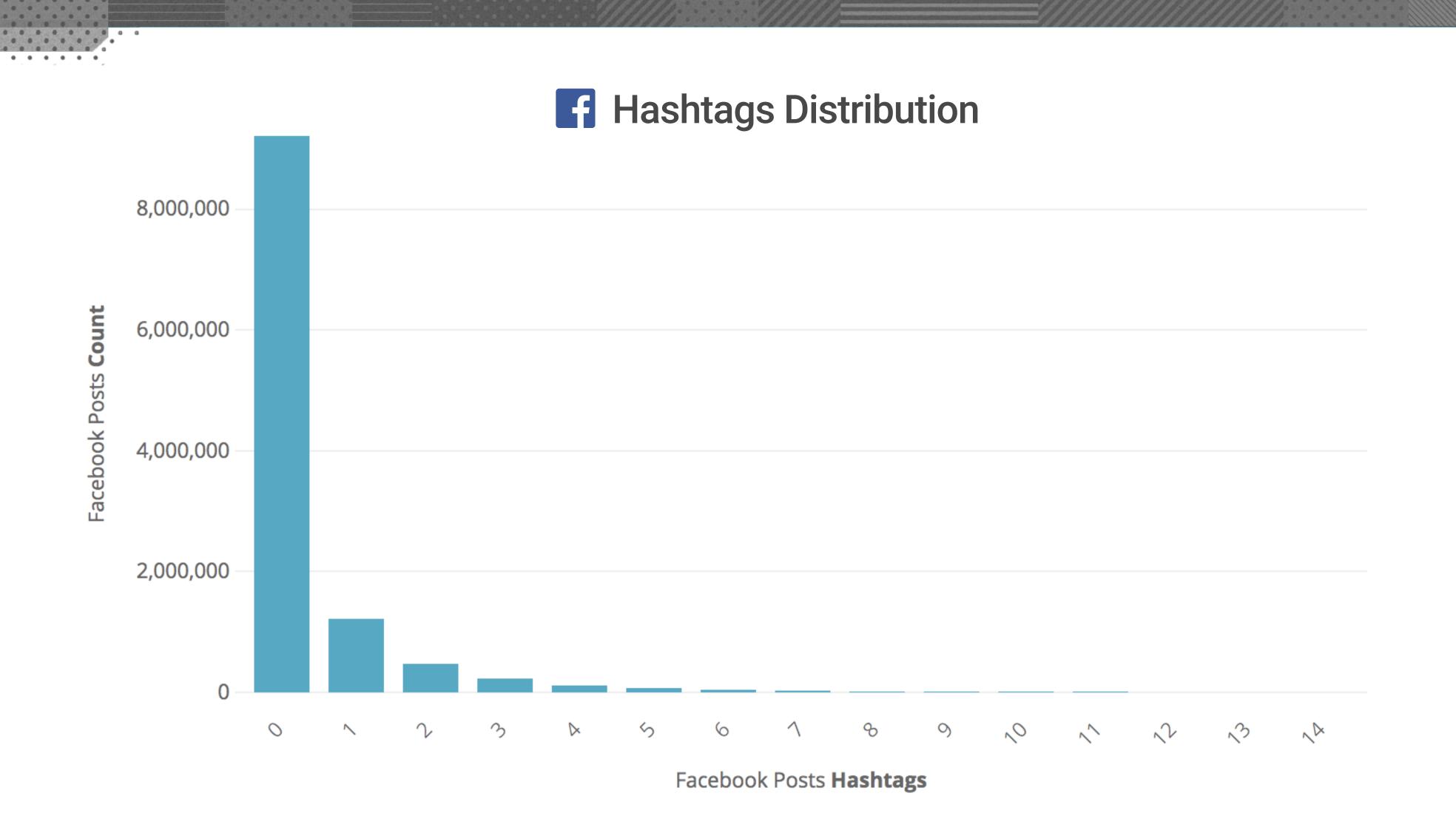
...but moderate emoji usage shows higher interactions.





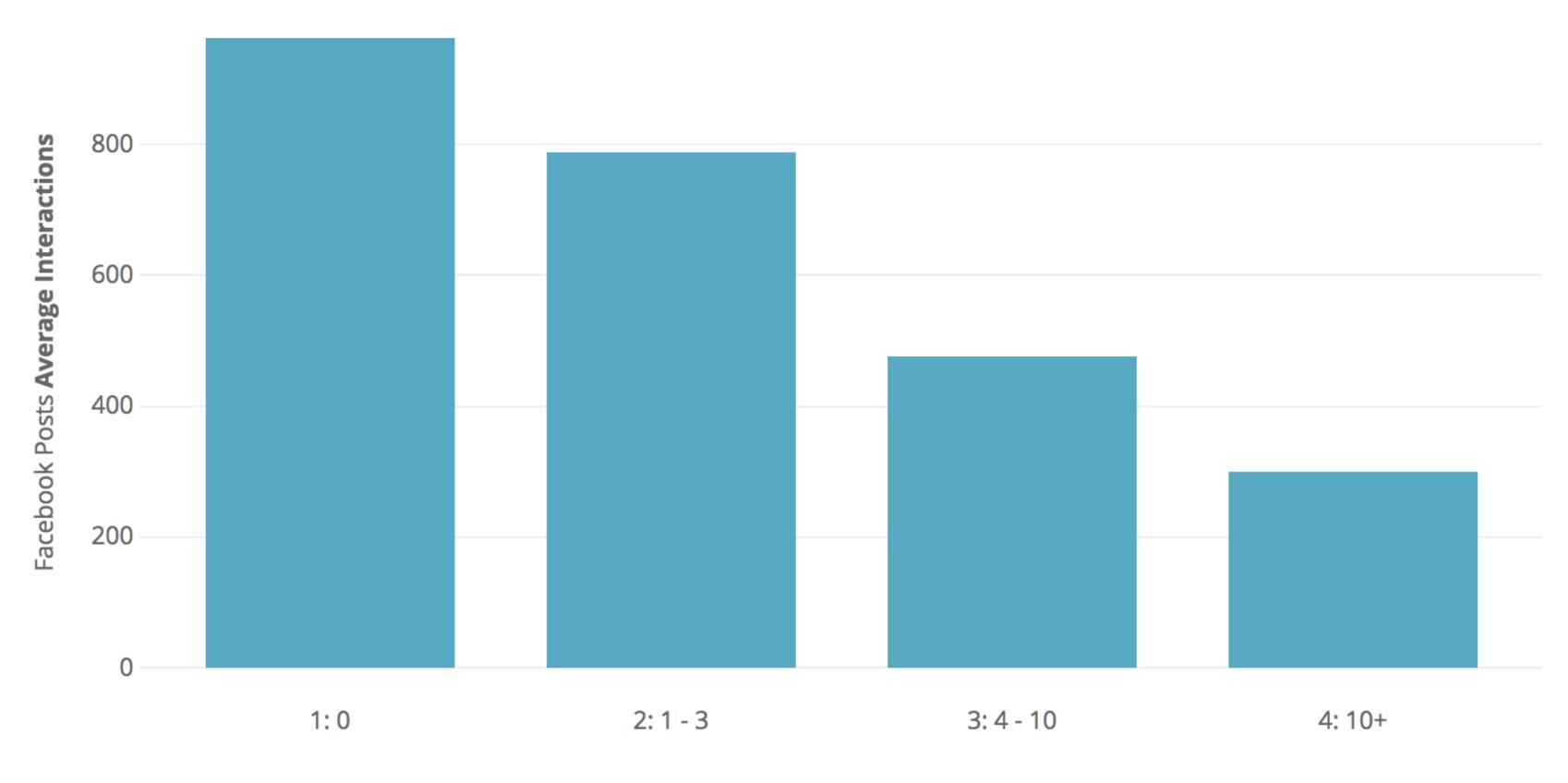
Facebook Posts **Emojis Buckets**

Hashtags are seldomly used on Facebook...

