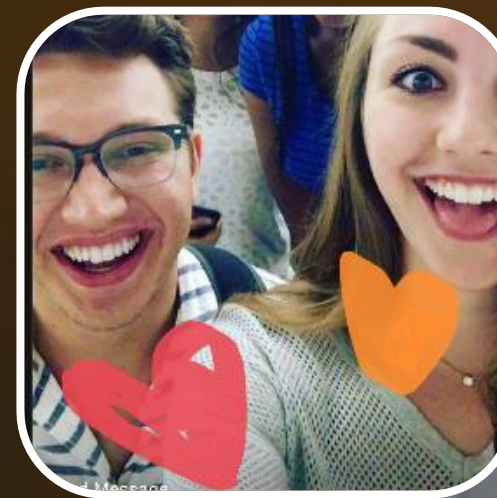




# MOBILE IS CHANGING THE WAY PEOPLE EXPRESS THEMSELVES

Text, Messenger, emojis, gifs, stickers,  
hashtags, photos, videos, stories

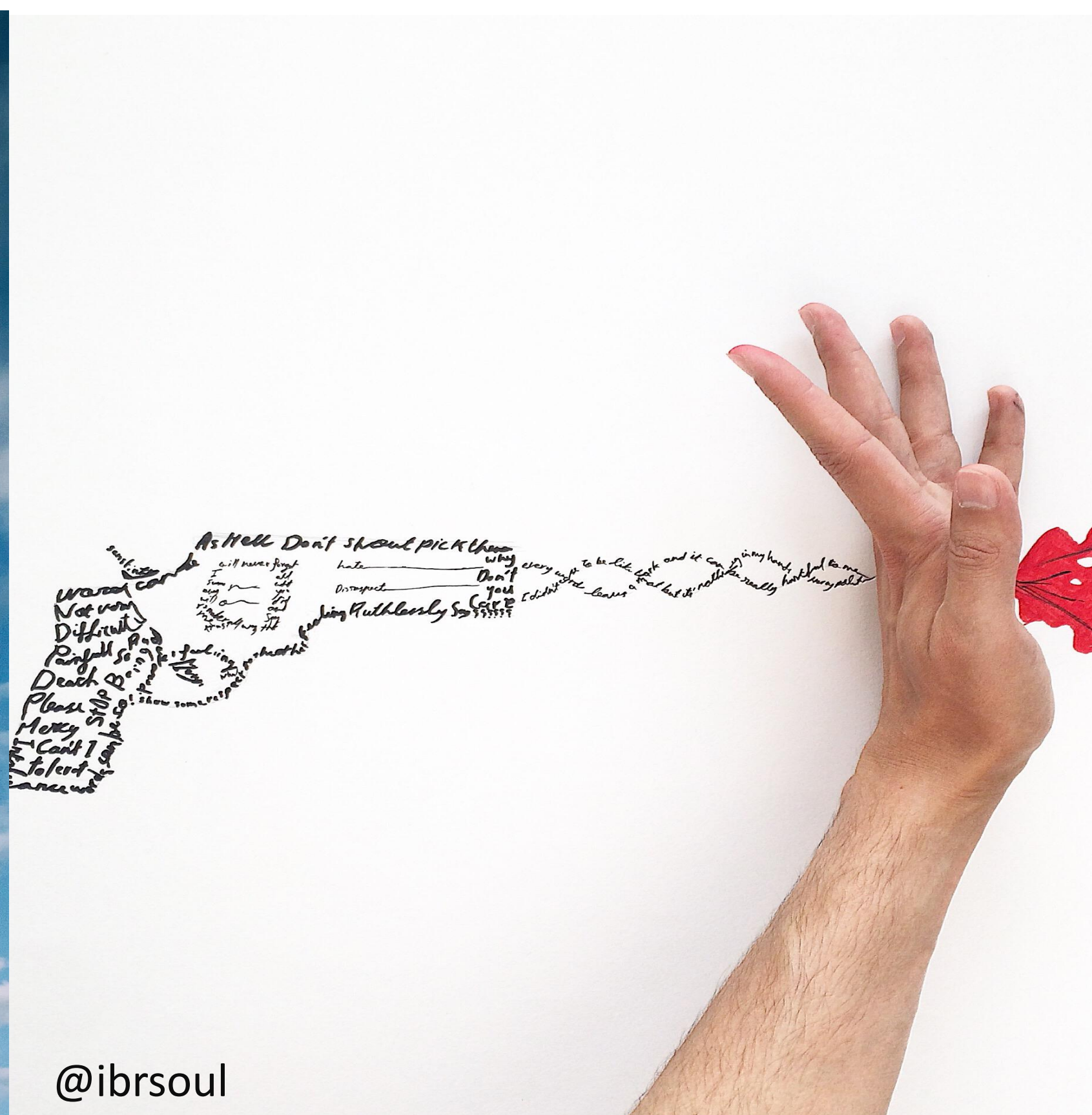




# FROM THE EPIC TO THE EVERYDAY, INSTAGRAM IS A PLATFORM FOR VISUAL STORYTELLING



@emmatangerine



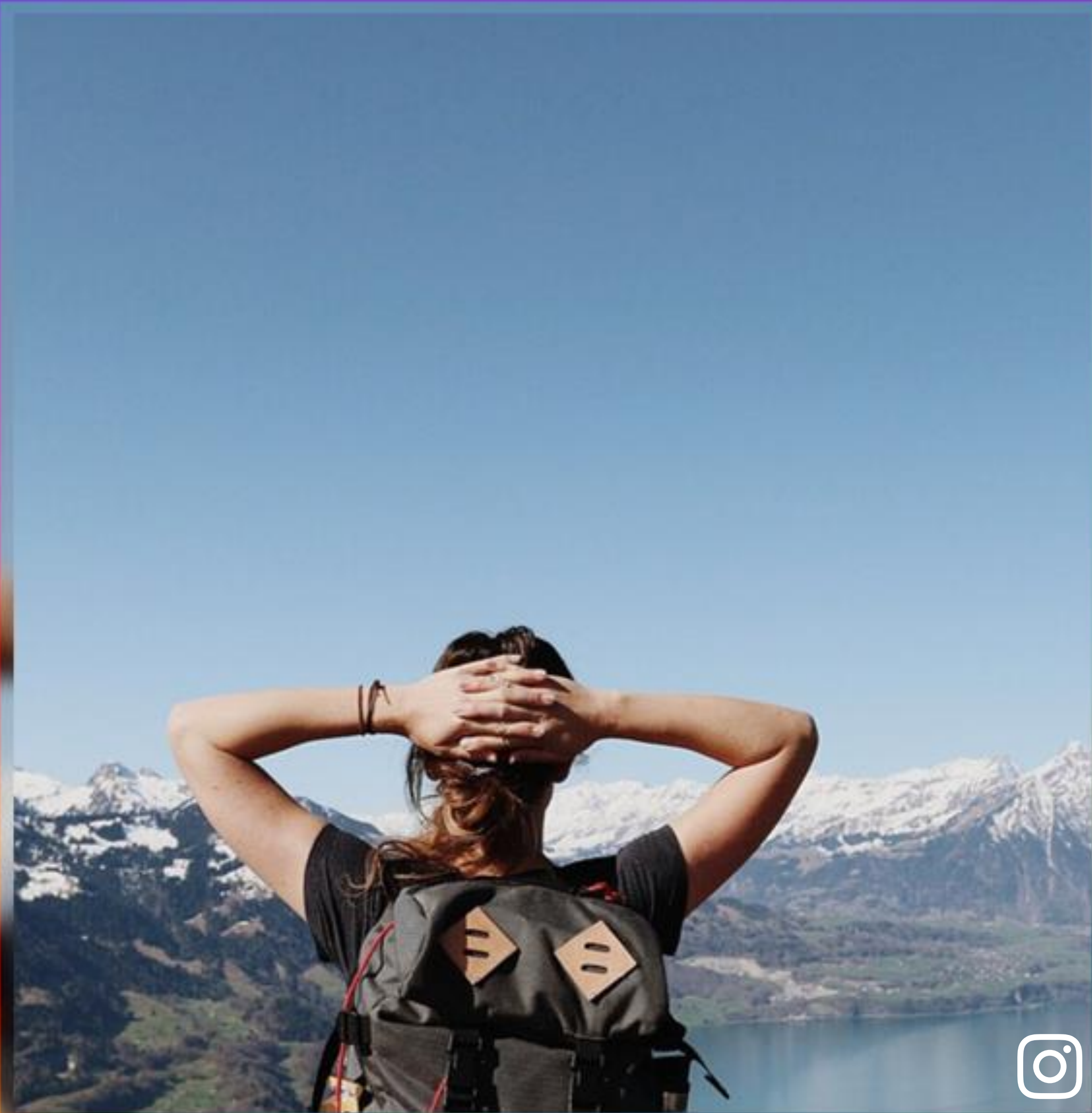
@ibrsoul



@benjaminhole



# THE INSTAGRAM COMMUNITY





ONE OF THE FASTEST-GROWING MOBILE PLATFORMS EVER

300+

MILLION

Active daily users

500+

MILLION

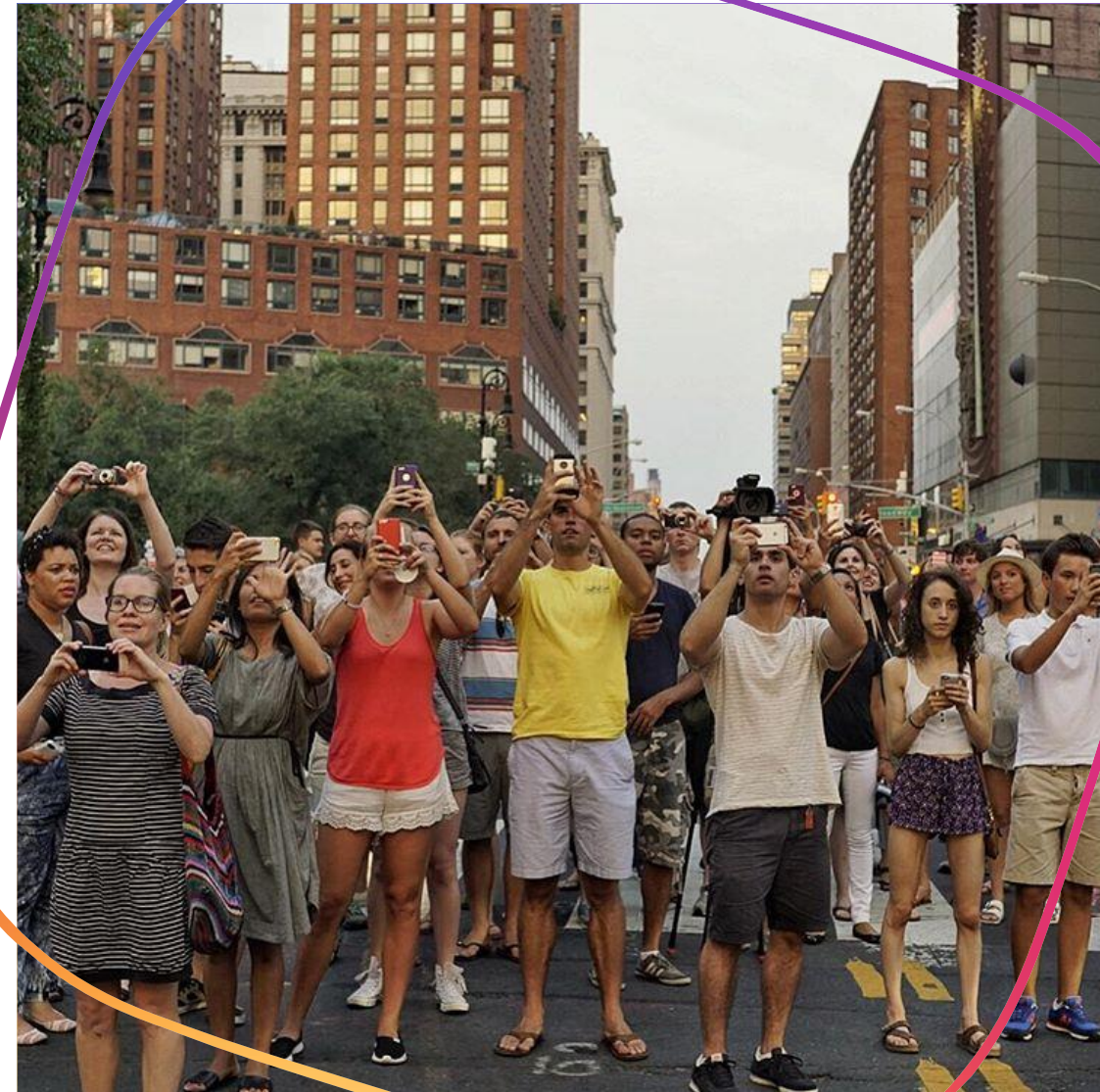
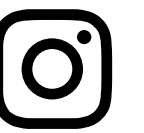
Active monthly users



Source: Instagram Internal Data, June 2016.

