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More than one billion people around the world use Instagram, and were proud to be bringing them closer to the people and things they love. Instagram inspires people to see the world differently, discover new interests, and express themselves. Since launching in 2010, our community has grown at a rapid pace. Our teams are growing fast, too, and
were looking for talent across engineering, product management, design, research, analytics, technical program management, operations, and more. In addition to our headquarters in Menlo Park, we have thriving offices in New York City and San Francisco where teams are doing impactful work every day. Share copy and redistribute the material in
any medium or format for any purpose, even commercially. Adapt remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution You must give appropriate credit, provide a link to the license, and indicate if changes were made. You
may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions You may not apply legal terms or technological measures that legally
restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation. No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other
rights such as publicity, privacy, or moral rights may limit how you use the material. Instagram constantly evolves, introducing new features to keep users engaged and help businesses thrivefrom tools to boost content reach to exciting creative updates, these features can transform how you connect with your audience. After all, staying updated on
Instagrams latest developments is crucial, regardless of whether youre a market, a business owner, or an everyday user. To leverage the platforms full potential and stay ahead of the competition, keep on reading, as I cover all the new Instagram features as they release! Stay tuned for the latest insights! Instagram frequently adds new features, and
accessing them is not that hard. Heres how you can ensure youre among the first to try out Instagram app updates; Join Instagrams beta program sign up for Instagrams beta testing program
via the app store to get early access to experimental features before theyre widely released; Enable automatic updates you can get the latest Instagram updates by turning on automatic updates in your devices settings to ensure you never miss a feature; Check regional availability some features are rolled out regionally, so if you dont see a new
feature yet, it might not be available in your area; Follow Instagrams official channels stay updated by following Instagram on its official social media accounts for announcements about new features; Be patient as it takes a while for global adoption Instagram releases features in phases, so it may take time for them to reach your account. By following
these steps, you can stay ahead of other users and marketers and markete
app for every creator out there. As posted on the official Instagram Creators account, thefirst changes included: Applying creative changes to all clips at once A great deal of new fonts (up to 125 fonts) New voiceover effects (up to 15) Thesecond round of upgradesof Edits included the following: 50 dynamic text animations Safe zones for your video
elements 30 different video transitions 30 filter options for a unique look and feel Automatic captioning in 11 styles Enhance playback smoothness with timeline framerate Is there anything Instagram, but one that should help out users in
crafting the perfect Stories: Namely, users will be prompted toadd a specific trackto their Instagram stories that matches the mood and feel of the image. Adam Mosseri says you should be posting on a daily basis, but that youll get more reach if
you post around five. That said, this situation may be fixed in the future as the reach of your stories right now is getting affected if you post more than that number. Meta just announced major wave of ad updates, designed to help businesses reach audiences across Reels, Threads, and creator-led content more effectively. Heres whats new: Reels
trending ads (Instagram) Ads will now appear immediately after the most popular creator Reels. Brands can choose top trending content categories (like beauty or sports) to target, with brand safety controls built in. Trends in Creator Marketplace (Instagram) A new feature that highlights real-time cultural trends powered by AI, along with suggested
creators and Reels to inspire relevant campaigns. Creator Marketplace Discovery API In testing now, this API helps brands connect with high-quality creators via their agencies or third-party tools, making influencer sourcing more scalable. Enhanced creator insights Brands can now view creator hook rate, interaction rate, and past partners, plus get
AI-driven search suggestions in Creator Marketplace. Partnership Ads upgrades Advertisers can now feature just one creator in the ad header (instead of two), and run Facebook Live videos as Partnership Ads. Boosting UGC (Facebook) Businesses can now amplify content from everyday users or creators using Partnership Ads, directly from the
Facebook feed. Video ads in Threads 16:9 and 1:1 video ads are rolling out to a small group of advertisers, appearing between organic Threads posts. Video Expansion for Facebook Reels Metas new AI tool automatically adjusts video aspect ratios by generating unseen pixels, turning standard clips into immersive, full-screen Reels. These updates are
part of Metas broader push to combine AI with creator partnerships and short-form video, helping brands stay visible in culturally relevant moments across its apps. Asrevealed by Mosserion his personal vlog and via theofficial Instagram Creatorsaccount, Edits is now live for everyone around the world: Edits will be free to use, but will also include
some advanced MetaAI features that will require some sort of payment upon release. For now, however, anyone can use Edits as they used CapCut and express their creativity via advanced video-making tools. New tools relying on MetaAIs generative power are popping up daily, with the latest being aStories background generating featurethat will
create an image you can place behind your Instagram Stories that fits nicely with the image theme: As you can see, youll be given three different options. New insight features are being added on Instagram regularly so that creators have all the tools they need to
determine whether their content is performing to their liking. The last of these is views over time, which shows how your new Reels are performing compared to your typical Reels: You can make the most of this feature by keeping your eye on the graph in the period just after posting your new Reels are performing to their liking.