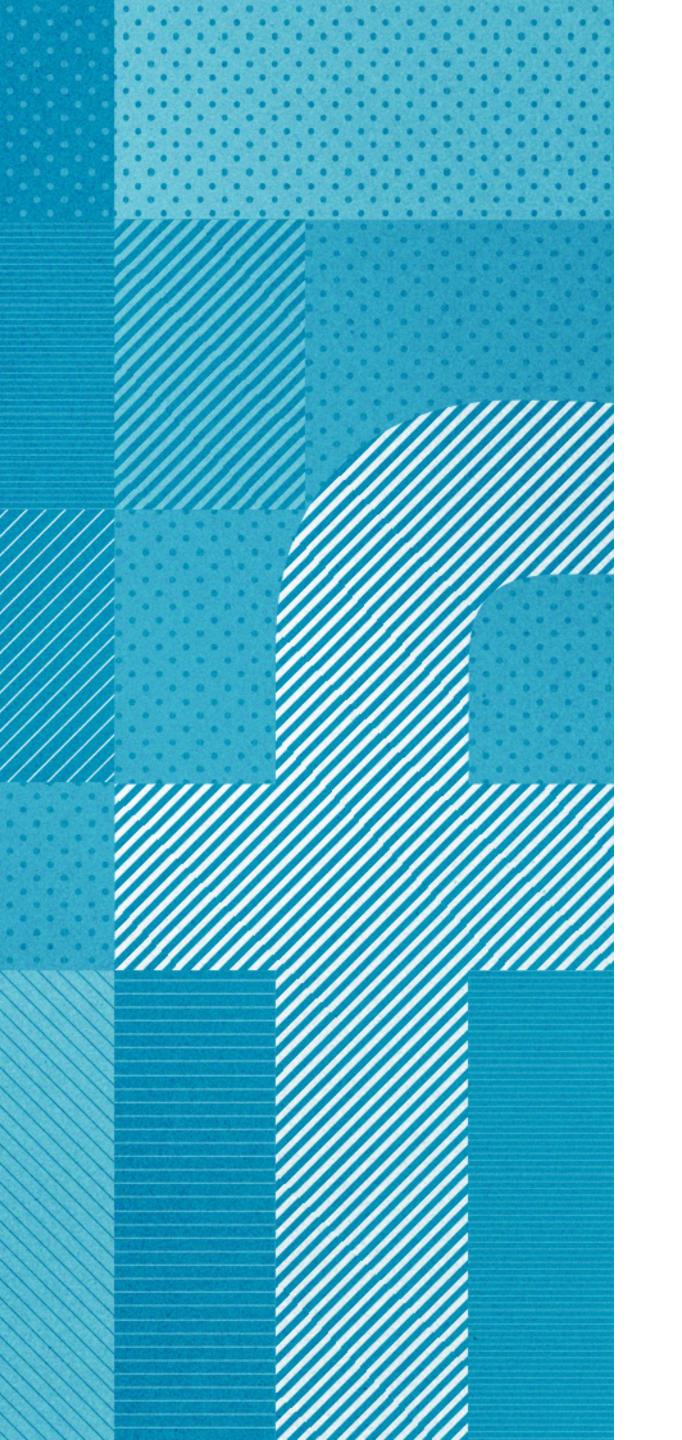


...and posts without hashtags receive more interactions.





Facebook Posts Hashtags Buckets



So what does the "perfect" Facebook post look like?



Limit post length to around 50 characters



Use emojis moderately



Reduce hashtag usage



Try posting more on the weekend

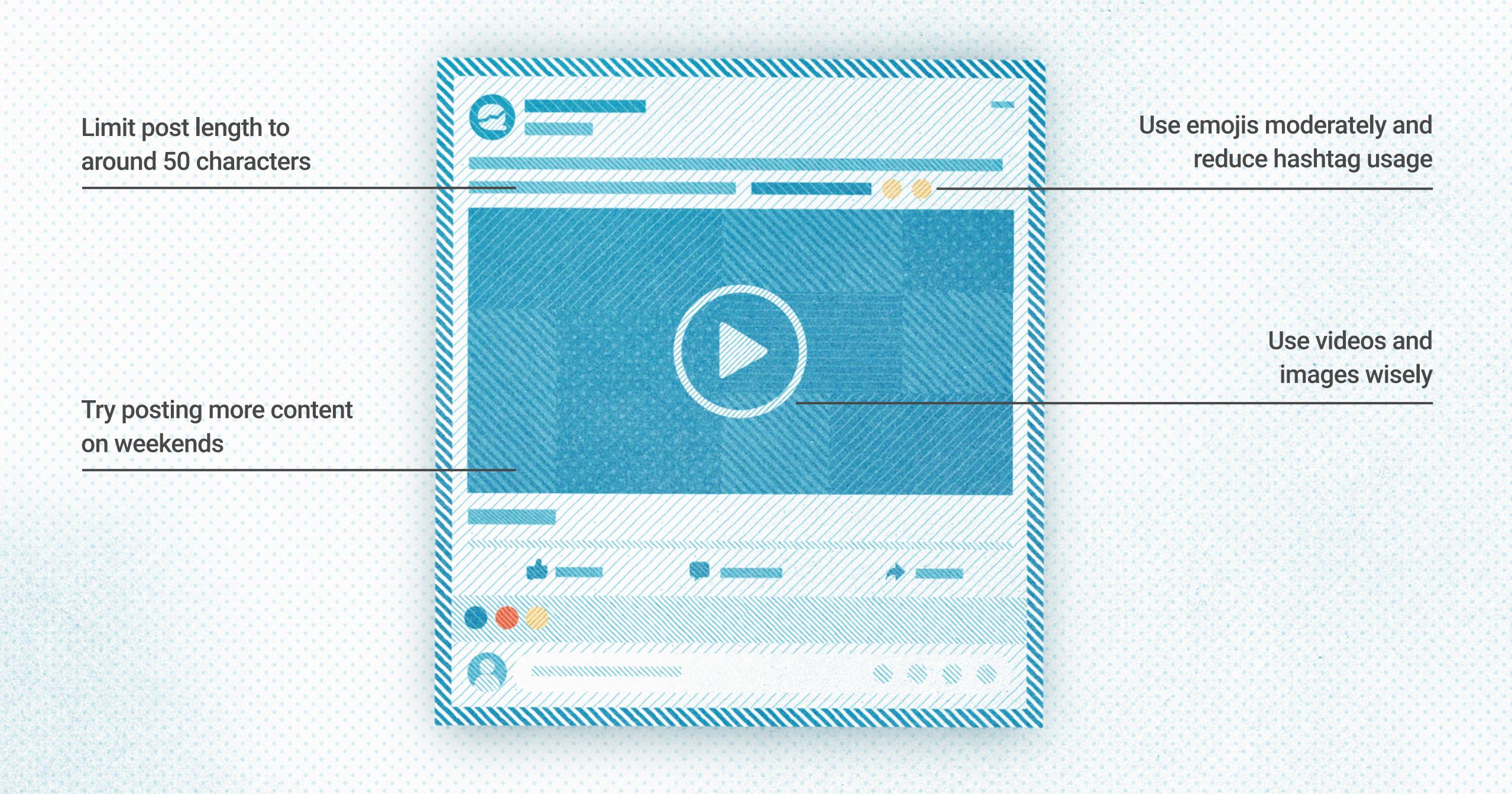


Use videos and images wisely

Caution:

Content quality is important, too! This analysis only covers objective technical factors.

