

Annexe complémentaire

Document complémentaire au mémoire : *dans quelle mesure les vidéos « Ask Me Anything » d'Adam Mosseri participent-elles à orienter les conduites des créateurs sur Instagram ?*

Transcriptions des vidéos « Ask Me Anything » d'Adam Mosseri

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1. AMA 17 novembre 2022 : *what's 1 thing u wish people knew about IG?*

It's probably that we want creators and everyone to be able to reach as many people as possible on Instagram. It's in our interest, the more people they can reach, the more they're going to share on Instagram, the better for them, Instagram and all the people who follow them and use Instagram. I think people often think that we want to suppress people's reach that's actually very much at odds with everything that we do and our business model.

2. AMA 8 décembre 2022 : *why can't we put links in posts?*

Great question, we get this a lot. Links are valuable and you can add a link sticker to any story. But we do think bringing links into feed would change Instagram, in a way that probably wouldn't be for the better. We think that it would expose us to a bunch of challenges that come along with links, around spam and misinformation and scrutiny. And so for now, we're going to keep focusing feed on photos and videos.

3. AMA 13 janvier 2023 : *how do I stop seeing ads?*

You can't. We offer a free service. Over 2 billion people use it around the world and the way we can pay for that service is through ads. I hope that over time ads get more and more interesting and they don't feel like a tax on the experience, but sometimes you see something that you're interested in.

4. AMA 20 janvier 2023 : *what can I do if instagram won't verify my account?*

The primary thing we look when we are trying to decide whether or not to verify someone is whether not there's enough press about them, to establish that they are notable and therefore at the risk of being impersonated. So the best thing you can do is link to any press articles you have about you in your application, which you can do in the app.

5. AMA 20 janvier 2023 : *my explorer page is wack, how to fix?*

You can actually long press any photo or video you see in Explorer that you're not interested in and then hit "see less" and we will show you less... actually sorry "not interested" and we will show you less photos and videos like that. And we're also now, just announced, going to allow you to multiselect. So it's like a bunch of photos and videos at the same time and saying not interested more broadly just to do a bigger reset.

6. AMA 20 janvier 2023 : *what do you think about dislike button?*

We've talked about it from time to time, but I'm not sure we want to do it. I think it might just encourage a little bit too much negativity. We want to try, without being you know, paternalistic in any way, encourage positive and creativity on the platform.

7. AMA 10 février 2023 : *when are you going to have links on captions clickable?*

Honestly, we're probably not gonna build this. I think supporting links could create a lot of value, we do in stories already, but I think it could really change the nature of feed and bias us more towards publisher content over creator content, biases more toward news, open us to vectors around spam and abuse. And I think just generally, we want to be careful about that, and it's not sure, it's not clear that that's worth it right now for feed.

8. AMA 10 février 2023 : *why has my reach significantly decreased?*

It's possible that your account is no longer recommendable in surfaces like Explorer. You can check this though by going to settings and then to account status. It's also possible that your audience is more interested in other things this week and those things happen too, so. But do check account status, make sure that you don't have any content take down or any in which your recommendability status might be.

9. AMA 14 avril 2023 : *why should I use subscriptions?*

As the creator, subscriptions aren't for everyone. Subscriptions are for creators who have usually some sort of expertise, and people are willing to pay for that expertise. That's usually how we see it work. Now as a fan, just, it's a way to support a creator that you love and get access to some exclusive content. So we're seeing a grow, we're seeing the retention be really, really quite good, but it's not for all creators. It's for a subset of creators for whom they have a really passionate fan base who's willing to actually pay for some extra content.

10. AMA 14 avril 2023 : *why still no feature to see who unfollows so I can unfollow?*

Because we want people to feel really comfortable unfollowing people that they're no longer interested in. And if it was easy, super easy to go figure out who had unfollowed you, then people might be hesitant to do it, then you might be hesitant to do it as well. I think, we want you be able to shape Instagram into what's best for you, and who you follow is a huge part of that. So we don't add any friction or any reasons, to sort of pause on narrating or, curating I should say, your graph.

11. AMA 21 avril 2023 : *how do you add songs to feed posts?*

So you can add a song to a photo while going through the photo uploaded flow. So after you pick the photo and do any of the edits you want, when you get to the screen where you have a caption, if you look down you'll see an option to just add music right there. Check it out.

12. AMA 21 avril 2023 : *should we use the trending tools on reels or create our own trends?*

Certainly not required, but I think if you are feeling blocked, and you actually want to make something, going to trending is a good way to get inspired, to see what's going on out there, what's working and maybe come up with your own riff on one of those ideas.

13. AMA 21 avril 2023 : *how many links can I add to bio?*

As of this week, you can add up to five links in your bio. The first one will be visible and the others you have to tap to get to. You can also set names for each of those URLs, you have a title that's separate from the url itself. So check it out if you like to link to things from your profile.

14. AMA 21 avril 2023 : *can you increase the expiration time of Instagram stories?*

We've looked in this a couple of times, it doesn't tend to change too much in the small tests that we have run. But in a general, we want stories to be a very low pressure place, to actually share what you're up to. And we worry that if we extend the timeline that stories are around for, that people start to be less comfortable, then share less, and then use stories less.

15. AMA 21 avril 2023 : *is it bad for reach if a reel is not made/cut inside the Instagram app?*

No, it's not actually, contrary to popular belief. Now if a video you create has a logo mark, or a wordmark on top of it, regardless of what that wordmark is, yes that would affect your reach. But if you just shoot on your camera, or use another editing tool and you post it to Instagram, that should not affect your reach at all.

16. AMA 5 mai 2023 : *should I use stories or feed to reach my fans?*

For most people, it's best to use both, use feed for the big things, the things you want to make sure everybody sees, or as close to everybody as you can reach, and then stories for the more behind the scenes type of everyday content, photos and videos. That's how I try to use it. That's how, that's what I hear tends to work for most creators.

17. AMA 5 mai 2023 : *how's generative AI going to be integrated into Instagram?*

Generative AI is moving quickly, both on the tech side with LLMS, but also on the image side. I'm really excited about a bunch of potential ways that it can help creators to do what they do. There's also lots of big concerns and questions to consider and to answer. So more to come.

18. AMA 5 mai 2023 : *elevator pitch to a creator to be on IG... go!*

There are a lot of great platforms out there for creators, and I think more and more companies are realising how important creators are, that they're going to invest more and more over time. But if you want to reach a global audience, unless you are a long-form video creator, I think we're the best option, because we're going to continue to focus on creators, more than any other platform does. And I think we're going to try to evolve as the world evolves too, which can be bumpy at times, but I think it's going to mean that the overall pie is the biggest for creators.

19. AMA 5 mai 2023 : *who designed your Met look?*

I worked with an amazing designer here in London, named Grace Walesbonner, you should give her a follow. I think she just does amazing work and I was psyched to be able to get a text from her.

20. AMA 19 mai 2023 : *how long should a reel be?*

There's no one answer to this unfortunately, no silver bullets with ranking in general, but generally shorter tends to do better to a point, you don't want to get super short, like a couple of seconds, but try different things out, see what resonates with your followers, because it might be different than what resonates with someone else's followers.

21. AMA 19 mai 2023 : *caught your chat with mark on his channel – how does that work?*

So if you have a broadcast channel, what you can do is you can add someone else to that channel as well, so you can talk to each other while in that channel, and it goes to everyone who follows that channel. We're rolling this out over time. It's a pretty fun way for creators to interact in public and engage with their followers in a way that is a bit more natural. I think people are getting more and more used to consuming content in a messaging format, so we're trying to lean into that.

22. AMA 19 mai 2023 : *I'm releasing my comedy special on Sunday. What's the best way to promote it on here?*

I like these questions, because I think some of the most interesting things that happened on Instagram are when they are sort of collaborations with something that happens offline as well. Now if this was just a show, I would say, like post about it, you can actually geotag to the location that your shows actually going to be in. Sounds like this is an online special, so definitely I would tease it. There's lots of fun ways to do that throughout the stories or feed. But just try to build up some excitement, you can start a channel about it, and have people guess about what's going on, using polls. Just find ways to take the different tools that Instagram offers and stitch together something that builds excitement about what it is you're doing. I'm excited to see it personally.

23. AMA 19 mai 2023 : *will you publish feed ranking algorithm like Twitter did ?*

I don't think publishing all the code is actually that useful for the vast majority of people who can't read the code, but we definitely want to explain how ranking works. I could do a video every year to try and give an update on all the key things. But if there's other specific things you would like to learn about, let me know, happy to try to figure out how to communicate that more broadly. The more people understand how ranking works, I think the better, because the more effectively they're going to be able to use Instagram to do what it is that they do, which is also going to be good for Instagram in the end.

24. AMA 3 juin 2023 : *what's the most important thing we should take away from your ranking video ?*

That all of this is trying to make Instagram more compelling for the people who use it, because if we do so, then they're going to use Instagram more, it's obviously good for Instagram. It also increases the average reach. So the thing that people often think is that we are actually suppressing reach, to try to get people to buy ads. But if you're making stuff that your followers want to see, it's in our business interest to help connect them to that content. Because if we do that, they will use Instagram more, you're happier, they're happier and we're happy, because we can easily advertise against that engagement somewhere else.

25. AMA 3 juin 2023 : *how do you define shadowbanning ?*

Shadowbanning means different things to different people, but the theme is always that people feel like their reach that they're getting isn't the reach that they deserve. And so there's different reasons why this might be, it could be that you're no longer recommendable, and you can see that in account status if you got check, it could be that you've had a piece of content taken down, you can also see that in account status. It could be that we're making a mistake on the ranking side, or could be that some of your followers aren't as interested in your stuff as they used to be, or they're just not using Instagram as often, and therefore they're seeing a small percentage of all the things that they follow. Now whatever the case may be, we don't want people to feel like they're not getting their fair share of reach, so we're working to try to improve that as quickly and responsibly as we can, because it's in our interest to do so.

26. AMA 9 juin 2023 : *what's the difference between engagement, views, followers ? which is most important ?*

Engagement can mean a lot of things, it can mean views, it can mean reach, it can mean likes, but generally it's just talking about how much people see and interact with your content, which is different than views or followers. What matters most, I think for all creators is reach, how many people do you reach when you post. It won't be all of your followers, because they won't all even use Instagram in a given day, but you will also reach, hopefully, a good deal of people who do not yet follow you, if you're a public account, through recommendations. I think more important than how many followers you have, because you might have followers, that no longer use Instagram or are light users, is how many people you reach out with whatever it is that you post, and then downstream from that, how many of those people interact with that post.

27. AMA 9 juin 2023 : *are you going to be adding a feature to see who bought blue tick vs who originally had one ?*

Nope, we don't plan to differentiate between those two things, but we do plan to grandfather people in who were verified before the META verified program. And not force them to upgrade and pay.

28. AMA 16 juin 2023 : *I saw your update on music in notes – how can I do that ?*

Well to get to notes, you just go to your inbox, and then your pod will be on the top left, and if you tap that you can tap leave a note and leave a note, but underneath it you'll see a little icon, where you can actually decide to attach a 30 second clip of a song, if you like, which we're seeing happen, actually a lot, particularly with young people.

29. AMA 16 juin 2023 : *I got a notif a creator I follow started a channel buy now I don't see it? How do I see it ?*

You can always go to your activity space, so the top right little bell, but if you want to just find a creator's channels, you can go to their profile, and their channel will be right there at the top of their profile, you can tap and join from there.

30. AMA 23 juin 2023 : *how do you listen to creators on what's working.what we need ?*

A bunch of different ways, I definitely try and talk to as many creators as I can, both on Instagram, but also in real life. But we also do these big surveys, some are on Instagram to creators, to better understand how the platform is working for them, and some of them are actually off Instagram to understand broader creator needs, because obviously a lot of creators are not on Instagram in the first place, and so we understand, as broader group as we can, as well as we can, and then factor in what we learn into our product strategy.

31. AMA 30 juin 2023 : *how do I know if a creator I follow has a broadcast channel ? how do I follow it ?*

Well, when they create a channel, you should get a notification, but if you didn't, or you missed it, you can also go to their profile, and you'll see a link to their channel on their profile, and you can join it right from there.

