

How to Win with Instagram's Metrics

Skip Rate

- Visual hook in frame one. Bold colour, movement, or contrast. The first frame has to stop the scroll.
- Text hook on screen. A short phrase that creates curiosity in the opening second.
- Avoid long intros, logos, or setup shots. Three seconds is your full window. This is part of why talk-to-camera content has been performing so strongly.

Share Rate

- Make it relatable. Content that someone wants to send to a friend is the clearest signal of value Meta now tracks.
- Lead with insight. Quick takes and honest opinions get shared because they make the sharer look insightful.
- Avoid self-promotion. Nobody shares an ad. People share ideas.

Like Rate

- Keep pacing tight. Cuts every two to three seconds hold attention.
- Close on the strongest point. End on the insight or the payoff. That is when a viewer taps like.
- Cut filler. If a viewer has reached the end, they do not need a recap.

Save Rate

- Make it reference-worthy. Tutorials, frameworks, and any content worth coming back to earn saves.
- Build for repeat viewing. People save content they will return to.

Repost Rate

- Make it visually striking or identity-led. Reposts happen when content fits how someone wants to be seen.
- If you are reposting others, use the repost button or a collab post. Mosseri has confirmed this is now part of how Instagram tracks original content credit.

Comment Rate

- Optimise for the metrics above this. Comments follow naturally from content that lands.
- Skip the "comment your answer" CTAs. The comment-driven playbooks are losing leverage as Meta broadens what it tracks.