(both followers and non-followers). While Instagrams Edits is free to use for everyone, it will indeed have a paid tier enhanced by MetaAI-based features, according to leaks: The screenshot above shows the name and icon of this subscription tier, which is right now called Asteria. We reported on this a while back, but its making the news once
againInstagram is trying to separate its Reels experiencein a separate app (called Reels, naturally) to capitalize on TikToks uncertain future in the U.S.: The screenshot above shows how the app will appear in the Settings pages of different Meta apps. Youve probably added posts to Stories on Instagram, but Reels are a different thing since you cannot
scroll through them via a Story. Thats about to change, as Instagrams devs are experimenting with a different way to allow users to check out the entire Carousel even when its sent to a Story: As you can see, users can simply tap left and right to see all the different images contained in an Instagram Carousel. Broadcast channels on Instagram are
getting an upgradepolls will be visible all the time via a barat the bottom of the screen for members who are yet to vote: This ensures that your broadcast channel members do not forget or miss the chance to vote on important matters. More and more Instagram users can nowpost directly to their gridwithout the content appearing in anyones feed:
This new option is great for those who only look to spruce up their feeds for aesthetic reasons, instead of performance-related reasons. Creators and brands who need help with their Instagram marketing professionalvia the app: Users will just have to press Speak with your Meta Marketing Pro via
Instagrams professional dashboard to get in touch with said person. Adam Mosseri justannounced on his personal vlogon Instagram the launch of Blenda new feature that is a shared feed of Reels between Instagram triends: The way it works: you access it via your DM chats by tapping the corresponding icon on the top ribbon (2 smiley faces). Then,
you can see which Reel is meant for which person(s), and then build the new algorithm together. This addsadditional transparency for businesses running adson the platform as it tells advertisers how many posts include their ad tags: As you can see, you can judge the reach of your ad campaigns by an additional indicator: the number of posts tagged
with your ad hashtags. Views per posts and Reels added to Instagrams grid This is a potentially significant change for brands and creators analyzing the performance of their content on Instagram, as they can see their ownview counts on their grid: The way you can use this information to enhance your profile is by pinning your top-performing posts
at the top of the grid so they attract even more visitors. Want to find the best or most recent Reels of any of the creators and brands you are following? You will be able to do so as soon as Instagramhas added the corresponding filters: You will only have to tap the arrow on the Reels tab to sort a creators Reels by either Latest or Most Viewed and get
what you need. This is Meta AI at its best: users will now be able togenerate or rewrite any text inputon Instagram, including captions for Reels, Stories, and Posts: Users will just have to type in the Rewrite pencil icon when composing their latest post to get a new and effective post caption for their content. WithTikToks future in the U.S. still
uncertain, Instagram is stepping up its game to attract creators looking for more stability. The platform is reportedly working on along-awaited iPad appto better serve creators and compete with TikToks presence on tablets. Its also investing inimproved search functionalityaiming to resurface older content and make it easier to discover posts by
context, not just captions. In addition, Instagram is actively offering revenue share deals and exposure incentivesto TikTok influencers who bring their content over. Meta hasofficially begun phasing outthird-party fact-checking in the U.S., replacing it with its new Community Notes system across Facebook, Instagram, and Threads. Community Notes
appear below selected posts with a label likePeople added a community note, which users can tap to read. However, the rollout has a major limitation: Community Notes will only appear for U.S.-based users. That means global users wont see any fact-checking on potentially harmful content. Meta has shared new infoon its Orion AR glasses, which are
currently in developer testing and set for a 2027 consumer launch. The latest version uses a separate puck for battery and compute power to slim down the design. The goal: combine powerful AI features with a wearable look that builds on the success of Ray-Ban smart glasses. On his Instagram vlog, Mosseri shared important updates about the
platforms Teen Accounts feature: Namely, Instagram is enhancing the automatic protections related to live video and images sent in DMs as based on parent feedback. Plus, Teen Accounts are coming to Facebook and Messenger. In a recent vlog entry, Mosseri shared important insights into how often his team is tweaking the ranking algorithm on
Instagram: He says that they dont make big changes as they dont want to disturb the entire userbase and how they experience ranking on Instagram will be adding a Storyline feature What is it, you might ask? Well, similar to how you can add photos and videos to other
users posts, you will soon be able todo the same with Stories: Namely, different users will be able to add different Instagram is now allowing users todirectly share their Reels as Stories: While a minor change, this still helps
users crosspost between formats and platforms, which helps productivity, especially if posting a lot. To ensure they provide the best video editing app for Instagram, the company is also launching abeta testing program: Anyone can join up and get access to early releases of upcoming features, whereas Instagram will get valuable feedback from users
This change is potentially massive for creators as it gives them insights into how well their profiles have performed over the past period: Thisweekly/monthly recap featurewill provide information such as the total number of views for Instagram content and where those views came from. This is an interesting and exciting change, potentially as it plays
on the card of curiosity and potential rewardcreators can hype up their Reels byadding passwords with hintsthat only their loyal followers to read through the captions to find the password and enhances the bond between creators and users as it conveys a feeling of belonging. In
hismost recent vlog entry, Adam Mosseri has shared a few updates about EditsInstagrams CapCut alternative: Namely, Instagram is looking to make Edits the most complete video editing app loaded with free features, as the platform wants more high-quality videos. That said, Mosseri confirmed that some paid features may be coming over time, as AI
generation costs resources. Instagram users cannot yet edit a Reel after posting it Mosseri just reconfirmed that users cannot yet edit a Reel after posting it Mosseri just reconfirmed that users cannot yet edit Reels on Instagram and theres no plan to allow them to do so: That said, he continues to offer some alternatives. For instance, users can save Reels with the upcoming Edits app and send them out, or they can test run
them using trial Reels before committing. Meta has recently announcednew marketing tools for businesses looking to grow on its platforms: First of all, AI-enabled creator discovery and recommendations, which is supposed to help businesses find the right partners for their ad campaigns, as they outperform traditional ads. Then, theres a new
keyword search function that will help businesses find the right creators to partner with. For instance, you can type in soccer moms with dogs or gluten-free desserts. Finally, therell be new insights that will help strengthen the connections between businesses and creators, such as playable creator reels, easier engagement tools, experienced creator
badges, and active ads. As reported last week, Meta is expanding its AI chatbot presence by making good on their promise to deliver more AI agents. Now, social media dataminers have also found outthat Meta is adding a lot more AI openation of their promise to deliver more AI agents. Now, social media dataminers have also found outthat Meta is adding a lot more AI openation of their promise to deliver more AI agents. Now, social media dataminers have also found outthat Meta is adding a lot more AI openation of their promise to deliver more AI openation of their promise to their promise to the AI openation of their promise to the AI openation of their promise to the AI openation of their promise to their 
custom voice templates. Instagram is turning off content notes on Posts and Reels Adam Mosserihas just revealed that his team is discontinuing content notes from Posts and Reels Adam Mosserihas just revealed to remove it
and focus on other features. One minor changethat can have an impact on your DM experience on Instagram is the ability to customize and resend images you are sharing with friends: You might have seen your friends likes while scrolling through the Reels tab on Instagram, right? Well, now you can hide that activityso when others are looking at
Reels, they wont see what you liked: This is a potentially big changefor social media managers as they can now reuse their old Instagram content in order to drive brand interaction and conversions. This is an unexpected change: you will soon be able to reply to Instagram
Posts with Reels: How would that play out in the posts comment section? Well have to wait and see, but it does have engagement potential. Content reposts comment section? Well have to wait and see, but it does have engagement potential. Content reposts comment section? Well have to wait and see, but it does have engagement potential.