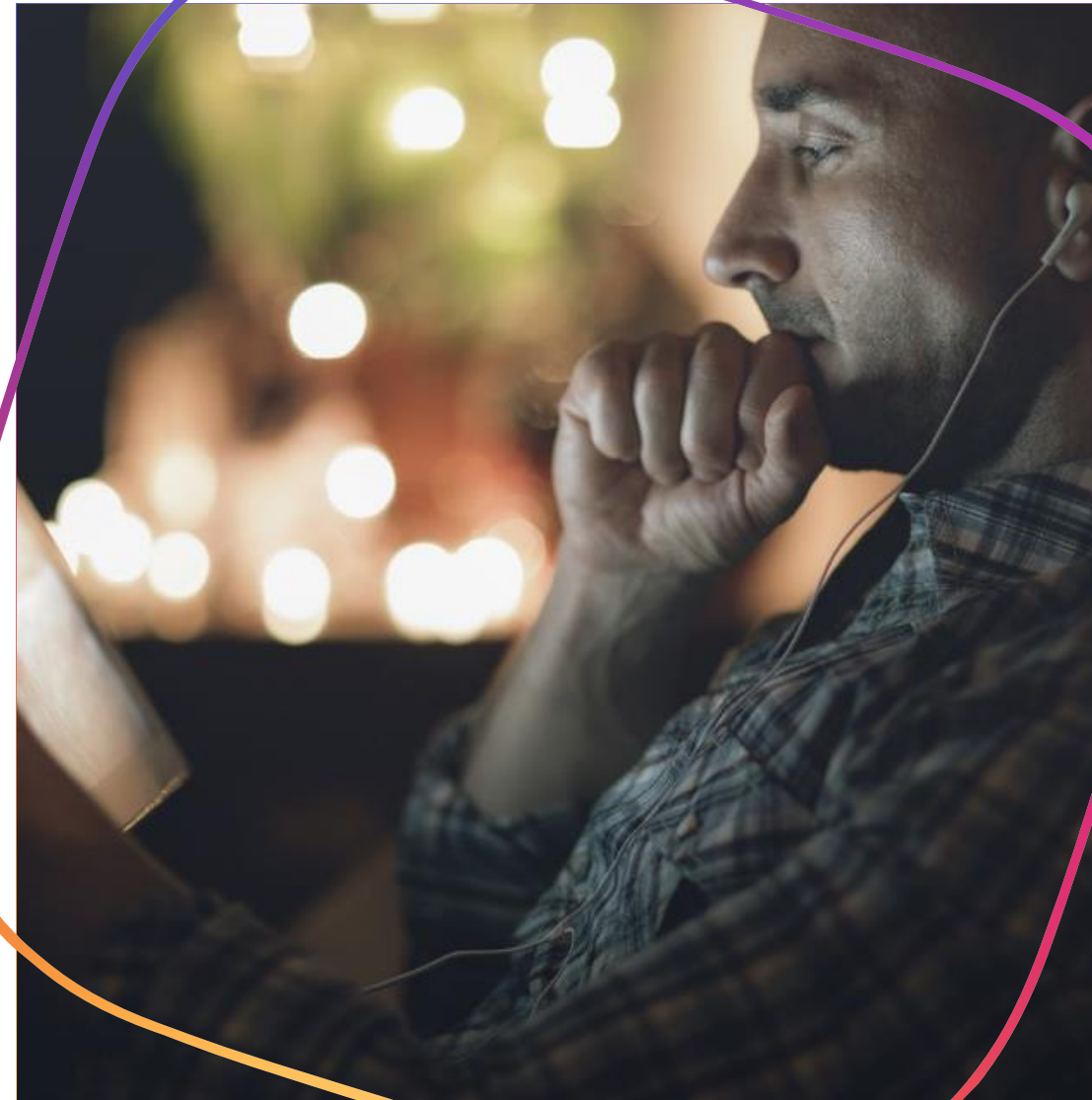


# FROM THE EPIC TO THE EVERYDAY, INSTAGRAM IS A PLATFORM FOR VISUAL STORYTELLING



95M+

PHOTOS & VIDEOS  
DAILY<sup>1</sup>



+150%

TIME SPENT WATCHING  
VIDEO<sup>2</sup>



50%+

NON-RECIPROCAL  
RELATIONSHIPS<sup>3</sup>



THE POWER TO CONNECT TO DIVERSE INTERESTS AND MOMENTS



MUSIC



BEAUTY



SPORTS

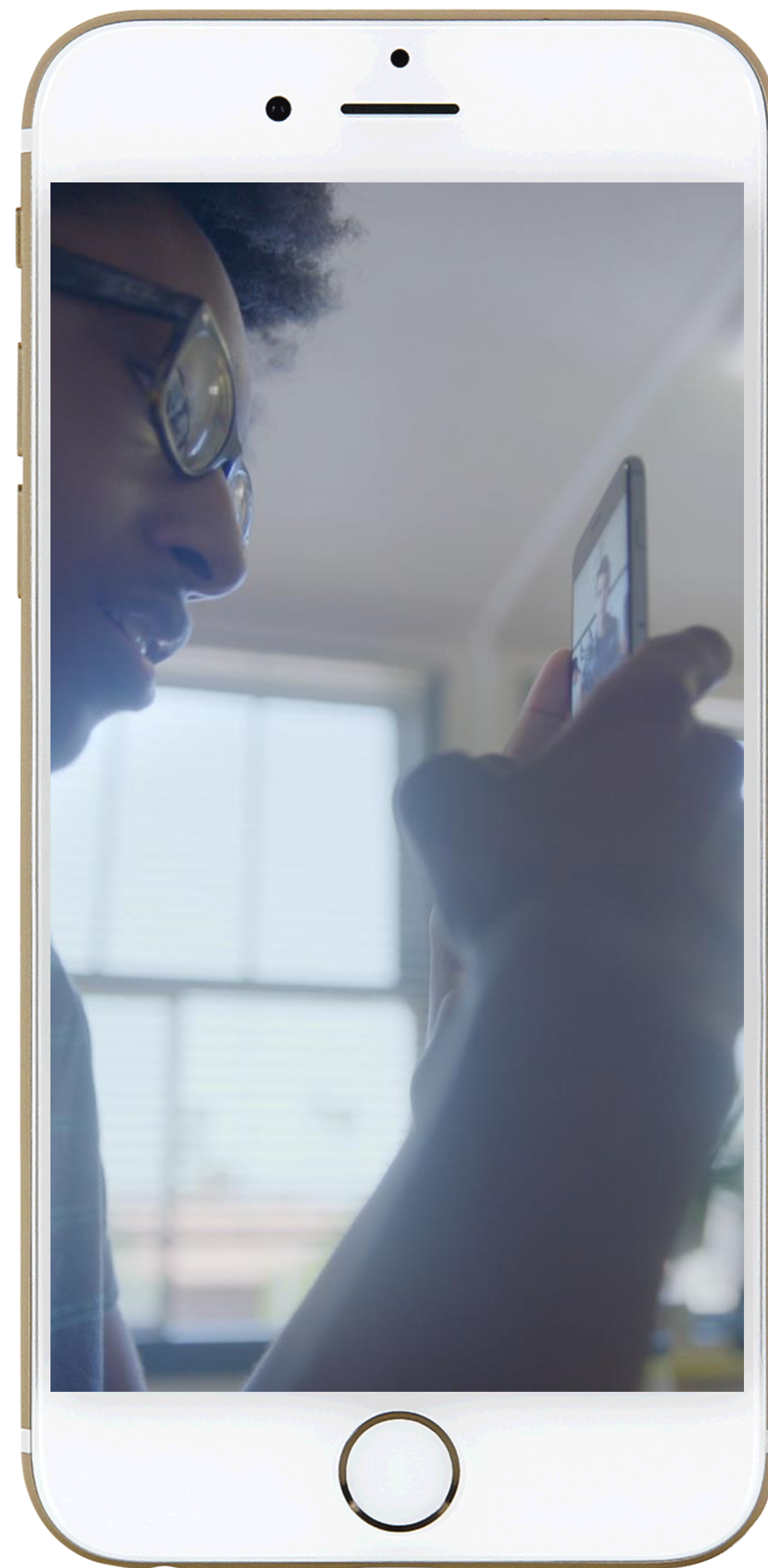
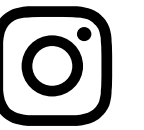