32. AMA 7 juillet 2023 : *how are you preventing bad actors on Threads ?*

The same team and all the same technologies that applied to Instagram, also apply to Threads, and we have the same community guidelines. And the team has been very focused on spam and other bad actors and problems to try to make sure that things stay safe and clean at a really critical moment, which is when everyone is trying out this app for the first time. It's incredibly important that we stay on top of it. So, so far it's good, but we are keeping a very close eye.

33. AMA 7 juillet 2023 : *how should I used Threads and IG Broadcast Channels differently?*

I think it's good to use them differently. Broadcast channels, though you can do collaborations, are pretty different. They are fundamentally one to many, they're a broadcast channel. And even though you can do collaborations, it's not the same, whereas if you want to engage in more public conversations, threads is much more of, a, you know, public square. And so the kind of content that you bring there, I think, well, that will work, will be different. Now, not everyone should be using both. You should figure out what you want to get out of Instagram, what you want to get out of Threads, want to get out of social media, and then use the tools that align with your specific interests.

34. AMA 7 juillet 2023 : *I like how I can make my IG feed chronological, when I can do that on Threads ?*

Yep, that's the plan. Clearly we have to create a following only chronological feed for Threads. Right now though, the team, at least the next week, is entirely focused on just keeping the lights on and smashing as many bugs as possible. But we've got a long list of features like that, that are cleared things that we need to do, and we need to do quickly. So I've got to figure out exactly what the design is for that one. So we're going to talk about that probably later today. But more to come, generally I've been excited about how the team is doing, but man do we have a lot of work to do, quite the race to the starting line.

35. AMA 25 juillet 2023 : *how can I improve my reach ?*

There's no silver bullet, but the most important thing to do is to experiment. Every audience is different, you have to figure out what resonate with your audience, but what's also true to you. So keep trying new things, don't overreact to any one post, how well it does, but look at overall trends over time, and see what tend to work or tends not to work.

36. AMA 4 août 2023 : *what do you want to accomplish with Instagarm in the next year ?*

There are a lot of things that we want to get done over the next year, all focused on this idea of inspiring creativity and bringing people together. I think our huge opportunity is to get way better at ranking and recommendations, and having you discover things that you love and you don't even know existed yet, understand people's niche interests, and getting distribution to some really creative creators out there. I want to further simplify Instagrams, just to make it easier to use, we've made some progress in the last year, but there's more to do there. I also want to make reels, more social and interactive, some of the most fun things that we've done recently are about making the format, not just something back experience, but a more participatory one, so I want to double down in that space. A lot, just a lot to do.

37. AMA 11 août 2023 : *what's the benefit of doing collab posts ?*

Doing a collab is a great way to not only reach your followers, but also the person you collaborated with's followers, you can increase your reach.

38. AMA 18 août 2023 : *which content should I put in Threads and which in Instagram ?*

The thing Threads is really better at than Instagram is public conversations. So if you have something that you think is going to start a public conversation with people you're interested in or other creators in your vertical, or in your area, or in your industry, Threads is probably the best bet. Whereas you're just posting something that you've made, be a photo or a video, I think usually Instagram is a better fit. But obviously it's different for each person.

39. AMA 26 août 2023 : *BRING BACK REACH and stop ignoring everyone*



Reach for some people is up, and for other people is down, but I want to be really clear, if you're creating content that people want to see, that gets people to actually engage with Instagram more, it's in our interest to get that content to as many people as possible. And that's exactly what we're trying to do. That's why we rank, when we rank content, people use Instagram more overall, which increases the pie, which increases the reach for the average creator. Now, reach can go down and can go up for different people at different times, and in general one of the biggest challenges is there's a lot of people posting on Instagram and they post a lot of things. And so there's far more content than anyone could reasonably see in a given day, so you're not going to reach all your followers, not all all your followers are even going to be using Instagram this day, or maybe even this week. But we are constantly trying, particularly for creators, to help creators and accounts reach as many people as possible, if they're making content that people want to see, because, it'll help Instagram to do so, as well as the creators, as well as the people who follow you.

40. AMA 15 septembre 2023 : *when will I be able to delete my Threads account without deleting my IG ?*

I need to be clear that it is actually one account. You log in to Threads with your Instagram account, but you can already either make your Threads profile private or deactivate your Threads profile, which means that nobody can find you, it's as if you ever existed on Threads to everybody else. And we're working on making it so that you can delete your Threads profile and content, and we hope to get that out by December 18th later this year.

41. AMA 30 septembre 2023 : *what is Instagram doing around AI ?*

We've actually been using AI for a long time, particularly to try and get better at recommending content, figuring out what you might be interested in, and figuring out how to help you discover things that are related to that interest. And more recently, we've also been focused on generative AI, so AI that can create content. We had all these interesting announcements that connect around these AIs that you can engage with, around generative AI stickers, around slash imagine with the Meta agent or Meta assistant, to create anything you want. And we're also exploring a bunch of ideas in the creator space, how can we help creators reach more people, create more content, do what they do well, just even more of it, using AI, specifically generative AI. So more to come there as well. It's a new space, it's evolving rapidly. We'll see what works and what doesn't, but we're particularly excited.

42. AMA 30 septembre 2023 : *when is SSO coming to Threads!*

We are launching SSO for Threads, which is super important for the Web. So if you don't have your password, you can actually log in with Instagram and get in really quickly and easily, so check it out.

43. AMA 21 octobre 2023 : *why would a creator use Instagram vs Threads ? What's the difference ?*

Instagram is better for visual media sharing. So if you are creative and you're making photos or you're making videos, even if they're not precious perfect ones, but just little stories that you are of what's going on in your daily life, that you want to share with your friends, Instagram is better. Threads is better for public conversations. So if you're looking to engage in a public conversation about a topic, maybe it's sports, maybe it's fashion, maybe it's reality TV, Threads, I think, is just fundamentally better for those types of conversations.

44. AMA 21 octobre 2023 : *why are you deleting only pro Israel posts and the horrific abd fake news that Arabs post r ok ?*

What's happening right now, in Israel and in Gaza is just absolutely terrifying, so I want to start by saying that. Now whenever there's a conflict like this, we spin up a team who meets multiple times a day and whose top priority is to minimize the number of mistakes we make, make sure we only take down content that violates a community guidelines, and we don't miss anything, but we also don't take anything down that we shouldn't. And we do make mistakes sometimes, so please check account status, you can see if anything was taken down, you can appeal if you disagree, you can see if there are any flags in your account. But we also always get criticism from both sides. Some people think that we take too much down from the content that they agree with, other people think we don't take enough down about content that they disagree with. We're trying to do our best, to make as few mistakes as possible, we're gonna improve over time, and just please understand we're doing everything we can to minimize the number of mistakes that we make, and be as responsible as possible given what's going on right now.

45. AMA 27 octobre 2023 : *how do I know what Instagram tools are best for me and my business ?*

For every business, the tools that matter the most for them are going to depend on what they're trying to get out of Instagram, if you're using Instagram to raise awareness about a cause, then it's worthy about reach and engagement, if you're using Instagram to sell something, maybe you're a merchant of sort, that it's going to be about transactions and about conversion rates. If you're using it just to express yourself, and it's going to be about how you feel about the experience. So whatever you do, it's important to be clear about what you want to get out of Instagram and then evaluate our tools and your performance and the different features we have through that lens.

46. AMA 26 janvier 2024 : *how can I improve my reach ?*

Unfortunately, there's no easy answer to this question. The key thing is to continue to explore, everyone's audience is different, what your followers are interested in will change over time because the world changes, and so you're gonna need to find ways to express yourself on the platform that are aligned with who you are, that are also interesting to your followers, and you probably need to find new ones over time as they change and you change. So it's an iterative process, which is, ... which requires a lot of energy and a lot of thought.

47. AMA 17 février 2024 : *should creators be using AI ?*

You don't have to use AI, but if you are a creator, there's a number of ways that AI can help you do what you do. When you think of it, you might be thinking more about generative AI, creating images or videos even, and there's definitely a lot of things going on there. But I would even strongly recommend LLM's language models, who help you do things like negotiate deals or write contracts or come up with ideas, for what to create or how to create it. It's not like you push a button and you get a thing, a lot of these technologies are at a place now where you have to kind of go back-and-forth and use them as a tool, and give that tool feedback and iterate over time, and everything from writing an email to creating a video, and back.

48. AMA 24 février 2024 : *how does creator marketplace work ? looks like you're expanding to more countries ?*

So the creator marketplace is a place for creators to find brands and vice versa, in order to facilitate brand deals. And we are expanding to 8 more countries, the UK, Canada, Australia, New Zealand, Japan, Brazil, India, and for brands in China. So we're looking to help more creators make a living, we're also starting to suggest creators to brands and help in an effort to help discovery. And we continue to try to improve partnership ADS to help creators get more reach with their branded content posts and actually get paid properly for them.

49. AMA 2 mars 2024 : *how is Instagram stories ranked ? why are some stories shown higher than others ?*

We try to rank stories that we think you're the most interested towards the front, by looking at what stories you look at in the past and predicting how likely you are going to tap on a story, reply to a story, or even like that story. And as a result, actually, your friend kind of tense them a little all the way up to the front, in stories particularly, we try to value contact with your friends or the alley across the board, but it's particularly important for stories, which is really the best way to keep up with your friends broadly.

50. AMA 15 mars 2024 : *saw your monetization video – I feel like smaller creators can monetize sometimes ?*

Smaller creators can definitely monetize sometimes. The most common pattern I see, when there's a small creator who can really command prices for things like brand deals or subscriptions, is when they have a really valuable niche audience, when who's interested in them for some reason, is disproportionately valuable, they've got more money to spend or they make decisions about how the companies spend money. I think you should this quite frequently. But if you have a small audience, and it's not uniquely valuable in some way, it's much more difficult to monetize a a small size.

51. AMA 5 avril 2024 : *I'm a photographer.. biggest tip for non-video creators to grow ?*

It's true that videos tend to get more distribution than photos, and this isn't because we're trying to juice videos in the ranking models, it's because people tend to be more interested in photos. But that doesn't mean all creators need to produce videos, you might not have a natural way to do that, that's true to who you are, photographers is a good example. Now I would look for other ways to give yourself a leg up, so experiment first to see what resonates with your followers specifically, try things like carousels, which allow you to upload more than one photo at once,

and give your posts multiple opportunities to show off in feedn because after they see the first post, we can bump it sometimes and slide it over to the second. Try adding music, which I think also can help make your content more engaging. And definitely engage with your fans, see... look for ways to reply to comments, connect with them in dm's, other ways to give energy back to the people who love your stuff.

52. AMA 5 avril 2024 : *does Instagram now prefer long form content ?i've had this message pop up a few times.*

We don't have an inherent preference ourselves, but in general, I do think shorter form content does better on Instagram than longer form content. We just find that people use Instagram, not once for an hour in a day, but they use it many times for a few minutes, and so generally stuff that allows you to consume it quickly while you're waiting for the bus, or you're waiting in line to lunch, tends to do better. But everyone's audience is different, and you might have an audience on Instagram that likes long form content, but by far the vast majority of the videos on Instagram, the ones that do well, are are are relatively short.

53. AMA 5 avril 2024 : *make Instagram like it was back in 2016.*

Can't do it. I get this a lot, "just bring back old Instagram", "bring back old Facebook". The thing is, the world is changing, and if we don't change along with it, we're just going to become irrelevant and shrink, and when we shrink, everyone's reach goes down, and I think everyone gets even more mad. If you look at how Instagram grown over the last couple years, it's all been in new products, it's been in reels, it's been in recommendations, it's been in DM, it's been in stories, none of those things were part of Instagram when we launched, we're just a feed of square photos. So I get that it's a pain to have to figure out how are these platforms changing, and how do you change to keep up and continue to stay relevant, but if we don't change, then I promise, we would become less relevant, our business would suffer, but so would everyone, every creator's experience on the platform. So we're going to try and find the right balance, I'm going to try and explain everything as we go along, to bring everyone along with us, but we're gonna continue to adapt as the world does.

54. AMA 19 avril 2024 : *how do I appael violations on my account ?*

So if we ever take down a piece of content that you posted, because we believe it violates our community guidelines, you can always see that if you go to account status. So go to your profil settings and account statuts, you'll see right there if we have any content take downs. And you can tap on that, and you can appeal it if you think we made a mistake, and we do make mistakes, there are millions of things that we review a day, and there are definitely some mistakes, which even if it's a small percentage can mean a lot of people. So please, if you think we made a mistak, let us know, and hopefully we can correct it.

