

A study on Instagram usage for publishers

6113 posts, 90 days, 15 magazines



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01 Introduction

With the digital world being more present in our lives than ever, we can easily say that social media plays a very important role in our everyday routine. While 90% of marketers admit that social media is very important in their business performance, Instagram is growing steadily, having more than 700 million users..



Instagram is a central part of our brand strategy. It allows us to share our best content in different ways (than FB and Twitter). It launches us into the minds of our audience and our potential audience. We have great photography and video assets, these are perfect for IG. It allows us to cover live events with stories, which is a great format.” states **Kevin Driscoll**, Social Media Manager at Sports Illustrated.

With such a big influence on our behavior and way of thinking, we decided to take a closer look. During the past 3 months, we conducted an in-depth analysis, following 15 of the most influential magazine publishers accounts on Instagram. This study will reveal a close follow-up concerning different posting behaviors, on this ultimate social media tool.

90 days, 15 magazines and 6113 posts, that will (hopefully) disclose significant information regarding these publishers' social media management and their ongoing adjustments.

We encountered the need for this type of research after a close market observation. There are plenty of marketers, designers and business owners who look up to these publications, but don't have the means to follow them up close. We decided to offer this study as a tool for all Instagram users, to help them improve their posts and enhance their performance, engagement and growth.

The magazines we followed are:

**Sports Illustrated Esquire CQ Maxim Men's Health Vogue
Cosmopolitan Seventeen Elle Harper's Bazaar Marie Claire
Instyle Allure Glamour Women's Health**



63,018,600
likes



591,254
comments



2,730,400
new followers

This study will reveal a close-up on these publications' behavior and performance. Observe the good, the bad and the ugly, take the best out of it and apply it to your own case. Before we get into it with our observations, let's start by taking a glimpse at these magazines' audiences and get to know them a little better.

Sports Illustrated

@sportsillustrated

One of the most popular names in sports media. A weekly publication that usually contains editorials and shoots from the world of sports. You probably heard about the famous Swimsuit Issue of Sports Illustrated. They actually also have an account exclusively for their swimsuit edition, but that doesn't take part in our survey. The average age of their reader is 37 and with 77% of their audience being men, the most common interests are lifestyle, NASCAR and of course, sports in general.



Esquire

@esquire

With a wider positioning, Esquire can be anything from news, politics, celebrity stories, fashion for men, lifestyle, sports, and food. They focus mostly on men between 18 and 49 years of age, with a higher education. They offer content for upscaling men, who want to be successful or already are. This can also be expected, concluding from the magazine's name since the word "esquire" has historic remarks and it refers to a title of respect given to men of higher social rank and success.

Maxim

@maximmag

With an audience being 78% young males, Maxim magazine likes to approach topics regarding cars, women, sports, fitness and lifestyle, entertainment and drinks. 90% of its readers are between 18 and 49. Maxim calls itself the leading voice in men's luxury lifestyle and has a global audience due to its regional issues in Australia, Colombia, Czech Republic, Egypt, India, Indonesia, Mexico, Russia, South Africa, South Korea, Switzerland, and Thailand.



GQ

@gq

This magazine presents itself as the definitive men's magazine, approaching subjects like entertainment, style and fashion, news, culture or women. Similar to Esquire, GQ is betting on above average income men, that aspire to be successful and successful men, who are more than willing to pay a little bit more money for quality and branding. Moreover, most of their audience (77% of it) is aged between 16 and 34 years old.

Men's Health

@menshealthmag

Being the world's most famous men's lifestyle magazine, Men's Health has an audience that is extremely active, who set their goals and do anything, in order to achieve them. They mostly care about fitness, nutrition, recipes, lifestyle, weight-loss, muscle building and of course, health. 84% of their audience is comprised of men over 35 years old, while more than half of them are married.



Vogue

@voguemagazine

One of the most famous fashion magazines of all time targets women (with 85%) with an above average or high-income. From business owners, managers, specialists to all other white-collar women who are interested in fashion, they are following this magazine with interest. More than 57% of these women afford to buy new clothes/shoes at least once a month, and 67% of them buy cosmetics at least once a month.

Cosmopolitan

@cosmopolitan

Early 30's is the median age of a typical Cosmo reader. Readers usually care about self-enrichment, entertainment and are educated, confident and extremely secure, both financially and emotionally. The main focus of Cosmo is fashion, body image, relationships, and beauty. This magazine transmits the feeling of women empowerment, through most of their posts.



Seventeen

@seventeen

As its name suggests, Seventeen identifies itself with teens and young women in their early 20's. The majority of them like to shop for clothes and accessories and they find the magazine to be a great confidant and adviser. These women get their latest fashion alerts and trends directly from the magazine content.

Elle

@elleusa

The readers who follow Elle are considered smart. They love fashion and like to use it as an extended way to express themselves. They are curious and interested in beauty, tech, TV shows, trends, celebrities and of course, fashion. With their readers being mostly women between 18 and 49 years old, Elle positions itself as a magazine for stylish, creative women who always want to be the first to know.



Allure

@allure

This magazine is entirely devoted and dedicated to beauty. Tips, tricks, trend alerts and much more. Allure's audience enjoys spending their money on products and services that make them feel good about themselves. They are usually influencers in their social life, and they are always up to date with the latest information on fashion, music and beauty products. Their age oscillates between 18 and 49 years.

Marie Claire

@marieclairemag

This magazine's audience interests are similar to a cocktail, a mix of editorial fashion, beauty, fitness, culture, health and nutrition, lifestyle and entertainment. Moreover, they want to be up to date with the latest world news. Their average age is around 30. Women from all over the world put their trust in Marie Claire, to deliver them information on a variety of subjects.



Harper's Bazaar

@harpersbazaarus

This magazine dedicates their content to women who want to buy the best, whether it's cheap or expensive, branded or not, Harper's Bazaar counts on well-dressed women from all over the world. Aged between 18 and 49 years old, they want to be sophisticated, elegant and provocative at the same time. They are mostly interested in style, beauty, pop culture, and travel.

InStyle

@instylemagazine

As its name claims, InStyle magazine devotes itself to females who want to be in style. Looking into fashion and beauty tips, these women are in their mid 30's and usually have higher education and are family oriented. The InStyle women are also interested in style stories and celebrity news. InStyle positions itself as an expert adviser and a real-time red carpet magazine.



Glamour

@glamourmag

Glamour's reader is definitely a shopaholic. They prefer to save money for their favorite pieces instead of hunting for sales. More than 50% of their audience doesn't regret spending extra money for brands and like to go shopping in order to feel better. The majority of their audience is aged between 25 and 34 years old, and doesn't hesitate to spend money in order to feel glamorous.

Women's Health

@womenshealthmag

This magazine targets women that are contemporary, confident, ambitious and bold. They are always looking for information and advice regarding fitness, health, and relationships. Their average age is 45. These women check Women's Health to improve the quality of their life, while looking for support and guidance in reference to their job and workout trends.

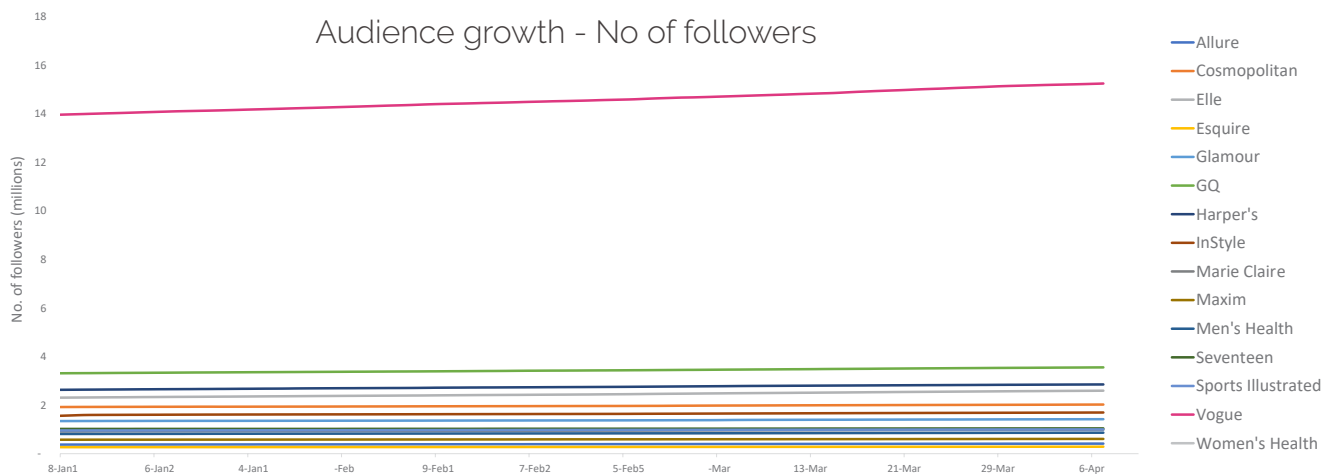


By simply taking a look at these 15 magazines, we can point out the obvious, they don't relate to the same people, they don't aspire to attract the same category of individuals.

As far as the audience is concerned you want to keep growing it, of course, but the question is how?

02 Audience Growth

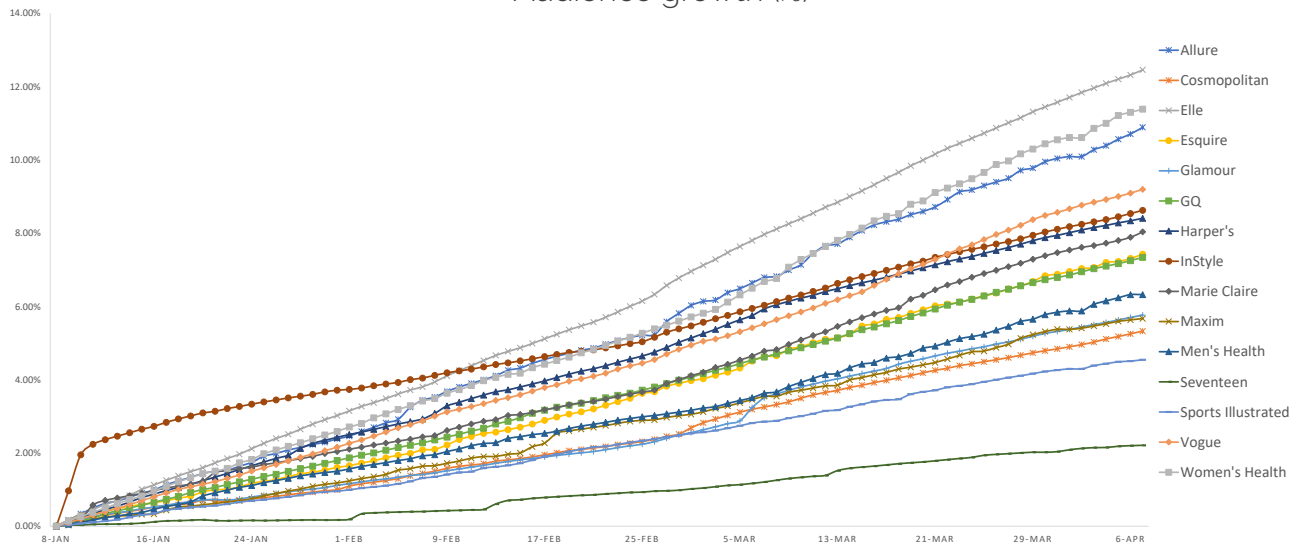
Audience growth is something that everybody that has an Instagram account is interested in. But it's not always about the numbers. You can't compare accounts that already have millions of followers to those that are just getting started. The fairest thing to do is to take a look at percentages. Why? Check this out.



If you are wondering what this is, don't worry, you are probably not the only one. This is a graphic that shows the audience growth for all the accounts that we followed. You can see 14 of the accounts battling for growth in the lower side of the graphic, and one (that being Vogue), that is by far the top performing one. Why isn't this relevant? Because Vogue currently has 15 million followers (and started from 14 million), while all the other accounts have an average of 2 million followers. A 1 million followers growth doesn't mean that much to Vogue.