repost Feed Posts and Reels on Instagram and you cant listen to it or would like to read it? Now, users canturn audio
messages into textby requesting transcription, which is done automatically: Meta is integrating its long-awaited AI-powered interaction features in the form of AI profiles across most of its platforms. For instance, asspotted by an app researchera few days ago, Instagram has added an AI option in its Create menu, which will help you build your own AI
characters: Instagram has also been expanding its AI creation tools to allow for deep customization of your characters unique voices: To help brands and businesses drive more engagement (and conversions) via their ad campaigns, Meta has just announced plenty of new AI-powered tools. As
officially stated by the company, Meta has used AI models like Andromeda to analyze tens of millions of ads to train its ad-building model, which will recommend the right messaging in specific circumstances. In addition to improving the performance of its AI-enable targeting, Meta is building on its Advantage+ Catalog ads by adding influencer
promotions: Then, Meta is implementing an AI-styling tool that will showcase different fashion products on different body shapes: The check-out process has also been redesigned for the Advantage+ Shop ads, and it will help brands gather more info from their customers: How about giving your customers up-to-date information about which stores
after which they will conclude and give you the results: As you can see the timers will last 24 hours and you cannot edit your polls after posting them. With arecent addition to the app, Instagram has started allowing its users to archive their Instagram has started allowing its users to archive their last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers will last 24 hours and you can see the timers 
make room for others. Mosseri says Instagram does not penalize content created in other third-party apps. While this is just a rumor, apparently, Mosseri further adds that removing watermarks or logos from your content before uploading it on
Instagram will indeed help you with reach. Mosserijust shared a tipon posting collaborative Reels to the Reels tab exclusively, which is easier for the audience settings. Conversely, if you are the receiver of the collaborative post,
you can long-press and hide it from your main grid once it appears there. In a continuous effort to help creators and businesses, the official instagramforbusiness account; Apparently, users must always add their business information to their account, account, and businesses, the official instagramforbusiness account justposted a carouselwith valuable tips on how to make the most out of your professional account, 
including website, phone number, location, and email address. Then, you must also add action buttons so users can contact you, book with you, or order your products and/or services. Furthermore, you should boost your posts and stories to reach a greater
number of customers. Remember, you can rely on Instagrams native biz tools to get all the insights you need to create content relevant to your audience that will increase your conversion opportunities. Unsurprisingly, Instagram is focusing heavily on enhancing the Reels UI and UX to the point that its the best platform for consuming short video
content. First, itsadding a Follow buttonto Reels, so that users who dont yet follow the account behind a certain Reel can immediately do so: Then, itsadding Pause/Play and Mute/Unmute buttonsto the center of Reels so that users can consume content as they wish: Thirdly, the Touch up feature is making an appearance in your Reels, so you can easily
hide imperfections in your content: Finally, users can directlyadd their comments to specific Reelsvia a new Add comment bar at the bottom of Reels: Users can nowsend more than one messageto accounts they dont follow and these accounts they dont follow and the follow an
as users will get more than one chance to present their case. To help users find what they need without navigating outside their apps, Meta has leveraged its AI systems to addsearch suggestions in the comment section: As you can see, now you can see their apps, Meta has leveraged its AI systems to addsearch suggestions in the comment section: As you can see, now you can see their apps, Meta has leveraged its AI systems to addsearch suggestions in the comment section:
Want to add context to your Instagram Stories? Now you can! Users can finally add captions to their stories by tapping the Add a caption prompt in the bottom. To help both newcomers and existing users, Mosseri shared a few quick yet
valuable tipson how to make the most out of your Instagram profile and have the best first impression possible: The first tip is to use a profile picture that shows your face and is of great quality. Also, try to avoid text. Secondly, you should explain who you are using both your display name and your bio. Plus, you can add some keywords to them
Finally, you can showcase your three best posts at the top of your profile just to showcase the best of you to your visitors. Mosseri says adding music to their posts and carousels, Mosseri says that it can stillhelp as most users have their sound on when scrolling music to their posts and carousels, Mosseri says that it can stillhelp as most users have their sound on when scrolling music to their posts and carousels, Mosseri says that it can stillhelp as most users have their sound on when scrolling music to posts and carousels helps but is not essential while users are encouraged to add music to their posts and carousels helps but is not essential while users are encouraged to add music to their posts and carousels helps but is not essential while users are encouraged to add music to their posts and carousels helps but is not essential while users are encouraged to add music to their posts and carousels helps but is not essential while users are encouraged to add music to their posts and carousels helps but is not essential while users are encouraged to add music to their posts and carousels helps but is not essential while users are encouraged to add music to their posts and carousels helps but is not essential while users are encouraged to add music to their posts and carousels helps but is not essential while users are encouraged to add music to the encouraged to add 
through their feeds: If you do add music, you will increase your chances of capturing your viewers attention and engagement. Saving posts as drafts does not affect their reach Mosseridebunked the latest rumorabout saving Instagram posts as drafts
before sharing them. So, feel free to use them! Edits, Instagrams latest video editing app, is nearing its launch (end of March), and the brand justposted a few updatesabout it on the official Creators Instagram profile: Evidently, users will get access to a robust project management tool that will help them organize multiple projects in one place, they
will be able to rely on an AI-driven Cutouts feature to isolate objects and people, and every post they upload via Edits will get tagged with Made with Edits. To further strengthen Instagrams features for content sharing, devshave just implemented way for users to share stories to their group chats: As you can see, when you tap the share button on
any story, youll see a new Groups option that, expectedly, allows you to share said story to any of the groups to which you belong. Instagramhas just started to testa new feature called Blend that allows users to share a mutual feed that (like the name suggests) blends the interests of every user participating in the blended feed. You can imagine how
this feature can strengthen the bond you have with your friends, as youll be looking at the same things when you open Instagram. Instagram is ready to capitalize on TikToks troubles in the U.S. by separating its Reels product into a separate app, according to thelatest report from The Information: Apparently, Mosseri suggested the idea during a staff
meeting, during which he said that a standalone app for short-form videos would fill the void left by TikTok. Thankfully, Instagram has recently extended the video content to 3 minutes, which opens numerous possibilities for different types of content, thus justifying a separate app. In arecent AMA video, Adam Mosseri has just clarified the ranking
situation around longer Reels: Namely, instead of only looking at watch time percentage, which is used to determine whether users like a certain video bears a similar weight as 10 watched seconds as a 1-minute video. For starters,
Instagram is working to introduceCommunity Chatsthat will allow your community members to interact: Unlike Channels, community chats will give everyone a voice, and you can showcase this chat on your profile. As for private chats, Instagram is working to add music playlists: Plus, you get the option toexport chats: In an apparent effort to make
Edits the best video editing app for mobile users, Instagram has delayed its launch for almost 3 weeks: As you can see, the new expected launch date is 31st March 2025, while the previous one was 13th of March. Instead of sending out a message late near midnight, Instagram has started suggesting to its users touse the scheduling toolinstead: As
you can see, the closer you try to send your message to midnight, the bigger the chances to be prompted to schedule said message by holding the send button. To help out its growing creator base rank better, Instagram has published anew blog postcovering the improvements made to help creators reach the right people at the right time. Namely,
Instagrams goal is to serve the right reels to the right people at the right people at the right time, and theyve made significant progress as today Reels are more relevant, personalized, and timely. Also, Instagram is relying onvarious signalsto determine the ranking potential of different type of content, including watch time, shares, likes, comments, and more.