55. AMA 6 mai 2024 : *what's up with reach and chronological feed?*

Scott asks about reach and chronological feed. On reach, we want to connect your content with people who are interested in that content, because then you'll be happier, they'll be happier, and our business will do better. But people's interests change, sometimes they don't log on to Instagram on a given day, and sometimes there's just a lot of competition. And on chronological feed, you have that option, we wanna make sure that's an option, but if we make it the default, or if we make it sticky for everybody, what'll happen is that people will use Instagram less and

less, and not only will it be that bad for our business, but it'll also be bad for your reach over time.

56. AMA 8 mai 2024 : *why don't all my followers see when I post??*

She's asking, am I saying if you don't get enough reach it's because your content is bad? And no, that's not what I'm saying. If someone follows you and doesn't see something you post, it could be because they didn't log in Instagram that day, or maybe they only spend a little bit of time on Instagram and they scrolled just to a few things that they're even more interested in than they are in your content. Or you could be caught up in some sort of safety measure which you can check by going to profile and account status. It is tough. I get it. I struggle myself. But there are lots of reasons why people might not see something that you post in any given day.

57. AMA 5 juin 2024 : *You are telling us to wait before engaging, but you have always said to engage when you post so it pushes out your content, which is it?*

So this question is because I often say it's important to engage in your comments and here it's..., I actually posted a video recently saying if you get a lot of heat in your comments, you might want to wait an hour or so before getting into your comments, so we have more time to rank the most aggressive usually early comments down lower in your comments. Now these things are a little bit of intention but I do think it's still good to engage just wait a little while before you engage. Only if you get a lot of heat in your comments and you want to have a more pleasant experience, because we can rank down aggressive comments that don't violate our community guidelines more after an hour or two and there are more comments to rank than we can do right away and the people who tend to comment with the most aggressive things tend to do it the quickest, at least that's my experience. But again, you should only engage with your comments if you feel like it helps you to do so I think it can help but it is a nice to have not a must do.

58. AMA 12 juin 2024 : *why do my carousels do better than my reels?*

Here's a question from a creator about why her carousels do better than her reels, given that normally we talk about how reels do better than everything else on Instagram. It's a good example of the fact that there are no silver bullets. There's not one piece of advice that works for all creators. In this case, a couple of things to consider. One, carousels give you multiple chances to show up in people's feeds because we might show the first post in the carousel to someone, and if they don't swipe to the second or the third, we might show it again, automatically swiped to the second or to the third post. And in this case, she's doing something really creative. She is using a carousel to first show you how she did her makeup, and then you can swipe and see the end product to tell a richer story. A great example of a creator using our tools in a way that we did not anticipate to tell a story in an authentic and engaging way. So maybe try it out.

59. AMA 11 juillet 2024 : *Could you please make it possible for us to add a collaborator tag after posting?*

This is right actually. So you, when you add someone as a collaborator, you have to do it while you post the post initially. You cannot retroactively add someone as a collaborator. That is really an oversight on our part, so we should try to get that fixed. Thanks for the idea.

60. AMA 26 juillet 2024 : *what's the vision for threads ? what are you optimizing for ?*

The hope is to build another place that inspires ideas that bring people together. We want, yes, Instagram is amazing, and it's big, but it's really about sharing creativity, about sharing photos and videos, it's visual creativity. Threads is about sharing ideas, and if we want people to share ideas, we have to build something that is supportive, doesn't have to be Kumbaya positive, but it has to be a place where people feel comfortable sharing those ideas. And so that's the focus. I was going to say something else, but I'm actually gonna hold more for later.

61. AMA 8 Août 2024 : *do you ever read these comments?*

I do read the comments. Now, if you've commented and I haven't been able to respond to you, I apologize. There are more comments than I can get back to, but we do learn from these comments. We learn about how people are feeling about the platform. We learn about bugs. We get ideas for new features. And it's an important thing just for all creators to do is to engage with their community because it helps them get a pulse on how things are going. So I highly recommend it, even though sometimes it can be a bit intense.

62. AMA 15 août 2024 : *Why do you prioritize sends over saves in ranking?*

Why do we prioritize sends instead of saves? Well, we actually do value both in ranking, but we focus more on sends primarily because our whole hope is to inspire creativity that brings people together. And if you save something, that's great, but it's usually something you do on your own. If you see a comedy bit that makes you laugh out loud, and then you send it to a friend who you know is gonna laugh just as hard as you did, that's a different type of connection. That is a social experience, not just a solo experience. And we're very focused on bringing people together. But saves matter too, so don't ignore those either.

63. AMA 20 Août 2024 : *can we edit stories and re-order highlights?*

I don't think we're going to build the ability to edit... I don't think we're going to build the ability to edit stories. The whole point of stories is that they're quick easy ways to share what's going on in your life. They're about being authentic and if you could edit them that feels a little at odds with that purpose. But I do like the idea of being able to rearrange your highlights. I feel like your profile is your space and you should be able to curate it as you like. So I will bring that one back to the team.

64. AMA 29 aout 2024 : *why don't you support multiple aspect ratios in carousel posts?*

Oliver asks, why don't we support multiple aspect ratios in carousel posts, which is a great question. Now historically we haven't done it because we didn't want the whole carousel to jump around on you as different aspect ratios have different heights and that might be awkward. But we're actually testing automatically letterboxing the posts for you, which means adding some blank space to make sure that the height is consistent as you swipe. And so if that works out, we'll be able to launch it to everyone. Let me know down below in the comments what else you'd like to see us try. See y'all later.

65. AMA 9 septembre 2024 : *do cover photos matter??*

Mir's asking whether or not the cover photo matters when you create a reel on Instagram. And it does, but only on the margins. What a cover photo does is it makes it really clear what you're going to get when you tap on a reel. But you only tap on a reel when you see it in Explorer or on someone's profile. And most of your reach doesn't come from those places, it comes from feed, it comes from recommendations. So it can help to have a really good cover photo selected, but only on the margins on Instagram. Hopefully this helps.

66. AMA 23 octobre 2024 : *is it OK to watermark a reel with my own logo?*

Simply Create asks, if you watermark a reel with your own logo, will that affect its reach? And the answer is no, that's actually good to go. What we try to do is not recommend reels with logos from other apps, but if it's your own logo, don't worry about it.

67. AMA 30 octobre 2024 : *if I have a video that does really well, should I post again right away?*

If you have a video that does really well, don't feel like you have to post again right away. Certainly don't force it, but in general it would be good to post relatively soon in the next day or two if you want to capitalize on that momentum because you've got a lot of people who are now expressing interest in your content and they're more likely to see whatever you post next.

68. AMA 14 novembre 2024 : *how should I use broadcast channels?*

How to best use broadcast channels. So the thing to understand is that broadcast channels are a way to reach your most passionate followers. Not everybody who follows you, but the people who are most interested in what you have to say. So I would try and design your content in a way that it embraces that reality because it's a direct line to the people who are the most excited about what you do on Instagram. I also would highly recommend that you name the channel and you talk about the channel in a way that makes it clear what people are going to get if they sign up, particularly if you post about it in your stories or elsewhere on Instagram. So try it out. Let me know what you think later.

69. AMA 3 décembre 2024 : *what quality setting should I export videos at before uploading to Instagram?*

People ask me all the time what quality should they export their videos at before uploading to Instagram. The short answer is the higher quality the better. The more high quality the video is that comes to us, the better we're going to be able to deliver a high quality looking experience to viewers. You definitely want at least 720p and at least 30 fps. But I promise you what matters a lot more than the quality of the video file is the content of the reel itself. In practice, it turns out that creators like you and me care a lot about how the reel looks exactly, but the viewer cares a lot more about is it funny, is it entertaining, is it informative, is it inspiring. So please focus more on content than file quality. But if you care about file quality, upload a high one and we'll do better delivering high quality experiences to your viewers.

70. AMA 27 décembre 2024 : *can you add more search options to DMs??*

So Ben here is asking for the ability to filter out certain keywords in the requests folder for DMs from actually reading more of the comments. I think this is a good idea. Right now you can actually search for your DMs, but you cannot search nearly as powerfully in your requests folder and we should bring those two things to parity. And the idea of being able to filter out certain things is also a great idea, so we'll talk to the team about it. Broadly speaking, there's a lot to do to improve search on Instagram and there's going to be more to come next year in 2025 that I'm really excited about. See y'all soon. Peace.

71. AMA 16 janvier 2025 : *how does engagement work on trial reels?*

Here's a question about trial reels and what happens to your engagement. So the way it works is when you post a trial reel it will show up in feeds and reels tabs for people who do not follow you yet. So you can get some signal on whether or not it's doing well by looking at maybe how much interaction it gets but probably more what the engagement rates are before you decide that you want to push it to your profile and to the people who've decided to follow you. If you decide to graduate it to a full-blown reel you do not lose all your engagement and you will probably get some more engagement but it is possible for a trial reel to go viral even without you ever graduating it. So hopefully this clarifies exactly how they work.

72. AMA 31 janvier 2025 : *why don't you value saves in ranking more?*

Shana asks why we don't put more weight on saves instead of likes when we rank content. Now the truth is we actually value both. We look at send rate, share rate, save rate, but we look at likes more because there are a lot more likes and we need to focus our ranking systems on where we actually have some data to train on. And generally there's a lot more likes for the average post than there is saves. Doesn't mean that saves don't matter. They do matter. They're actually a great way to get a sense for what people are interested in. So we do value but we've got more information on likes. They tend to correlate more with whether or not you wanted to see the piece of content and so we focus a bit more on likes and saves.

73. AMA 6 février 2025 : *can you notify me when someone reposts one of my reels?*

So we want Instagram to be a great place for original content creators. So when we do detect, and we don't always catch, but when we do detect that someone is reposting your content, your reel, we're not only going to notify you about it, but when that other post was going to be seen by someone, we actually swap it out and show yours instead. Because we want to, as much as we can, reward the original content creator, not the aggregator. Now that said, if it was never even posted on Instagram or it's modified in some way, we might not be able to detect that it was copied, but when we do, we swap and we notify.

74. AMA 18 février 2025 : *do you shadow-ban photos and carousels??*

We do not downrank photos and carousels. Some people find that photos and carousels do better than reels, but most people don't. And that's because reels tend to be more engaging. Moving video, audio is just more engaging. So what we try to do is help people tell stories with photos and carousels that are engaging by adding things like music and other creative tools. Because we know that photos are a core part of our history and they will continue to be a core part of our experience going forward.

75. AMA 25 février 2025 : *do longer reels get penalized as people watch a shorter percentage of them?*

This is a question about watch time percentage and whether or not longer videos are going to get penalized because you're going to watch a smaller percentage of the video and we get that and we don't want to penalize longer videos which is why we look at not only the percentage of video that is watched but also just the number of seconds right if you watch 10 seconds of a minute long video that is just as many seconds as if it was 10 seconds of a 10 second video so you won't be penalized.

76. AMA 12 mars 2025 : *can I have a collab reel go only to my reels grid and not to my main grid?*

So the question here is, when you do a collab post, can you have it show up only in your Reels grid and not on your main grid? And the answer is yes. If you're the initiator of the collaboration, you have an audience option when you're posting and you can decide to have it just go to your Reels grid and not your main grid if you click on audience. And if you're the receiver of the collab, so you're accepting it, once it's on your profile, you can quickly go to your main grid and long press it and hide it from your main grid. On Android you have to long press and then go to the dot dot dot. So it's a little tricky, but you can definitely do it whether or not you're initiating or receiving the collab. Hopefully this helps.

77. AMA 28 mars 2025 : *can I edit a reel after I post it?*

So unfortunately, no, you cannot edit a reel after you post it. But with edits, which is coming out soon, you're going to be able to save it and send it to a friend if you want to get some feedback. And on Instagram already, if you are not sure yet or not, if you want to commit to posting the reel to all your followers, you can use a trial reel, which will basically not put it on your profile and not show it to your followers yet. And you can get some signal over the first half a day or day and decide if you want to actually upgrade it to a full blown reel or not. So hopefully this helps.