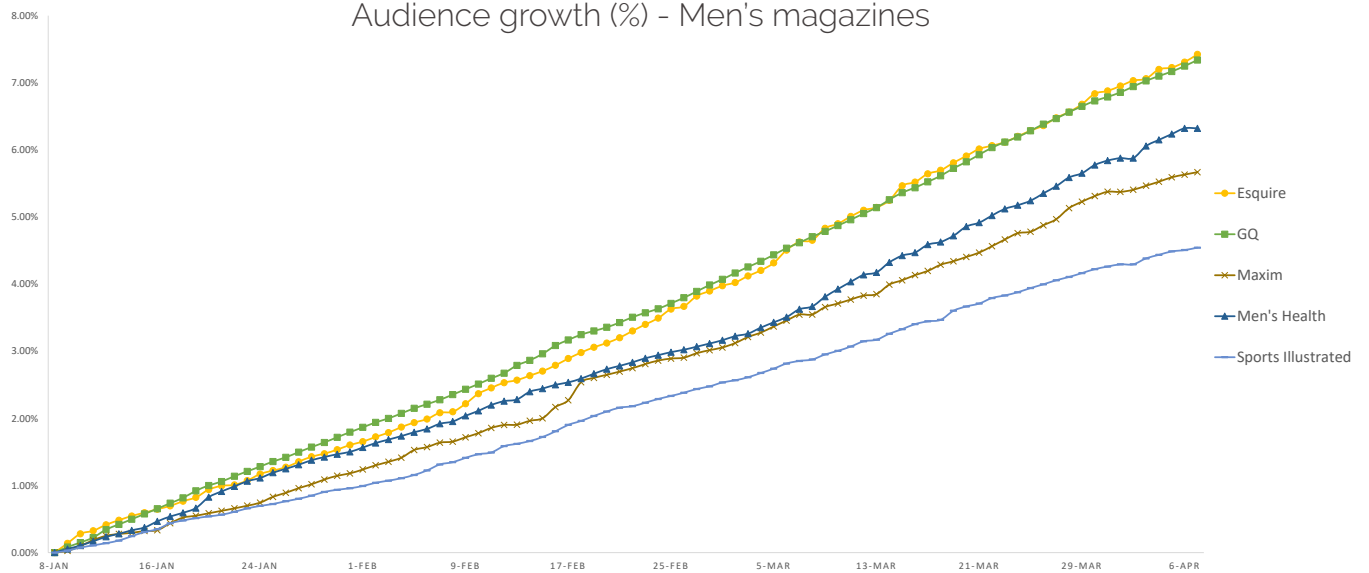
As you can see, the growth is constant, without any spikes. Whereas for any other account, that same growth in followers would represent around 50%, which is a lot. See where we're going with this? Numbers are relative, percentages are not. Let's take a look at their growth in percentages.

Audience growth (%)



This second graphic illustrates our theory perfectly. Even though Vogue has registered the most numerous amount of followers, percentagewise Vogue is not even close to being at the top. Moreover, this graphic might not even be relevant if we compare men's and women's magazines.

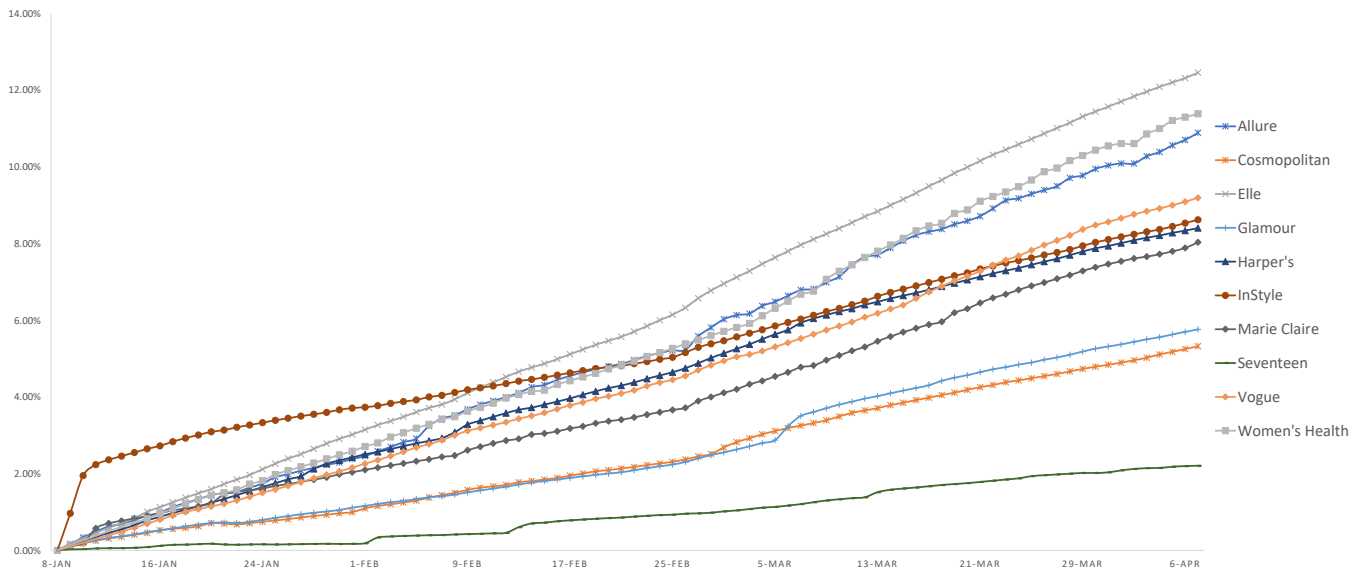
Audience growth (%) - Men's magazines



We can see from the chart above that Esquire magazine and GQ are neck in neck, being the top two on audience growth, with 8%.

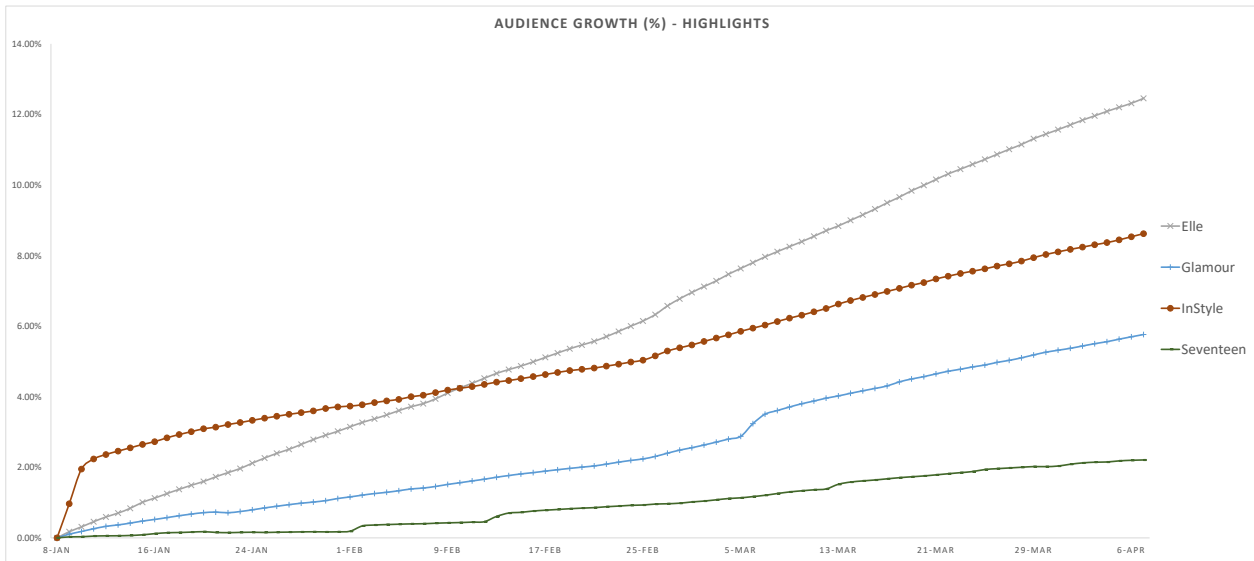
On the other hand, women's magazines have Elle as a leader with a growth of almost 14% compared to its initial number of followers.

Audience growth (%) - Women's magazines

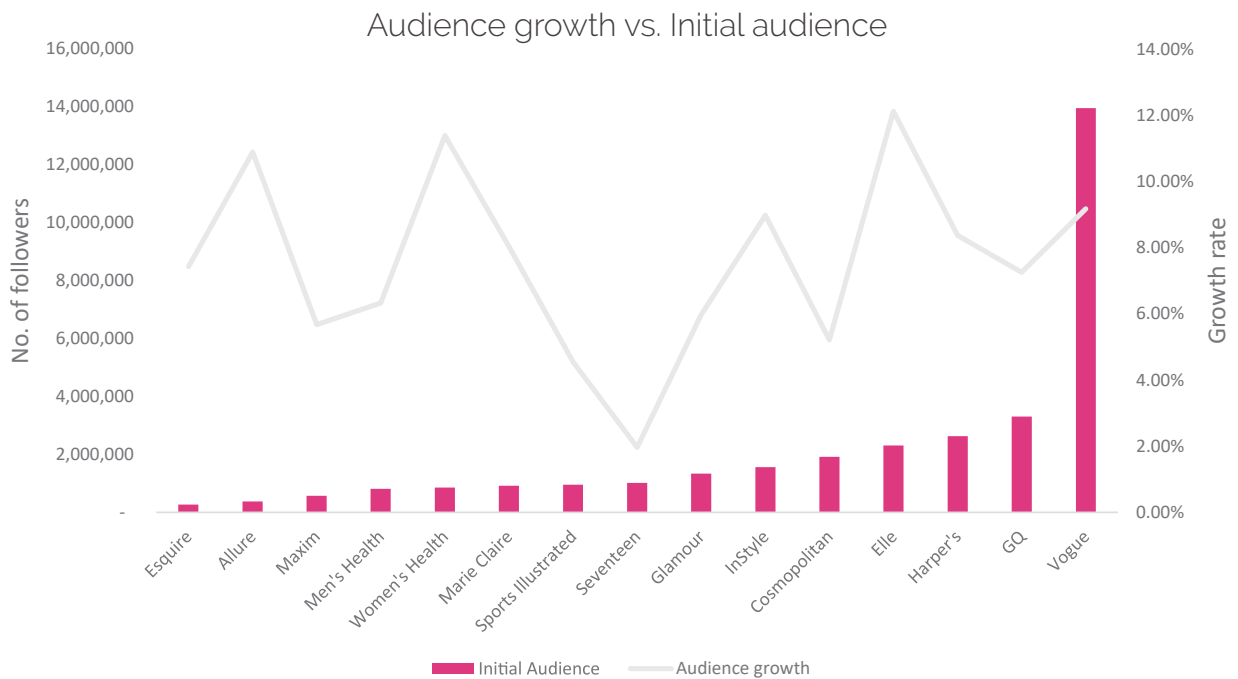


If we take their target audience out of the question and try to identify the behavior that stands out the most, we can definitely say that Elle and Seventeen are standing on opposite extremes. Also, InStyle magazine and Glamour are highlighted in this chart, due to their unusual spike of gained followers in a very short period of time. InStyle has reached a growth of 2% in 2 days, while Glamour gained 1% of extra followers in a little longer than 24 hours, whereas the rest of their journeys are steady.

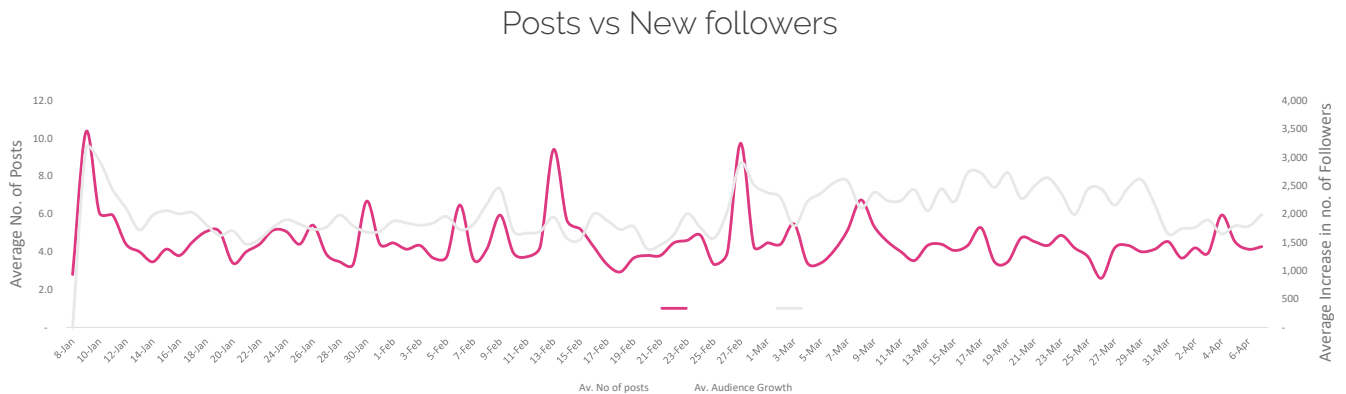
In the case of InStyle, we claim that this had something to do with the Golden Globes. One of the biggest award shows of the year has been the topic of more than 50 Instagram posts, between the 8th and the 10th of January, on the InStyle magazine Instagram account. In the case of Glamour, we blame it on Chrissy Teigen, or maybe a sponsored campaign, but we'll look further into this in a following chapter.



