

Influencers Post More on Instagram

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Edited by JMA (Source: Marketing)

Instagram has already won Snapchat in popularity just 8 months after its launch. According to the study from Mediakix, there are more stories on Instagram than Snapchat on 25 out of the 30 days, and 8 of the 12 influencers posted more stories to Instagram than to Snapchat. On average, influencers posted 6.6 stories per day on Instagram, compared to 5.3 stories per day on Snapchat. It's popular due to a wider variety of features, larger audience size, opportunity to include external URLs, and a better search feature offered by Instagram. Top power users tend to post more at Instagram which make it become increasingly influential.