78. AMA 1 avril 2025 : *when is Edits going to launch and is it going to be free?*

The question here is when is edits going to launch and whether or not it's going to be free and or have paid features. Now I appreciate your patience we're getting really close it's coming out in the next couple weeks. We have been working with a number of creators over the last couple weeks getting their feedback and iterating on it and trying to make the experience as compelling as possible for a first simple edition. It will be free. I think over time we might have some paid features where we're going to need to cover costs of things like compute for big AI features but in general we want to create as many features that are free as possible because the more people can create, the more they will create, the better Instagram will be, and the more we will all benefit. So coming soon, appreciate your patience.

79. AMA 10 avril 2025 : *can you add redo and undo buttons to stories?*

So if I'm understanding this correctly, the question is can you have a redo and an undo button when you're editing stories? Some things like this exist. So if you're using the doodle tool, you can actually undo something. If you post a sticker you don't like, you can drag it down to the bottom and throw it out. But there's probably an opportunity to look at all of the tools and make

sure it's super easy to take a step back or take a step forward. So I will talk to the team about it. Thanks for the questions slash advice.

80. AMA 29 mai 2025 : *will AI replace human connectivity on Instagram??*

I think that in the future, there'll be largely three different types of content you see on platforms like Instagram. Content that was made without any AI, content that was made purely by AI, and probably the biggest bucket, content where AI was part of the process. It could be special effects, you know, making an actor look younger for a movie, or changing an outfit retroactively, or even something as simple as aligning all of the lighting across a bunch of different clips in a reel. The hope here is that generative AI will allow creatives to make more and more compelling content. And if we're really lucky, it'll allow aspiring creatives to become storytellers in the first place. But at the end of the day, I don't think we're only interested in content for content's sake, we're interested in other people's perspectives. And for that reason, I do not see AI fully displacing all of the storytelling that happens on platform like Instagram in the future, but rather augmenting it.

81. AMA 6 juin 2025 : *are other people seeing more reach coming from non-followers?*

The question is, are a lot of different creators seeing more and more reach from accounts that do not follow them? And the answer is yes. Now, we want you to reach as many people who are interested in your content as possible. Because if you can, you'll be happier, they will be happier, and we'll do better as a business. The thing that's challenging is that in feed specifically, not stories, the amount that people are sharing is decreasing. So the way that we're growing the overall pie of reach is through recommendations. Photos and videos from accounts that people do not follow. And I know that is somewhat contentious, but it's the only way to grow the reach for the average creator out there. So yes, lots of creators are seeing more of their reach coming from non-followers. Followers still matter. Connected reach is still a thing, contrary to popular belief. You cannot reach all of your followers because some of them aren't on Instagram anymore. Some of them don't use Instagram on a given day, and sometimes we make ranking mistakes. But unconnected reach is how we are trying to grow the pie for the average creator out there.

82. AMA 10 juin 2025 : *can you mass unfollow people?*

So there isn't exactly a way to mass unfollow people, but there is a little known feature that I love, which allows you to see the accounts you interact with least. So if you go to your profile and click on following, so you can see all the people that you are following, there is an option there where you can see the accounts that you've interacted with least over the last 90 days, which is a great way to find accounts that maybe you should consider unfollowing. So if you haven't seen that, check it out, let me know what you think.

83. AMA 23 juin 2025 : *can you fix the bug where Instagram auto-scrolls to the top after I reply to a comment?*

So this was a question from a reel I posted a couple weeks ago. There was actually a bug where when you replied to a comment, it would automatically bump your scroll position all the way up to the top. So apologies, we have fixed that. That bug was out for a while, at least a few weeks, if not longer. But we're always trying to find things like this and fix them. So thanks for flagging, should be fixed. Sorry for the inconvenience.

84. AMA 9 juillet 2025 : *can you explain the move from the 4:5 aspect ratio to 3:4 for photos?*

So for the longest time, the tallest aspect ratio of photo could be was 4 by 5. This is actually predates my even time in Instagram, but I think it had to do with the size of phones when we launched which were shorter and smaller, and you didn't want to have the photo go off the screen. But since the phones have gotten taller and bigger it's very easy now to fit a three by four aspect ratio of photo, which is the default capture ratio for smartphones right now, which is the vast majority of photos that are produced or captured. So we will now support the standard for the industry, which is three by four. It took a little while to do so, but I'm glad that we finally did it.

85. AMA 16 juillet 2025 : *if I block someone from seeing my story and then I make that story a highlight, can that person see the highlight/story?*

So the question here is, if you hide a story from a person or a group of people and then you make that story into a highlight, can that person or those people then get access to that story via that highlight. The answer is no they cannot, we're gonna respect that privacy setting for the story, even if it's made into a permanent highlight, you can rest assured. Make better highlight and feel perfectly safe doing so.

86. AMA 30 juillet 2025 : *how has Instagram's purpose changed over the years?*

Instagram has always been about creativity and connecting with people. Was that true before Instagram was acquired by Facebook, and now Meta? That's true today. That's going to be true for the foreseeable future. Now, how do we do those things? How do we empower creatives? And how do we connect with people? It will inevitably change as the world changes. The way people share has changed. The way people entertain has changed. Many things have been moved to messages. Stories didn't exist when Instagram was launched. People didn't focus on videos as much as they did on Instagram a long time ago. But those things have happened, and we've had to adapt as the world adapts so that we don't become irrelevant again. But our central identity, this idea of connecting with people and empowering creativity, that idea, that mission, remains the same.

87. AMA 8 août 2025 : *where do my reposts show up?*

We launched reposts this week, so when you repost something it can show up in your friend's feeds, it can... it will show up on your profile in a dedicated reposts tab, and if your friends go to the friends lane inside of the reels tab and it was a reel, they will see it there as well, if they are friends with you, if they follow you. So check it out, let me know what you think.

88. AMA 8 août 2025 : *is my location automatically being shared??*

Absolutely not. We're never going to share your location without someone actually actively asking to do so. And I know there's a lot of confusion this week with the friend map. The way it works is if you want to share your location, your live location, you can do that either with followers you follow back which we call friends, your close friends list, or a custom list that you curate, or nobody. But the default is nobody. And if you post a photo, or a story, or a reel and you add a location to it, then that post can show up on the map. But that again, it's something that you have to decide that you want to do. There's been some confusion. I think people sometimes are thinking that when they give permission to the app to see location that they are

actually showing a location, that's not the case, or when they see a story from someone that has a location, or that person is sharing their live location, that is also not the case. We're going to try to clean up the design as quickly as possible to make sure people are not confused.

89. AMA 8 août 2025 : *how do I avoid my posts showing up on the map*

So just to be super clear, if you post something, it's not going to show up on a map unless you add a location to it, which you have been able to do for a long time and has always been able to be seen on that post and even on a map. But if you don't want your post, or your stories, or your reels to show up on maps, just don't add a location to it and it cannot show up on a map.

90. AMA 8 août 2025 : *when someone reposts my reel do those views count on my original?*

Yes, one of the main reasons why we wanted to finally do repost, is we wanted to make sure that credit was going to the original content creator and we want to be the best platform for creators out there. And so all of the views accrue back to the original post.

91. AMA 8 août 2025 : *does META/Instagram actively remove bots, fake following profiles etc?*

Yes, we are always working to identify bots and fake accounts, and remove them. They are actually quite sophisticated. They're usually run by scammers and spammers who are trying to pretend to be real users. So instead of just commenting every second of every hour of the day, they pretend to be asleep, they come on and offline. But we tried to identify them, by... what's the word, ... suspicious behaviour. We look for lots of pings from the same IP. We look for at the content itself, we look for accounts often using very old versions of Instagram. But it is a cat and mouse game, it's one that we're going to have to continue to invest in forever.

92. AMA 8 août 2025 : *heard there are some new Edits updates this week – anything exciting?*

Yeah, we're launching new things every week. This week we did DM a draft, and you can increase the volume up to a 150%, and some improvements to how we show the edits attribution in the reels viewers, so when you're seeing a reel that was created with edits, you know we try and only show you that little attribution if you're actually interested in possibly downloading edits. Last week we did keyframe curves, I know keyframes were long coming, and they were improved. Before that we added a bunch of effects, I think some improvements to the audio teleprompter, and more fonts the week before that. More to come, we're teams cranking, they're doing great work, and every week, we're going to try to ship more improvements, some small, some big. But edits is becoming more and more of a thing every day.

93. AMA 8 août 2025 : *posting reels every day and Skipping a day or two affect algorithm?*

No, if you post everyday, and you skip a day it's not going to affect your reach. If you do stop posting for a long period of time, like a month or two, it will affect your reach, that is not on purpose we're trying to correct that, but that is just because we've got less data that is recent to rank based on, so we're trying to figure out how to address that. But no, you can absolutely skip a day, a couple of days, don't worry about it.

94. AMA 8 août 2025 : can you add pics to a carousel after it's posted?

You cannot, though that would be cool, so I will talk to the team about it. You can delete a piece of media, so a photo or video from a carousel after you posted, but you cannot reorder the carousel after you posted or add an additional photo or video, but those are both cool things that we should be able to figure out how to do at some point.

95. AMA 14 août 2025 : is it a problem if I post too much or too little?

So, this is the question about how much do you post. Is it possible to post too little or too much, and how do you maximize your reach? Now, the unfortunate answer is that there is not a perfect amount to post. For everybody, the answer is gonna be different. And it's not just gonna be about what your audience is interested in, and yes, some audiences are gonna be wanting more or less content, but also what you can sustain, what is aligned with your job, your lifestyle, your energy. Now I would experiment, I would try different things, I'll try to post a couple of feed posts a week and stories as often as I can think of things. But I've seen creators be very successful posting only once a month, and I've seen creators be very successful posting five times a day. You just have to figure out what's right for you. It's true, and we're trying to make it not so, that if you don't post for a month or two, coming back in can be rough, and that is not intentional, that is a byproduct of the fact that we have less data after you've been gone for a month or two, and we're trying to address that. But in general, I would try and experiment with different cadences and see what works for you.

96. AMA 15 août 2025 : how exactly does the maps thing work

Definitely want to clarify how the map works, so you are not sharing your location, unless you proactively decide to do so, and if you do decide to share your active location, and you can do either with your close friends, a selected list of people that you curate yourself or followers that you follow back, so that we call that friends. But by default, you're not sharing your active location. If you do add a location proactively to a story or a post, then it will also show up on the map, but that is not your active location. There's a lot of confusion about this, we are trying to simplify the design this week and next, so it's easy to understand. Apologies for the confusion, but you are in control of your location data. You're not going to share any location data, unless you decide to.

97. AMA 15 août 2025 : if I quickly skip someone's story can they still see that I saw it?

If you do quickly skip by someone's story, you will still register a story view, and if they go to their story and scroll through the full list, they will be able to see that you viewed it. That is how the system works, wanna make sure understand that.

98. AMA 15 août 2025 : I would love to be able to rearrange carousel photos after I post

I get this one a lot. I agree it's a good idea. We are not working on it right now, but there's no reason not to, hopefully we will get to it in time.

99. AMA 15 août 2025 : *does putting no caption in a reel affect its reach?*

Not directly, but you have to remember that a lot of people when they're scrolling through feed don't have sound turned on. I think it's about half and half. So if you have captions, it helps people know what you're saying, and if what you're saying is going to get someone's attention, or help someone be more likely to engage with your reel, your video, that it will help. So if it gets more likes, more reshares, more attention, and then it will get more reach as a second order effects. So, we don't boost content because it has captions on it, but captions often make content more engaging, particularly for those who do not have sound on as they're scrolling through feed.

100. AMA 15 août 2025 : *will I be penalized for unfollowing a bunch of people I'm not longer interested in?*

Nope, you're not going to be penalized in any way for unfollowing people that you're not interested in. We do not want, ... we want people to feel comfortable unfollowing and pruning their graph as best they see fit, right. You should be able to shape the experience into something that you love, so feel free to unfollow as much as you want.

101. AMA 15 août 2025 : *is there a way to include screenshots as part of insights?*
Screenshots > Saves

That is actually interesting. I haven't heard that request before. I'll see, I'll talk to the team and see what they think.

102. AMA 15 août 2025 : *can everyone see what I repost?*

If you repost something people who have access to your profile, so if your public account, anybody, and if you're private, people who've approved, can see what you have reposted on your profile, they'll be a tab with all of your reposts in one place.