Essentially, creators Reels will get shown to a progressively bigger circler of users after they perform well each time. Meaning, content is distributed based on engagement instead of follower count: To help its users understand how Metas new community feature will work across all its platforms, the company has postedan overview of the feature: As
explained by Meta, community notes will work the same across Facebook, Instagram, and Threads, i.e., approved contributors have a maximum of 500 characters to describe the issue and include a link that verifies their claims. Metas mini-site on community notes goes into detail as to how all this is going to work. Put briefly, users will have to use
unbiased language thats easy to understand. However, unlike X, the community note will be approved only if its agreed upon by people from conflicting perspectives to help prevent biased opinions. Mosseri says that Instagram does not downrank Feed and carousel content Since most people find that Reels outperform other types of content on
Instagram, theyve been asking the platforms chief whether or not Instagram downranks the latter. Well, Mosseri just claimed that the reason that they are more engaging: He adds that if users want their static content to perform better, they should make them
more engaging by adding music and enhancing them with the platforms creative tools. In a recent update, Adam Mosseri told us the best way to know how your trial Reels, instead of normal Reels, trial Reels are only shown to non-followers, so you cannot
expect the same performance. Instagram has done great work on enhancing its DM system bylaunching a slew of new features: As you can read in the official post above, users now have access to the following new features: As you can read in the official post above, users now have access to the following new features: As you can read in the official post above, users now have access to the following new features: Message translations Scheduled messages QR codes for group chats Music stickers All of these features are designed to
facilitate easier communication between all kinds of users, individuals, groups, brands, companies, and more. Relying on Meta AI, Instagram will soonallow its users to directly create relevant tasksby holding on messages in their inbox: This new addition should streamline the users effectiveness when using Metas apps. Instagram users in the EU
cannow set disappearing messagesfor any of their DMs and choose how long they will be readable: As you can either have the option turned off, set it to delete messages after they are read, or wait for a day or a week until they are deleted. Asdiscovered by social media leakers, Instagram is right now testing out two new suggested
content feeds: Because you follow and Instagram suggested: Now users will get even more recommendations, especially if they are starting to build their Feeds from scratch. Right now, Instagram is rolling outa new way for creators to earn from their brand dealsadding brief text endorsements to partnership ads. This way, creators can add their
testimonials on various brand deals that link back to the specific product or brand campaign. Furthermore, these testimonials are more visible as they are pinned to the top of the comments stack. In a newInstagram update, Mosseri offered further explanation of the most important metrics to focus on when looking to optimize your Instagram reach
As he puts it: average watch time for Reels, your like rate, i.e., how many likes did you get per the people you reached, and your send rate, i.e., sends per people reached. That said, Mosseri also adds that you still have to stay true to yourself and keep your unique identity and love you have for the content you create, as it shows through. If you ever
want or need tohide your Instagram Reels view counts, now you can do so via the corresponding settings menu: This option comes with both upsides and downside for consumers is that they wont be able to judge the creators popularity. This
is a long-requested update on Instagram, as it will help downrank unpopular content:users will soon be able to dislike content is in the form of a down arrow added next to the heart-shaped like button. That said, this feature will send private signals to Instagram that the content is unpopular, and nobody
else will be able to see the dislike count. Instagrams devs have always tried to bring the features introduced into the app to the lnstagram experience, as your followers will be able to enjoy your grid the same way,
regardless of platform. He saysthat its in Instagrams interest to show users content to as many people as possible. That said, there are some cases where your reach might be limited, especially in recommendations, since Instagram is responsible for the content it shows to users who are not following you: To avoid such a thing happening to your
account, you should always check your account status, look at your posts insights, focus on content that works, review Instagrams recommendation guidelines, and experiment with new ideas. In an effort to reward original content from
creators: When they do so, they immediately notify the creator, and they replace the aggregators reposted content with a link to the original posts content. Reels are Instagrams golden goose lately, as they are working
onadding time pollsto them: Now, if you want to interact with your audience or collect some data, you can embed timed polls to your Reels and wait for them to answer. This one should be of interact with your audience or collect some data, you can embed timed polls to your Reels and wait for them to answer. This one should be of interact with your audience or collect some data, you can embed timed polls to your Reels and wait for them to answer. This one should be of interact with your audience or collect some data, you can embed timed polls to your Reels and wait for them to answer.