Analyze your own performance and compare it to the presented results in order to optimize your own strategy.





Instagram analysis

Let's have a look at the popular visual network.



Data: Instagram

Time frame:

January 2018

Instagram profiles:

41,389

Posts:

1,019,978

Analyzed dimensions:

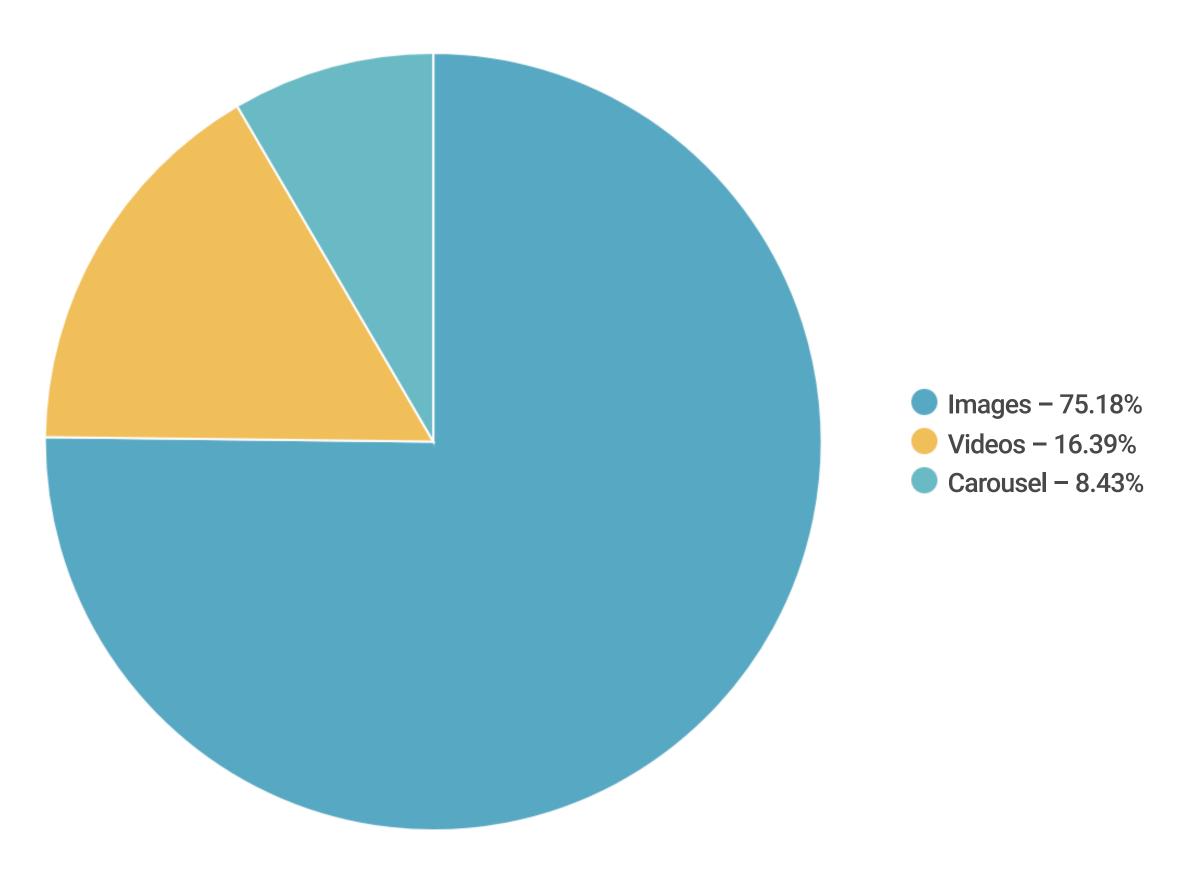
Message lenght, type, date, Tag, likes, comments, interactions, emojis, hashtags

Means of success:

Average interactions per post

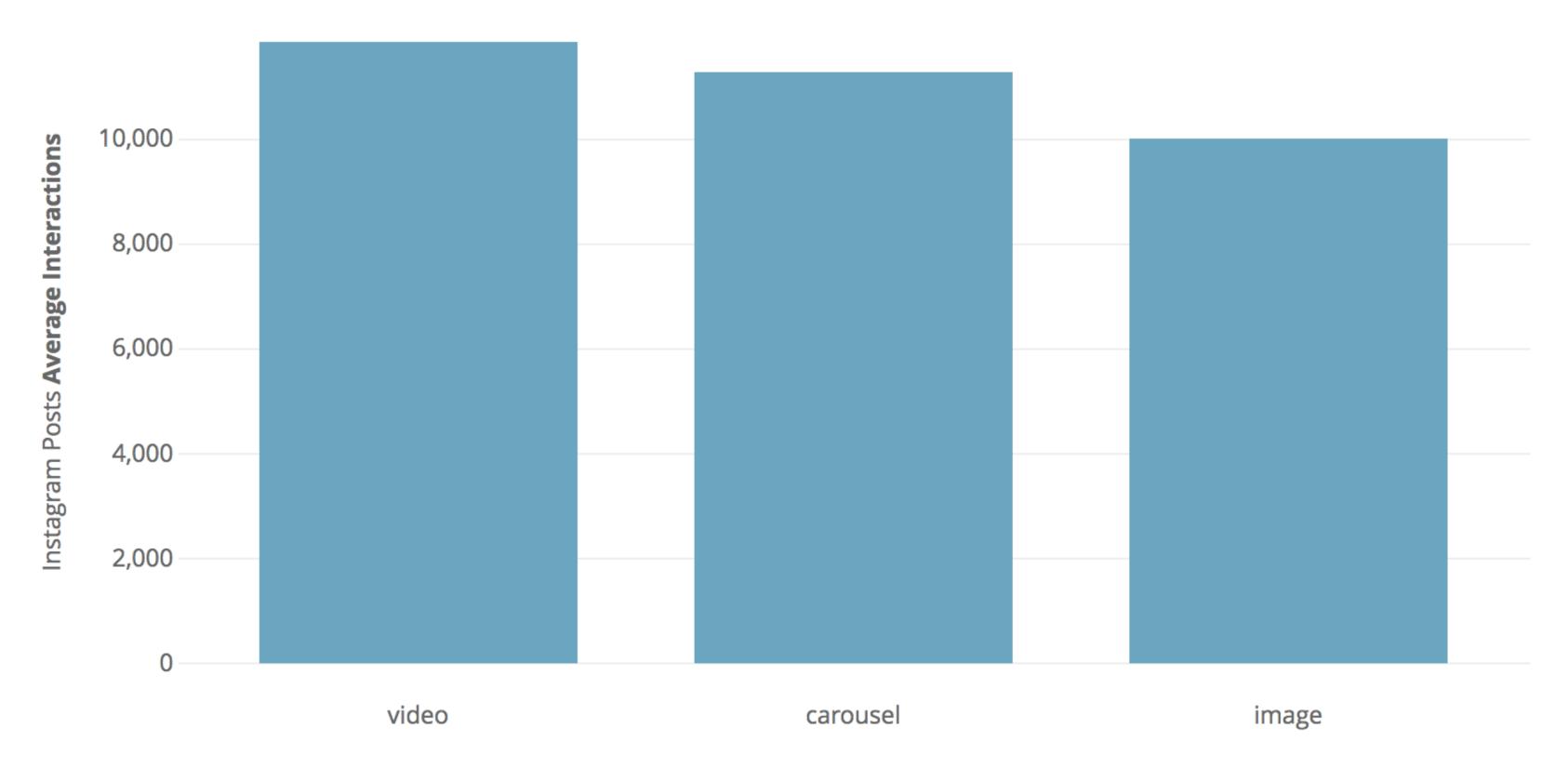
User post images most often...





