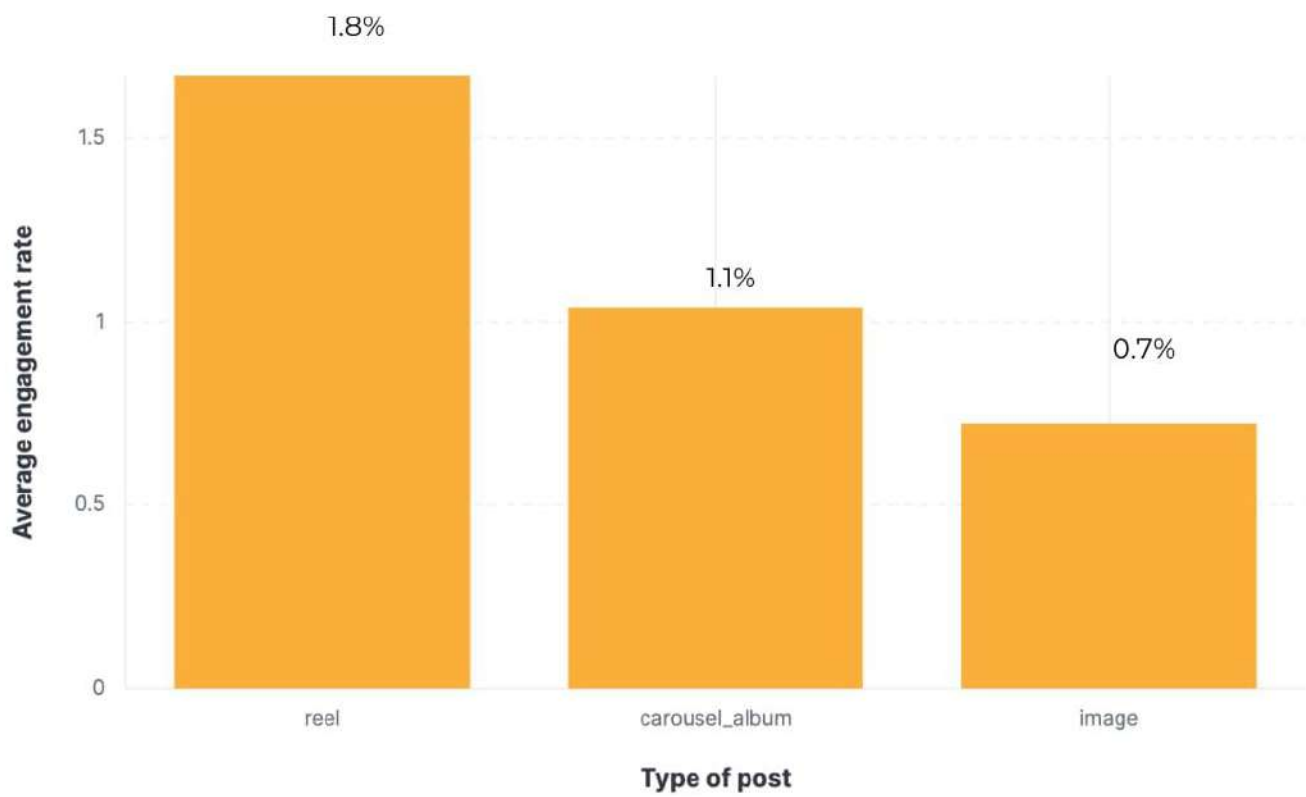


Instagram - Average engagement rate by post type



Source: Socialinsider data

Data range: January 2022 - June 2023

This chart doesn't include data for lives due to API limitations.