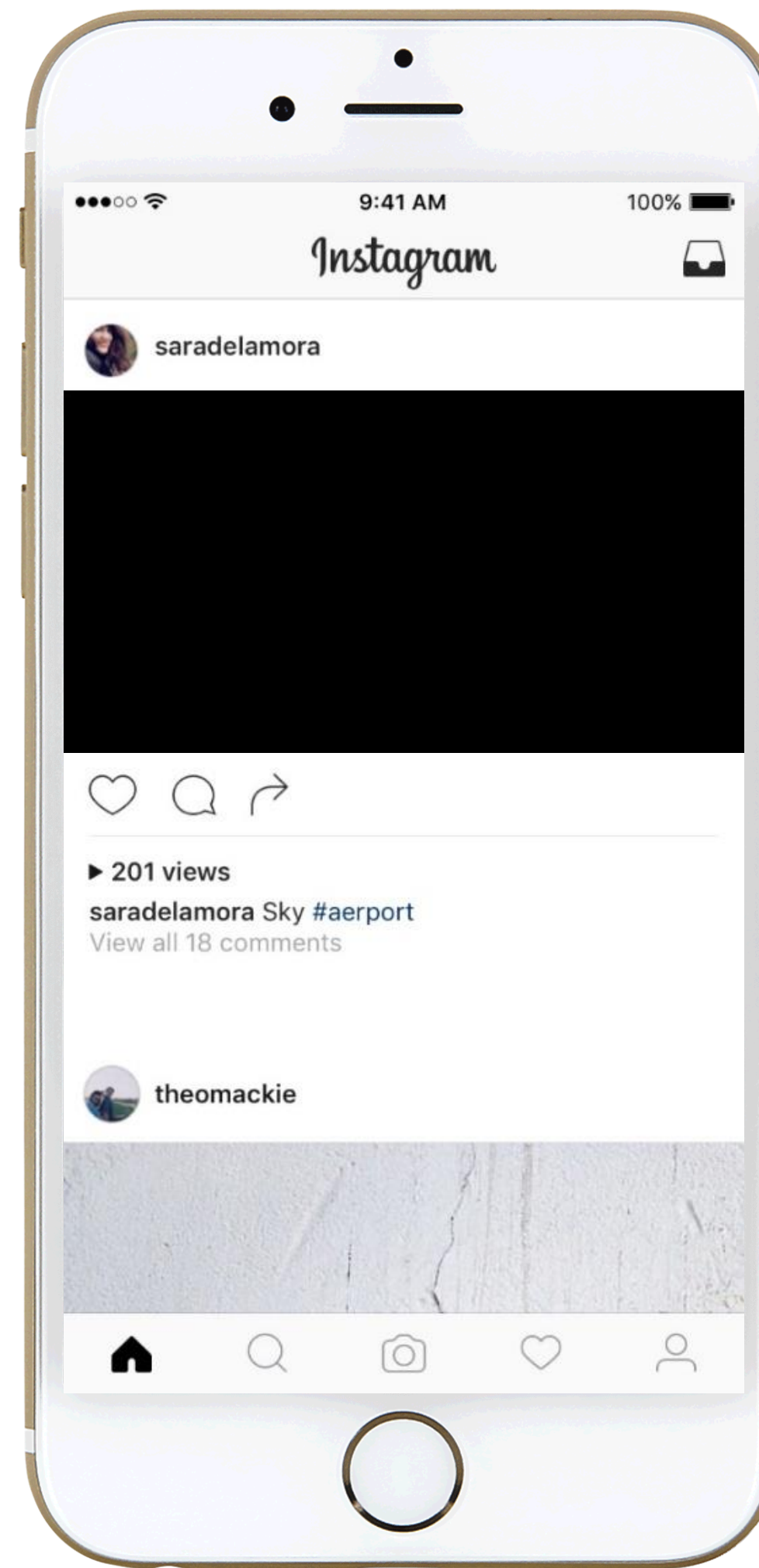


# PROVIDING THE BEST AND EASIEST TOOLS FOR SELF-EXPRESSION

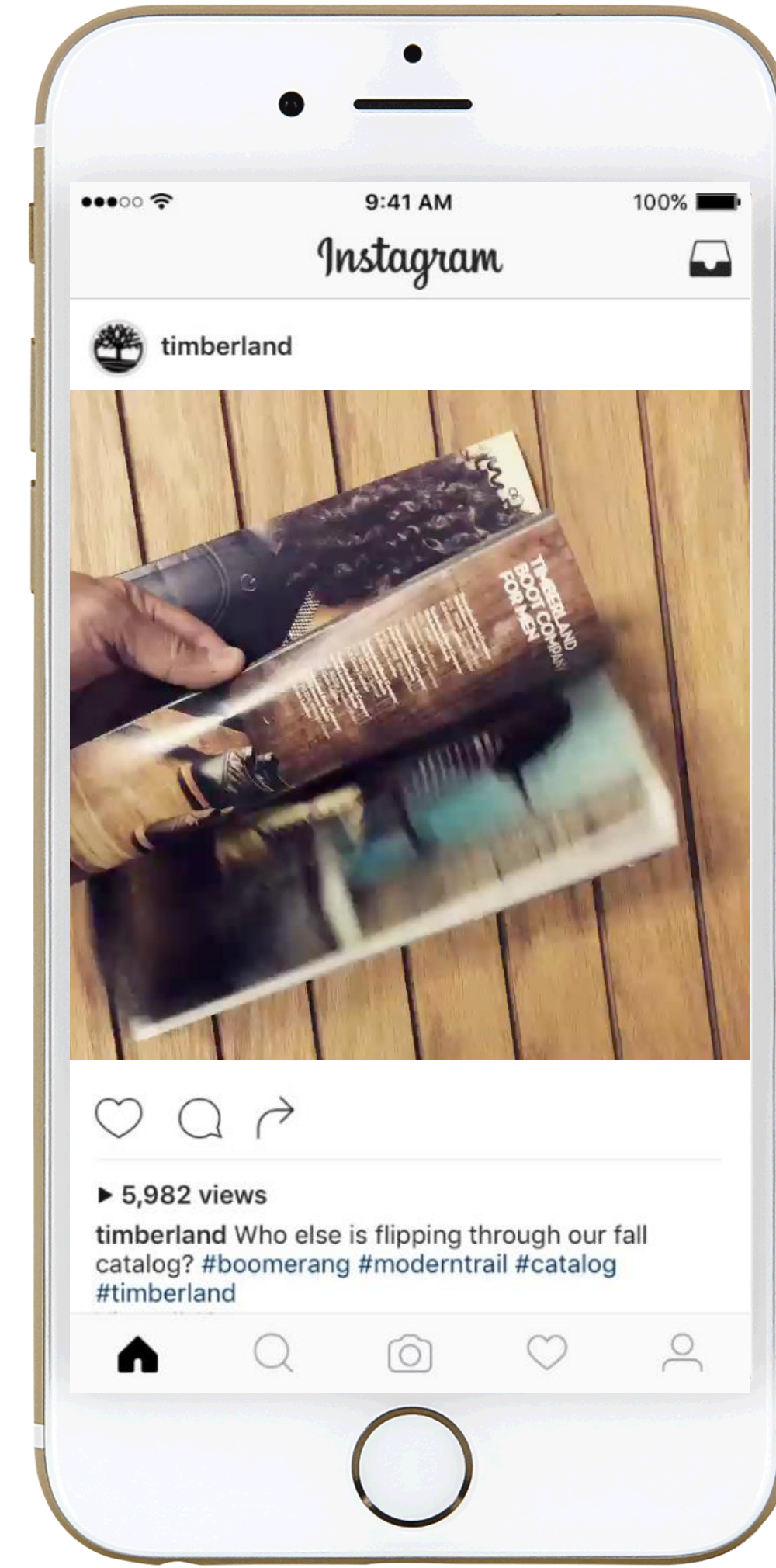
Instagram



STORIES



HYPERLAPSE



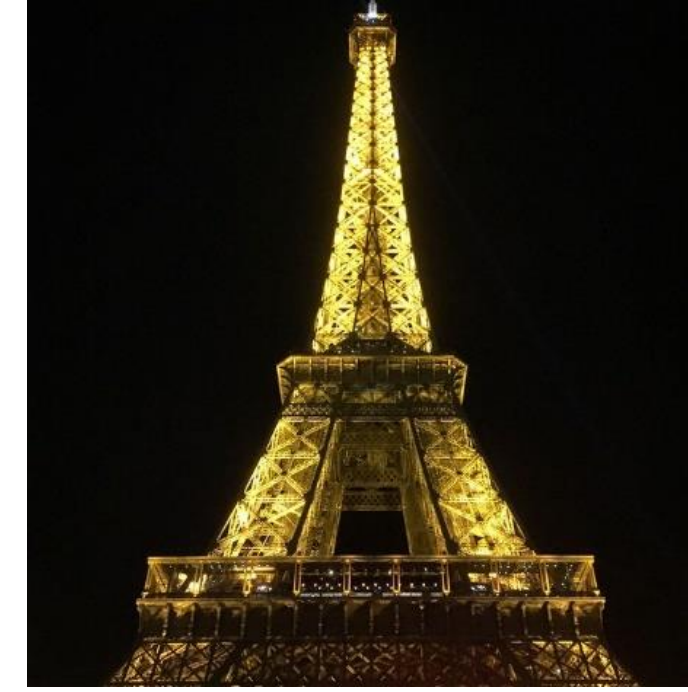
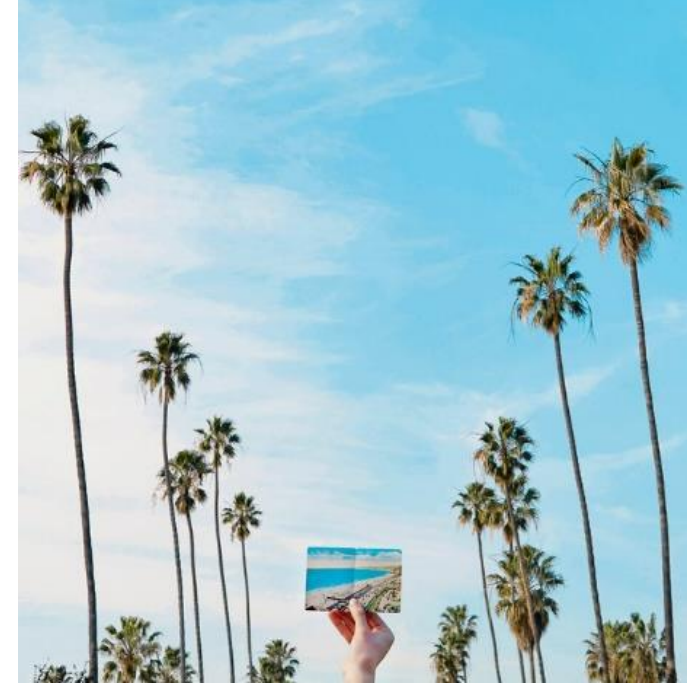
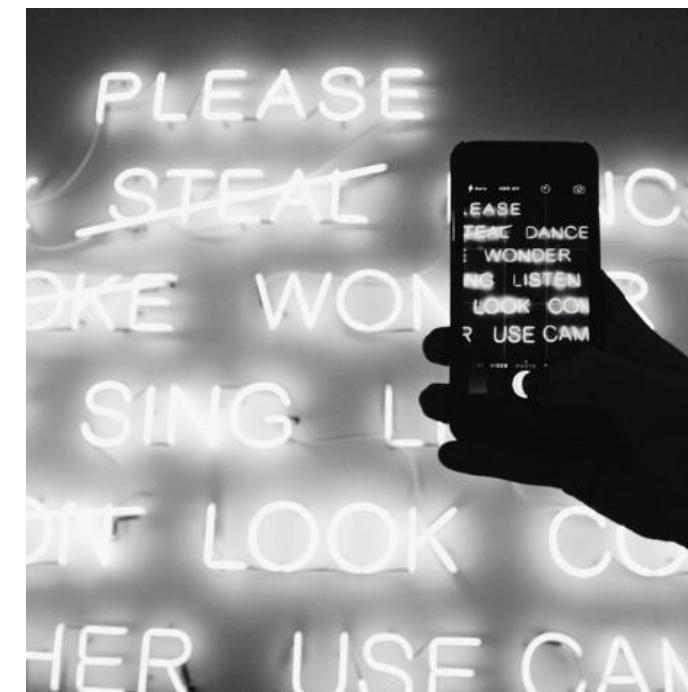
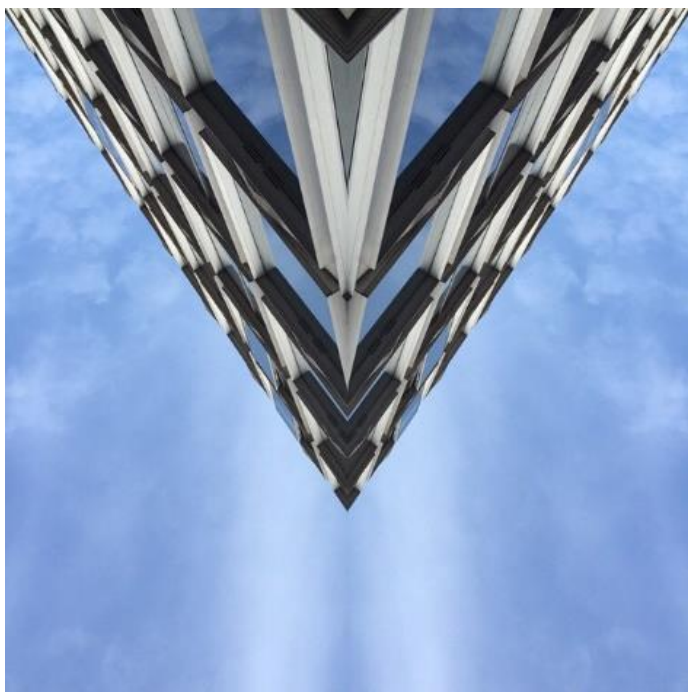
BOOMERANG