103. AMA 15 août 2025 : *will bonuses for reels be back ?*

So we're still working on bonuses, and trying to get them to a sustainable place. For us to launch bonuses more broadly, we need to make sure that we don't just burn money, obviously they need to be at least break even, the payouts need to not be embarrassing running someone to check for a dollars is probably not a great idea. And the eligibility criteria needs to be transparent, I think, you should know why you are ineligible for a bonus. We're working on that both for photos and carousels as well as for videos and we have not gotten there yet, but we have made progress this year, and if we do get there, we will scale it up, either in the US or to other countries, and if we don't, we won't cause it has to make sense for us as a business and right now, it doesn't yet, but I'm cautiously optimistic we'll get there over time.

104. AMA 20 août 2025 : *how long should my reels be??*

So, there is no perfect length for a reel, but we generally recommend reels under three minutes, because Instagram is generally focused on shorter videos. And I would also suggest a few things. One, think of about what your hook, how you're going to catch someone's attention in the first three seconds. And if you go to Insights, you can actually see what your drop of rate is, and whether or not you're managing to capture people's attention in those first three

seconds. You can also, and this is new, look at where in your video you seem to be getting your likes, which might give you an indication of what part of your video people are enjoying the most. But experiment, take a look at those insights, and try to figure out what works for your audience. Try and keep doing that, because what works this month might be different than works next month. So, good luck. Peace.

105. AMA 22 août 2025 : *is it bad to have really long captions*

No, it's not bad to have really long captions. If you want to have long captions, feel free. It's not going to affect your reach much one way or the other, though, some people have found some pretty interesting ways to use captions to tell longer stories. Just a nice to have, not required. Not going to hurt you, go for it if you want to.

106. AMA 22 août 2025 : *Are trial reels only for creator accounts ?*

Trial are for all public accounts, and you do have to have a minimum of a thousand followers, because we're going to avoid spam accounts just signing up, and spamming the system. But if you have a public account, and have at least a thousand followers, go for it. If you are just a regular account, they don't really make sense, they're a way to try to build an audience, so it doesn't make sense, for instance, if you're a private account, so that's the eligibility criteria.

107. AMA 22 août 2025 : *How do you connect related reels ?*

So this question is because we've just launched a new ability to link reels yesterday, so when you're posting a reel in that flow, there is an option too, I think it says Link a reel, and you can actually pick another reel, then you can make sure that if there's two things, like a two-part series or a three part series, you can support that in line.

108. AMA 22 août 2025 : *Do likes on comments affect my reach*

No, if people like your comments on your posts or other posts, it doesn't really affect your reach when you actually post. But in terms of comments, yes, comments that get a lot of likes are more likely to show up higher up in comment ranking. So if that's what you mean, that yes, if your comment gets a bunch of likes, it's more likely to be seen as a comment on that post.

109. AMA 22 août 2025 : *Have you ever seen a UFO ?*

No, never seen a UFO.

110. AMA 22 août 2025 : *How long should we wait between posts ?*

This is an unsatisfying answer, but there's no perfect amount of time. For some people, posting five times a day, works great. For other people posting once a month works great. Need to figure what works for you and your audience. But also what you can sustain, don't sign up for something, even if it helps your reach, that you cannot keep up over the long run. You don't want to burn out. It should be somewhat fun to do what you're doing and to share on Instagram at the very least. So try to figure out what you can sustain, with align with your goals, why you're even using Instagram in the first place, and what can find an audience, and if that's a couple of posts a week, like me, great, and if it's more or less, that's great too.

111. AMA 22 août 2025 : How is your finger ? It looks like it was bleeding last week.

Good eye, yeah I had a band aid last week. Sorry for the notification. I was setting up, I'm responsible for like all the tech stuff at home and the router died because it overheated, so I was installing a fan, I stuck my thumb in the fan, which was unpleasant. So I highly recommend, don't work with fans while they're running, unplug them before you try to work or install or shift them around.

112. AMA 22 août 2025 : *Why not allow reels longer than 3 minutes ?*

There's a walk around if you really want, which you can go through the post flow. But generally speaking, we focus on short video. We think that short video is more aligned with what we're trying to do, which is be a place for creativity, but one that connects people, and if you just watch a 20, 30, 40 minute video, that's a lot of other people's content, you're not going to see, it's a lot of friends content that you're not going to see, it's a lot of comments and sends that you're not going to make. So we focus on short form video, stackable things, things you'd wanna share with a friend and laugh about and relate about. We also focus on photos and stories, and carousels and notes. We are just generally more focused on shorter forms of storytelling. There is nothing wrong with longer form, I love long form storytelling, I love film for instance. But Instagram is not the best place for long form video.

113. AMA 22 août 2025 : *can I stop certain people from seeing my reposts*

Yes, there are a number of ways to do this. For stories is somewhat straightforward. So when you're posting a story, there is a little gear in the top right, you can tap on that, and then you can actually exclude people, so that they can't see your story or stories in general. If you're a private account, just don't accept them and allow them to follow you. If you're a public account, you can block them entirely. So there's a number of ways, you can also post either a story or feed post, so it could be reel, photo, carousel, to just your close friends. Uh and not have them be on that list. So we want you to have ways to share with those who are comfortable with sharing and to not share with those who you are not.

114. AMA 22 août 2025 : *How do I change my explore page content*

We're pretty interested in providing more concrete ways to allow you to shape, not just Explorer, but your recommendations more broadly. But today, whatever you interact with, we're going to show you more content like that. If you're not interested in something you can long press it, and then say not interested. There's two different flows, but they're similar, and then both are based on long press, both IOS and Android. Once you do that, you can actually then batch and pick a lot of other things you're not interested in if you're seeing a bunch of stuff that is interesting to you. But I'd like to provide a more concrete form of controls, so we're exploring a couple ideas right now, hopefully we'll have more on that.

115. AMA 27 août 2025 : *can I see who has unfollowed me?*

Alright, timeless question. Can you see who unfollows you on Instagram? Technically, yes, but it's not easy and it's not one list all in one place. We want people to feel comfortable unfollowing people because their interests change and with it, their graphs should change too. They should prune their graphs based on what they're interested in now. But if you do wanna see if a specific person is following you or not, you can go to their profile and if you're not following them, you

can see if the button says follow or follow back. If it says follow back, then they follow you, otherwise, they don't.

116. AMA 5 septembre 2025 : *Are you adding more languages to voice translations ? When!!*

We are working on more languages. We want to prioritize languages that are the most used on Instagram worldwide. So more to come over the next couple of months.

117. AMA 5 septembre 2025 : *Any tips to make my reels perform better ? Getting lower views the last couple*

I'd suggest looking for patterns. So don't overreact to any one reel that did really well or really poorly. But organize your reels into groups. You know, I do AMAs, I do announcements, I do hidden gems where I talk about my favorite features you might not know about. What's equivalent for you? And then look for patterns across those groups. So do certain types of reels you make tend to do better than others and why? Maybe they're more sendable or their like rate is higher. When you're evaluating those groups, look at the likes per impression and the sends per impression and the watch time per person. These will give you a sense for those of whom did see that content, how it interacted, and then try to double down on what worked and reinvent what didn't.

118. AMA 5 septembre 2025 : *does scheduling posts lower reach ?*

No, scheduling posts does not lower your reach. I schedule posts all the time.

119. AMA 5 septembre 2025 : *Can I choose a different cover image for my grid than the post originator on a collab ?*

I don't believe so, no, but that is an interesting idea. On one hand, it might be a little strange that the same reel has different covers, but on the other hand, it's your profile. It seems like you should be able to decide how that reel shows up on your profile. So, I'll talk to the team.

120. AMA 5 septembre 2025 : *A future possibility to create Reels playlists/categories ?*



We're not working on any playlists right now, but we did just launch the ability to link reels together. So if you have a couple that are part of a series, you can indicate as much in the products, so check that out.

121. AMA 5 septembre 2025 : *what factors matter most for Reels performance ?*

For reels, what matters most is average watch time, like rate, and send rate. So of all the people who saw it, how many liked it. And of all the people who saw it, how many sent that to a friend. Other things matter as well, but those three matter most. You can take a look at your insights and see how it goes, but make sure you normalize by reach, because if a lot of people saw it and very few of them liked it, that matters more than the number of likes, for instance.

122. AMA 5 septembre 2025 : *why did the iPad app take so long to*

The biggest reason is it just wasn't a priority for a while. We had only so many people to work on things and lots of other things to do. Uh, in retrospect, it took too long. This should happen faster, but I'm glad it's up. Apologies for the delay.

123. AMA 5 septembre 2025 : *Can I post content from the iPad app ?*

Yes, of course. Anything you can do in terms of posting from the mobile app, you can also do from the iPad app.

124. AMA 5 septembre 2025 : *Option to arrange carousels after posting?*

This is a good idea. You can actually delete a post inside of a carousel after you've shared the carousel, but you cannot rearrange yet. That's a good thing. I'm not sure when we'll get to it, but I will register it.

125. AMA 5 septembre 2025 : *Can you make something so I can message all of my followers?*

We probably won't build this directly, because it would be, I think, heavily abused and become a bit of a spam vector for people, but you can build a channel, and what a channel is, is a group chat that your followers or anybody really can subscribe to. You can post about that channel, link to that channel, and then you can message anybody who subscribes to that channel directly. That usually ends up being not all your followers, but your most passionate followers who are interested and excited about you being able to message them directly.

126. AMA 5 septembre 2025 : *Is it important to engage before posting?*

I think this is about a rumor I've heard, which is you need to go in and engage with a bunch of comments on your posts before you post your next post in order to increase reach of your next post. You don't have to do that. That's just a rumor. It's an urban legend. I think it's generally good to engage with the people who've commented on your stuff, because it makes them happy. They're more likely to engage again in the future, but it's not going to directly affect the reach of your next post.

127. AMA 12 septembre 2025 : *If I archive a post, can I bring it back to my grid?*

Yes. If you archive a post, you can always go back to your archive, and if you tap on it or you long press it, actually, you'll have options, and one of them is to bring it back to your profile. You can also repost it if you like.

128. AMA 12 septembre 2025 : *How are DM groups different than broadcast channels?*

In a group DM, you, actually anybody can send a message. Whereas in a broadcast channel, which is usually made by a creator, the only person who can send the messages is the channel owner, the creator, and then other people can reply to them. But that actually goes into a separate replies section. So it's not where anybody can post to everybody, only the creator can post to everybody.

129. AMA 12 septembre 2025 : *Does my reach go down if lots of people mute me?*

If a lot of people mute you, that's not going to affect your reach overall. It'll affect your ability to reach the people who've muted you, because they're not going to see your posts in their feed or in their stories if they're muted the stories. But it's not going to affect how other people see your content.

130. AMA 12 septembre 2025 : *Is reach from the algorithm different if you're using a creator vs a business profile?*

No, it's not going to treat your content differently if you have made yourself a creator account or a business account. We're trying to show people what they're interested in. And you have a lot of creators who sometimes register as businesses and vice versa. So that is not going to actually help or hurt your reach.

131. AMA 12 septembre 2025 : *I've sent u text but you didn't respond!*

I apologize. I get hundreds or maybe even thousands now of DMs and comments a day. And I don't, unfortunately, have the time to get to everybody. So I'm trying to do broad announcements, answer questions like this every week, do posts to try and get as much information to as many people as possible. But I unfortunately can't get to every DM and or comment.

132. AMA 12 septembre 2025 : *Is there a way to see which of my followers are most engaged?*

Not directly. There are things you can do. I notice that I see some of the same people showing up on my comments every time. If you start a broadcast channel and you post about it, that'll allow people to opt in to getting messages from you directly. And that usually is your most engaged followers. So it might be another way to try and get a way to identify those who are the most excited about you and what you do. But there isn't a direct way where we are just going to show you a list, unfortunately.

133. AMA 12 septembre 2025 : *Would you say trials reels are effective?*

Yeah, I think trial reels are very effective, particularly if you want to try things out and you aren't sure yet, you want to actually post to your followers or post to your profile. Don't try to use them just to pummel the same content over and over and over again. We're trying to crack down on that, that's become a bit of a spam vector that we are addressing. But definitely use it if you want to try things out, see what works, maybe a couple variants of the same idea, and then upgrade the one that does best to your followers and to your grid.