...but videos get the most interactions.

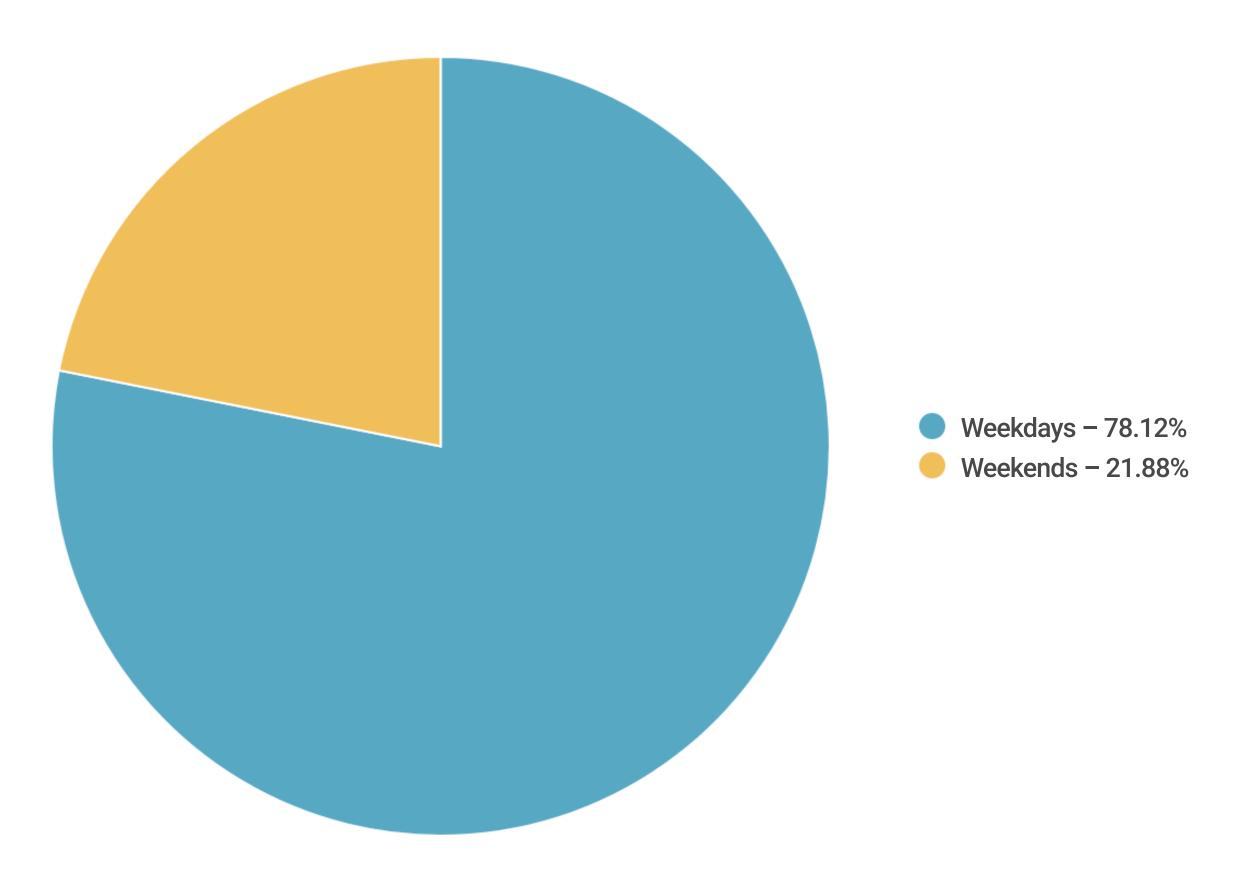
Ø Interactions per Post Type



Instagram Posts **Type**

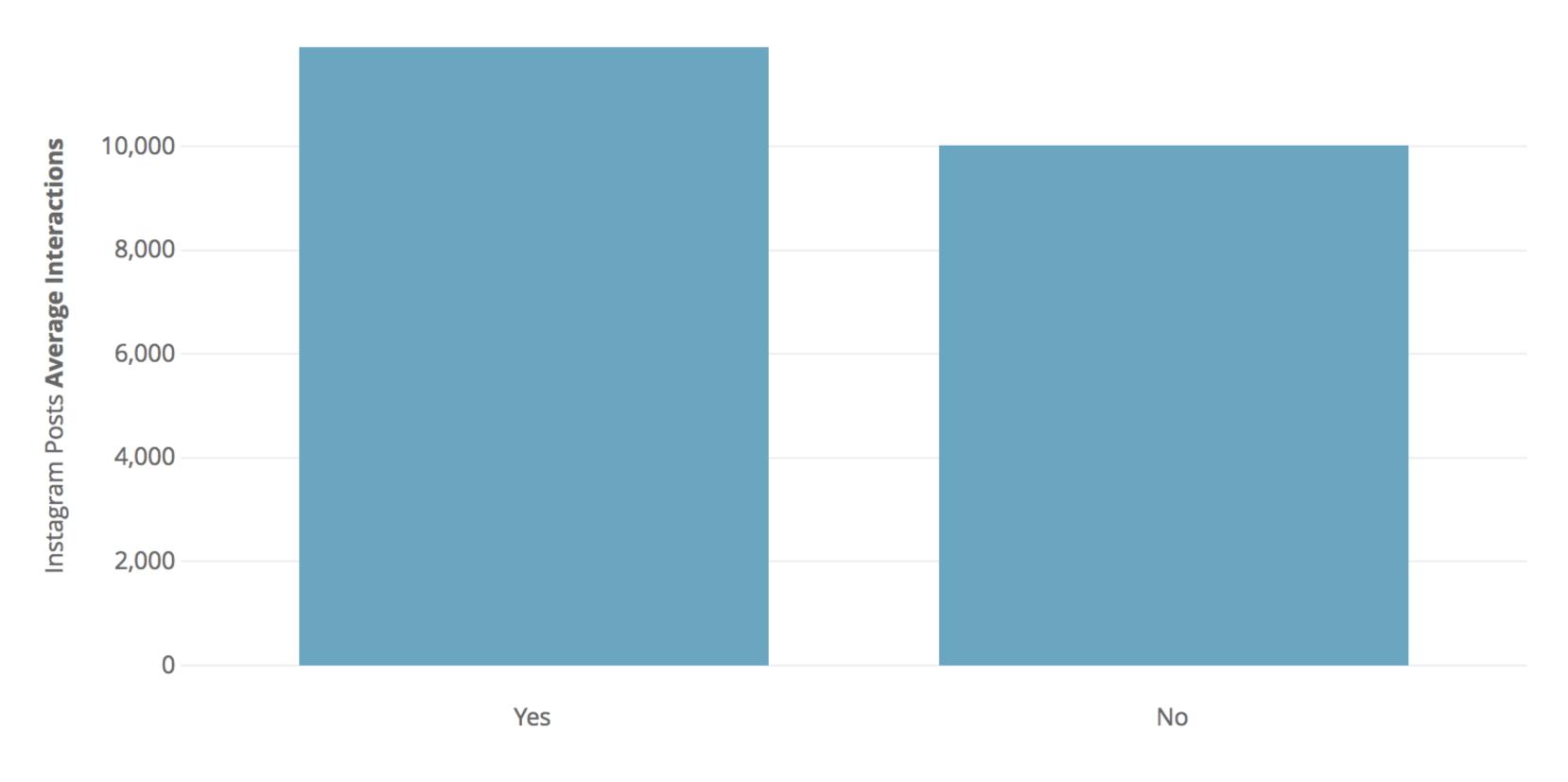
Most post are published during weekdays...