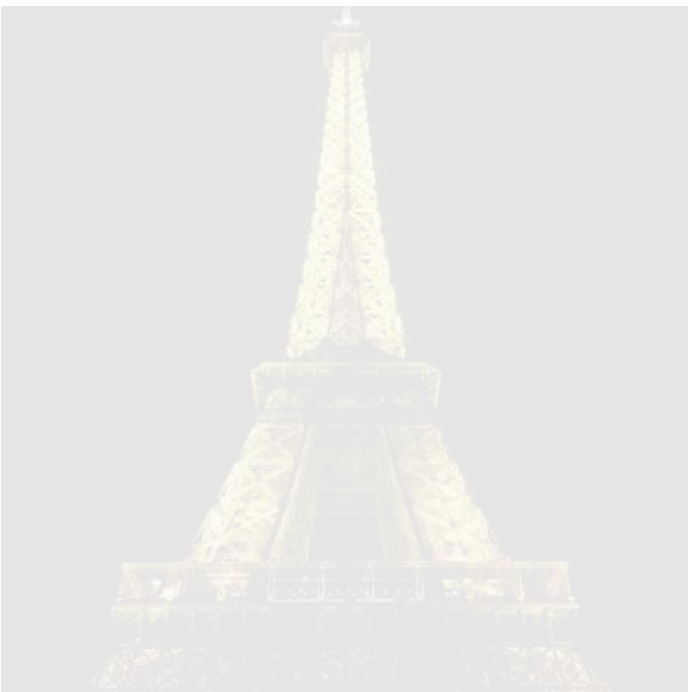
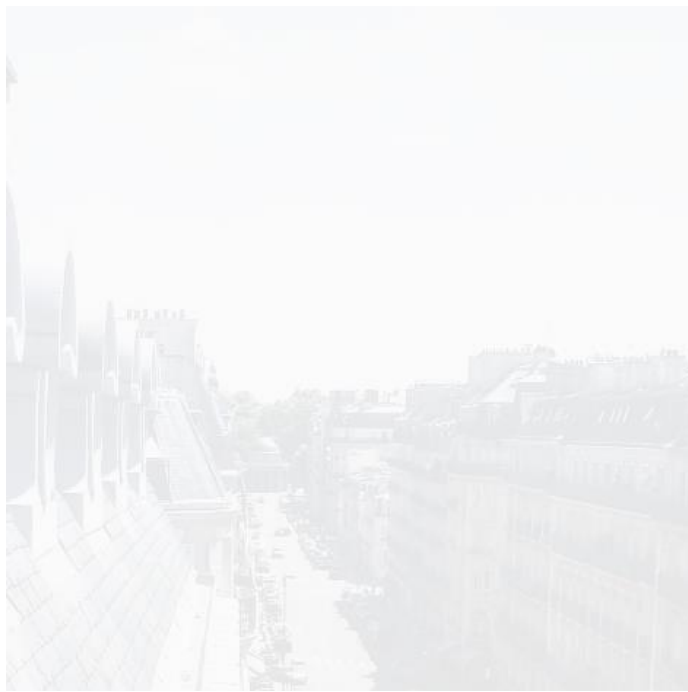
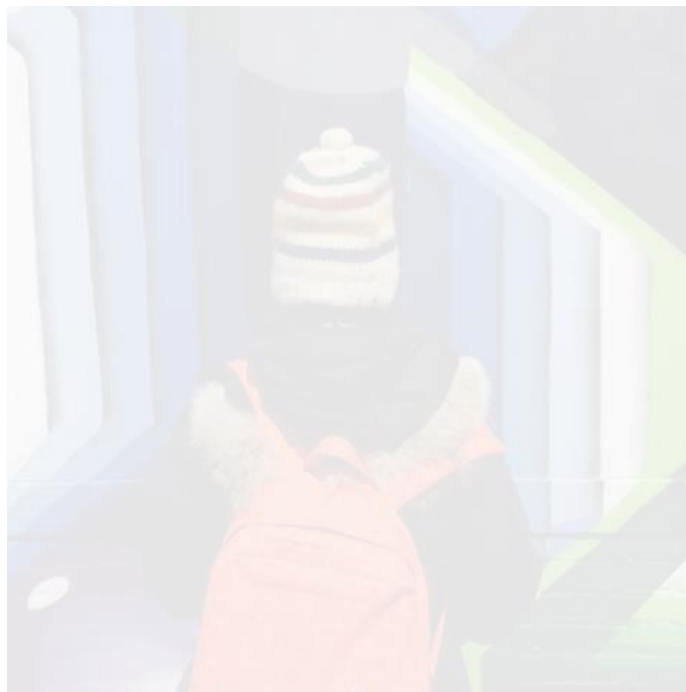
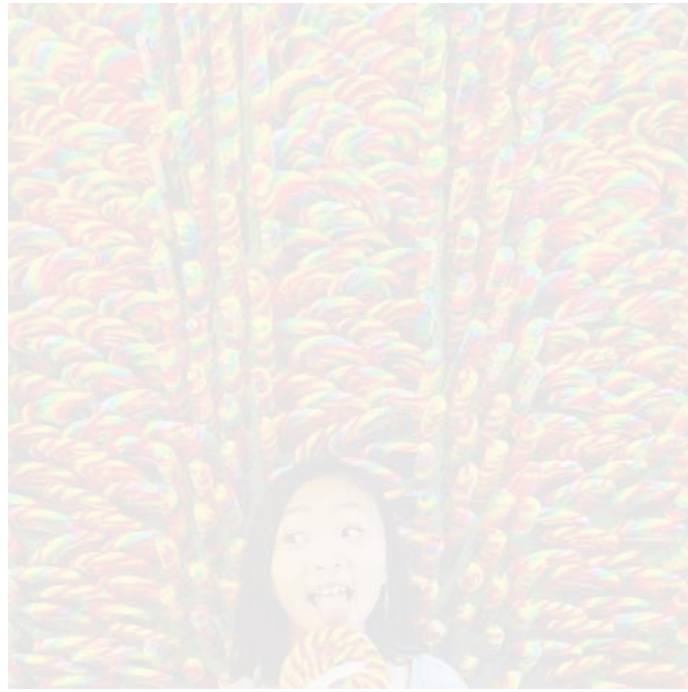
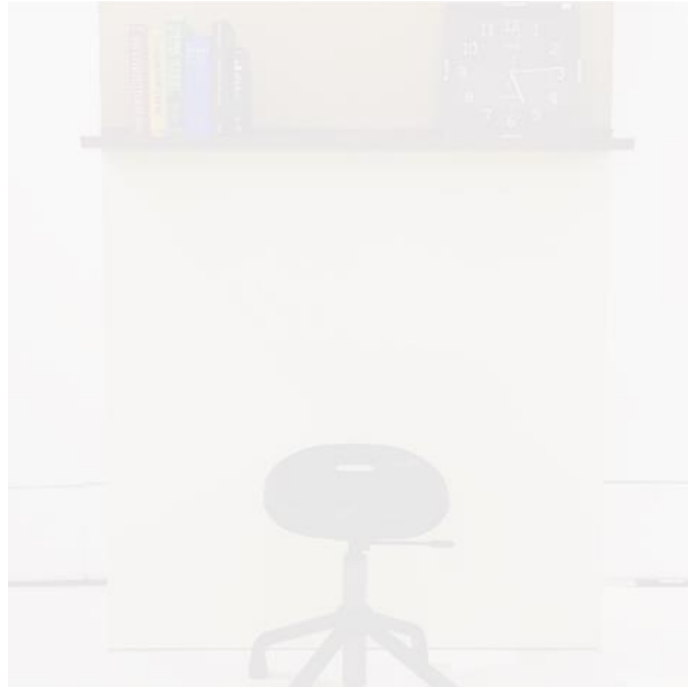
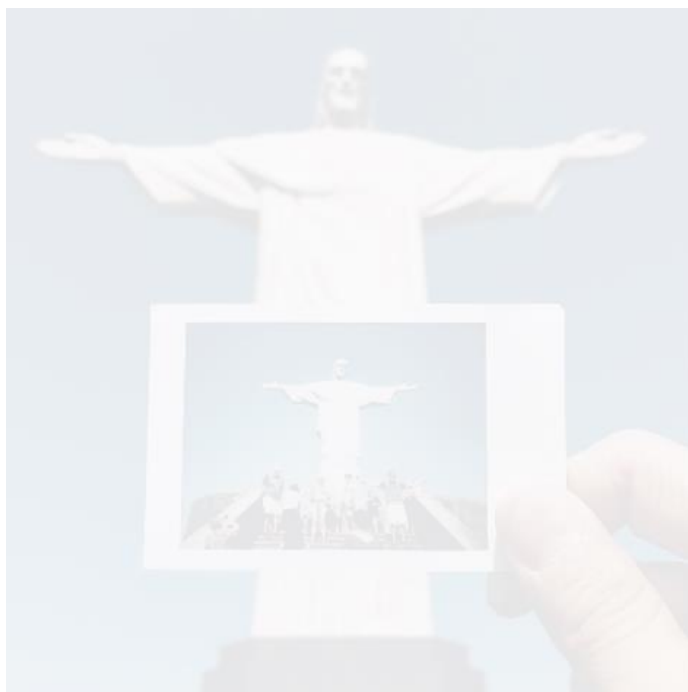
# HOW BUSINESSES ARE USING INSTAGRAM



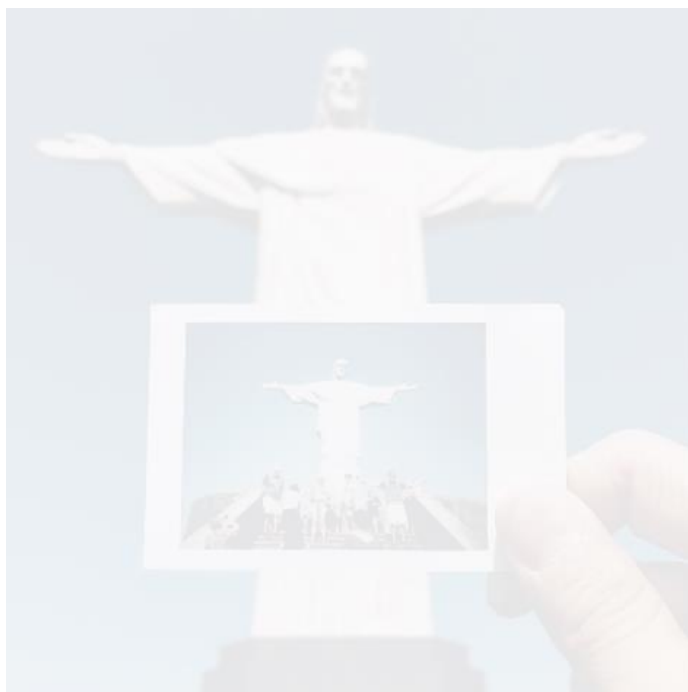




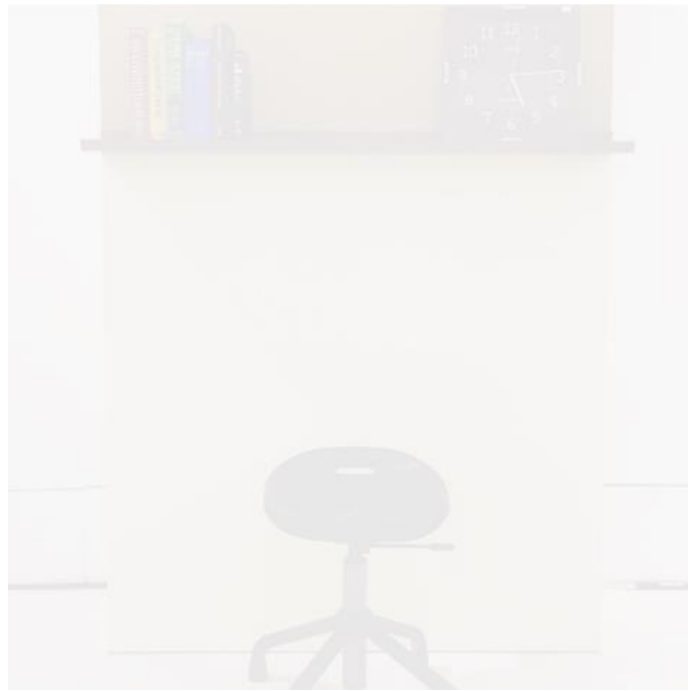




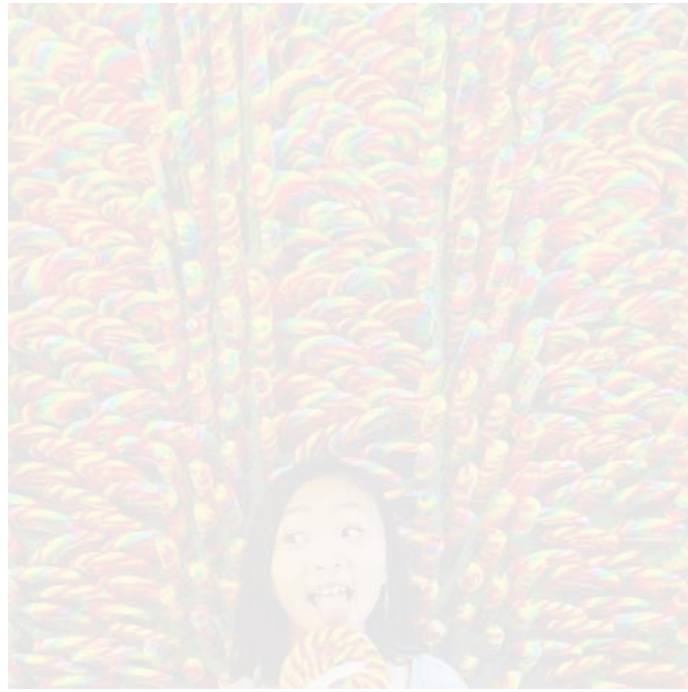




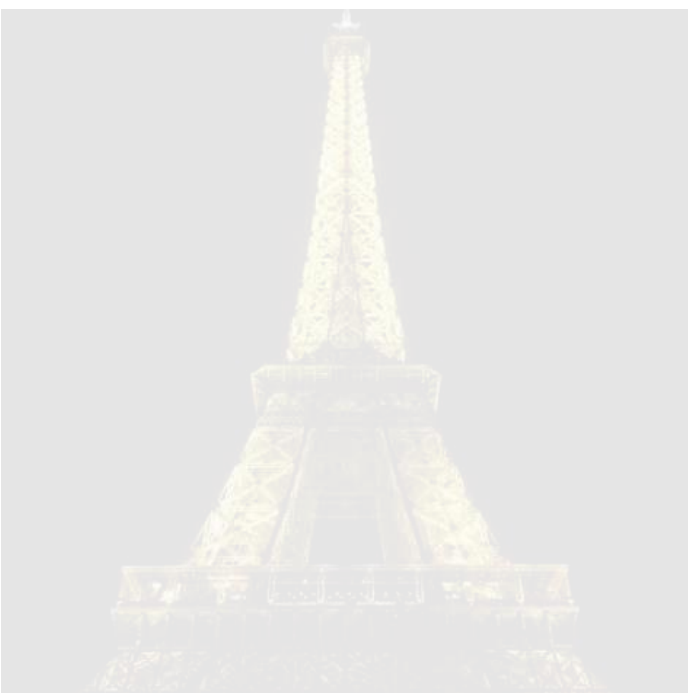
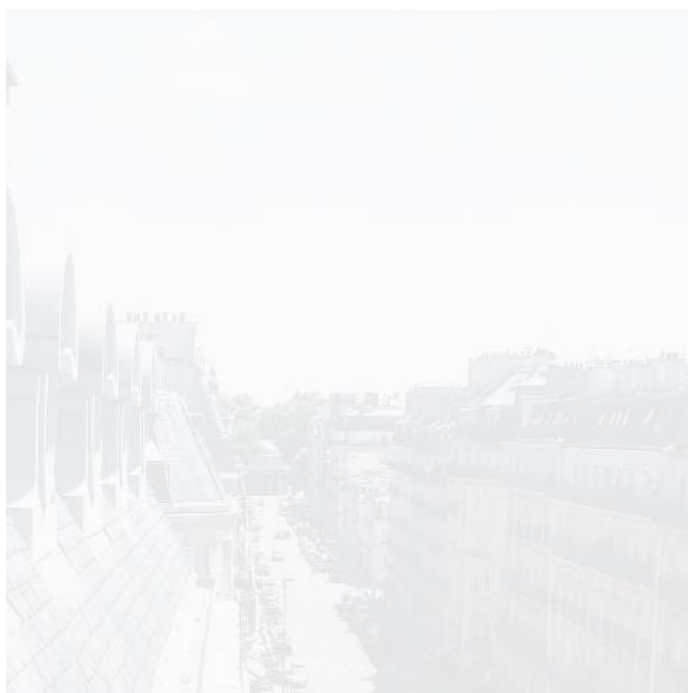
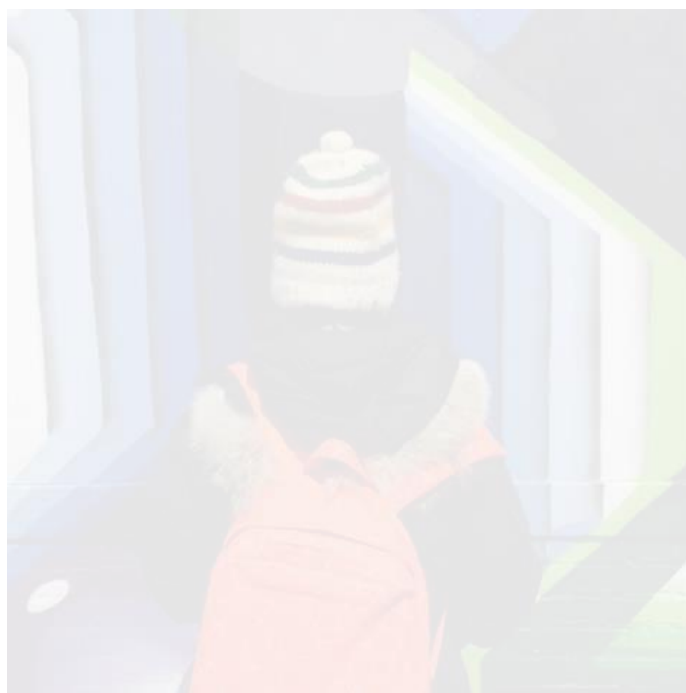
Nearly 50%  
of users  
follow a  
business on  
Instagram