If we are putting everything that we discussed together, you can observe that even though Vogue and Esquire are at opposite sides (numberwise), their growth percentages are quite close, 10 and 8 percent.



Another question that comes to people's mind, when talking about growth, is if this has anything to do with the number of posts per day? This is actually a great question. If you take a look at the chart below, you can see that the spikes of growth versus the spikes of posts don't necessarily coincide. Of course, there are periods of accordance, but it is not a constant matter. Or at least not enough to be able to claim an association between them.



03 Top performing content

Trends come and go and you always have to adapt your content and posts to what your audience is interested in, and most importantly, to what they engage the most. It's a matter of experimenting, of trying new things and seeing what works best. Let's take a closer look at the top performing content for these 15 magazines.

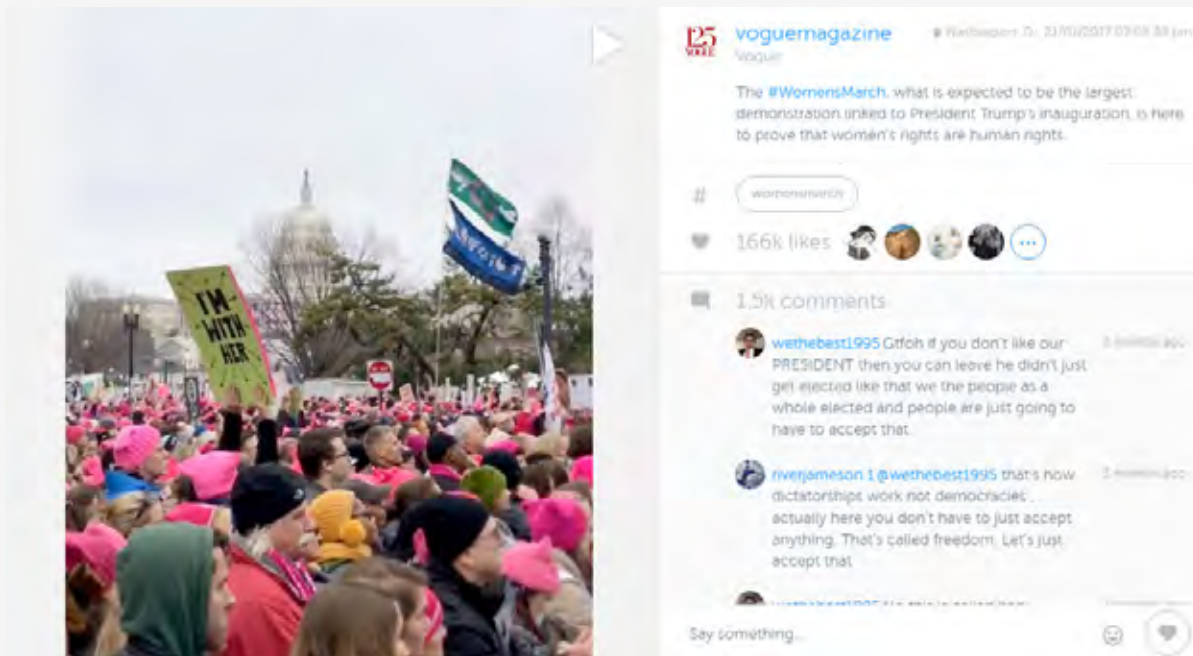
Most liked photo - women

With 309,500 likes, this Vogue Instagram post is by far the number 1, most liked photo within these 90 days. This post is also situated in the top position in the overall ranking (both photos and videos for men and women as well).



Most commented photo - women

As you probably predicted, the number of comments was quite impressive on this Selena Gomez Vogue cover post, and it convinced 3.6k people to leave a comment and express their opinion. Looks like celebrities are very convincing. The performance of this particular post might have been influenced by the use of [@SelenaGomez](#).

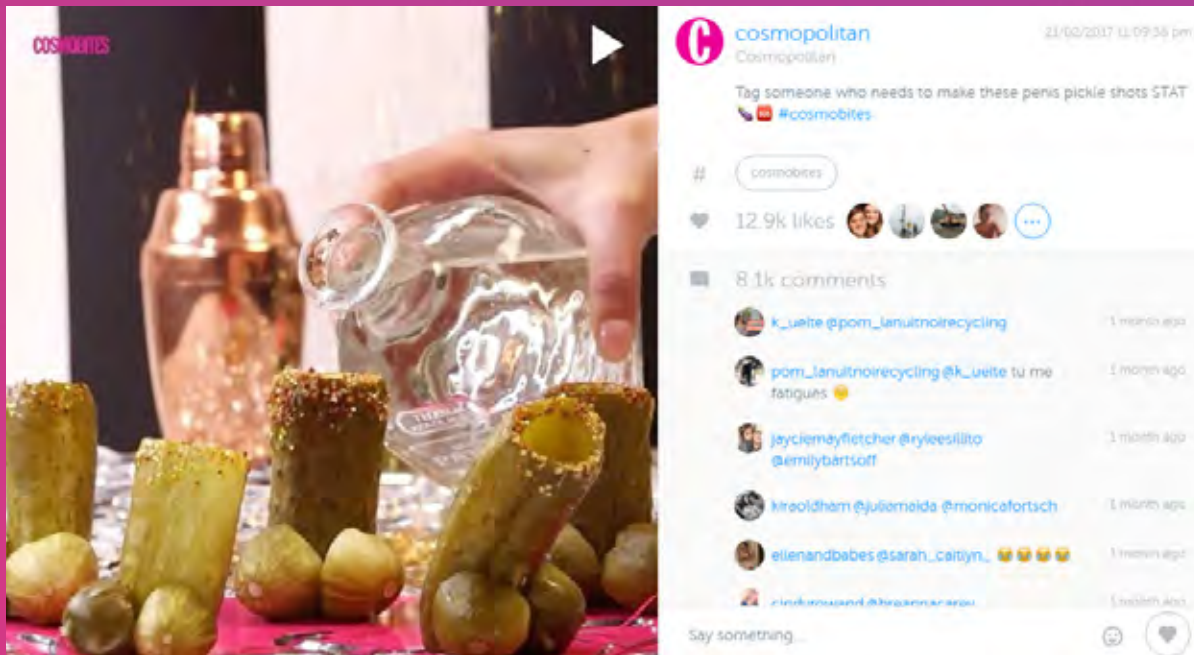


Most liked video - women

The most liked video is positioned at the intersection of politics and events, capturing the Women's March and gaining 166,000 likes. Its overall ranking for the most liked post (photo and video) is 16. The success of this post might have also been influenced by the [#womensmarch](#) which was trending at the time.

Most commented video - women

On the other hand, a post that performs really well on the number of likes is not necessarily going to perform as well on comments. It applies to our case as well, in which neither of the number one most liked posts are the most commented on. This Cosmopolitan video was the most commented post during our study, with 8.100 comments.



As you probably already noticed, the most liked and commented posts of all time (for our study) belong to the women's category. If we break it down to men's magazines as well, the situation is a little different. Let's take a look.

Most liked photo - men

The most liked photo for men's magazines is the one that captures Obama's profile and has 107,200 likes. This post comes as a tribute after Obama's presidency has come to an end.



**PATRIOTS WHO HAVE SAID THEY
WON'T GO TO WHITE HOUSE**

BENNETT BLOUNT LONG HIGHTOWER

**"I DON'T FEEL ACCEPTED
IN THE WHITE HOUSE."**
— SAFETY DEVIN MCCOURTY

sportsillustrated
Five @patriots say they won't visit President Trump at the White House

17.2k likes

1.3k comments

ooby_daddy_berg What better way to try and help this divide we have going on... than by adding to it. I couldn't stand Trump. Now that he's our president he has my support. I couldn't stand Obama but as soon as he became our president I supported him.

leo_hale_22 Why?

d75g Stupid

conzilee Respect is earned not just given. What's wrong are these disrespectful comments. Grow up and understand why some of these players don't want to go to

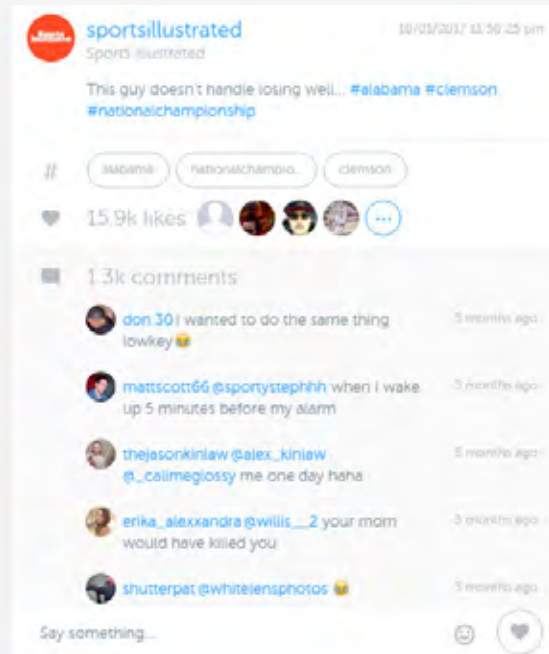
Most commented photo - men

The most commented photo in the men's "department" pictures some of the Patriots players together with a quote that says that they won't go to the White House (as the tradition says), because they don't feel accepted. This picture stirred a lot of discussions, thus gaining 1.3k comments.

Most liked video - men

The most liked video was won by a post from Sports Illustrated, that shows a kid in class, watching a basketball game on his smartphone, while the device is taped on the back of his classmate, perfectly suiting their audience. This post originated from a Snapchat and as you can see in its description, it insinuates a parallel to Trump's presidential slogan, "Make America great again!".





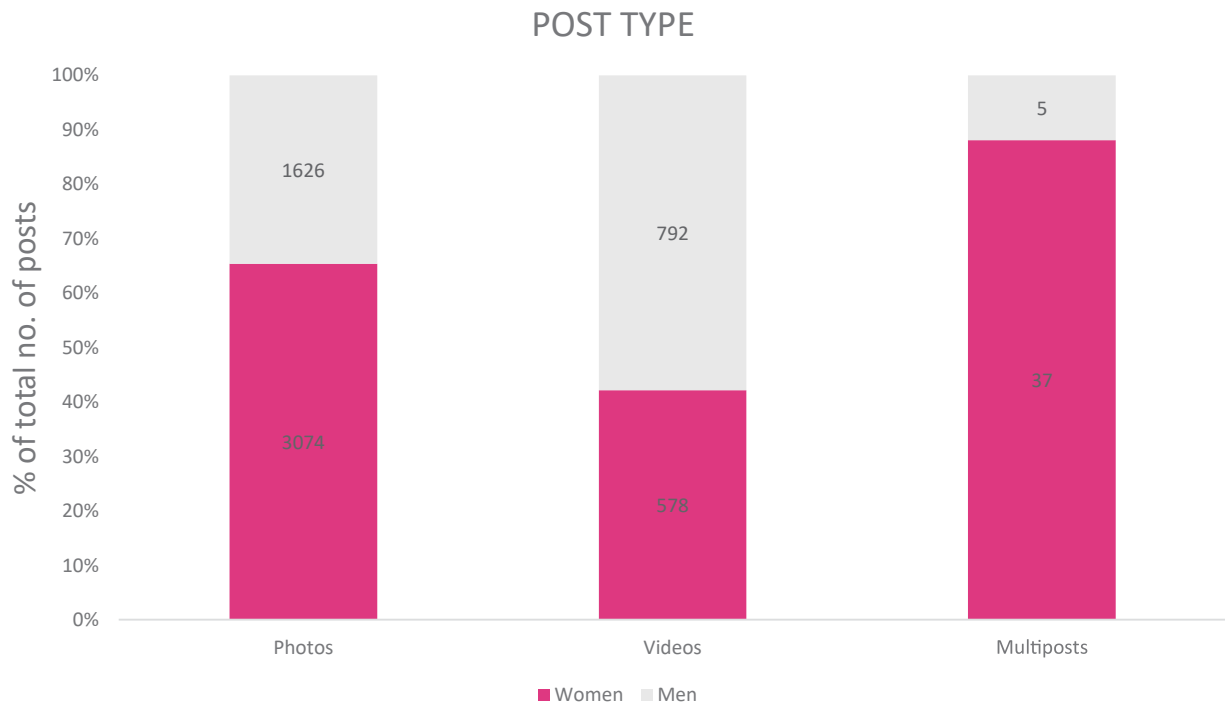
Most commented video - men

With a punch at the TV, this guy manages to stir 1,300 reactions, being the most commented video for these 5 men's magazines.