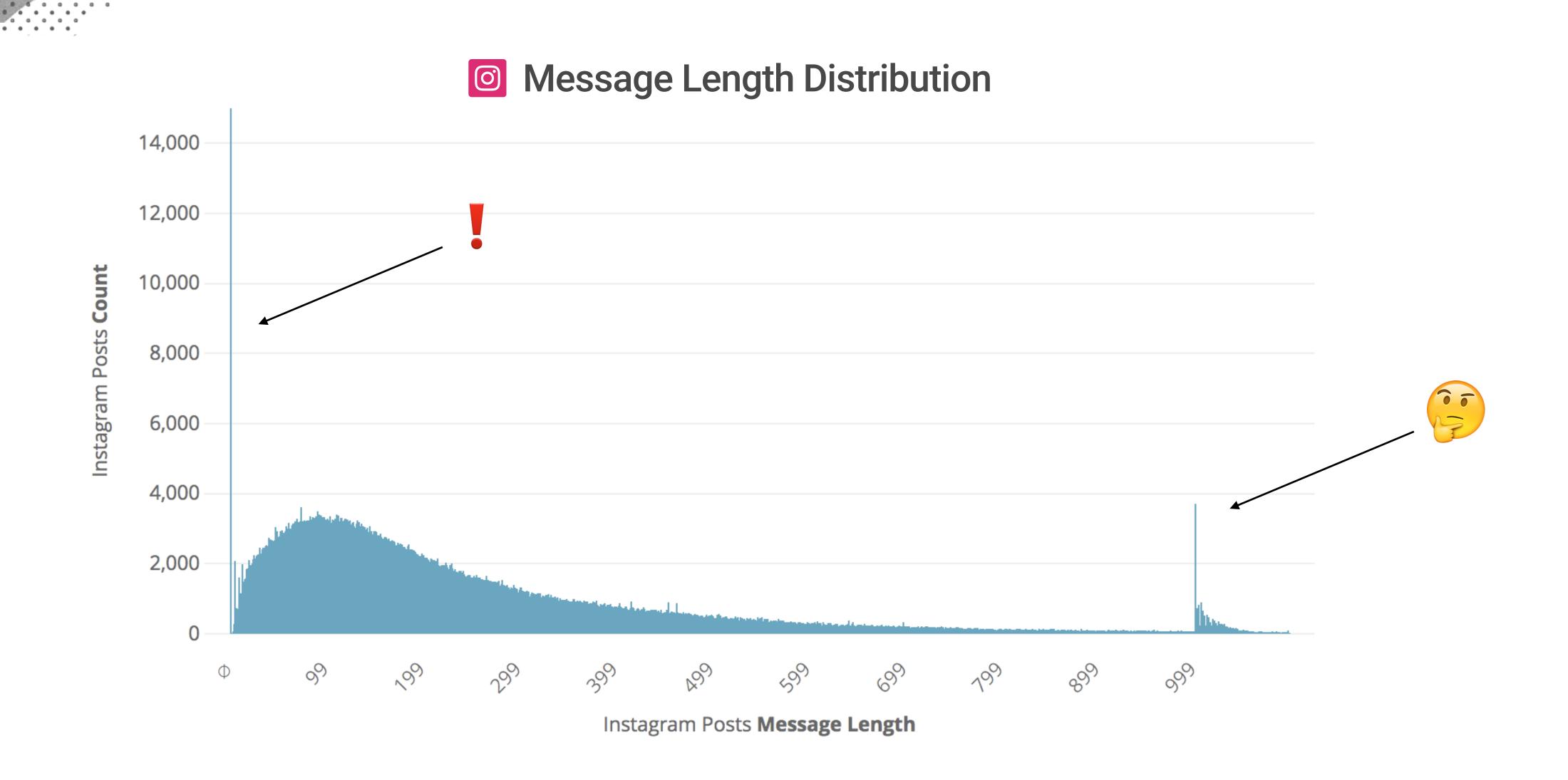


...but posts on weekends receive more interactions.