Almost 60%  
learn about a  
product or  
service on  
Instagram

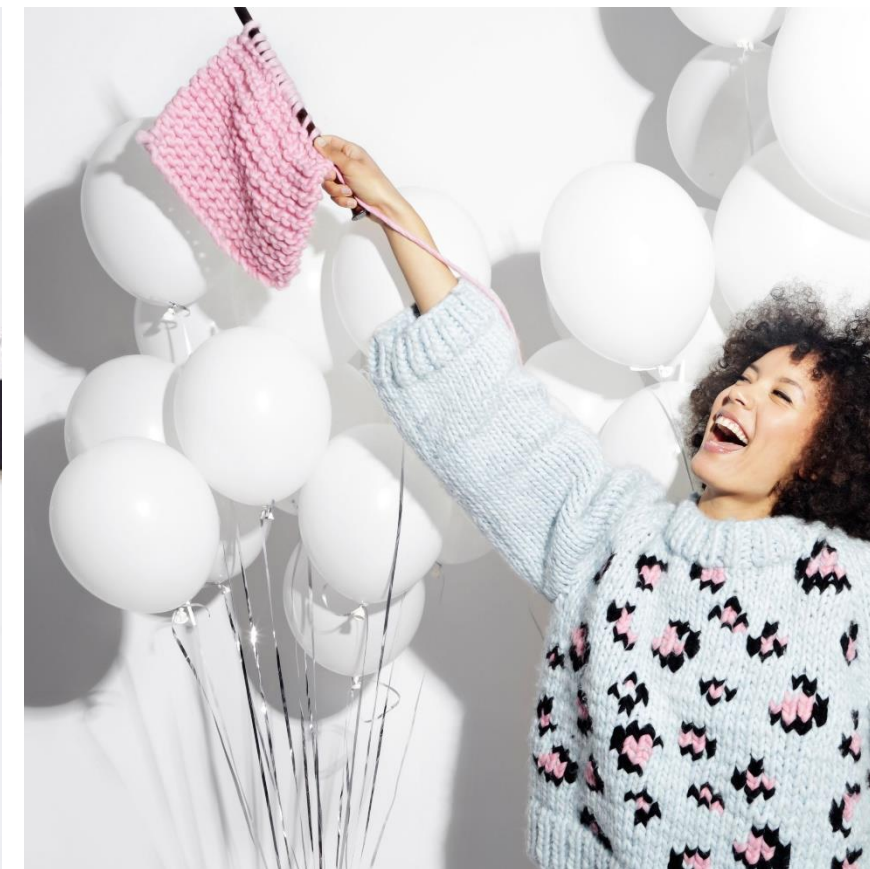
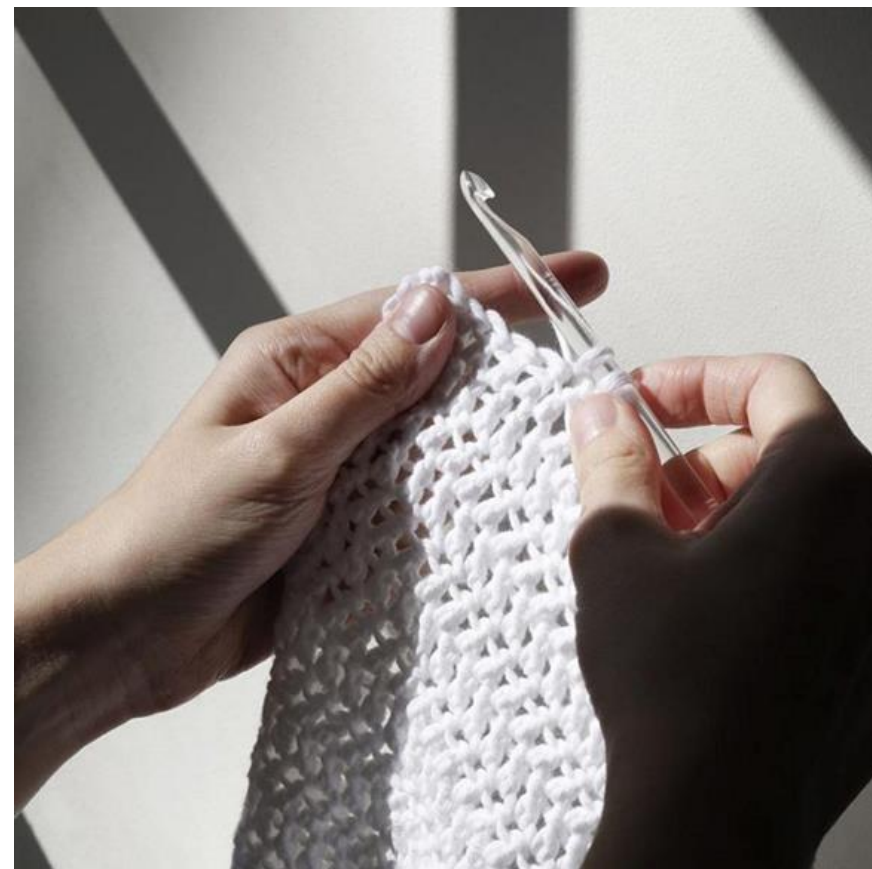
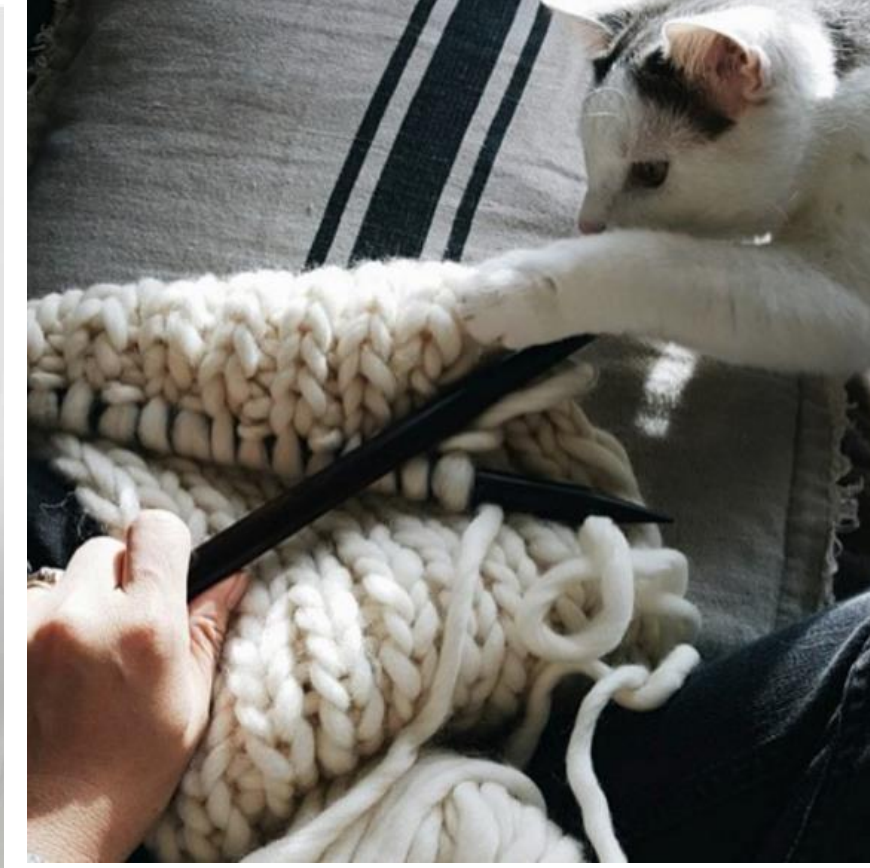
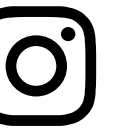


75% of  
people have  
taken action  
after being  
inspired by a  
post





TO  
CREATE A  
COMMUNITY



@woolandthegang



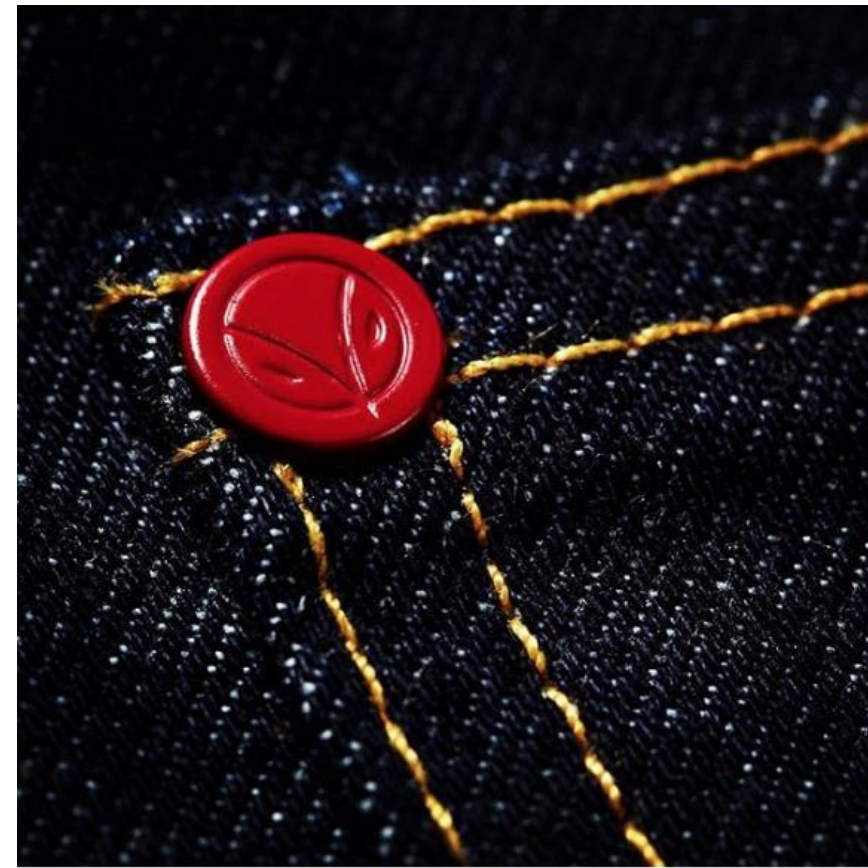
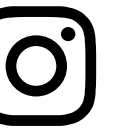
# TO TELL THEIR STORY