134. AMA 12 septembre 2025 : *Why did you make it so difficult to use Insta?*

Well, that's not good. I'm sorry you feel that way. We're definitely trying to simplify the experience to make it easier to use. I do think it's gotten too complicated over time. But we do need to evolve as well. Because as the world evolves and how people connect with friends and entertain themselves evolves, we have to too, otherwise, we're just going to become irrelevant. If Instagram was just a feed of square photos, we probably, you probably wouldn't be watching this story right now. Well, there wouldn't be stories. There wouldn't be DMs. There wouldn't be

reels. There wouldn't be a whole bunch of things that have driven most, if not all, of our growth over the last couple years. That said, it's on us to try to make sure the experience is easy to use and as simple as it can be. And I don't think we've always done as well as we need to. And so we will continue to work on that.

135. AMA 19 septembre 2025 : *Will Edits allow editing 3:4 ratios videos for carousels in the future?*

The question here is, will we support 3:4 exports from edits? Because Carousel supports 3:4 videos. That's a good idea, I'll talk to the team, we'll see what we can do.

136. AMA 19 septembre 2025 : *when my acct is mentionned in a caption the entire caption disappears, help !*

That's bad. So it sounds like when your account is mentioned in a caption, the entire caption disappears. Is that.... well, this is tough, I'm trying to figure out if this is your own post or someone else's story. But I will try to chase it down and figure it out.

137. AMA 19 septembre 2025 : *Do stories improve my reach?*

At a high level, yes. Stories in general are going to reach less people than feed posts and reels. That's just because there's a lot of stories out there. Most people consume a very small percentage of their overall stories. But it's definitely incremental. It's definitely additional people on top of the people that you're going to reach. Or if they're the same people that you would reach through a post to feed, it is an additional moment that you're going to reach them. So if you've got content that you think is good for stories, particularly behind-the-scenes content, how things work, that kind of stuff, I would definitely suggest at least trying it out.

138. AMA 19 septembre 2025 : *What brand are the glasses?*

These are JMMs, and I'm pretty excited about the new Monterey bands from yesterday. So I got a pair coming. I got to get my prescription in them. I also want to try the displays, but they don't support, unfortunately, RX yet. But there's some ideas there as well. And I've got contacts. So excited about it. But for now, still going with the big, chunky JMMs. So for now, these are they.

139. AMA 19 septembre 2025 : *Can I only add links in stories? Or posts and reels too?*

Right now, we support links in stories as a stickers. And we support link in bio. And there's very limited support for links outside of that. In general, links aren't a bad thing. We get it. People find them really useful. But they also are often abused. If there were links allowed everywhere, we worry that they would take over. You'd end up with a lot more spam, a lot more publisher content, a lot more safety integrity concerns as well. So for now, we're trying to find the right balance and allowing it in some places and adding friction in others. I understand that's probably really frustrating to those of you who have got perfectly legitimate reasons to want to use links. But we're trying to balance all the different pros and cons here. And I feel good about where we are, at least right now.

140. AMA 19 septembre 2025 : *People hv bn adding txt 2 fotos n Stories then posting on main. Cn u add a text feature in post?*

The question here is about some of the tools that you have, like adding text to stories. Can we bring it to feed? We really, really should. We actually worked on this a little bit. I'm not sure what happened to that project. So we'll chase that down.

141. AMA 26 septembre 2025 : *Can I block someone from stories but not posts?*

So you actually can do this. It's not really blocking them. But you can actually remove people from being able to see your stories. You can go into stories, there's a little settings icon, and then you can change the audience there, which is different than blocking someone entirely. If you block someone entirely, it'll look like your account doesn't even exist to them on Instagram. So they won't be able to see your stories, your posts, or even your profile.

142. AMA 26 septembre 2025 : *If my trial reel flops does that affect my reach?*

No, if a trial reel does not do well, that's not going to affect your reach more broadly. The whole idea of trial reels is to give you a safe place to experiment and then see what works. And then either upgrade it to a full-blown reel on your profile or use that information to inform what you do next.

143. AMA 26 septembre 2025 : *Are sends or saves more important for reach?*

Both how much people send your reel or photo or carousel and how much they save it matter. But sends matter more. Generally speaking, we're trying to optimize for bringing people together over creativity. And one of the best ways to do that is through DMs. People discover things that they love all the time and they send them to a friend. And that starts a conversation about something that they're both interested in. And that's the kind of thing that we really want to be all about at Instagram.

144. AMA 26 septembre 2025 : *Is the new algo tool coming for everyone?*

So if you haven't seen it yet, you can check out my reels. I posted a sneak preview of a feature that we're working on that allow you to tune your algorithm. It shows you what we think you're interested in. And you can add things, you can remove things. And one of the more important things is if we're wrong about what we think you're interested in, you can correct us. We'd like to bring this to everyone. It's going to take some time. Hoping to start testing over the next, well, probably next month sometime. But I'll keep you all posted as we keep working on it.

145. AMA 26 septembre 2025 : *How can write subtitle like you on stories?*

So when you record a story like this one and you go in what's called post capture, so after you're done recording it, you can go and add a sticker. And one of the stickers options is called captions. And what that does is that creates a sticker like this, which automatically captions your video. And you can actually even change the style. You can also do the same thing if you're creating a reel, either in the Instagram app or in the edits app. But for stories, it's a captions sticker that allows you to make these captions.

146. AMA 26 septembre 2025 : *Algorithm explained in under a minute.*

All right, there are lots of algorithms, but I think you're asking about the main one for the main experience on Instagram. There, I want to stress, I know this is contentious, but we're trying to make the most of your time, show people things that they're interested in, which grows the overall pie, grows reach for the average creator, also grows our business and makes people happy. What we do is we look at two different types of content. Everything that was posted from the accounts that you follow and then also posts from accounts that you have not followed. For each of those posts, we try and predict how likely you are to like, comment, share, save, send, each of those things. And we use those predictions to create a relevancy score, an educated guess for how interested we think you are in those posts. And we order by those scores. We don't rank every piece of content that has been posted by account that you do not follow, but we try to find a subset that we think you might be interested in, do similar predictions, and then we blend those two together. That is my best take at doing an algorithm explanation in less than a minute, but I'll do a longer one, hopefully relatively soon.

147. AMA 26 septembre 2025 : *Why I can't access all songs in stories and posts?*

So we can't surface songs through the music sticker or through reels that we don't have the rights to. So what we do is we try to get rights to music by working with different labels in different countries. And then all of the songs within those deals are available. Unfortunately, sometimes those change, right? We have different issues with different labels in different countries sometimes, and we end up losing a catalog, which is really frustrating. So I want to acknowledge that upfront. What we're trying to do is provide as many options to as many creators as possible, but we can't always, unfortunately, get all the songs.

148. AMA 26 septembre 2025 : *What's up with horizontal reels?*

So we started supporting a wider variety of aspect ratios for videos, and people seem to really have a lot of fun with that very horizontal one, which was kind of surprising and delightful for us. So it's having a little bit of a moment, but the idea was just to support a wider variety of aspect ratios for a wider variety of creativity.

149. AMA 26 septembre 2025 : *How long should I wait before checking insights on my post?*

I would say give it a couple hours. I know a lot of you creators out there like to check it right away. And it's true in general that how something does in the beginning is usually correlated with how it's going to do over the long run. You're not going to really know for a day or two, but I would really be careful not to overreact in the first couple of minutes. And I would highly recommend give it a couple hours.

**150. AMA 26 septembre 2025 : *We need Guides back* **

No plans to bring guides back. I actually did like guides myself, but they were used relatively little. And I worry that Instagram is too complicated and we're going to need to find ways of simplifying the experience. And one way to do that is to remove things that are very rarely used. So I feel you. I'm sorry. I know it's tough sometimes to lose things that you love, but that was one that really just made sense to actually cut from the experience. We're going to do more of that in the future. We're also going to look for more opportunities to consolidate patterns, to

take two things that are very similar and just make it one thing that's easier to understand. So hopefully we can simplify the experience as we move into next year, which is coming up.

151. AMA 26 septembre 2025 : *GM, why I don't have trial reels ? Thank you*

To have access to trial reels, you need to have a public account. It doesn't make sense to try to reach accounts that don't follow you if your account is private because they can't see your posts. And you have to have over a thousand followers. That's trying to make sure that we address issues around spammers who create new accounts to try to hack the system. So those are the two conditions. If you're not seeing trial reels and you have a public account with more than a thousand followers, let us know and we'll try to figure out what's going on.

152. AMA 26 septembre 2025 : *When will edits be available on desktop??*

No plans to do that just yet. Still trying to really flesh out the experience to be this full creative suite of tools to support you no matter what you want to create. Not just about editing and capture, but about inspiration, about ideation, about insights and figuring out what's working and why. But if you're interested in the desktop app, let me know. I'll put a poll right here. I'd be curious to see how many people really would just like to focus on us, would like us to focus more on making the mobile app better versus to slow that down a little bit in order to make a desktop app.

153. AMA 29 septembre 2025 : *why does the iPad app default to reels?*

So this is a question about our new iPad app. And we actually made the default experience Stories at the top, and then you scroll into Reels, which by the way, can also include photos. And this is because that we've seen a lot of growth on Instagram is driven by DMs and lightweight sharing, as well as Reels and recommendations over the last few years. So we took the iPad app as an opportunity to experiment with reorienting Instagram more around those two products. It's also because people tend to use tablets less times per day, but for longer each time, which lines up more with video consumption more broadly. Now you still have a dedicated feeds tab where you can get to a chronological list of content from the accounts that you follow, and you're gonna get more and more tools there if you really wanna make sure that you're not missing anything that you care about. But in a world where most people seem to be more engaged by Reels, we are experimenting with on the tablet for now, orienting the app more around that experience.

154. AMA 10 octobre 2025 : *whats the future of photos on here if its all about reels?*

Photos are always going to be part of Instagram. Yes, reels are growing, they're an increasing percentage of time of Instagram, or that time people spend on Instagram, but there's some people who are never going to want to make a reel, and there's some people who are never, who are going to just prefer consuming photos, and we want to make sure that we support those people as well, and that's going to mean trying to understand people's interests for those who want to consume more photos, and it's going to mean helping those who produce photos and not reels with creative tools and ways of finding and engaging an audience.

155. AMA 10 octobre 2025 : *Is Feed goings away fully?*

We're not planning to have feed go away. Right now, we are experimenting in India with a version of Instagram that people can opt into, where you can see stories at the top and then swipe into a feed of reels, but it does also include photos. Right now, you swipe into a feed of photos and reels, which is free scroll, when you can just fling and scroll, whereas the new viewer that we're testing is like the reels immersive viewer, where it's one piece of media at a time, whether or not it's a reel or a photo, but feeds in general are always going to be part of Instagram. What they look like and what's in them will inevitably change as people's interests change, how people communicate changes, what people share changes. We're trying to figure out how to evolve feeds and the overall experience of Instagram forward to stay relevant in a world where there's a ton of competition and the world is just changing really quickly.

156. AMA 10 octobre 2025 : *New creator on instagram? 3 tips starting out*

Okay, three things. First, put pen to paper on what you're trying to achieve. Yeah, you want to reach people, but reach to what end? Are you trying to sell a product? Are you trying to raise awareness for a cause? Are you trying to build a brand? Make sure you are clear about what your goal is. Then, number two, make sure you come up with a content strategy or a lot of ideas for content that might both help you achieve your goal and find an audience. It needs to find an audience, otherwise it's not going to help you with your goal. And if it helps you with your goal, or if it reaches an audience but doesn't help you with your goal, then what's the point? Third, you're going to have to experiment, right? In order to find content that really isn't that overlap between content that achieves your goal and finds an audience, you're going to need to try things. And what works today might not work next year. That happens all the time. So you're going to have to regularly experiment, but keep your eye on that North Star about what you're actually trying to achieve. Don't just trace reach for reach sake.

157. AMA 10 octobre 2025 : *Is the "Lately" function lost forever?*

So lately was a sort of automatic highlight where you had a bunch of posts or stories, or I should say specifically that you had posted in the last seven days. We test things all the time. Some things are adopted and some things are not. And this was a product where their usage didn't really justify adding a new feature and further complicating Instagram. So we are not shipping lately. So it is lost forever as this question asks. But I'm sure there will be other ideas about ways to help people express themselves, connect with friends, and try to meet that same need, but maybe just in a different way.