Ø Interactions Weekdays vs Weekends

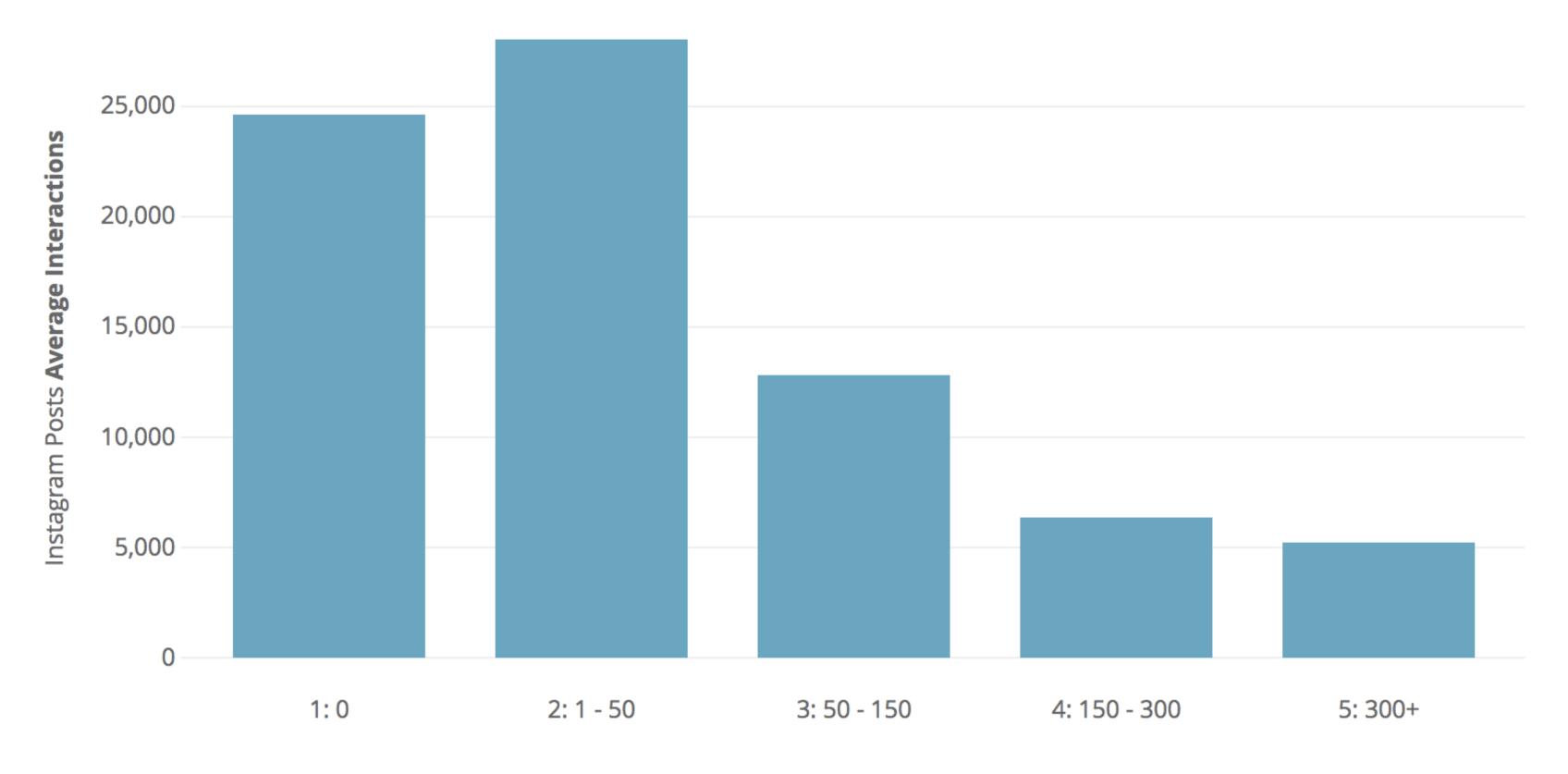


Most posts contain between 0 and 150 characters...



...and posts with up to 50 characters work best.