stumble upon a carousel ad format containing individual ads of different businesses. Instagram users will be able to add text to their cover photos Want to make your Instagram Reels more engaging? One of the latest changes coming to them is the option toadd text to their cover photo: To do that, you just have to tap the little text icon in the
bottom left corner of the Reel cover image, after which you can type in anything you want. Instagramhas recently clarified that Likes take precedence in their ranking systems over Saves because there are so many more likes to parse: Furthermore, Mosseri also stated that they also look at all other metrics when it comes to ranking, including send
rate, share rate, save rate, like rate, etc. Stories are also important when it comes to ranking, but not as much as your Feed, especially when it comes to connecting with strangers: Therefore, to reach the most people possible, Mosseri says you should post to your Feed, but to build stronger friend relationships and reach your most passionate
followers, Stories should be your go-to post type. While theres no trick to always boost your sales in real life, Instagram for Business has just publisheda series of tipsthat will surely help you: The tips and tricks they offer include: Use a clear profile picture with a logo preferably Add links to your website, landing pages, and/or store Choose the most
relevant business profile category Rely on 3 to 5 relevant hashtags in your content Get and use user-generated content Engage your community in any way possible To help its creators make the right choices, Instagram isenhancing its
Insights section by adding a couple more metrics: First of all, Reels get a new View Rate metric that will tell you what percentage of your followers have watches your Reels beyond the first 3 seconds. Then, you will also get a Views Over Time metric that shows you how better or worse your post has performed over time compared to your typical posts
(broken down between followers and non-followers, too). Finally, youll be getting much more personalized tips that should show you exactly which content you offer is resonating with your followers. The much-anticipated video editing app from Instagram called Edits continues making news, as nowwe have learned more about the features it will
incorporate. For instance, in addition to the stacked timeline, automatic captions, enhanced video quality, and collaborative feature, Edits will also include an Image to Video option that will turn your static images into AI videos: This was to be expected after all since we live in the era of AI. Got friends from all over the world? Or do you do business
with other countries? Instagram will help youcommunicate better: As you can see, now you can tap on any message and select Translate from its contextual menu, which will automatically translate it for all DM participants. Mosseri, announced changes on the Instagram profile and simplifying the overall design. He announced that also Instagram
highlights might move to the grid, and have them in a tab. Were also looking to move highlights into the grid and add them as a tab. Highlights are a great way to showcase your favorite stories, but they are visually complicated and push your grid down. In order to maintain creator control were building a tool so you can re-order your entire grid and
make it whatever you want. Testing content with non-followers on Instagram On the latest earnings call, Meta announced that is introducing a new way for creators to test content performance before sharing it with their followers to gauge engagement, feedback
and algorithmic performance. Selective Visibility: When uploading a Reel, creators can choose to make it available only to users who dont follow them, allowing them to see how new audiences engage before fully publishing. Engagement Insights: Creators will receive analytics on performance, including metrics like watch time, shares, and comments
audience at the right time. Helps creators refine content strategies by testing what resonates with new audiences. Encourages broader discovery, especially for emerging influencers and brands. Provides valuable performance data before fully committing to a post. This feature aligns with Instagrams push to prioritize original content and improve
discoverability for smaller creators. In a recent video, Mosseri announced that they are enhancing the Instagram Reels feature to foster deeper social connectivity in Reels update introduces a dedicated feed within the Reels tab that showcases videos your friends have interacted with, either by liking or
adding a note. This initiative aims to transform Reels from a passive content consumption platform into an interactive space where users can engage with content that resonates within their social circles. Key aspects of the feature: Dedicated friends activity feed: Within the Reels tab, users will find a new section highlighting Reels that their friends
have liked or commented on. This Instagram feed is designed to make it easier to discover content that is popular among your social bonds over
shared interests. Gradual Rollout: Initially, this feature is being introduced in select countries, with plans for broader availability in the coming months. This update reflects Instagrams commitment to evolving Reels into a more socially engaging platform, enhancing the way users connect and interact through shared content. FYI: You canembed
Instagram Reels widgetautomatically with a social media aggregator and UGC platform. Start a free trialto display your social media widgets now. Vertically-aligned profile grid, which was spurred by the emergence of the Reels
format: Per the brands spokespeople, this change was the natural evolution of the app since most content nowadays is consumed in a vertical format. But, thats not all! Mosseri shared further details on the additional changes they are implementing to make this transition easier. For instance, there are some creators who have curated the perfect
Instagram grid, which only works for square posts. That said, this new change has put a dent to their profile esthetics. To rectify the problem, Instagram will also be able to reorder their grids (and post directly to them) to make them look exactly as they want: Instagram
 carousel posts just got better Carousel posts just received a much-needed refresh: apreview of subsequent slides, which will show that I have needed this feature now and then, as I am never sure whether I am looking at a single
image or a bunch of images added to a single post (the three dots at the bottom are easy to miss). Thislong-awaited changeis about to make a lot of Instagram Reel creators happy: now users can upload Reels as long as 3 minutes: Note that this change will initially be rolled out in the U.S., and the new length-format will function as the old one, i.e.
these Reels will be recommended to everyone in the Reels and Explore tabs. Read more on theofficial Instagram post release. To help creators make the most of their Reels, Mosserihas just sharedfive best practices to implement regularly: Dont post Reels with watermarks or logos Keep them briefer than 3 minutes Use engaging music or audio Post
on a regular basis (time and theme-wise) Experiment with new content (use trial Reels) These tips will supposedly help you nail down what works fast, so you get the most out of your time and creativity. To help every Instagram user manage their expectations and effort they put into the platform, Mosseri has just released two videos explaining
Instagrams ranking algorithm: In thefirst video, Mosseri says that there are two types of ranking: connected reach (accounts that do not follow you yet). Well, the most important signals for both are the following: how much your video is being watched, how many times has the video been liked, and
how many times users have sent it to other users. Naturally, the bigger numbers you accrue, the better your video will perform. In thesecond video, Mosseri talks about recommendations and how to boost your reach with people who dont follow you yet. The best practices for this include: no watermarks, high-quality audio, brief videos (less than 3
minutes), original content, and an account in good status. Mosseri gives tips on posting frequency on Instagram Adam Mosserihas just answereda few questions about recommended posting frequency on Instagram, where he said that users should keep a consistent posting schedule and to prioritize quality over quantity. However, you shouldnt post
too much (five to six times per week) to avoid alienating your followers. In such cases, you can use trial Reels, which will help you deduce which content will perform best to share to everyone. In a bid to take over TikToks following, Instagram has developed and launchedtheir own video creation app called Edits: This app is designed to help creators
make whichever video they like right on their phones, and in addition to powerful editing options, it will also include actionable insights, as it connects directly to Instagram. In a constant effort to further develop the functionality of Reels, Instagram is trying toconnect your friends experience right in your Reels tab: In the near future, when you
navigate to the Reels tab, youll see some friends there with shared interests, and when you tap on the icon, youll start strengthening the social ties to your friends. AdamMosseri has just told usthe main areas Instagram will focus on in 2025: creativity and connections: Towards these goals,
Instagram will refine (and add) the creative tools it offers, rely more on AI to help creators generate more content, and focus on originality as well. Additionally, Instagram will try to help people connect more over the content shared on the platform by optimizing their DM and recommendation systems. After Zuckerberg declared that Meta is moving
onto the community notes model, social media researchershave started noticingnew changes in the platforms beta testing programs, with the latest being community notes for both Instagram and Threads: Like the Instagram version you see above, Meta has developed a Threads version that will work more or less in the same way: Everyone probably
knows by now how community notes work: you suggest an anonymous note, which may get published if users deem it helpful. We all know what to do when we like some content? Well, Instagram will help users express such opinions soon by implementing
adislike (downvote) buttonunderneath peoples comments: Now, you dont have to remain neutral if you see a particularly offensive or misleading comment. Reset suggested content is getting tested on Instagram If you dont like your Instagram feed suggestions, you willsoon be
able to start from scratchand build a new algorithm for you: Now, if you want a fresh start and only see puppies and exotic traveling destinations for instance, you can start checking out only that kind of content, which will help
you personalize your suggestions all over again. Sending files in Instagram DMsis a potentially huge change as it helps Meta retain Instagram users longer on their app when they have to send a file to someone: With this change, they wont have to send a file to someone: With this change, they wont have to send a file to someone and instagram users longer on their app when they have to send a file to someone.