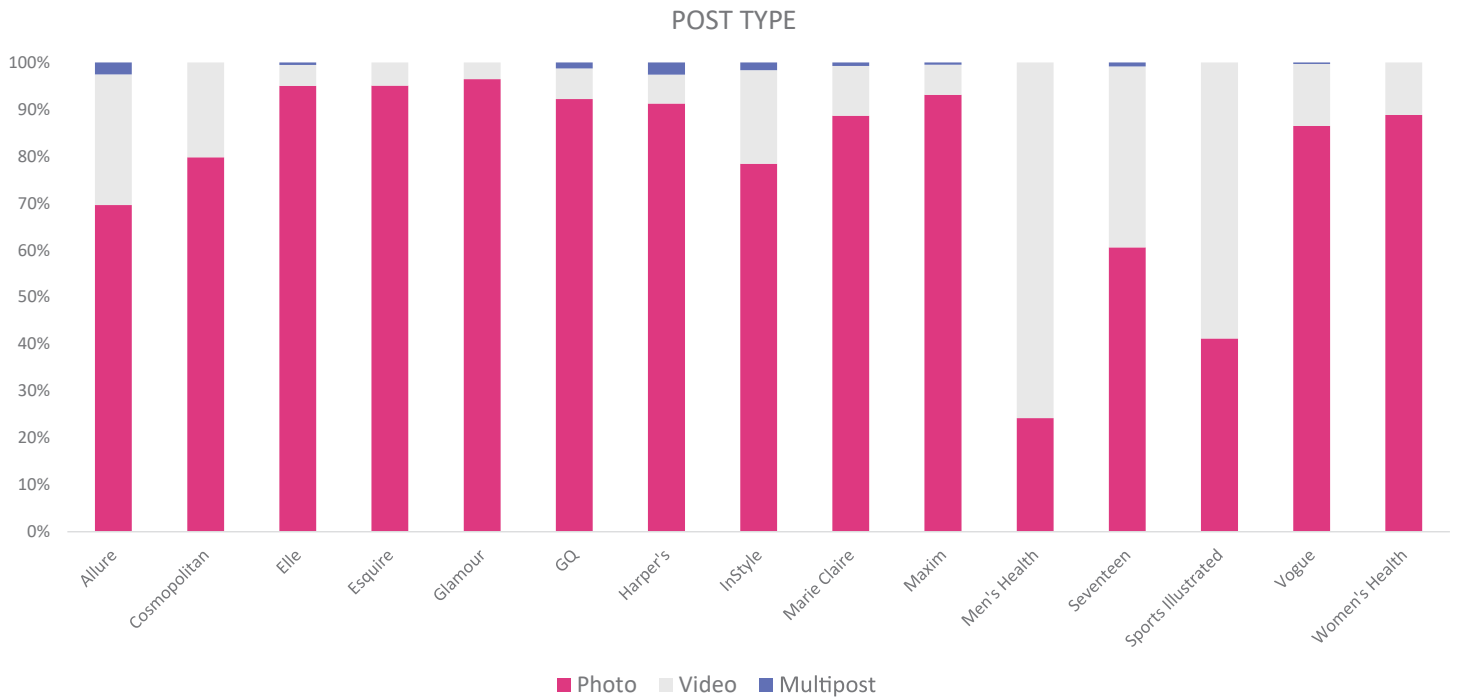
04 Post Types

Let's face it, there are times when you don't know whether to post a picture, a video, a boomerang or a multi-post. Judging by the total number of posts illustrated down below, this category was definitely won by pictures. In both men's and women's magazines, pictures are the most predominant ones, with 3,074 and 1,626 posts.

Women's magazines post more photos than videos, with a ratio of 15% for videos, while in the case of men's magazines, video posts have 32%. This means that for women, their post ratio is 5:1, while for men it's 2:1. That equals double if you compare the two categories



If we are breaking it down to specific magazines, you can obviously see the tendency of posting pictures, rather than video or other types of material, for most of the followed accounts.



At the opposite side, the greatest video supporters are (as you can see below) Sports Illustrated and Men's Health.

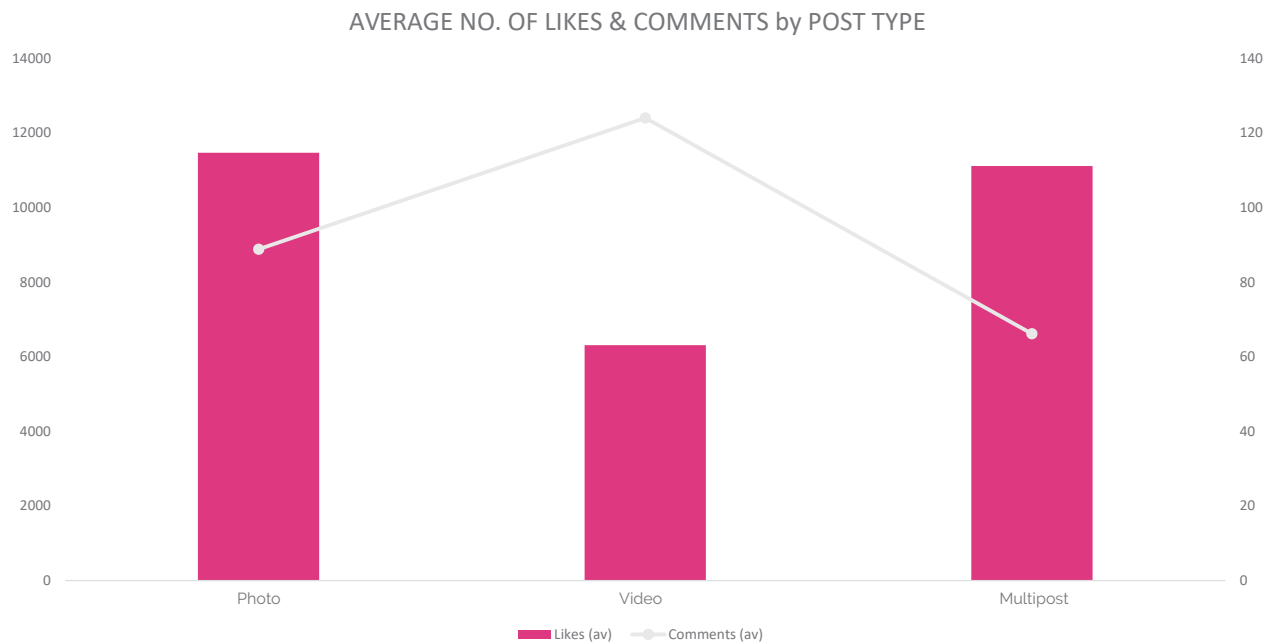
How do we explain that?

Well, it's quite simple. Their whole direction relies on sports, and that requires for a lot of the posts to be very self-explanatory. This is the main reason why these publications put their bets on videos.

The ranking for the number of likes by post type goes like this: the third place goes to videos, the second place is taken by multi-posts, ranking very close to the first place, which goes to photos, of course. The average number of likes goes from 6,000 (for videos) to 11,000 (for multi-posts) and up to 12,000 (for photos).

The lineup changes when talking about the number of comments. The bronze medal goes to multi-posts, the silver one goes to images and the gold one is taken by videos. The difference in the average number of comments starts from 60 (for multi-posts) and goes up to 90 (for photos) and over to 120 (for videos).

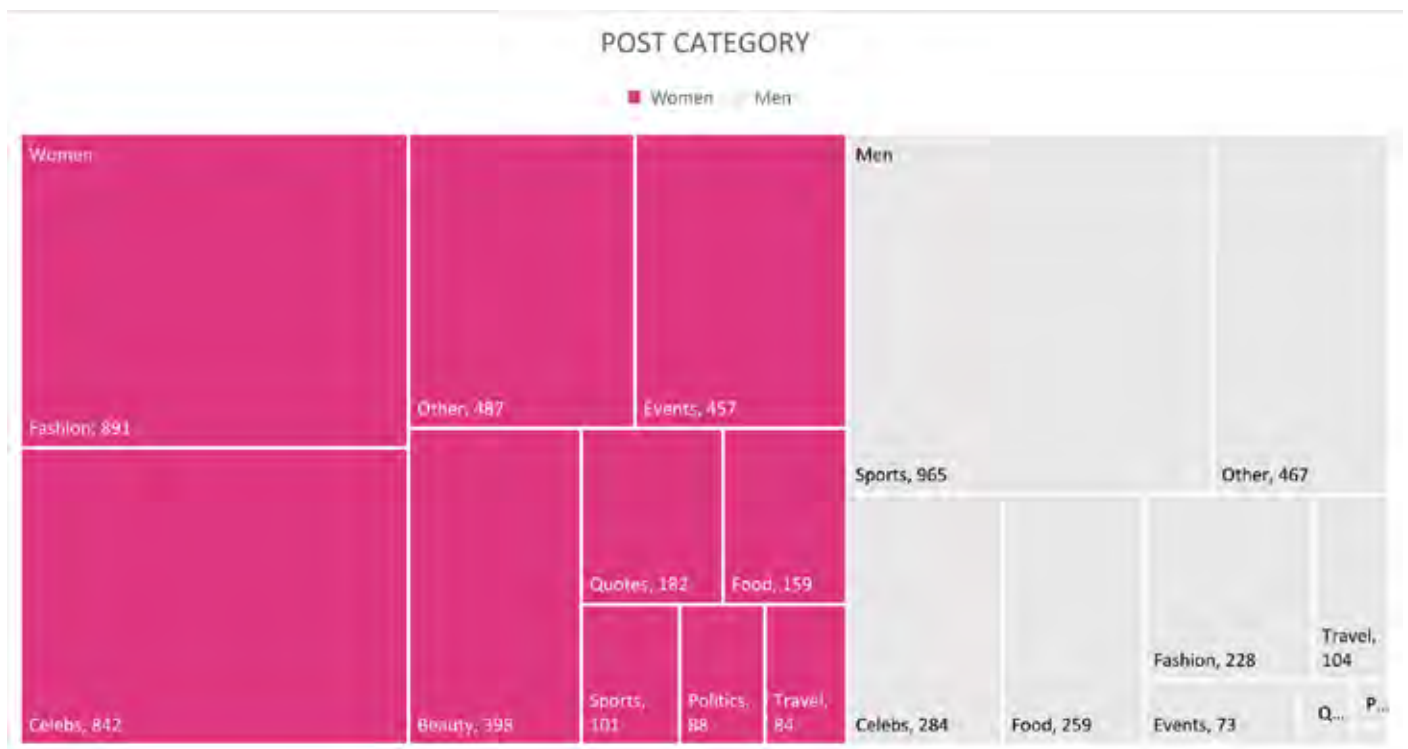
The reason for this spike is the fact that, as pointed out previously, most of the videos belong to the sports men's magazines, which usually engage a lot, because people ask for advice or give feedback more often.