158. AMA 10 octobre 2025 : *Will the rings award be given to American creators only?*

So Rings are looking to recognize people with extraordinary creativity over the last year. And there will definitely be winners from all around the world because Instagram is used by people all around the world. But we're trying to recognize creativity, not only on platform, but creatives who use the platform who might primarily pursue arts that are off platform as well. We want to just be inclusive of all sorts of interesting creativity around the world and of all kinds.

159. AMA 10 octobre 2025 : *Love the AI translations! Do they help with reach?*

So for those of you who didn't see, we announced I think yesterday that we expanded our automatic translations to four languages now. So you can create a Reel in English, Hindi, Spanish, or Portuguese, and then have it automatically translated into any or all of those other languages. And yes, it should help with your reach. We will get better at ranking this content over time. But the whole goal is to help people discover content that they love that might be originally recorded in a language they don't speak. And that should also mean on the creator side, you should be able to find people who might be interested in you and what you have to say, who don't necessarily speak the same language as you. Trying to enable creatives to tell stories across linguistic boundaries, so to speak. So it should help with reach, probably more and more over time as we get better at ranking this kind of content, which is new and novel for our system.

160. AMA 10 octobre 2025 : *Plans to improve IG's search capabilities?*

Yes, hopefully you've noticed that search has gotten a bit better over the course of this year. We look at things like quality metrics for how often people find what they're looking for in content search. And we have made some improvements. But we're hoping particularly that a lot of some new technologies around content understanding. So think about some of these big new frontier models you might have heard about in the world of AI. Some of them are really good at understanding what is in a photo and what is in a video. Things like named entity extraction, unnamed entity extraction, activity extraction. So who's in the video, what's in the video, what's happening in the video, not just what was said. These are things that we're starting to get better at hopefully, which then allow us to create a better search where you can find things that you're looking for that are much more specific than before, where we historically relied a lot on just the caption. So it should get better. It has gotten better and hopefully more to come.

161. AMA 10 octobre 2025 : *Does scheduling posts affect the reach?*

Nope, you can feel free to schedule posts, it will not reduce your reach. I do it all the time.

162. AMA 10 octobre 2025 : *Does sharing your reels to story reduce it showing up in feed?*

Nope, sharing your reels to a story will not reduce the reach of that reel in feed. It'll increase your reach overall a little bit because anybody who went to your story who didn't see it in feed will then see that reel. But generally speaking, most accounts reach more people through posting to feed than to stories, but reposting from feed to stories should just increase your reach on average overall a little bit.

163. AMA 10 octobre 2025 : *How to get out of shadowban?* 🤖

If there are any issues with your account, you should be able to see those issues by going to profile settings and then something called account status. You should be able to see if you have any content, did you have any content taken down? You can also appeal if you think we made a mistake. You should also be able to see if your content is no longer recommendable. So we're not showing content from you to accounts that do not follow you. And if so, you should be able to see why and there are ways to address those reasons. Maybe there was something you posted that you would need to take down because it was not against our policies, but it was almost

against our policies. I would highly encourage you to go to account status and see if there are any issues and then if there are, address them there.

164. AMA 17 octobre 2025 : *What's the new navigation you mentionned?*

Gonna do some of this AMA from traffic, I'm stuck at a red light. And the new nav is where we move reels into position two and DMs into the middle and share to the top left. And you can swipe between all the tabs. It's an opt-in right now. Check it out. Let me know what you think.

165. AMA 17 octobre 2025 : *Do parents need to do anything for our teens get these new updates?*

So there are new policies around content for teens starting to roll out in the US, Australia, Canada, and the UK. Parents don't have to do anything. And these new guidelines are guided by the PG-13 movie rating that was pioneered by the MPA and the movie industry. So parents don't have to do anything. It's coming to teens. It's rolling out over the next couple of months.

166. AMA 17 octobre 2025 : *Difference between reposting and sharing to my story?*

Reposting shares it to feed and sharing to your stories, shares it to your story. So different channels. One will show up in people's feeds. The other will show up in people's stories.

167. AMA 17 octobre 2025 : *Can I turn off comments after a post is already up?*

You actually can turn off comments after you post. So if you just go to that post, go to your profile and go to it, and you click the three dots in the top right, one of the options will be turn off commenting.

168. AMA 17 octobre 2025 : *Will more people get Rings next year?*

So Rings, for those of you who don't know, are some awards for creators that we did this year. We did 25. We started small. They get some pretty nice little perks and some fun little Easter eggs in the product. But we'll see how it goes. I think, though, keeping it small is probably what my bias is. But we'll have to figure it out, get some feedback, and figure out how to do more and better next year.

169. AMA 17 octobre 2025 : *I'm in Midtown all week, what's the best sandwich?*

Hey, friends. This is a buddy from London who's in New York and Midtown for the week. So if anybody's got a great sandwich shop in, I guess, Manhattan, not just Midtown, put it down there, and I'll send it his way.

170. AMA 17 octobre 2025 : *Plans for a feature to turn off comment notifications?*

We actually have some pretty granular notification settings. If you go to your notification settings, you can turn on and off all different types to just make sure you get what you're interested in and not what you're not.

171. AMA 17 octobre 2025 : *What is the brand of jacket you're wearing?*

If you're asking about this jacket, it is Front Office, which I saw from Ken Sakata, who's a creator on Instagram, posted about it. I think he designed it, and I bought it from Instagram.

172. AMA 17 octobre 2025 : *IG started blocking OF creators? What's going on?*

We haven't blocked OnlyFans creators, but as part of the 13 plus content settings for teens, teens won't see accounts that are promoting OnlyFans accounts, which are essentially using Instagram as a marketing tool for mature OnlyFans subscriptions, because those are not aligned with our 13 plus settings. So it just means that teens won't be able to see those profiles on Instagram anymore.

173. AMA 17 octobre 2025 : *Why music in reels ora only 90 seconds????*

That's because the terms of our music licenses with record labels only allows for up to 90 seconds of music when posted to Instagram.

174. AMA 17 octobre 2025 : *What school did you go to?*

If you're asking about university, I went to NYU. I'm from New York originally. I was there as a kid, went to high school in the suburbs, moved back there for college, and then came out West after school in 2005. I've been in California ever since, except for one year in London.

175. AMA 17 octobre 2025 : *Are you aware of the story issue where it's blank. You shared on like this just now.*

No, I'm not, but I'll ask the team to look into it. Thanks for flagging.

176. AMA 17 octobre 2025 : *I would post if you can turn off likes and comments. Why isn't that an option?*

So you actually can turn off comments, and you can hide likes, so people can't see the like count. So if you go into the post flow and go to advanced options, you'll see both of those options in that page.

177. AMA 24 octobre 2025 : *If I go private does everyone have to request to follow me again?*

If you have a public account, you have a bunch of followers, and then you go and turn your account into a private account. No, the people who are already following you do not need to request a follow to follow you. They will still be grandfathered in.

178. AMA 24 octobre 2025 : *Does hiding likes tank your reach?*

No, you can hide likes on a post. That's an option whenever you post to feed, and you can do so without worrying about it affecting your reach. It should not affect your reach one way or the other.

179. AMA 24 octobre 2025 : *How do I make my profile a diff color like Cole??*

So we facilitated a award for a bunch of creatives across a bunch of verticals around the world called Rings this year, and the winners have the ability to change the color of their profile. So it's just for the winners. Sorry about that, but it is pretty cool. Check it out.

180. AMA 24 octobre 2025 : *Do video carousels go into the reels feed?*

Videos in carousels do not go into the reels tab on your profile, though that is a bit of a strange thing. We need to figure out how to fully collapse the idea of videos and reels. There's still a couple remnants from when you used to have two different video formats years ago. So good flag. We'll take a look at that.

181. AMA 24 octobre 2025 : *How I prevent my account from shadowban?*

So there's no official shadowbanning program, but we are going to limit the reach of certain accounts under certain circumstances. So if you are posting content that's violating our community standards, or if you're posting content that's violating our recommendability standards, so stuff that is allowed on Instagram but is pushing the line, you can actually read those, they're all public, you can search for them online. And if you are in poor standing, you can see that by going to your account status, so profile settings, account status. Those are the types of things or situations in which your account reach will be limited in certain ways. Things like not recommending your content to accounts that don't follow you. But you can go check that out in account status. So if you are worried about it, I encourage you to go there.

182. AMA 24 octobre 2025 : *Can I search my saves?*

There is no way to search save, unfortunately. You can find all your saved content by going to profile settings, and saved is basically at the top. But we should make it easy to search. Particularly with some of the new search work we're doing with AI, it should be easier to index that content. So we'll take a look at that. Good idea.

183. AMA 24 octobre 2025 : *How many hashtags is too many in a post? I heard 8+ is a no no ?*

There's no perfect rule here. Generally, hashtags are not going to improve your reach. So I wouldn't suggest adding a bunch of them to try to, you know, get your post out to more people. And I think it's sort of a matter of opinion. I don't use many of them, or if I use them, only use one or two. If you're using eight, nine or 10, it sounds like you're probably trying to hack ranking and it's not going to work. So I wouldn't suggest it.

184. AMA 24 octobre 2025 : *You are making Instagram. Not fun anymore. You're ruining the app* 🤔 🤔 🤔 🤔 🤔 🤔 🤔 🤔 🤔 🤔 🤔 🤔 🤔

So part of having this job is getting a lot of angry comments and questions like this. But I want to be clear, we're not trying to make Instagram worse, we're trying to make it as good as possible. Lots of people want us to make it like it was in the past, but that's not really an option. Instagram without DMs or reels or recommendations or stories wouldn't really matter, and you probably wouldn't be watching this story right now. So it's my job to evolve it forward as how people entertain themselves and connect with friends changes. We know that people

are primarily sharing photos and videos through DMs, not through feed or even stories, which is why we've leaned into DMs. Feed itself just has less content in it, which is why we've leaned into recommendations. So there's still interesting stuff for you to find. That actually increases reach overall. And we're going to continue to try to evolve forward because it's better for us to evolve, even if it gets some people upset, than to become irrelevant over time. But we're trying to do so responsibly. And sometimes we push too hard and sometimes we make mistakes. But fundamentally, that's the tension, so I wanted to at least name it.

185. AMA 24 octobre 2025 : *Fixing spelling mistakes in auto captions is a nightmare. Clicking out erases all updates.*

That's good feedback. I hadn't realized that you lose those changes if you tap out. So let's take a look at that. I will talk to the team about that. We do want people to make sure that their captions are accurate. That's great for us and great for creators and for their audience. So if there's room to improve that experience, we'll take a look at that.

186. AMA 31 octobre 2025 : *How do I find watch history??*

I'm in line at UPS, no, CBS Walgreens, getting some nasal decongestants. You go to profile settings, your activity, you scroll down and you'll see Watch History. Sorry, little foggy brain.

187. AMA 31 octobre 2025 : *Is there a way to swipe to messages without going through reels?*

So the new nav is rolling out slowly. Reels is in the second position. So if you swipe, you'll go through Reels. If you swipe again, you get to DMs. But if you want to go straight to DMs, now it is on the bottom in the middle. So you can just tap on that with your thumb.

188. AMA 31 octobre 2025 : *What's your best horror movie ? 🦋*

This might be recency bias, but I thought Weapons was phenomenal. Just unreal. And I'm late to this one. This was a couple years back. Not sure if it's really a horror movie, maybe, but I love Nope, so check those two out if you haven't seen those.

189. AMA 31 octobre 2025 : *Will the new algorithm control thing impact trial reels ?*

So for those of you who don't know, we're starting to test a way for you to tune your algorithm. You're going to be able to, starting with just Reels, see what we think you're interested in, add things you want to see more of, actually tell us what we're wrong, state topics you want to see less of, and actually have that be reflected in the Reels recommendations you get. This will not affect trial Reels. It's sort of an orthogonal or separate idea. So I don't think you have to worry about that. Trials is still going to be a great way to try things out that you're not sure you want to send all your followers or put on your profile.

190. AMA 31 octobre 2025 : *Does having 2 accounts make me more likely to get hacked ?*

Not really, no. But if you are worried about getting hacked, the most important thing is that you turn on two-factor authentication. And you do it not with SMS, but with an authenticator app. You can pick the one you like, but please turn on two-factor, it's a really effective way to massively reduce the chances that you get hacked.