able tosend photos in original (HD) quality, which further enhances the need to keep users on the platform. Mosseri recently coveredall of Metas upcoming moderation changes, so that creators know whether or not, and to which extent, their content will be affected: According to Mosseri, five types of moderation changes are coming: Moving away
from fact-checkers onto community notes Tightening internal policies to allow for more discourse on sensitive issues Scaling down the over-moderation teams to Texas According to Mosseri, the third and fourth change may impact creators
as now they will supposedly have the freedom to express themselves fully. Ever since it started testing its newest creator program, which paid users for adds added to their profiles, Meta was unable to make it work since moderating this content for different age groups proved difficult. For that reason (and others), Instagram shut down this
 programwith an explanation that the company will keep on placing ads to non-teen public profiles. Plus, businesses will have full control over their ad placement. Instagram has streamlined the note posting flow when it comes to music. Namely, everyone can
post a song to a note now straight from the songs main audio page: This way, if you hear a song you like in Reels or other Instagram content, you wont have to search for it, as you can only access its page and tap Add to note. The mostrecent AI-related newsin the realm of social media sees Instagram experimenting with generic AI profile archetypes,
which are built to interact with users based on a certain persona. For instance, the Brian profile below claims to be Everybodys grandpa, and will supposedly provide answers in the tone of such a character: These profiles are meant to provide an alternative to certain user types and fill a gap where such users are missing. In a surprising move for
Meta, Mark Zuckerberg has just said that his company is getting rid of its third-party fact-checkers and implementing a community-based fact-checking system like X does. Obviously, this move is supposed to move Meta closer to the new administration and will open the doors for more political content across its apps. According to Metas CEO: Weve
reached a point where [our moderation systems] make too many mistakes, and its too much censorship. The recent elections also feel like a cultural tipping point towards once again prioritizing speech. So were going to get back to our roots, and focus on reducing mistakes, simplifying our policies, and restoring free expression on our platforms. Best
time to post on Instagram is 3 p.m. weekdays or 6 p.m. weekdays and 6 p.m. on weekdays and 
post are Monday and Friday. FYI: You can automatically embed an Instagram widget with a social media aggregator, bringing your website to life with fresh content. While right now Instagram users can search through their active DMs, they cannot do the same in their DM requests folder. That said, Mosseri says they might rectify that since adding
advanced searching filters in Instagram is of benefit to everyone: If implemented, users will be able to filter out DM requests based on keywords, similar to how its done in the main DM folder. To protect the privacy of its users, Instagram has added new controls for the viewing of private media content: Namely, users will now be prevented from
screenshotting or recording media tagged as only view once and they will get the above popup when trying to do so. Instagram continues testing its 4:5 format for the users main grids, which will make it more appealing for certain user groups, such as photographers: As you can see from the image above, the new grid is supposed to add an additional
amount of detail to users photos. Instagram users can now customize the chats they are having with their friends by adding nicknames for them: Should you choose to, you can add different nicknames to different nicknames for them.
Mosseri, Instagram is hard at work on their Movie Gen technology, which is supposed to help users change almost every aspect of their videos via text prompts: As you can see, the early version of the current model helped Adam change his clothing and background into a winter-themed location. When officially launched, this new tech will allow
creators to change everything from their outfits to the background and style of the video, i.e., convert it into a cartoon version. To help creators better express themselves, the Instagram team will soon be introducing a Cover Art feature for Reels: Now, social media managers can choose the right frame to display and even add text to their cover
images, which should clarify their goals better. In an effort to give its users more control over their metrics, Instagram is soon implementing an option to hide the view counts on your Reels: This new change is related to the overall Meta initiative to give users total control over their data across the full app portfolio. Since Reels is probably the most
popular content on Instagram right now, the platform wants to help its creator base optimize their Reels performance. The latest change is Trial Reels, which will help creators test their content with non-followers to determine what works and what doesnt: As you can see from the images above, now you can toggle the Trial option when posting a reel,
which will keep the Reel in a separate section while its being tested. Also, you can opt in to have it go live automatically if it performs well within the first 72 hours. Read more in the official Instagram post for creators. Recognizing the importance of channels in bringing closer creators to their audience, Instagram has made some very impactful
improvements to them: Replies have back-and-forth conversations with your audience Promptscreate conversation prompts for your fans Insightsstudy metrics like total number of interactions and to offer them tools to communicate with
them. This change is especially helpful for social media managers coordinating a new marketing campaign as they can now tag their collaborators in IG stories even: As you can see, the new Mention button pops up at the bottom of the published story, after which you can see, the new Mention button pops up at the bottom of the published story, after which you can see, the new Mention button pops up at the bottom of the published story, after which you can see, the new Mention button pops up at the bottom of the published story, after which you can see, the new Mention button pops up at the bottom of the published story, after which you can see, the new Mention button pops up at the bottom of the published story, after which you can see, the new Mention button pops up at the bottom of the published story, after which you can see, the new Mention button pops up at the bottom of the published story, after which you can see, the new Mention button pops up at the bottom of the published story, after which you can see the published story after the bottom of the b
count in the app While hiding the like counts on Reels, Instagram is showcasing different metrics for its posts, namely post views: This image showcases the new feature in action: users can now see how many times their post views: This image showcases the new feature in action: users can now see how many times their post views: This image showcases the new feature in action: users can now see how many times their post views: This image showcases the new feature in action: users can now see how many times their post views: This image showcases the new feature in action: users can now see how many times their post views: This image showcases the new feature in action: users can now see how many times their post views: This image showcases the new feature in action in the feeds of other users.