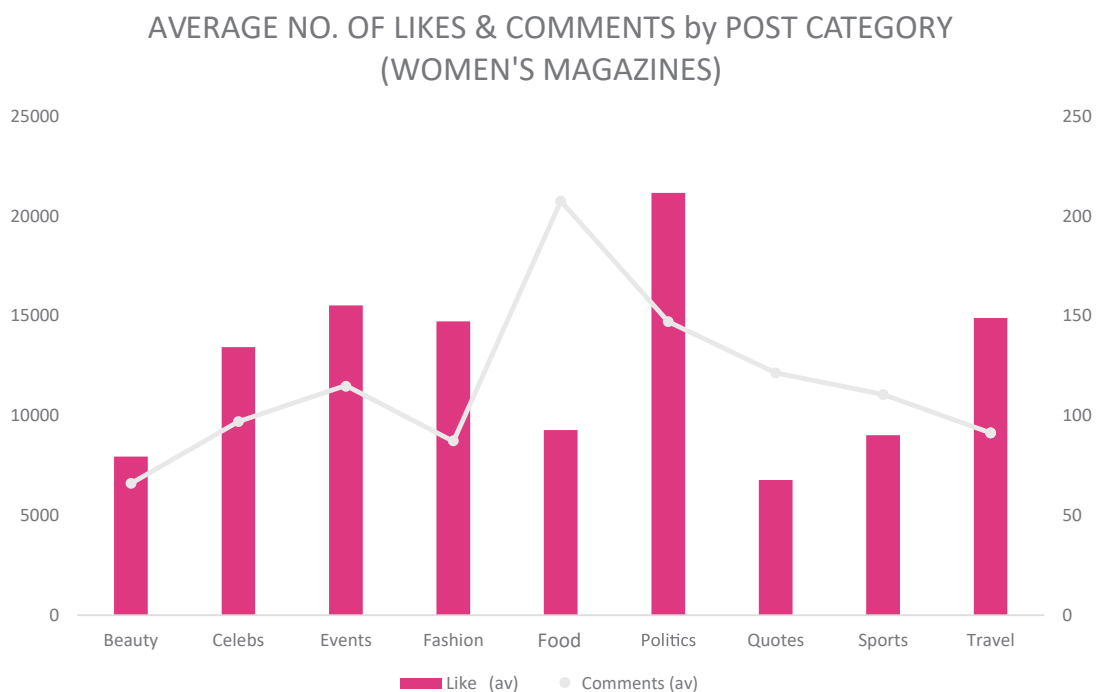
05 Categories

When it comes to categories, we identified 10 general themes which represent the majority among the posts of our publishers. These categories are Beauty, Food, Fashion, Travel, Politics, Celebs, Sports, Quotes, Events, and others.

- The 5 most popular post categories for women's magazines were **Fashion, Celebs, Other** (that did not fit in any category we decided on), **Beauty, Events, and Quotes**.
- Men usually are more focused on **Sports, Celebs, Food, Other, and Fashion**.



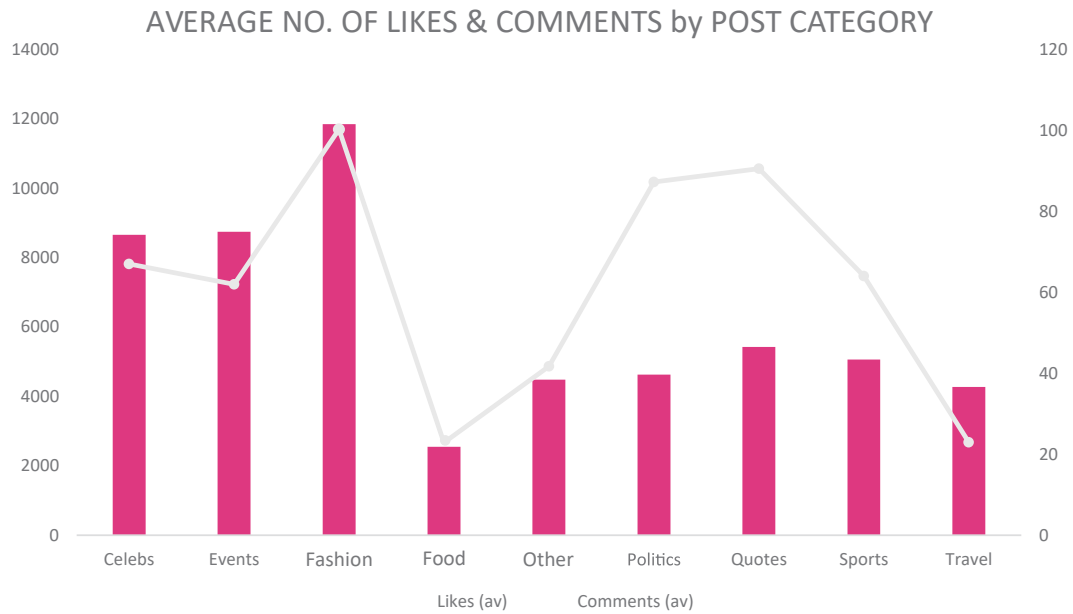
In the chart below we can observe the average number of likes and comments by post category for women's magazines. As we can see, the category which received the biggest amount of likes is related to politics.



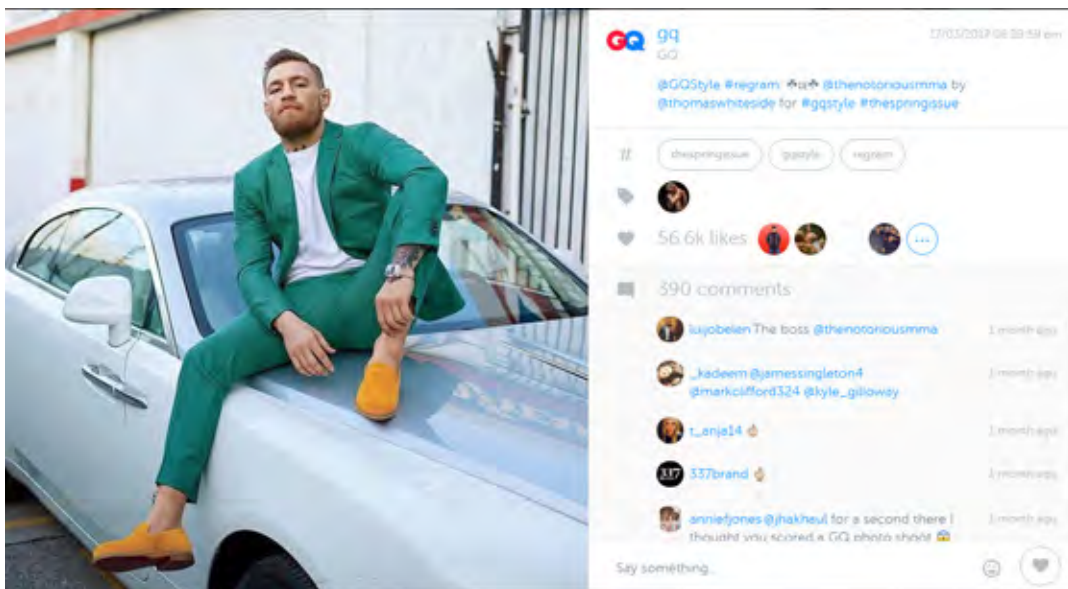
The most liked and commented photo in this category was posted by Vogue and it hit 126,200 likes at the time of gathering data and 143,800 likes at the moment of writing this e-book.



The most appreciated category for the men's magazines was, surprisingly, **Fashion**.

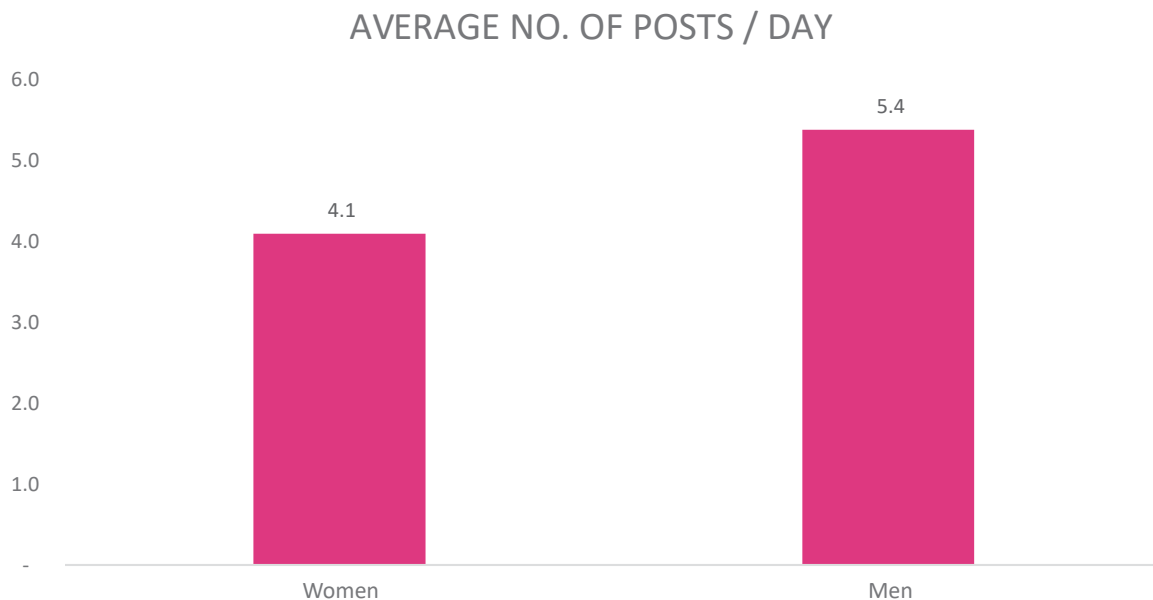


The most liked and commented post in the men's section was picturing **Conor McGregor**, reigning UFC Lightweight Champion, presenting a posh look while sitting on a car. The photo has now 56,600 likes and 390 comments.



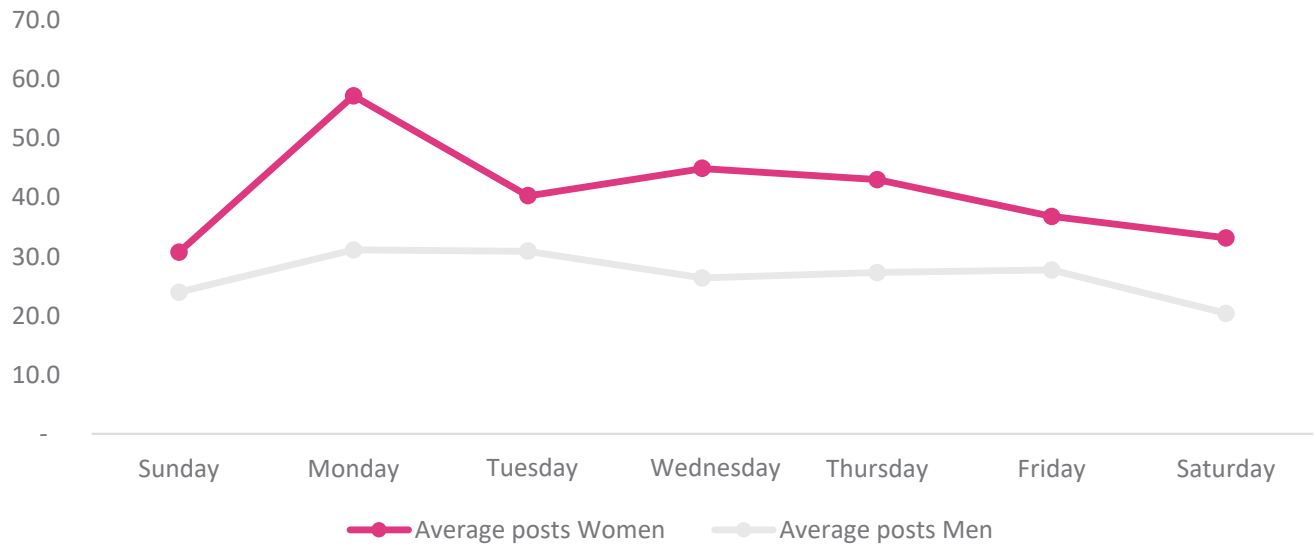
06 Date and time

The average number of posts that were posted in a day is 4,1 for women's magazines and 5,4 for men's magazines. In our study, we had 10 publishers that addressed to the female public, while only 5 that had a male audience. For instance, Sports Illustrated was the most active account that we followed, thus it heavily influenced the result.