@illyriapottery



TO SHOWCASE  
& SELL THEIR  
PRODUCTS



@hiutdenim



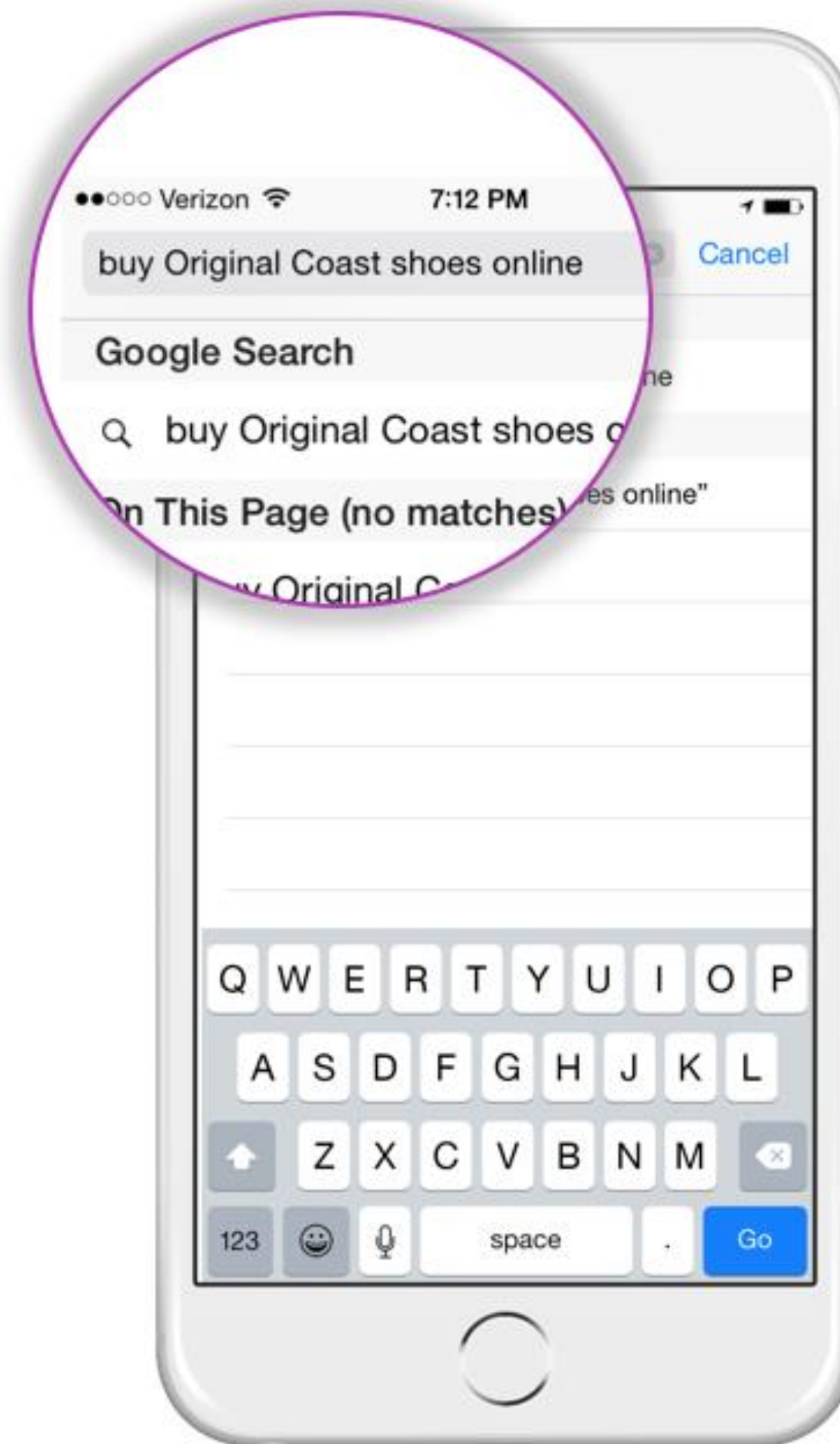
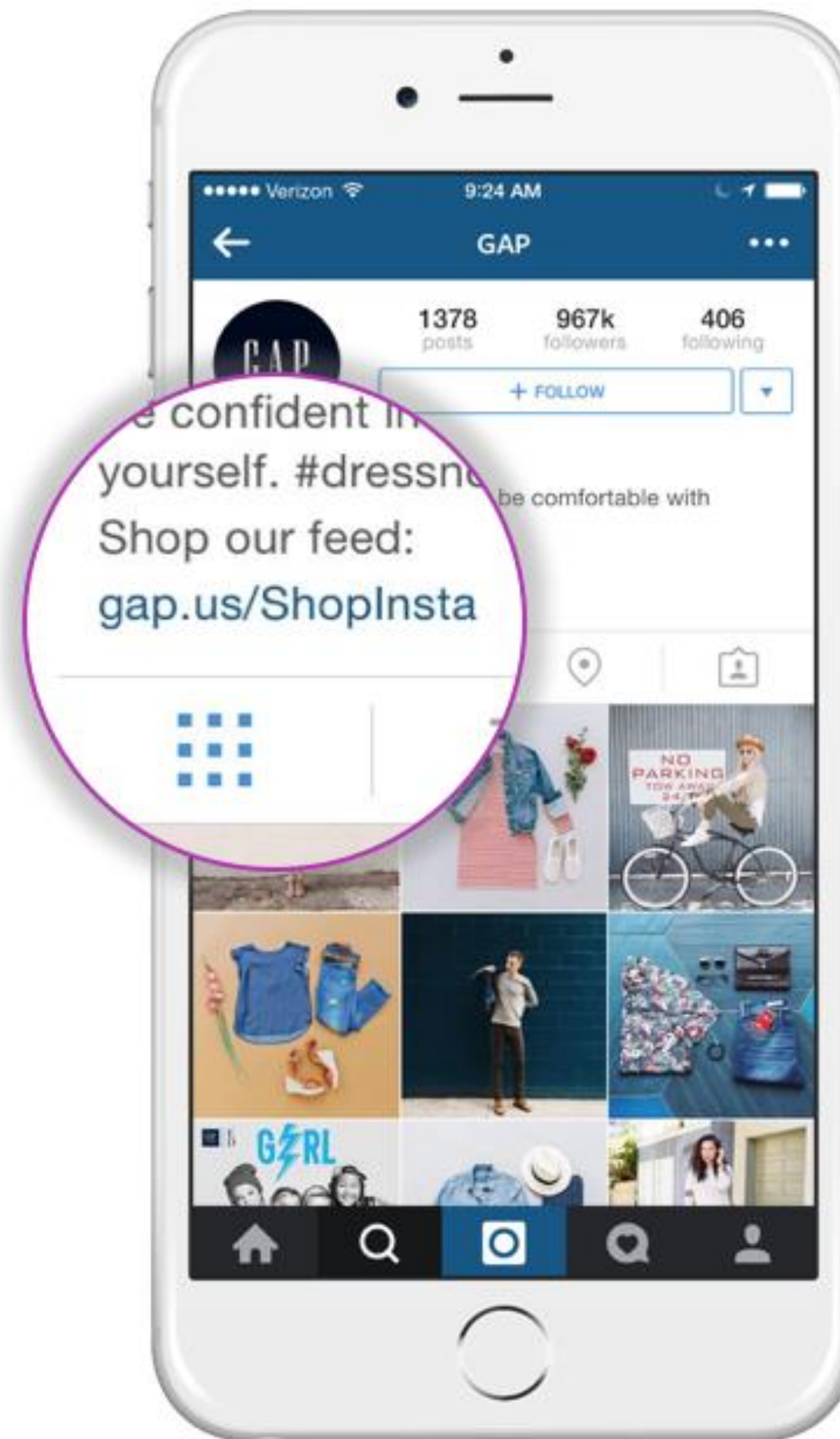
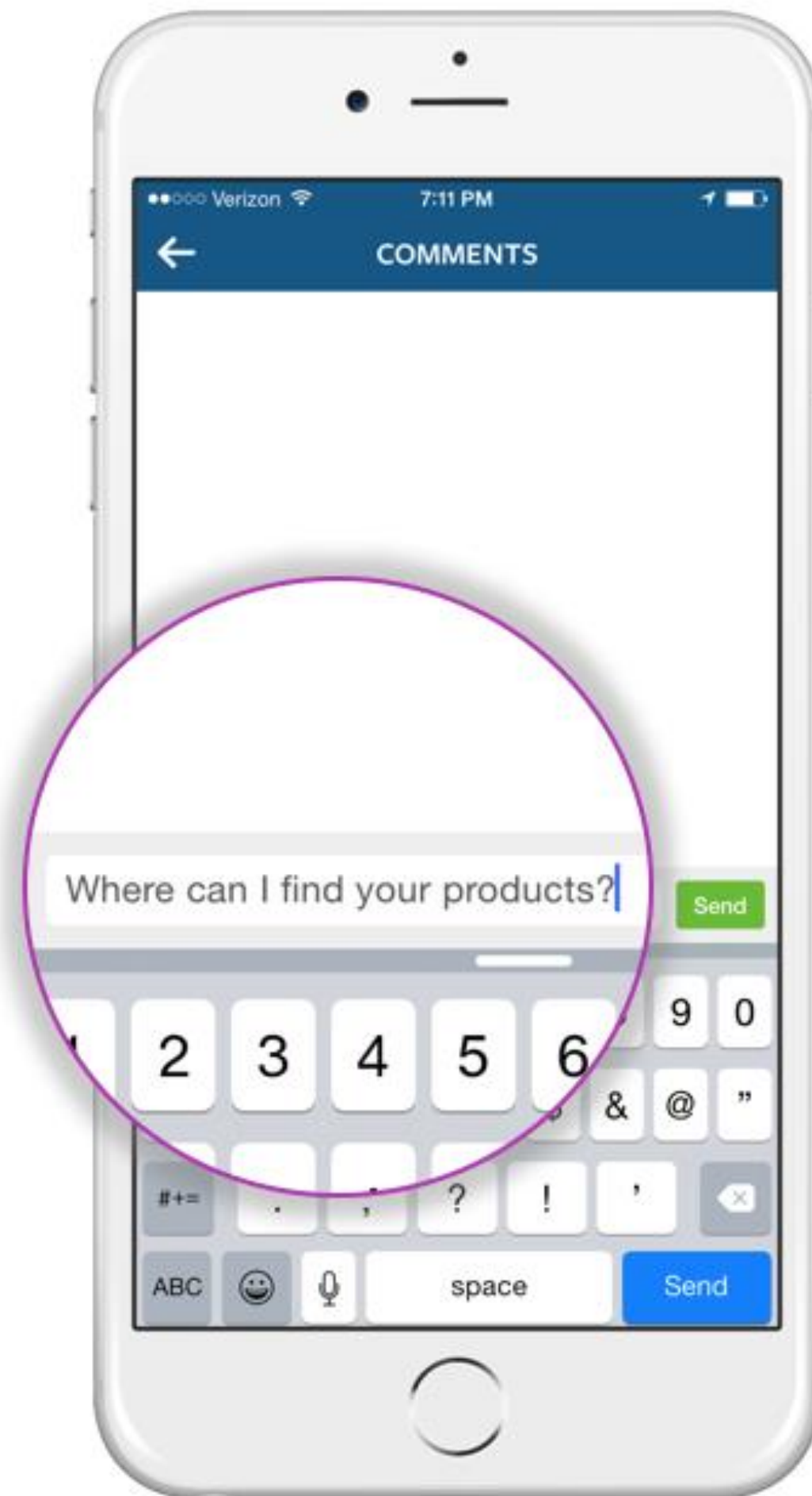
# ADVERTISING ON INSTAGRAM



