



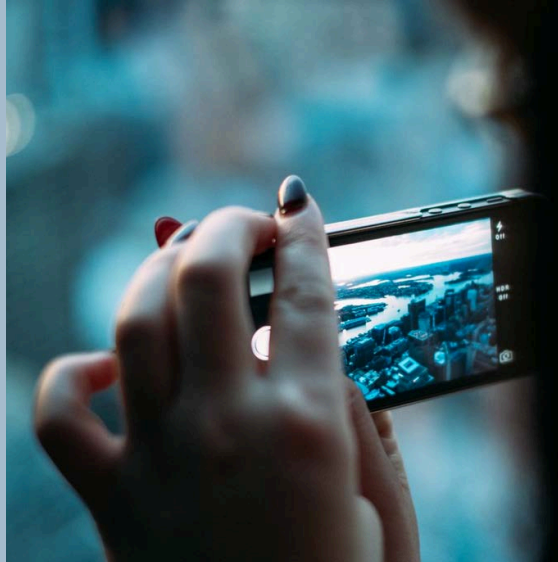
Inspire with Instagram

Instagram is the only mobile platform built for a mobile, visual world. It's where people and brands communicate through a new language that transcends cultures and borders.

We've partnered with research firm Sparkler to take a deep dive into how Instagram is changing our world. Here are seven insights that you need to know.

1.

Smartphones are the first screen for visual communication



60%

of Instagram users say their smartphone has completely changed how they view photos and videos

2.

Images are a powerful way to make connections

41%

of people say social media allows them to show people their experiences as well as tell them

40%

think Instagram lets them speak through images as well as words



3.

Instagram users see the world differently, and they expect quality



28%

of people who post to Instagram daily see the world in terms of what it might look like on the platform

30%

of people on Instagram feel there is an art to a great post

Whether it's from friends, or the brands that inspire them

People on Instagram are

33%

more likely to follow brands they love vs other social network

76%

of Instagram users agree that the platform makes interesting, creative and inspiring things available to everyone

4.

Images on Instagram are perceived differently than other platforms*



2.8X
more imaginative

2.8X
more distinctive

2X
more creative

1.5X
more inspiring

1.2X
more likely to be considered cool

5.

Instagram is the modern scrapbook, allowing people to create an emotional legacy

53%

of Instagram users agree that it's their preferred social network to record their favourite memories



6.

Instagram inspires action!



48%

of users come to Instagram to share things with friends and followers

24%

feel that Instagram has empowered them to see and do more

7.

Instagram helps people explore the world in new and beautiful ways ...

29%

of users agree that Instagram helps them discover things they'd otherwise never consider

53%

come to Instagram to seek out new content