upon its most successful type of content: Reels. The latest change includes a View full-screen and a number of Saves features: Both content creators will be eable to see them in full screen. The higher the quality of the
video, the better the video will look like after Instagram processes it on your profile, according to Mosseri: However, while you should also ensure your content is top-notch as viewers care more about what they see on Instagram. This one is very important to social
media managers planning a content and marketing strategy since they need to have everything in place ahead of time. Namely, Instagram users will soon be able to schedule even their DMs: You can imagine the impact of this change on anyone who is planning an Instagram campaign. They can compose and pre-send engagement messages to their
followers or reveal a piece of information at a pre-set date. Broadcast channels are very useful for influencers and brands as they can deliver your content to all your followers at once. Now, they are getting some attention as they will allow users to track performance metrics: You will be able to track everything from your messaging activity to setting
up performance goals, which will help you grow your community. Instagram will allow users to create community over common content, Instagram will soon allow users to send posts to around 50 other users, according to leakers; After doing that, users will effectively create a
micro-community/group chat centered around the post in question. Do you receive photos in DMs that you want to use for your Reels? Now, instead of having to download them first, you can create your Reels directly with the press of a button: This change undoubtedly streamlines the tasks of social media managers who must stay on top of their
brands image. Instagram no longer moves the posts you are reading Users have been facing this annoying issue for a long time now, which Mosseri just said has been fixed: Namely, users used to open Instagram and the content. Now,
Instagram is still adding new content, but it requires manual input from the user (a scroll) to insert it in the Feed. Instagram content algorithm can be greatly affected by even viewing a couple of different posts than what we usually see. To address this issue
Mosseri just said that his team are testing ways to offer users the option to reset these content recommendations: Therefore, if you find your Explore, Reels, and Feed channels being affected by the odd video your friend has sent, you will be able to get a fresh start and personalize your recommendations from scratch. In a recent AMA, Mosseri
clarified the nature of broadcast channels on Instagram: Apparently, the best way to use them is to reach your most passionate followers, so you have to design your content for this type of users. Additionally, he says that you should name the channel and promote it on your other social media pages. In line with other AI additions, Instagram will also
let users create AI stickers of themselves: Unlike the current AI stickers for you. Instagram insights added to post previews Social media leakers have just posted about a new post insights change coming to Instagram:
Namely, users will be able to quickly access any posts insights by long-pressing on the post directly from their Grid. One of Instagrams biggest goals for the new year is to overhaul the UI experience: The first task is to integrate the Story Highlights into the main grid section of users profiles. That said, Mosseri confirmed that they are testing out
different ideas on the best way to achieve this goal. In addition to a recent DM filter ou Instagram for Story replies, Instagram is also introducing one for People you follow This will surely help brand managers filter out certain direct messages. For instance, imagine organizing a UGC contest that only allows your followers to participate. With the
filter, you can quickly determine which user is eligible for that. Instagram is suggested accounts to follow in the Story tray In an effort to grow its userbase and help other users find accounts they might be interested in, Instagram will start pushing suggested accounts in the Story tray: These new stories will be similar in content to what the user is
already following so they may appeal to them. In a continuous effort to offer additional customizability to its users, Instagram has just added three new DM chat themes. Known as Butterbear, Gothic charms, and Graph paper, these new chat teams will surely add a dash of whimsy to the existing collection of chat themes. Instagram may allow
scheduling collaborative posts According to a recent Reel published by Mosseri, Instagram may be working on allowing its users to schedule collaborative posts: As you can imagine, this addition would be welcome by social media managers as they can collaborative posts are considered in the future, and plan future marketing campaigns.
Mosseri has debunked the rumor that Instagram is downranking content that has been marked as sponsored: In his recent Reel, he said that creators can keep on making sponsored posts without the fear of having their content pushed down the groups
you have with other users in your mutual chat section: As you can see, this new Shared groups button is placed on top of the chat settings and once pressed reveals all your common groups. Recent leaks showcased a new option when changing your Instagram profile imagecreating an AI-made one: As you can see, you only need to press the
corresponding button when updating your current image. As always, Instagram keeps on trying out new and interesting changes to its platform to keep its active and young userbase interested in the platform. This latest change is an advanced crop tool that will allow you to add various shapes to your Story images: After placing your image, you can
now select your crop template and then zoom in and out of your image to get a final cropped result. In the example above, the user used the Star crop option. According to social media leakers, Instagram is working on a much-expected update: the ability to add media after you share a carousel: This is something that users have requested for years,
and its good to see that Instagram is finally making this change. To help out influencers and social media managers, Instagram is testing new helpful notes in live Reels, which provide an insight on why a certain piece of content is performing well on the platform: You can see the contextual insights added to the Reel above describing the most
important factors why this exact Reel is standing out on Instagram. Once you tap on the prompt, youll get further insight and an option to create your own reel or save the current reel. Instagram is always improving its Android experience, and that is still true with the latest notification change: As you can see, now you can filter your notifications
based on several categories: tags and mentions, comments, and follows. Also, you can swap between verified accounts and/or those you follow. To help you better organize your DM inbox, Instagram has added a new message filter for your Story replies: Now, when you get to your Message requests section, youll see a new section for all the DM
requests sent to you via your Stories. Its nothing new that Instagram keeps on developing its fan-favorite Notes feature, with the latest change being a Notes prompt, what they said, and how many responses you got. In an attempt
to give the tech world a state-of-the-art AI generative tool that would produce videos from text prompts, Meta has chosen to team up with Hollywood experts and filmmakers. The tool, which was revealed a couple of weeks ago, is said to enable
creation of personalized videos, audio creation, and precision video editing, and you can learn more in Metas promo YouTube video here. You can now add a song to an Instagram and visited its official page? Well, now you can directly add it to your notes to share it with your
followers: You get this option once you click on the airplane icon, as you can see from the image above. To drive new users to Spotify, Instagram has added a small Spotify playlist, without having to open Spotify and search for the song. Instagram rolls out
new features frequently, often monthly or even weekly. Updates depend on the platforms roadmap and testing cycles. Major feature releases typically align with broader platform goals or trends on your region, app version, and account type. Ensure
your app is updated and monitor Instagrams announcements for rollout timelines. To access new features, update your app regularly through the App Store or Google Play Store. You can also join Instagrams beta program to test features may appear automatically once released to your account. At Social Media Time, we're always
keeping our finger on the pulse of social media developments, and the most recent Instagram update introduces several significant changes that will affect how Instagram works for both casual Instagram users and business accounts alike.