Ø Interactions per Message Length Bucket

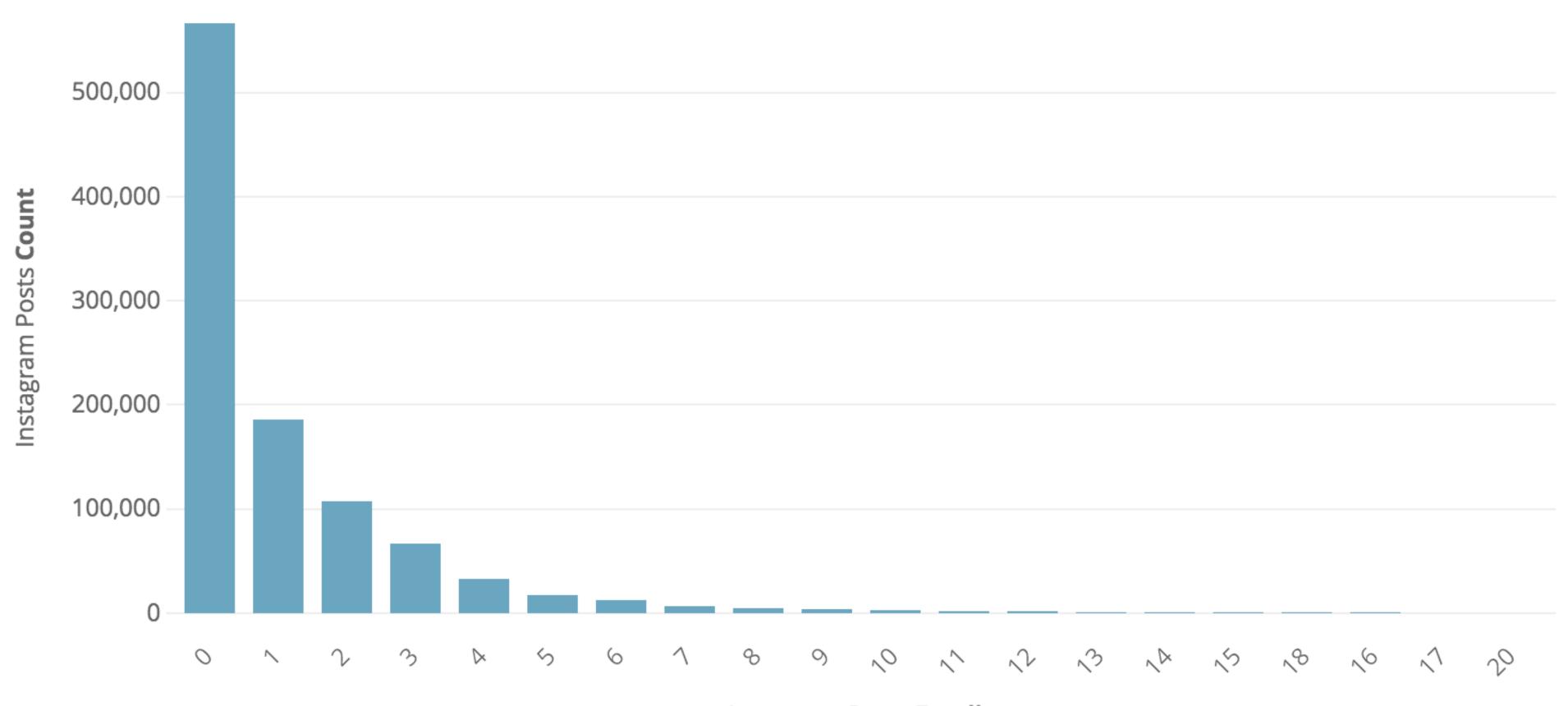


Instagram Posts Message Length Buckets





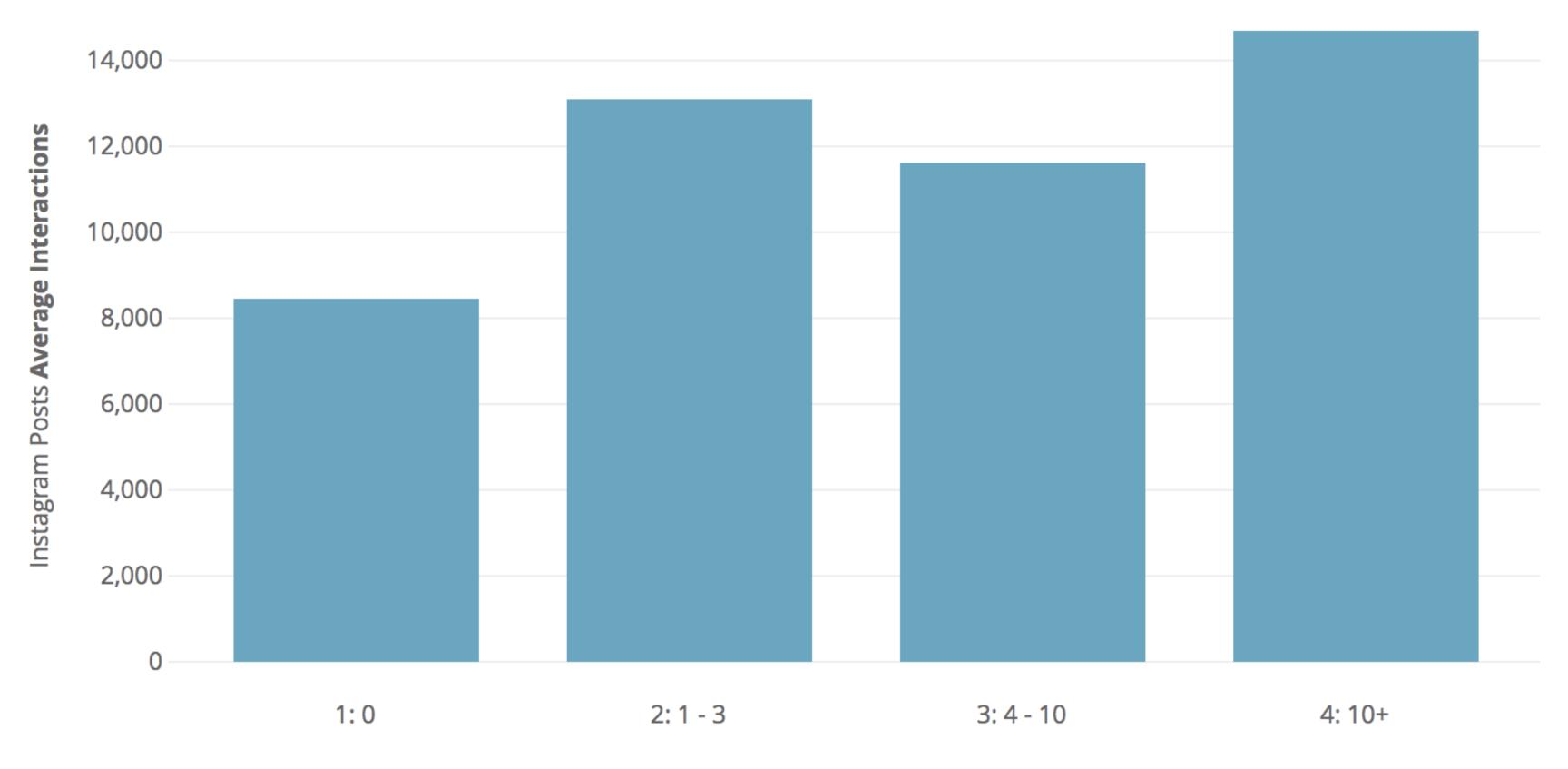






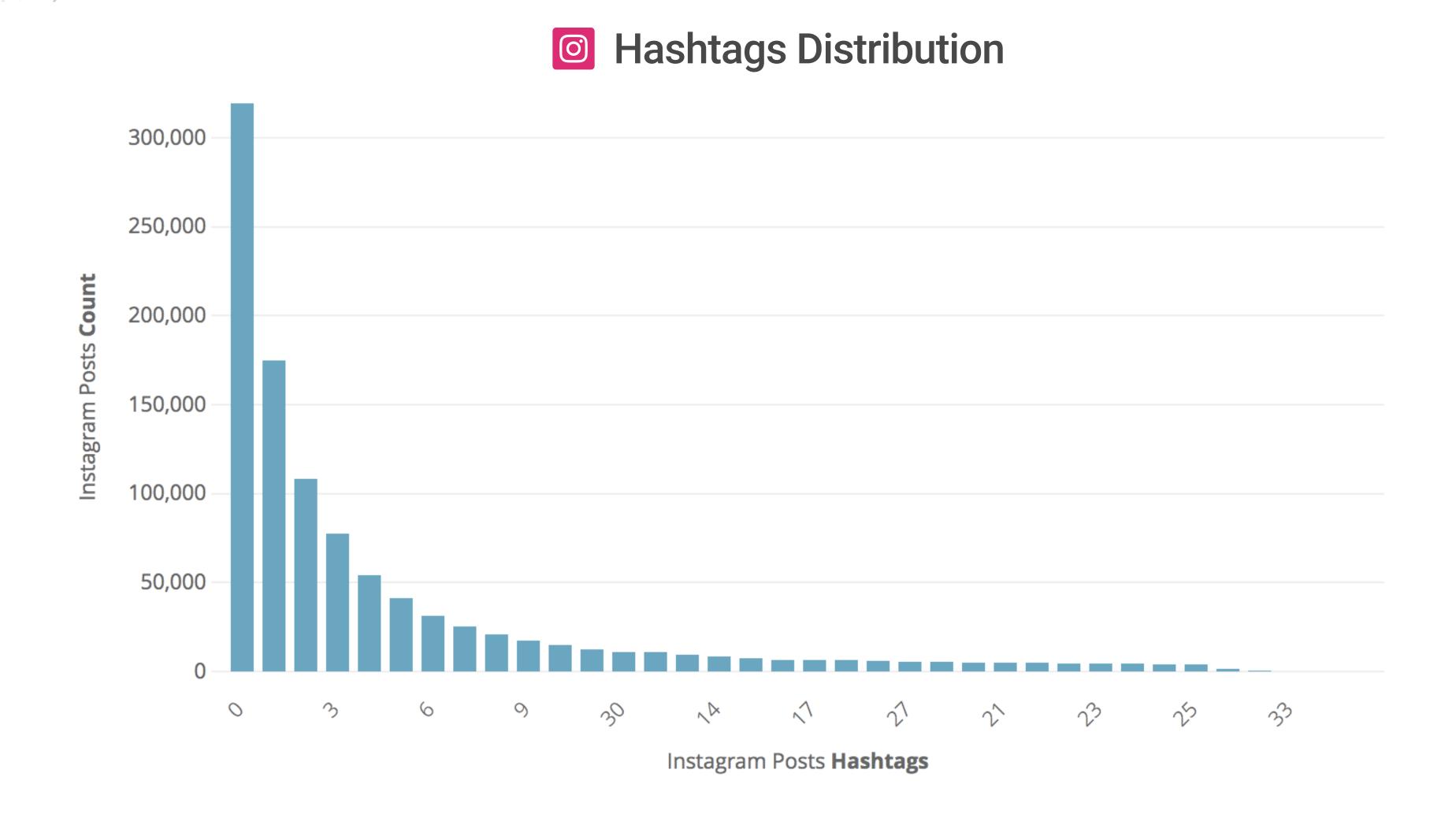






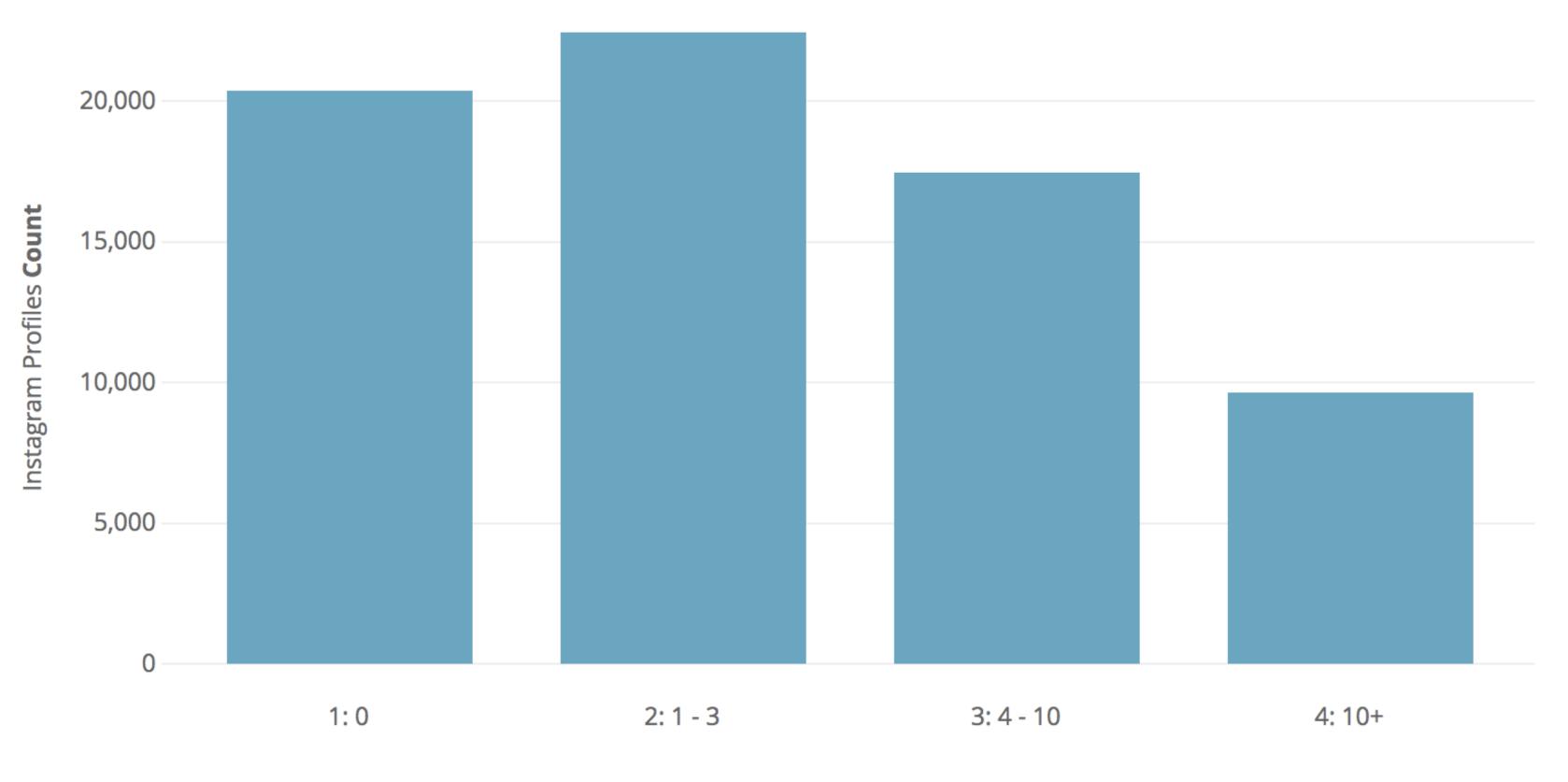
Instagram Posts **Emojis Buckets**

Most posts contain few or no hashtags...



...and posts with few hashtags receive most interactions.





Instagram Posts Hashtags Buckets



So what does the "perfect" Instagram post look like?