The day of the week in which these publications posted the most, is Monday. There was a total of 1,156 posts on this day of the week, and most of them were posted by female audience publishers. The main reason for this situation could be the fact that during weekends, people spend less time on their phones, thus leading to a decrease in the number of posts.

Average no. of posts / day of the week

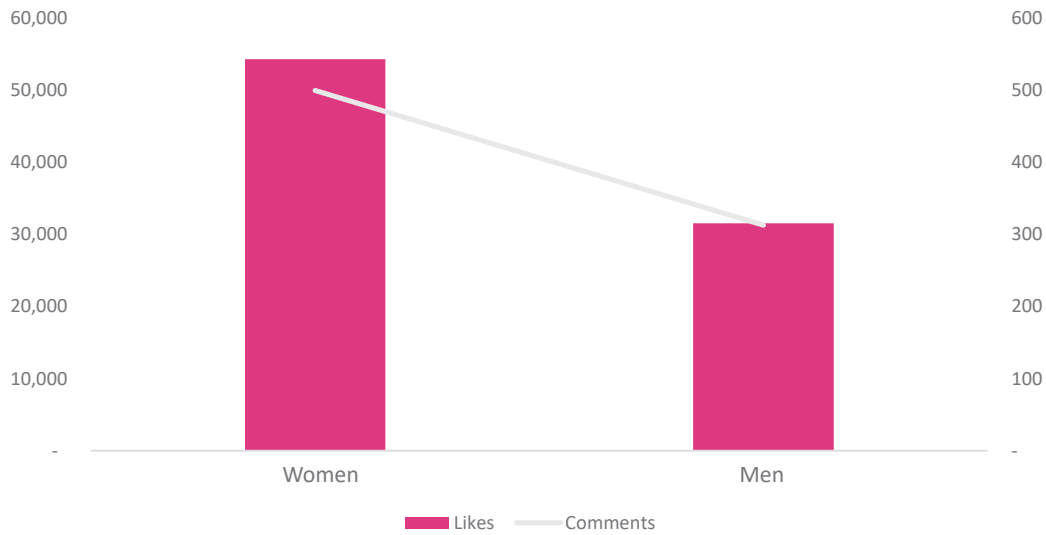


Sunday 726 **Wednesday 929** **Saturday 650**
Monday 1156 **Thursday 920**
Tuesday 930 **Friday 845**

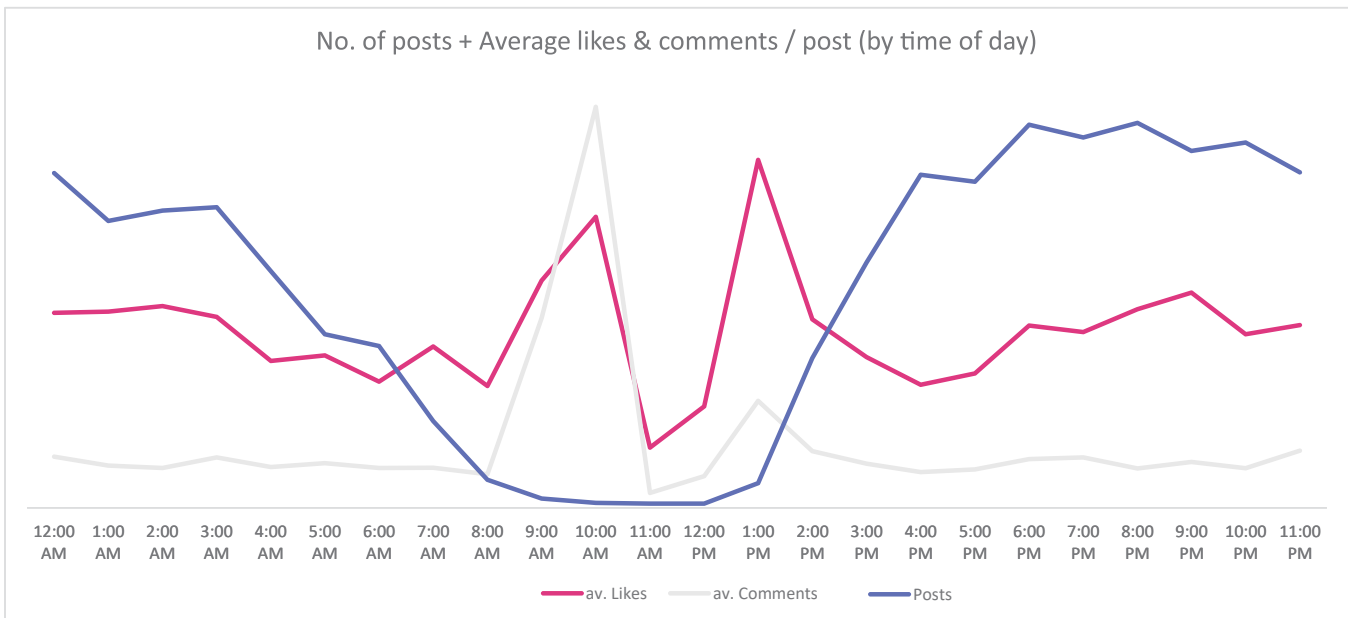
We're not even surprised by the fact that the average number of likes and comments per day for the female audience, is higher than the one for the male audience. Are you?

“ *Young women dominate Instagram and visual platforms in general. Instagram gives you the power to modify your appearance in a way that's practically on par with makeup and other beauty products, said **Rachel Simmons**, a gender researcher who has written extensively on teen girls, referring to the flattering tools that make photos look flawless.*

AVERAGE NO. OF LIKES & COMMENTS / DAY



The day during which Instagram posts received the highest number of comments and likes for both women and men magazines, was Thursday (the most liked photo was posted on a Thursday and had almost 230,000 likes), while the best time for posting was between 8 AM and 11 AM (EEST).



The worst time to post is apparently exactly after the best one. Probably that's the time when people put their phones away and start working.

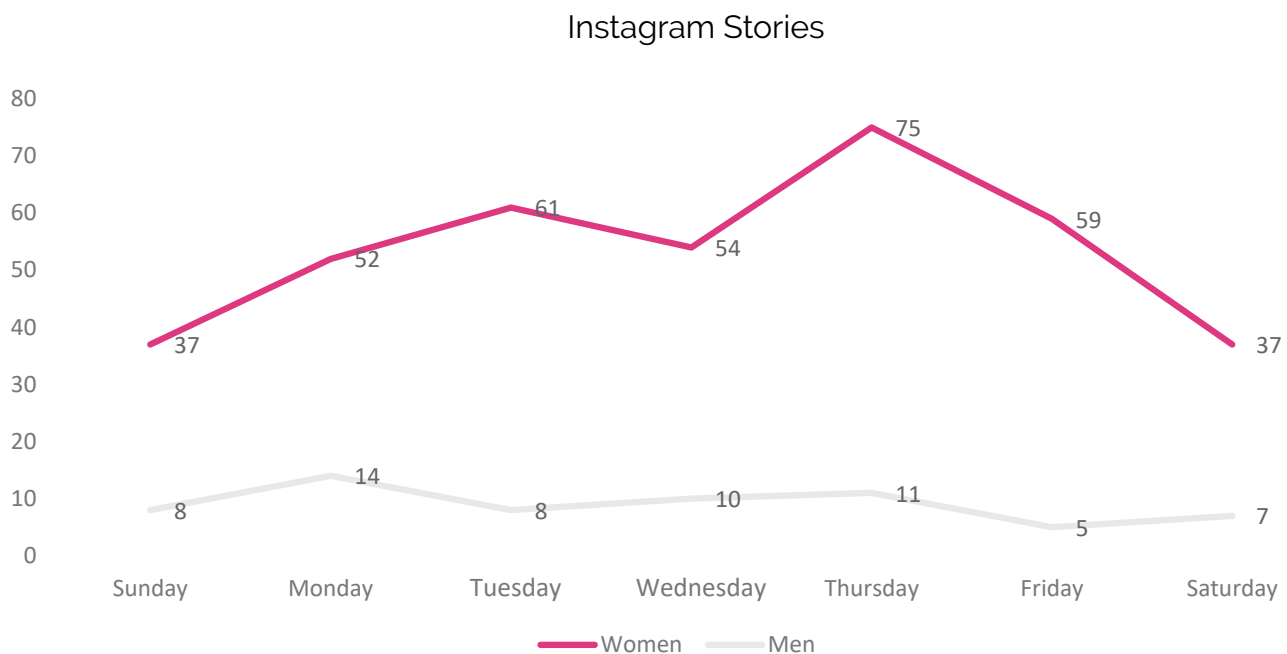
07 Instagram stories

Instagram Stories is a great way to engage with communities by showing them fresh content which disappears after 24 hours and which also allows users to share photos and videos in a slideshow format. This particular Instagram feature has given the vlogging community a significant boost.

Based on our study, publishers use Instagram Stories on Thursdays more than on any other day. We didn't track the specific number of stories, but the occurrence of stories each day, for each account.

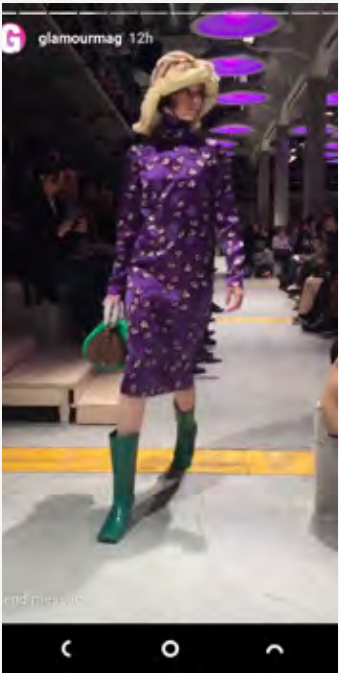
The number of occurrences has been the highest on Thursdays, with a total of 86. The second most popular day for Instagram Stories is Tuesday, with 69 occurrences. The 2 magazines that didn't post any stories at all during these three months are Esquire & Men's Health - both men-oriented magazines.

As we already know that women use Instagram more than men, we totally get this trend, not being appealing to men. From a total of 28% of Internet users being active on Instagram, 31% of women and 24% of men use Instagram regularly to like, share, and post.



The type of content that these big publishers post is obviously different from one account to another, but the distinction is more evident when comparing the magazines dedicated to women with the ones for men. For instance, publishers who have a female audience have posted content about beauty products, news about celebrities and diets, ideas for how to wear pieces of clothing, updates from the most important events and fashion shows.

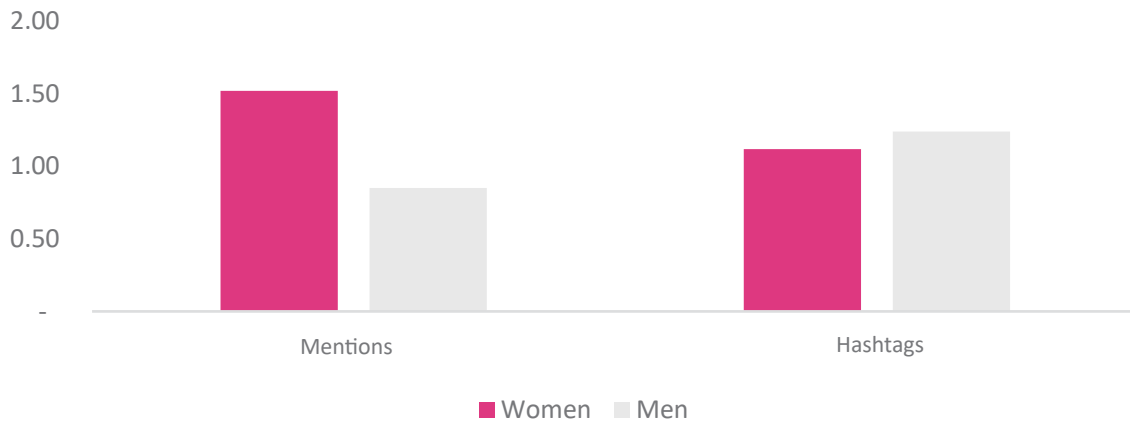
Whereas men, on the other hand, received content about healthy eating habits, new stores, technology, and events.



08 Hashtags and mentions

Average number of Hashtags and mentions / post

As you can see from the chart below, women dedicated magazines tend to mention more people per post than men magazines do. The average number is close to 2 mentions per post while the average number for men is 1 mention per post. When it comes to hashtags, the men magazines are the ones leading with an average of 1.2 hashtags per post while women magazines only used 1 on average.