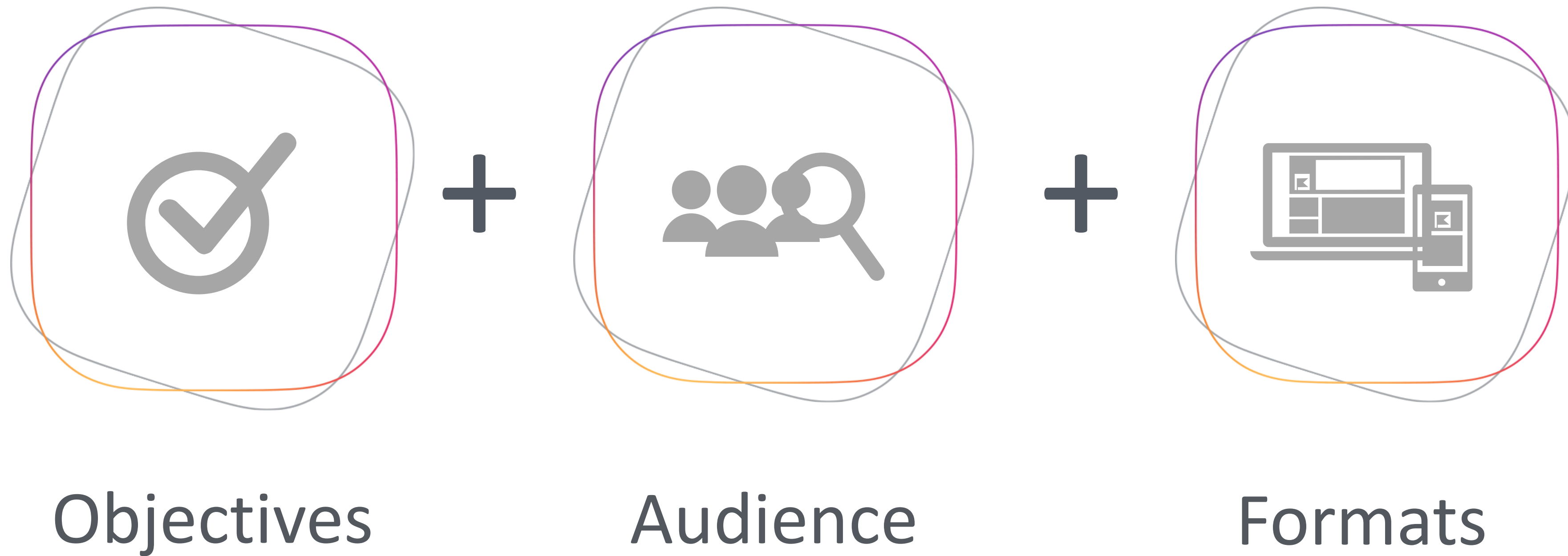


# COMMUNITY TAKING ACTION

Instagram









# EVOLVED ADS TO DRIVE RESULTS

Instagram

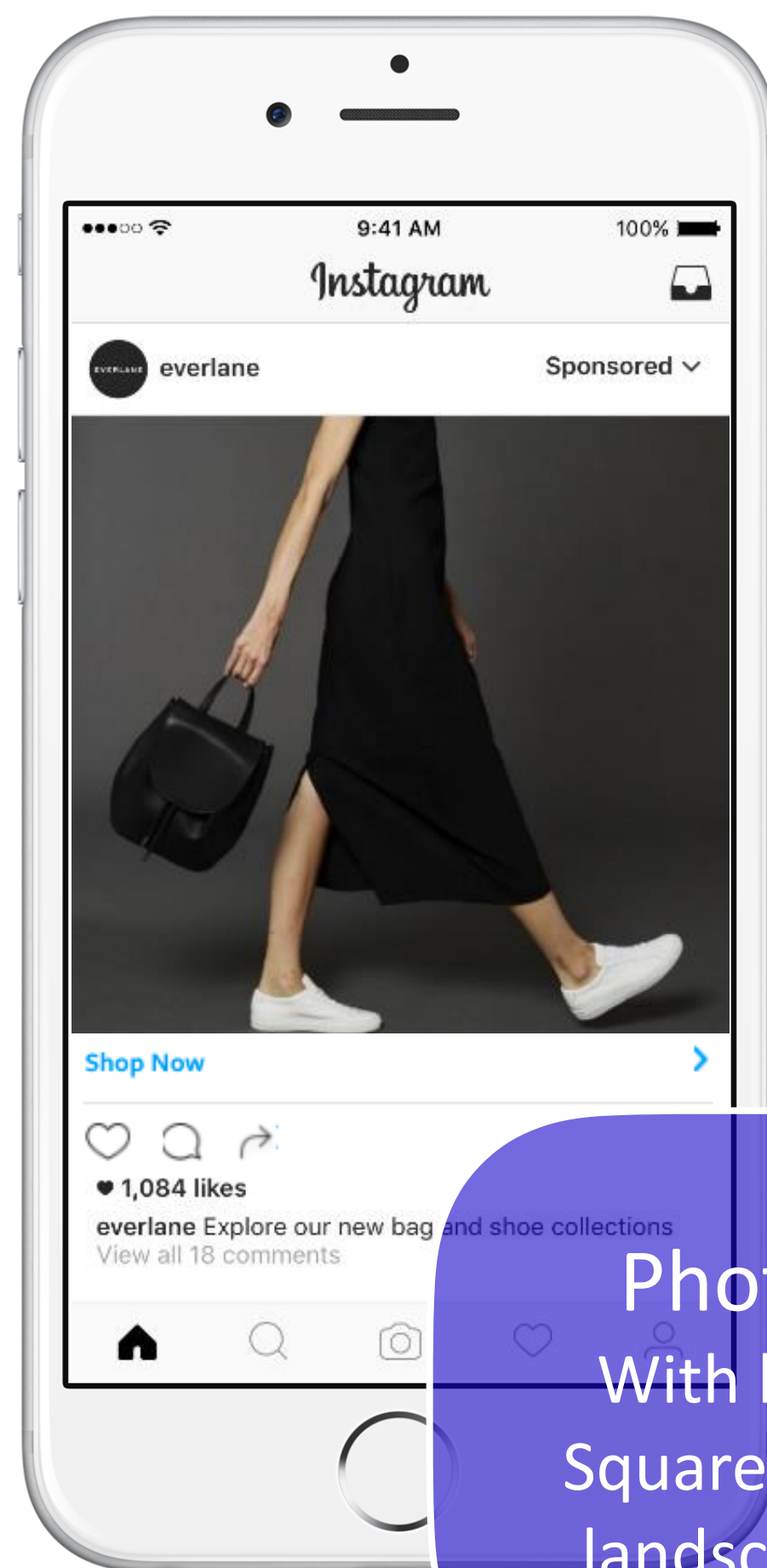
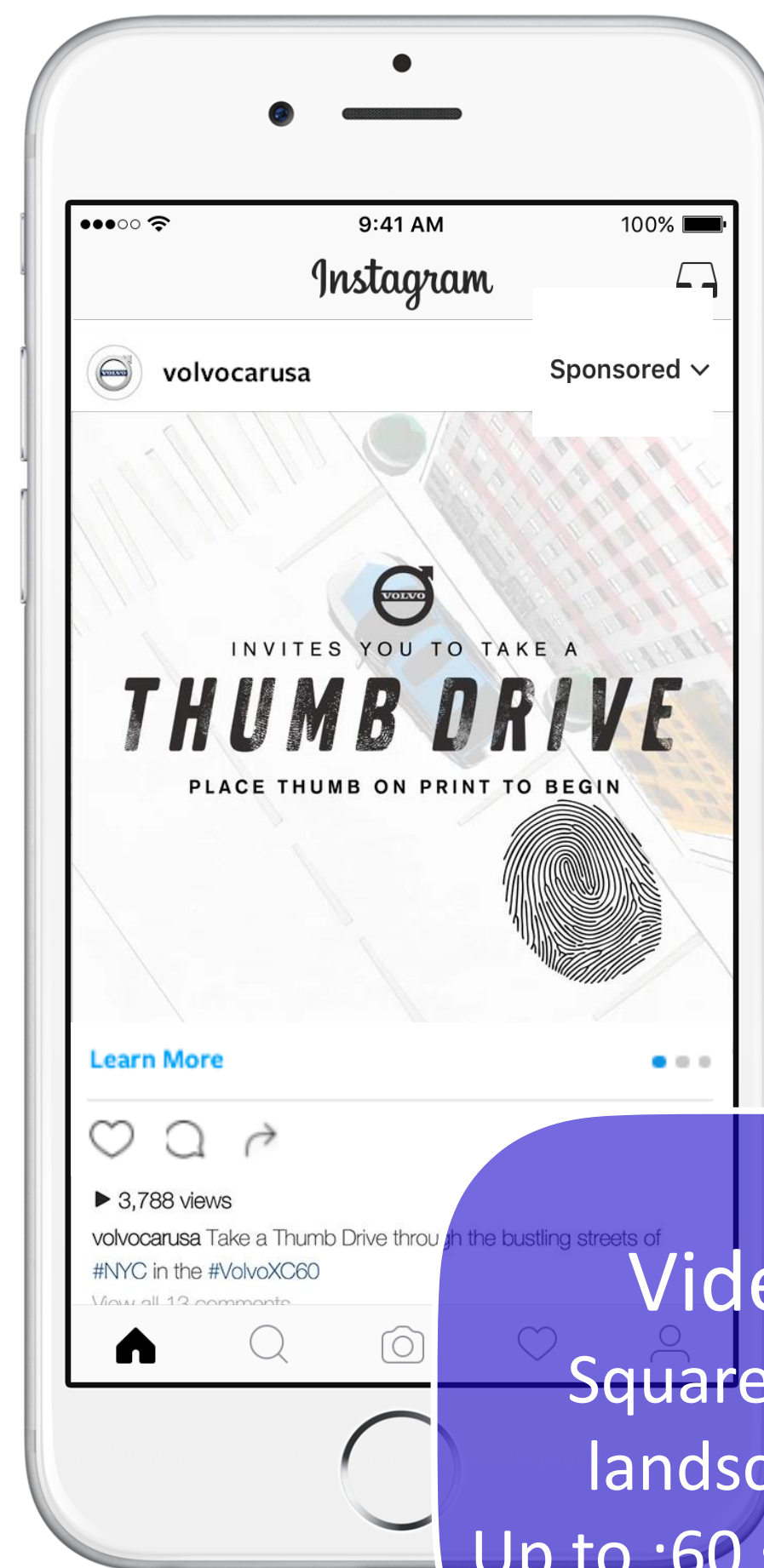
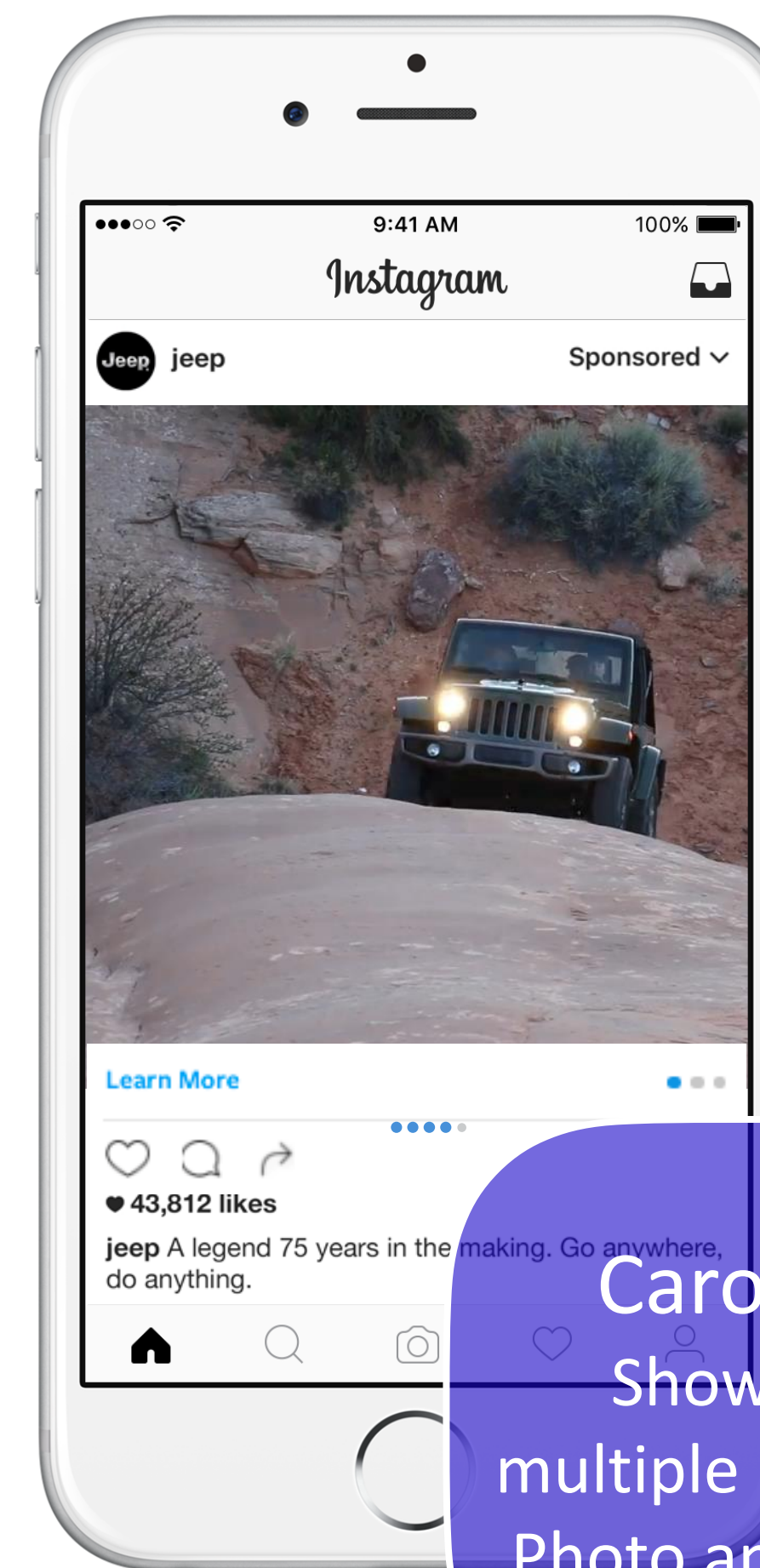