One of the most noticeable changes in this new Instagram update is the transformation of the traditional Instagram grid. The platform has moved away from the classic square format, embracing a more modern, rectangular layout that's more visually appealing and better suited for today's content consumption habits. We've noticed that this change
particularly affects how photos and videos appear in your profile grid. The new setting allows for a more dynamic presentation of Instagram content, though some Instagram offers more control over what appears in your Instagram feed.
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You can now choose to see posts from only followers by tapping Instagram in the top right corner and selecting 'Following'. This handy feature helps limit interactions with sponsored posts and content from accounts you don't follow, creating a more personalised experience. For business accounts and Instagram creators, this means putting extra effort into creating engaging content that encourages users to follow rather than relying on the algorithm to push content to a wider audience. Extended Reels: Longer Form Video Content The platform continues to emphasise video content with the introduction of longer reels. Instagram Reels can now be up to 3 minutes long, a significant increase

that opens up new creative possibilities for content creators. This update to Instagram Reels demonstrates the platform's commitment to competing with other video-focused social media platforms. One of our favourite new features is the introduction of trial reels. This innovative approach allows Instagram users to test their content with a random audience before sharing it with their Instagram followers. Here's how it works:1. Create your reel as usual2. Mark it as a trial3. Instagram shows it to random other users4. Review the engagement5. Decide whether to publish it to your profileThis feature is particularly useful for business accounts looking to test content with their target audience before committing to a full post. Enhanced DM Experience Direct messages (Instagram DM) have received significant updates, making chat interactions more personalised and engaging. The new features in DM chats include:- Customisable chat themes- Nicknames for conversation participants (perfect for an inside joke or group chats)- The ability to pin important chats- Message editing for up to 15 minutes after sending These updates make Instagram's moving them away from the sending t their traditional spot above the profile grid. This change aims to declutter Instagram profiles while maintaining easy access to this important feature. To access your story highlights:1. Visit any Instagram profiles cleaner while ensuring that story highlights remain easily accessible. New Interactive Features Notes and Group Profiles Instagram takes community engagement to the next level with new features like note prompts and group profiles. Notes allow users to share short thoughts or updates with close friends or mutual followers, while group profiles enable community building around shared interests. AI-Powered Creative Tools We're particularly excited about the new AI stickers feature, which allows users to generate custom stickers for Instagram Continues to prioritise safety, particularly for younger users and teen accounts. New features include:- Enhanced content filtering- Better control over sensitive content- Default private settings for new accounts- Limited interactions with unknown accounts Business Features and Professional Tools Meta-verified users, offering benefits like:- Clickable links in reels- Enhanced visibility- Priority support- Additional creative tools Professional Dashboard Updates The Dash Community Engagement A significant addition is the introduction of broadcast channels, allowing creators to communicate with their followers in new ways. This feature facilitates a better connection with your audience and can significantly boost engagement. Changes to Following Hashtags In a surprising move, Instagram takes away the option to follow hashtags. While this might seem limiting, it's part of the platform's effort to reduce spam and improve feed quality. Users can still use hashtags in their posts and search for them, but they won't appear automatically in feeds anymore. Tips for Adapting to the New Updates For Personal Users 1. Experiment with the new rectangular profile grid format2. Try out longer reels for more in-depth content3. Use trial reels to test content4. Explore the new story highlights tab5. Take advantage of enhanced DM features For Business Accounts 1. Adapt content strategy for the new grid layout2. Utilise Meta-verified features if applicable 3. Leverage the professional dashboard4. Experiment with broadcast channels5. Focus on creating engaging content that encourages follows Troubleshooting Common Issues As with any major update, some users might experience issues. Here are some quick fixes:1. If features aren't appearing, check if your Instagram app is updated to the latest version2. For grid display issues, try to adjust preview settings by tapping the three dots on posts3. Clear cache and restart the app if experience while some changes might take getting used to, they offer exciting opportunities for both personal and business users to create more engaging and dynamic content. What This Means for Third-Party Apps For those using third-party apps for Instagram management, most of these updates are compatible with existing tools. However, some features like AI stickers and trial reels might only be available through the native Instagram app. Our Verdict We believe these updates represent a significant step forward for Instagram. While the removal of some features offer exciting opportunities for growth and engagement. The shift towards longer video content and more interactive features shows Instagram's commitment to evolving with user preferences while maintaining its position as a leading social media developments? Follow our blog for regular updates, tips, and insights. We're here to help you navigate the ever-changing world of social media and make the most of new features as they roll out. Remember, adapting to platform changes is key to maintaining and growing your Instagram presence. Whether you're managing personal or business accounts, these updates offer new opportunities to create engaging content and connect with your audience in meaningful ways. Frequently Asked Questions Instagram's shift to a rectangular profile grid reflects how most users now create and consume vertical content, particularly through Reels and Stories. The new format provides a more visually appealing way to showcase photos and videos while aligning with current content consumption trends. Users can still adjust their post previews by tapping the three dots and selecting 'Adjust Preview' if they want to customise how their content appears in the grid. Trial reels are shown only to random Instagram users who don't follow you. Your followers won't see these test posts, and they won't appear on your profile or in your reels tab. This allows you to gauge how your content might perform with a wider audience before deciding whether to publish it officially. After reviewing the engagement metrics, you can choose to either post the reel to your profile or refine it further. Your existing story highlights will automatically move to the new dedicated tab, marked by a heart-shaped icon on your profile. All your carefully curated highlights remain intact they're just housed in a new, more organised location. This change helps declutter profiles while maintaining easy access to this popular feature. While the removal of hashtag following might seem limiting, Instagram has introduced other ways to discover content and reach your target audience. Focus on creating engaging content that encourages direct followers, use broadcast channels for community engagement, and leverage features like trial reels to expand your reach. Hashtags can still be used in posts and searched for manually. To view posts from only followers, tap 'Instagram' in the top right corner of your feed and select 'Following'. This filters out sponsored posts and suggested content, showing you only posts from accounts you've chosen to follow. Note that this feature currently works only for feed posts and doesn't affect Instagram Stories or Reels.

Whats the latest version of instagram. New version of instagram. What is the most recent version of instagram. Newest update instagram. What is the latest version of instagram.