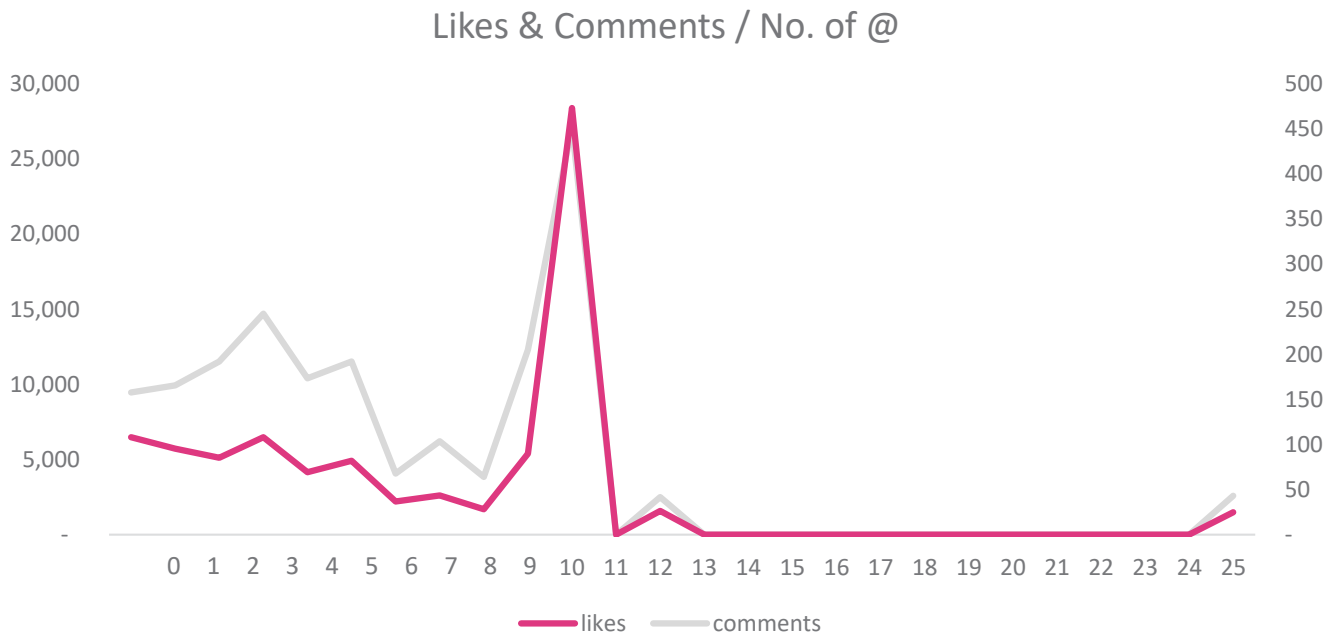


The post with the highest number of mentions was a video created by InStyle, which represents a magazine cover. The 25 mentions are the usernames of the whole beauty & style team.



Number of @ & likes/comments

When you mention someone on Instagram, you give more people the chance to see your post, hence having a higher number of likes. But as we can see from the graphic below, there actually is a sort-of-perfect number of mentions you should be using to spike your results.



09 Emoji usage

Emojis have become very popular on Instagram. **44.56%** of the total posts included in this report are featuring at least **1 emoji** in their description.

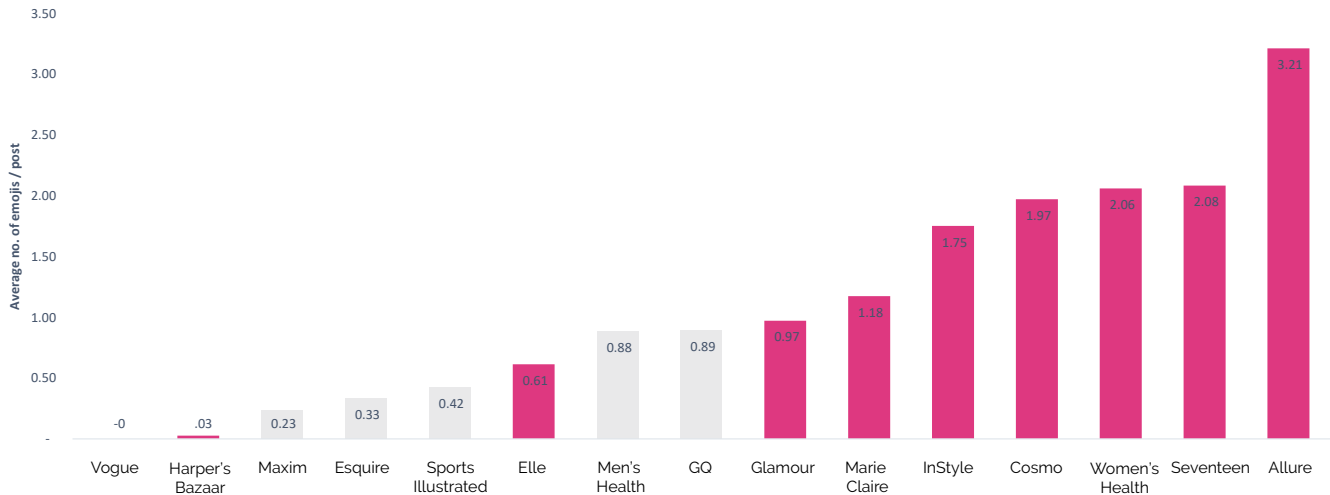
The highest number of emojis on a single post is **13** and it belongs to Allure:



Allure is constantly using multiple emojis in their descriptions. Their average is **3.21**, significantly higher than the overall average, which is **1.10 emojis/post**.

Other magazines that are also using a higher number of emojis than the average: InStyle, Cosmopolitan, Women's Health and Seventeen.

Average no of emojis/post



Emojis add a fun twist to the description and make it look more informal, as if it has been posted by a friend.

This tone is perfect for younger audiences: teens and young adults, but they are not the best fit for all brands.

— Vogue hasn't used any, Harper's Bazaar has used very few. Perhaps the reason behind this strategy is that Vogue and Harper's Bazaar readers are mostly high-class, career-oriented young women, to whom emojis don't appeal.

Emojis: women vs men magazines

We've also noticed a big difference in how men and women's magazines are using emojis. Even though it wasn't a surprise, men's magazines are using fewer emojis than women's publications (less than 1/post). There's also an obvious contrast in the choice of emojis.

Most used emojis for Men's magazines:



The camera emoji is, by far, the most used emoji in the post descriptions of men's magazines. The camera marks the photo or video credits for the original creator of the post, so the emoji is typically followed by a mention. Of course, there were other emojis used as well, but compared to the women's magazines, there's no variety.

Most used emojis for Women's publications:



Women's publications are posting a wide range of emojis: emoticons, hearts, food and many others. For example, Marie Claire ([@marieclairemag](#)) has posted over 100 different types of emojis between January - April. Full list here:



Women and girls do use more emojis in their chats, as well, so women's magazines have simply adapted their communication style to their target audience.

10 Events

We picked out the biggest events that took place during our research period, that generated a lot of buzz on Instagram and we analyzed how magazines acknowledged them on their profiles. The selected events were the following:

Golden Globes *Sunday, January 8*

SAG awards *Sunday, Jan 29*

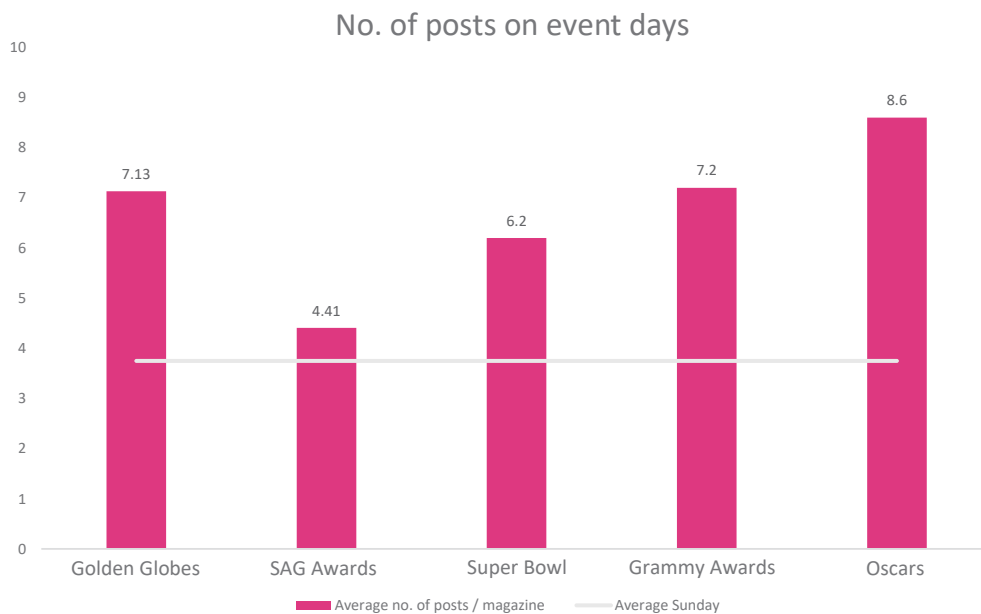
Super Bowl *Sunday, February 5*

Grammy Awards *Sunday, February 12*

Oscars *Sunday, February 26*

We've noticed spikes in the number of photos and videos posted during, and right after, these events. All these events took place on a Sunday, which is usually not a very active day in terms of posts. The average number of posts on a regular Sunday is 3.75.

The graph below represents the average number of photos and videos posted on the occasion of each event, compared to an average Sunday:



How important is it for online publishers to be active on Instagram during events?

“ It depends on their goals, but I don't think it's critical at all to the business in most cases. There are only a handful of online publishers, where this is important, says **Joe Pulizzi**.

We believe that all the publishers in this report are in the latter category.

Engagement

We've noticed spikes in the number of photos and videos posted during, and right after, these events. All these events took place on a Sunday, which is usually not a very active day in terms of posts. The average number of posts on a regular Sunday is 3.75.

The graph below represents the average number of photos and videos posted on the occasion of each event, compared to an average Sunday:

	<i>average no of</i> Likes/post	<i>average no of</i> Comments/post
<i>Avg no of likes/ post, all-time</i>	10.2k	97
Golden Globes	16.6k	190
SAG awards	9.9k	57
Super Bowl	12.7k	92
Grammy Awards	16.1k	105
Oscars	13.7k	81

Content

During and right after each event there was a surge in red carpet shots and videos presenting celebrity performances and speeches.