Photo  
With link  
Square and  
landscape



Video  
Square and  
landscape  
Up to :60 seconds

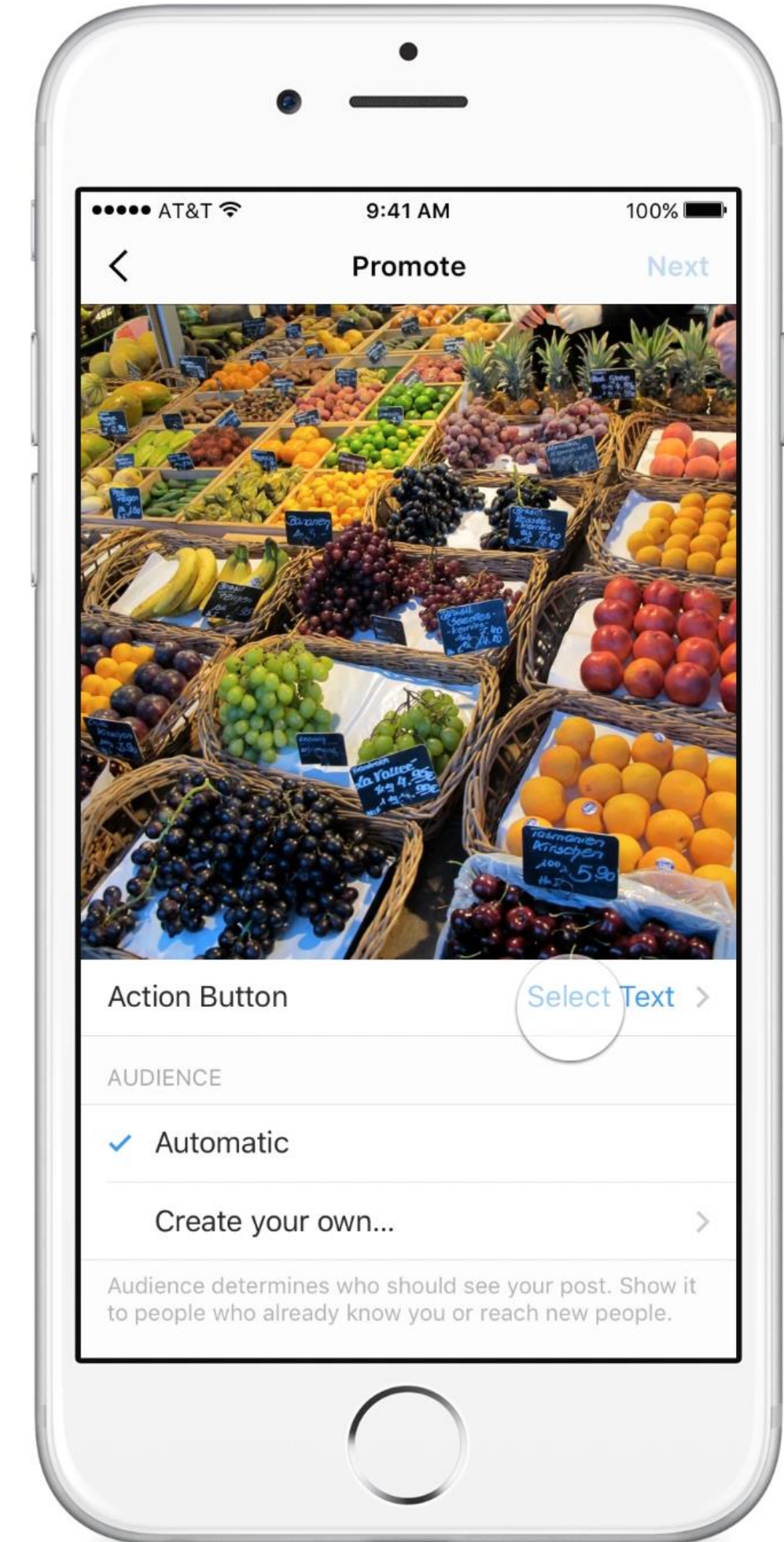
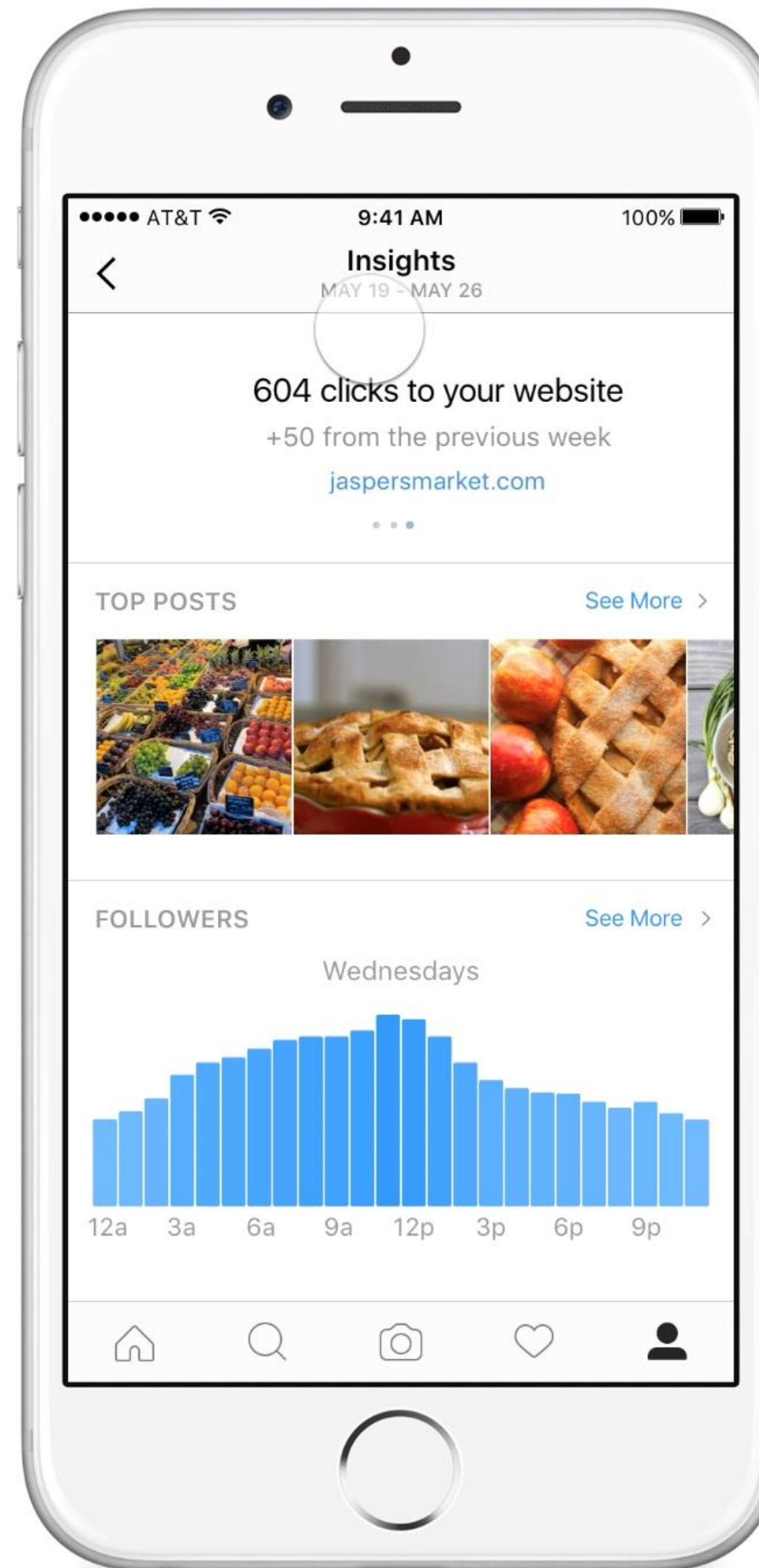
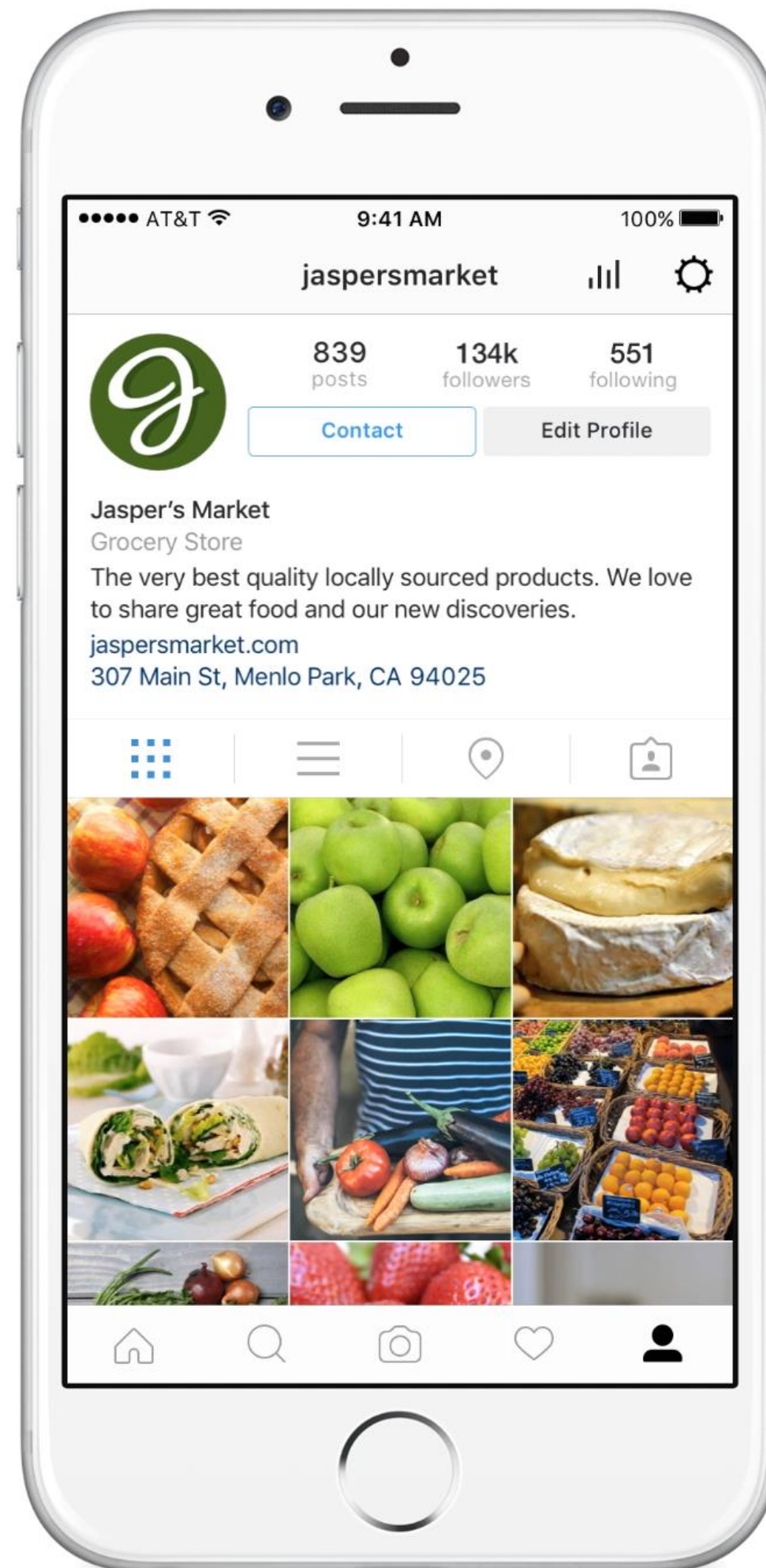
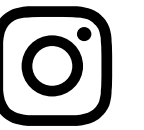


Carousel  
Showcase  
multiple products  
Photo and Video



# BRINGING MORE VALUE TO BUSINESSES

Instagram

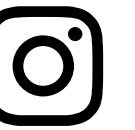




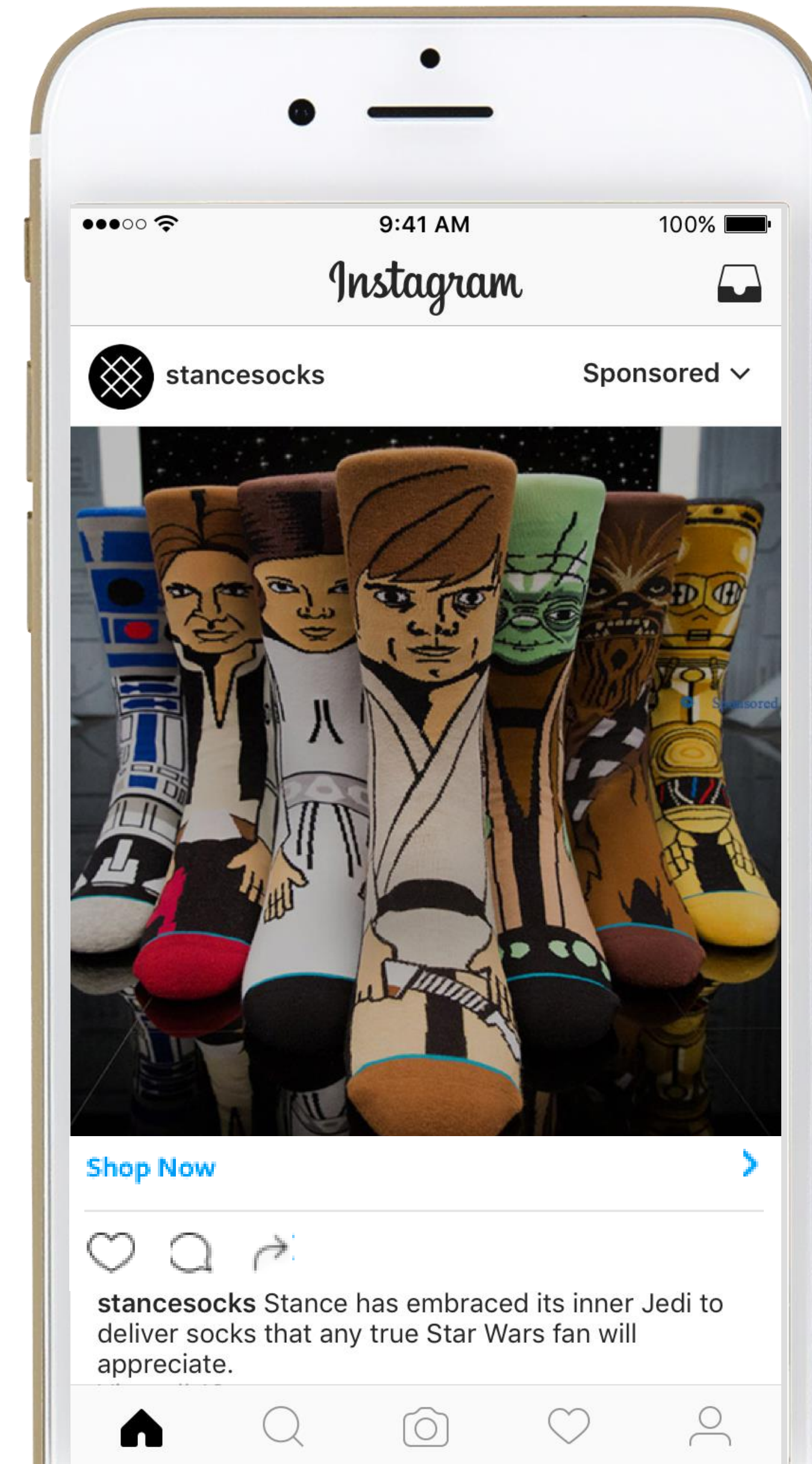
# KEY TAKEAWAYS







Visual Story Platform  
+  
Evolving, engaged community  
+  
Solutions to turn inspiration into  
action  
≈  
Value for people and businesses







# WANT TO GET STARTED?

[www.facebook.com/business/help](https://www.facebook.com/business/help)

[www.instagram.com/business](https://www.instagram.com/business)





A person wearing a red hat and dark clothing stands on a rocky shore in the foreground, looking out at a massive, light blue glacier that stretches across the middle ground. In the background, snow-capped mountains rise against a cloudy sky. The word "Instagram" is overlaid in a colorful, cursive font across the glacier.

Instagram