

THE FACE OF INSTAGRAM TRENDS: QUALITY OR QUANTITY?

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Annotation: *This article explores the dynamics of Instagram trends, focusing on the balance between quality and quantity in content creation. It highlights the significance of visual storytelling, viral challenges, and meaningful content, providing actionable strategies for achieving audience engagement and long-term success. The article also emphasizes the role of trends and digital marketing in shaping Instagram's culture.*

Keywords: *Instagram trends, social media culture, quality vs. quantity, viral challenges, influencer marketing, visual storytelling, digital marketing, content creation, algorithm engagement, content strategy, brand engagement, organic growth, meaningful content, internet fame, social media trends, audience engagement, visual content, user behavior*

The Face of Instagram Trends: Quality or Quantity?

Over 90% of Instagram users expect brands to deliver visually engaging content, yet only 25% of brands meet this demand. Are you ready to stay ahead of the trend?

Over the years, Instagram has transformed from a simple photo-sharing application into a major cultural and business phenomenon. It is not just a platform for showcasing daily moments but also a powerful tool for engaging with audiences and demonstrating creativity. However, both individual users and businesses face a key challenge: Does success on Instagram rely more on posting frequently or on posting high-quality content?

Harnessing the Power of Trends

Instagram trends play a pivotal role in shaping the platform's culture and offering opportunities for creators. Viral phenomena such as the 'Bottle Cap Challenge' and creative use of unique filters often capture widespread attention. Features like Stories, Reels, and other short-form video formats dominate user activity, underscoring the need for concise yet impactful content. 'The bitterness of poor quality remains long after the sweetness of low price is forgotten.' – Benjamin Franklin

Quantity for Visibility, Quality for Engagement

Posting consistently is one way to gain visibility on Instagram. As Sprout Social (2024) recommends, sharing content 3–5 times a week can maintain consistent engagement and keep audiences interested. However, overdoing it can backfire. Social Media Today (2023) reports that 45% of users unfollow accounts that post excessively, showing that audiences can feel overwhelmed by too much content.

Striking the Perfect Balance

To thrive on Instagram, it is crucial to strike the right balance between the quantity and quality of posts. Posting regularly ensures your profile remains visible and relevant, but quality should never be sacrificed in the process. Compelling visuals and meaningful messages not only draw attention but also keep followers engaged over the long term.

The Rapid Spread of Trends

Instagram trends often spread like wildfire, captivating users with their novelty and uniqueness. When a trend emerges, people quickly join in, replicating its actions or ideas and sharing their own interpretations. This collective participation fosters self-expression and helps users reach broader audiences.

The New Features of Instagram and Their Popularity

Instagram constantly introduces new features to engage users and offer creative possibilities. Below are some facts and examples about the new features of Instagram and how they have become popular.

1. Instagram Reels (2020)

Instagram Reels offers users the ability to create short videos, launched in 2020 as a response to TikTok. This feature allows users to create videos ranging from 15 to 60 seconds and share them with a wider audience.

Interesting Fact: After its launch, Reels quickly became popular and the engagement with Instagram videos skyrocketed. Reels' algorithm favors content that is more likely to be seen by a wider audience, which contributed to its success (Sprout Social, 2024).

Example: Influencers, such as Charli D'Amelio, used Reels in 2021 to promote their content and engage with their audience.

2. Instagram Stories (2016)

Instagram Stories were introduced in 2016, giving users the ability to post photos and videos that disappear after 24 hours. This feature quickly became one of Instagram's most popular aspects.

Interesting Fact: In 2020, Instagram Stories were used by over 500 million users every day (Hootsuite, 2023).

Example: Celebrities and brands, such as Rihanna, used Instagram Stories to showcase new collections and engage with their followers.

3. Instagram Shopping (2018)

Instagram Shopping allows users to purchase products directly from the platform, which was introduced in 2018. This feature created new opportunities for businesses and brands to drive sales.

Interesting Fact: By 2021, Instagram Shopping had 130 million users, significantly expanding Instagram's ecommerce potential (Statista, 2024).

Example: Gucci used Instagram Shopping in 2020 to promote its products, increasing convenience for its customers.

4. Instagram Live (2016)

Instagram Live lets users broadcast video in real-time. This feature, introduced in 2016, provides influencers and brands with a direct way to connect with their audience.

Interesting Fact: Instagram Live gained significant popularity during the COVID-19 pandemic in 2020, as people turned to live streaming to stay connected (Social Media Today, 2023).

Example: Celebrities like Selena Gomez and Ariana Grande used Instagram Live to promote new albums and engage with their fans.

5. Instagram Filters (2016)

Instagram Filters, introduced in 2016, allow users to enhance their photos and videos with creative effects. This feature became widely popular among users.

Interesting Fact: Instagram's 'dog filter' became a cultural phenomenon, adding a fun and creative element to users' content (Hootsuite, 2023).

Example: In 2019, Fenty Beauty leveraged Instagram Filters to promote new products, which helped expand its audience.

Conclusion

High-quality content grabs more attention on social media. For instance, a single well-crafted video can often be more effective than multiple ordinary posts. For those aspiring to succeed on Instagram, whether as influencers or brands, the lesson is clear: While frequent posting may draw immediate attention, high-quality content ensures lasting engagement. Instagram's latest features like Reels, Stories, Shopping, Live, and Filters offer users innovative and engaging ways to interact. These additions have played a key role in transforming Instagram into an influential platform for both personal and business branding.

Instagram was launched in October 2010 by Kevin Systrom and Mike Krieger. It quickly became one of the most popular social media platforms in the world. Source: <https://www.businessinsider.com/instagram-history-2018-9>

The most liked Instagram post of all time is a photo of an egg, which received over 55 million likes. Source: <https://www.independent.co.uk/life-style/instagram-most-liked-photo-egg-world-record-most-liked-photo-a8804686.html>

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