Below is Elle's (@elleusa) representation of the Oscars. Many of the same event images appear on multiple accounts



Super Bowl, through the lens of 2 types of magazines

For women's magazines, the highlight of the Super Bowl has been Lady Gaga's halftime performance, makeup, and outfits. This is a screenshot from Allure's Instagram depicting their Super Bowl posts. As you can see, it features 7 images from or inspired by the event (the donuts and Alicia Keys don't have anything to do with Super Bowl):

Top left (video): Makeup inspired by Lady Gaga's outfit

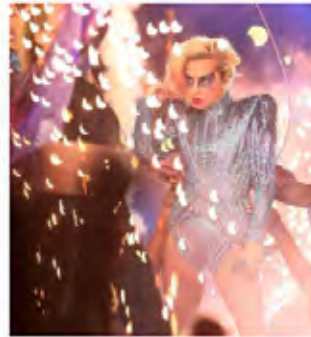
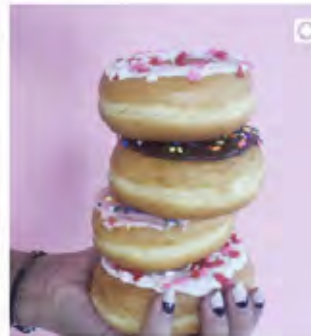
Top center (photo): Lady Gaga's portrait

Middle left (photo): The lipstick worn by Gaga

Middle center and middle right (photos): Lady Gaga performing on stage

Bottom left (photo): Gisele Bundchen's daughter watching the game

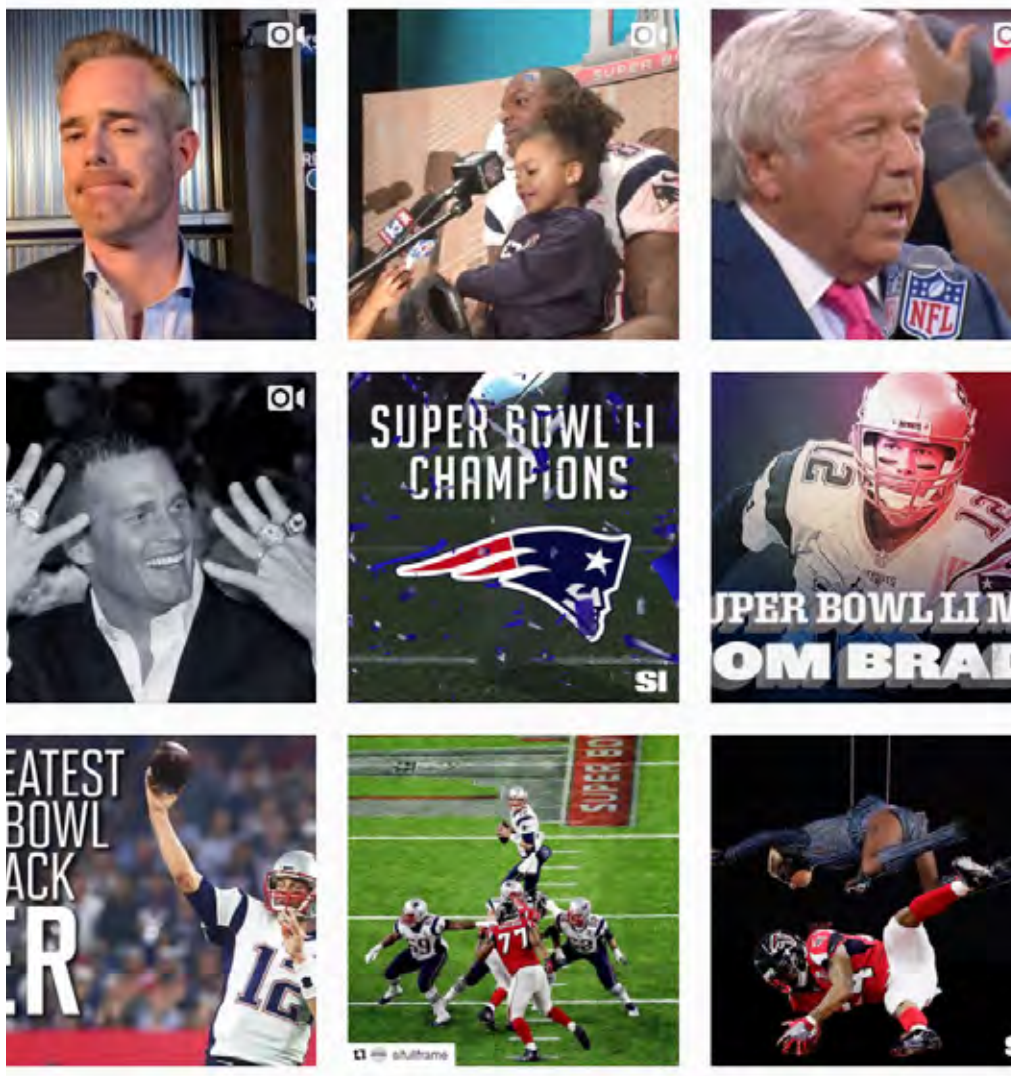
Bottom center (video): Lady Gaga dancing in the dressing room before the show



If we analyze how the same event has been presented by Sports Illustrated, the difference is obvious.

First of all, they posted a higher number of shots from Super Bowl - a total of 19 photos and videos. You will also notice that they have a different, more serious approach.

The focus is on the players and on the competition, not on the halftime performance. There's only one picture of Lady Gaga, in which she's not the only star.



11 Case studies

Use Case - Vogue

Followers and activity

Out of the 15 magazines that we followed on Instagram, Vogue stood out for having the highest number of followers. It's currently ranked #76 in the top 100 Instagram accounts with the highest number of followers, and it is the 3rd publisher in the list, behind National Geographic (#12) and National Geographic Travel (#68). Despite their impressive audience of 15.7m Instagram users, their account is still growing steadily.

We have analyzed the main Vogue account ([@voguemagazine](#)), but there are other 26 verified Vogue accounts:

[@vogueliving](#) [@voguerunway](#) [@voguebeauty](#) [@vogueaustralia](#) [@teenvogue](#)
[@voguespain](#) [@vogueliving_us](#) [@vogueparis](#) [@vogueitalia](#) [@voguemexico](#)
[@voguekorea](#) [@britishvogue](#) [@voguebrasil](#) [@voguearabia](#) [@voguegermany](#)
[@voguejapan](#) [@voguerussia](#) [@voguechina](#) [@vogue_ukraine](#) [@vogueindia](#)
[@luomovogue](#) [@casavoguebrasil](#) [@voguethailand](#) [@voguehommes](#)
[@vogueturkiye](#) [@nlvogue](#)

For Vogue, Instagram is the most popular social channel, followed by Twitter (with 12.7m followers) and Facebook (8.4m followers).

As of today, the [#voguemagazine](#) has been used 562,816 times, even though Vogue does little to promote their branded hashtag.

Over these 90 days during which we monitored Vogue, they posted a total of 312 posts (3.4 posts/day), half of which are about fashion and beauty. Another quarter is dedicated to celebrities and events.

Sponsored posts

One of the things we noticed is the collaboration between different brands and Vogue in creating sponsored posts. We counted 10 sponsored posts for fashion and beauty brands:

Tory Burch ([video](#))

YSL Beauty ([video](#))

David Yurman ([photo](#))

L'Oreal Paris ([video](#))

Estée Lauder ([2 videos](#))

Coach ([3 photos](#))

Uniqlo ([photo](#))

These native ads are marked with the #sponsored hashtag, but instead of being ads delivered through Instagram's advertising network, they are regular posts. These posts don't stand out in any way on Vogue's profile because they don't look like traditional ads.

They look like any other regular post (not paid for) that features a fashion brand or a product. Here's an example:



Use Case - Sports Illustrated

Sports Illustrated is ranked #978 in the top 1,000 Instagram accounts with the highest number of followers. We've noticed that it has been the most active account, with over 900 posts in 90 days (that's an average of over 10 posts/day).

Most of their posts are about sports, celebrity athletes & games. They cover all the important sports competitions, so @sportsillustrated is a very good Instagram account to follow if you are interested in being up to date with this type of events.

Over half of these posts (58.3%) are videos: best moments from competitions, press statements, and other short clips.

Reposts

About 30% of their photos and videos are reposts (duplicates of original content, published for a second or further time).

We were able to identify them because they were published with the #repost hashtag and some had the "repost" sticker overlaid on top of the photo/video.

None of the other magazines used as many reposts as Sports Illustrated.

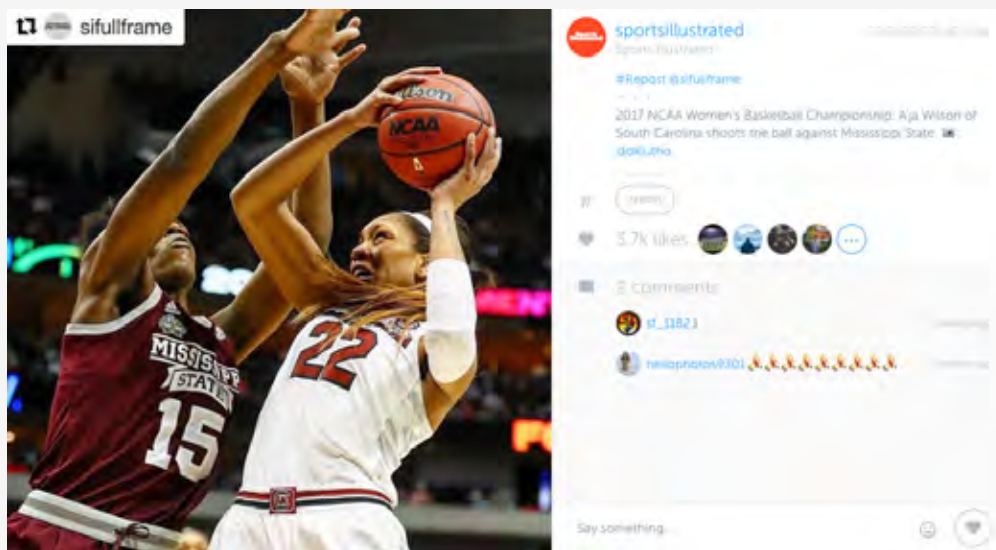
Some of these photos and videos belong to the Sports Illustrated photographers, but were originally published on different Sports Illustrated accounts

[@sifullframe](#), [@si_swimsuit](#), [@sikids](#) or [@si_soccer](#).

We contacted **Kevin Driscoll**, Social Media Manager at Sports Illustrated, and he gave us a little insight on why they use multiple Sports Illustrated Instagram accounts:

“ SI Full Frame is an account run by our photo team. Because Instagram was born as a photo app, it's fitting that they have their own account to tailor to this photo-only audience. That being said, we coordinate with them surrounding breaking news, anniversaries etc. They are experts in mining through our archives and them having their own account provides an efficient workflow.

With reposts, the name of the photographer is always credited in the description. Here's an example:



There are also other reposts from other accounts, such as: @marchmadness @miketrout @samuelgrubbs @gottliebshow @JackSewell_ @flash @CSNCapitals @AdamHimmelsbach @PHXJGaspar @cantguardmike @Kirk.Cousins @MattCummingsDB @themmqb @tractionperformance @memgrizz and many others.

12 Conclusions

We know it's been a lot of fun and also a very interesting experience, following all these fantastic magazine Instagram accounts, but as all good things, this is going to come to an end. Why? Because we have to draw some sort of conclusion that could possibly help you later with your own Instagram account. So this is it! This is where we point out the outcome.

How are all these charts and data going to help you? How is Vogue, Sports Illustrated or any other magazine that we followed going to bring you any benefit? Well, we analyzed the structure and content of some of the most successful Instagram posts and accounts, and we came up with a formula for a successful Instagram post based on what worked for these 15 top magazines. Of course, after all, this depends on your type of business and audience as well. It's up to you which way you go. Here's our advice.

- If you're looking to increase the number of likes, you would ideally go for a photograph instead of a video. If you want more comments, the ideal post type for you is a video.
- If you're targeting women, you should post about **political and social issues** (such as Women's March, Black lives matter protests, Inauguration day, posts about Obama), as these seem to really fire women up. At the same time, women tend to be also interested in fashion, celebrities or any other entertainment events. These topics will definitely get lots of comments and likes.
- Men are more interested in **fashion** than people generally assume, so keep this in mind. For men's magazines, fashion posts were the most engaging in terms of both likes and comments. You should also take into consideration embracing topics like: exercising, lifestyle, food and drinks.
- The ideal Instagram post **uses 3 mentions in the description**, and the mentions are usually referring to Instagram influencers (influential people with vast followings).

- The **emoji usage** should vary depending on your type of audience. Men's magazines shouldn't use emojis in every post, while women's magazines posts will probably include at least one.
- Hashtags are also a delicate subject. The most engaging posts (both photos and videos), pointed out above, used between 1 and 2 hashtags.
- Regarding the most **suitable day of the week**, you should keep **Monday** in mind. While we are tempted to believe that this would not be a good idea, Monday posts are a lot more engaging than most of the other ones, especially after weekends with a low number of posts. (we're not going to tell you what time because it depends too much on where in the world your audience is).
- We recommend posting **3 to 4 times a day**, with a lower rate during the weekends and a higher one during events that appeal to your audience.
- **Approach events** in your posts, but only the ones that you think your audience would be interested in. Try presenting them from a different perspective, one that would grab their interest.

Take into account that not all these aspects will be present in every post, and they shouldn't. Some of them might not even fit your profile or target audience, some of them might not be relevant at all. Keep these guidelines in mind, while adapting all your posts to your followers' expectations.

We want this study to serve as a tool for all Instagram users and help them improve their posts and enhance their performance, engagement and growth.

We hope that you enjoyed this "back in time" Instagram journey with us and will find all this data useful in the future, because the pleasure was ours. Until next time, keep calm, spread the word about this awesome study and Instagram on!

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