Limit post length to around 50 characters



Use emojis moderately



Reduce hashtag usage



Try posting more on the weekend

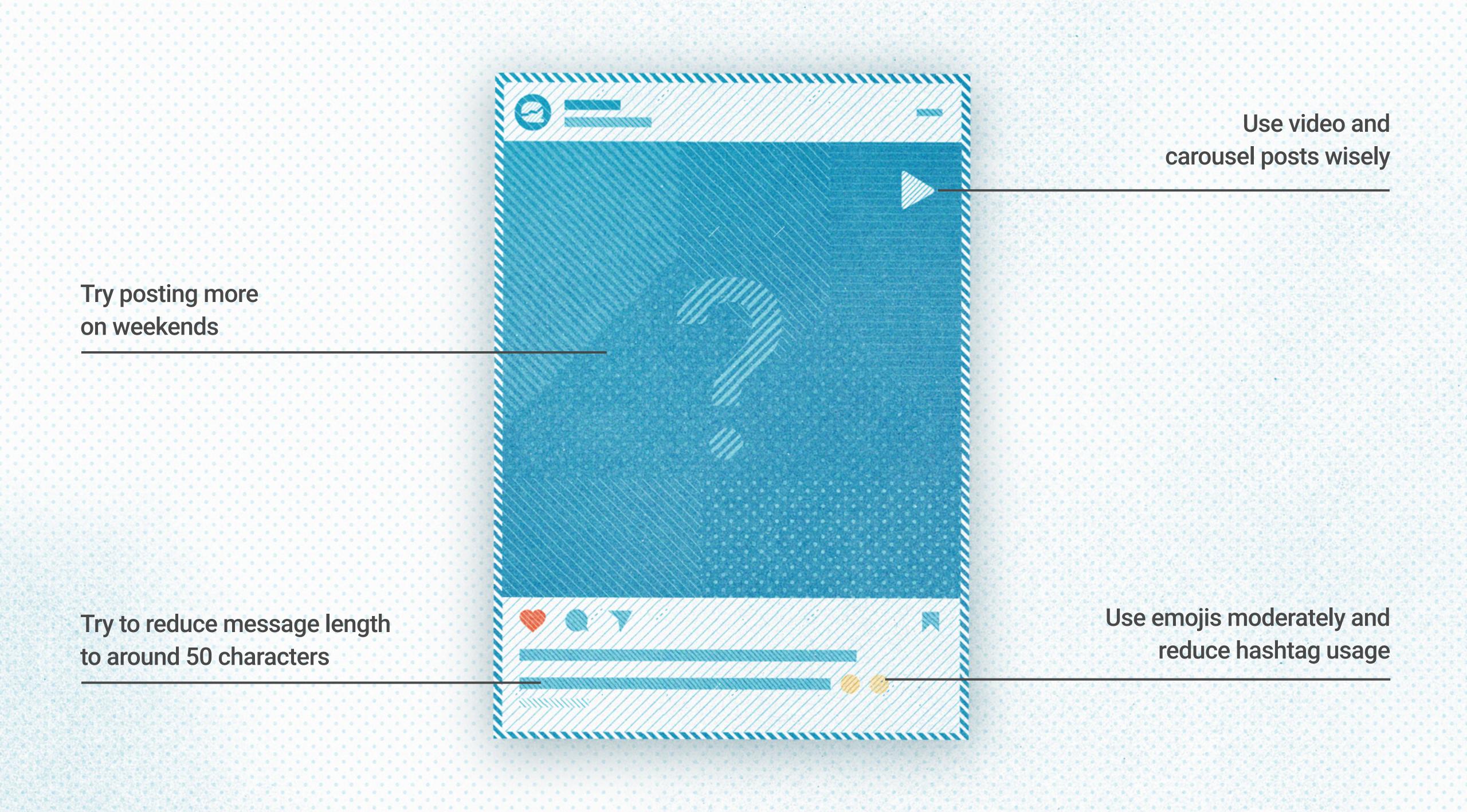


Use video and carousel posts wisely

Caution:

Content quality is important, too! This analysis only covers objective technical factors.

Analyze your own performance and compare it to the presented results in order to optimize your own strategy.



What kind of analysis would you like to see next?

Tweet to @quintly and let us know!