191. AMA 31 octobre 2025 : *Re reach video- isn't repeated content boring ?*

You can certainly recycle content and post it again. But if you do it too much, it probably won't work great for you. Because it's true, a lot of people may need to get to see it the first time. But if I follow you and I seem to get the same posts over and over, I'm less likely to interact, which is not going to be good for your reach. So use that technique, but use it sparingly.

192. AMA 31 octobre 2025 : *How did you add the 🧢 hat to your story?*

So when you post a story, there's a button now called Restyle. So check it out. It's not in every country yet, but it's in a lot of countries. And you can ask for anything you can imagine. It only works on photos right now, but we're excited to support video. Hopefully in the coming months, we'll see. But, you know, try it out. Let me know what you think.

193. AMA 31 octobre 2025 : *Will you get rid of the bubbles on lower left hand side of screen?*

So those little bubbles are indicators that a friend, someone you follow has liked or commented or reposted that reel or that photo. The idea is to try to make Instagram a bit more social, not such a isolated experience. But if you don't like it, maybe we should consider allowing people to turn it off. I'm curious what people think, I'll put a poll down below.

194. AMA 7 novembre 2025 : *Would Instagram ever consider making stories sharable for broader reach?*

So we're talking about should we make it so that you can share a story to stories. I think reshares can be really helpful or reposts, but they also can easily take over an app. So we're just trying to be judicious. So we'll explore.

195. AMA 7 novembre 2025 : *Why are you not recommending memes anymore?!?*

So I want to explain and apologize for the confusion. We try not to recommend content from aggregators. So that means we try not to show people content from accounts they do not follow, from accounts that are not actually making that content. Instead, we try to recommend content from the original content creator. Sometimes when we try to identify original content creators, we make mistakes and miss a meme account specifically. So that was happening today. We've rolled back the change. We're trying to make sure we understand what was going on so we can fix it. But in general, if you want to post someone else's content, use repost or remix it in some way to make it your own. Because otherwise, we're going to be looking to instead drive distribution or reach to the original content creator, not to you for finding and copying that person's content. But we definitely were making some mistakes today on that implementation we're going to fix and we apologize.

196. AMA 7 novembre 2025 : *How does it works when you translate reels into other languages?*

So when you make a reel, there's usually a video could be you speaking like this, and you might add things like text or stickers on top. We actually separate those out into layers. Think Photoshop if you're old enough to have use Photoshop. That way we can translate the video without making any mistakes or changing the text or the stickers on top and then reassemble it for the user. So in general, for reels, but also for stories, we look to separate the different pieces

of the content into different layers so that we can do things like help people translate content to reach more people across language barriers.

197. AMA 7 novembre 2025 : *Can I translate DM messages?*

You can actually, you do so on the receiver side. So if you get a DM in a language you do not speak, you can long press that message and you'll have the option to translate it. I use this often because I get a lot of messages from people all around the world and they don't all speak English. And so it helps me sometimes understand what's happening and allows me to respond.

198. AMA 7 novembre 2025 : *Ever thought about key words or topics u can type in to remove from your algorithm?*

A version of this exists. If you go to your profile settings, content settings, you will see an option called specific words and phrases. And if you add specific words and phrases there, we will no longer recommend content or show you content from accounts you do not follow that are using those specific words or phrases. So basically it's hidden words, but instead of for DMs or for comments, for recommendations across Instagram. So check it out. Hopefully it helps.

199. AMA 7 novembre 2025 : *What is a remix on IG ? I'm confused*

Remix allows you to make your own version of a reel as a starting point. So when you see a reel, if you click the three dots, you'll see a remix option at the top and then you can use that reel as the base to make your own reel. You can add your own stickers, change the music, splice it up, add other clips, essentially riff on someone else's content and make it your own. And by the way, to the question earlier about aggregators, that will be considered original content as opposed to aggregated content.

200. AMA 7 novembre 2025 : *Any plans for longer format videos over 3 minutes to get reach to new followers?*

Not right now, no. Generally speaking, I think that connecting with your friends and short form video can be in the same app and really help each other out. And short form and long form video can be in the same app and help each other out. But it's hard to connect people to friends with long form video. Never say never. I think that we'll probably have to think about what we want to do in that space over time. But at the moment, we are very focused on short form when it comes to video, not long form.

201. AMA 7 novembre 2025 : *Does posting on the iPad app help my reach ?*

Your reach won't be meaningfully affected, won't be affected actually at all based on whether or not you post from iPad or your phone. I think you should post from where you want to post and we should try to connect as many people who are interested in that post to that post as quickly as possible. And that should be true regardless of whether or not you post from tablet or phone.

202. AMA 7 novembre 2025 : *Can I schedule broadcast channel message?*

There is no way to schedule a broadcast channel message. That is an interesting idea. The hope for channels is that they're pretty lightweight and quick. So a little bit less force scheduled type content, but it's definitely worth considering. So I'll talk to the team about it.

203. AMA 7 novembre 2025 : *Are hashtags still a thing? Do they favor the algorithm?*

Hashtags still exist. They do not meaningfully help your reach. People try to use them as a growth hack, but it's not particularly effective. Use them to the degree you think they help you tell your story. If you want to make sure you're connecting to other content in some way that also uses that hashtag. But if you're looking for ways to just drive meaningfully more reach, hashtags are going to disappoint you.

204. AMA 7 novembre 2025 : *Pour over or espresso ?*

A religious question. I was deep in the pour over for the first two years of the pandemic, but I have switched almost entirely to espresso now. But you know, to each their own. No judgements here. Very happy to nerd out on any kind of coffee with anybody who want to.

205. AMA 12 novembre 2025 : *why can't I schedule a trial reel?*

That's actually a good idea. You should be able to schedule a trial reel. Generally speaking, when we launch new features like trials, we don't always work through all the different ways that we can extend that feature through the rest of the product. In this case, no one thought about connecting that to the ability to schedule a Reel. So I'll talk to the team and we'll figure out if and when we can prioritize it, but it's definitely a good idea. Thanks.

206. AMA 14 novembre 2025 : *Re : LINKED REELS, could we get the option to add linked reels after a video has posted?*

All right, this looks like it's going to become a habit of answering my AMA while I do errands on Friday afternoon. So here we go. You actually can link a reel after you've already posted it. So once you've posted it, go to the dot dot dot on the top right. That's the reels viewer. If you scroll down, I know there's a lot of options there one is link a reel.

207. AMA 14 novembre 2025 : *How many comments can I pin on a post?*

You can pin up to two comments on any post you make on Instagram. Those will show up at the top of the comment list for anybody who sees that photo or carousel.

208. AMA 14 novembre 2025 : *Why do brand deals get less reach?*

They don't always get less reach. We don't do anything to try to boost or demote content that is paid for by a brand. We don't actually necessarily even know. We have a tool to allow you to tell us, because in a lot of countries it's important, even required by law, to disclose when something was actually paid at. But if you're seeing those posts do less well, it might be that your followers are a little bit less interested in them. So I would think about how you can post content that, yes, promotes the brand or the product you're being paid to promote, but also does

so in a way that is still engaging to your audience. Because sometimes when creators don't take the time to figure that out, they end up with less engaging content.

209. AMA 14 novembre 2025 : *Can I block specific words in my comments?*

You can. One of my favorite features that people don't always know about is called hidden words. There's hidden words for DMs, for comments, and even for your feed. So if you go into your settings and you go to the section called content you see, you should be able to see that option there. And you can actually pick specific words to block from your comments, which is really helpful if you're getting harassed or brigaded around a specific subject, which does happen, unfortunately, from time to time.

210. AMA 14 novembre 2025 : *Does posting too frequently hurt reach?*

Contrary to popular belief, posting too frequently does not hurt your reach. Sometimes people find that when they post, they see their followership go down. That's because sometimes when you post, people will see your post, they'll remember that they followed you, and some subset will unfortunately decide to unfollow you. But overall, we see that it grows your followers and your reach to post more for most people, because more at bats, more chances for more people to see your stuff and decide they want to follow you or check you out in the future. That said, I'm not pushing you to post every day or three times a day. You should figure out what is sustainable for you. I've seen really successful creators that post only once a month, and I've seen really successful creators who post a ton, like five times a day. You have to find something that works for you and your goals and your life, and make sure that you don't sign up for more than you can really handle over the long run.

211. AMA 14 novembre 2025 : *Does length of carousel impact reach?*

I don't think so, not really. I mean, it might help on average, because if there's more things to look at, maybe it's more likely that someone likes or comments or shares something, but my guess is that it's a relatively small effect. I'd have to triple check, but I would just try to post as many things as you feel like makes sense for the story you're trying to tell.

212. AMA 14 novembre 2025 : *When will creators get ad income from our content?*

So the primary way that creators get paid for their content on the platform is getting paid by brands off of the platform. But I think you're asking about Instagram paying creators directly. We are trying to do this and experimenting with different ways to do it, but we have been struggling to find a way that's sustainable. What we find often is that if we pay creators to create more content, particularly Reels, they do create more content, but not much more, and it's not as good as the content that they posted before, and we don't then see an increase in overall usage of Instagram and revenue that is enough to make up for the cost of paying creators in the first place. So we end up just burning money, essentially. I'd be happy to scale up the program if it would even just break even, but for Reels particularly, we haven't found a path to do that. There's lots of people posting lots of content right now, which is great, but it means the incremental value of more content is not as big as you might expect. So not until it's sustainable, unfortunately.

213. AMA 14 novembre 2025 : *hi, why don't I have repost option on my main but have it on the side profile?*

That's interesting. We tend to, for some major changes, have holdouts. So a small percentage of people won't get access to a new feature, so we can see the effect of the feature. How do people who don't have access to repost, in this case, use Instagram differently or feel about Instagram differently than those who do. But often we keep these holdouts on for way too long because it's just annoying to be in the group that just arbitrarily doesn't get access to the new feature. So I'll chase that one down, figure out if we still have that holdout for reposts, and if maybe we need to sunset that sooner rather than later. So apologies.

214. AMA 14 novembre 2025 : *Is the grid-reordering feature still going to be released?*

So as you can see, I was picking up some new frames. Yes, we are going to launch reordering for profile. We just have to figure out when. We were looking to move the highlights down into the grid just because the profile is too complicated. It's just annoying to have so much content pushed so far down. But we never really found a way that worked. Obviously, some people were really invested in their highlights and they got really annoyed. Some people just didn't feel like grids or they just got confused by trying to put the highlights into the grid. So we're taking a big step back and trying to think about how we can evolve the profile forward in a world where there are some people who want a lot of control and to post a lot of things, and there are other people who don't want anything on that grid. Actually, a lot of young people just have blank grids. So we have to figure that out. So there's no reason to hold on to reordering for now. So we'll figure out the right timeline to get that out. But that's just a recent decision.

215. AMA 14 novembre 2025 : *You never reply*

I just wanted to acknowledge one of these. I do get a lot of these complaints every week. I get a couple thousand questions, maybe a hundred or two hundred are actual question questions. Lots of them are just random comments, some of them benign, some of them pretty aggressive. But I am trying to reply, I promise. There's just more of you unfortunately than I can reach. But every week, it's been seven years now, I do around 10 or so, sometimes more, sometimes less. If I missed you, I apologize. I'm going to keep trying though.

216. AMA 14 novembre 2025 : *Would love to be able to schedule polls with scheduled reels.*

Oh, that's interesting. Can you not schedule a reel that has a poll on it? I will double check. I thought you could do that. I'll talk to the team and figure out what's going on.

217. AMA 14 novembre 2025 : *Can templates be added to Edits!*

We're exploring it. Sorry, we are exploring it. I think we'd love to do templates on edits. We just need to figure out a version that makes sense. Edits is focused on creators who predominantly use their phone to make videos. So it's not for you if you use Premiere or some desktop software on a big computer. And it's not really for you if you just are posting videos of yourself or your random life. It's more for the tens of millions of creators who are trying to make interesting, fun videos. And so the templates for them, I think, could be really powerful, but they should be a little bit less cookie cutter and a little bit more tool-oriented, a little bit less toy-oriented. So we're exploring some ideas. Hopefully more to come soon.

218. AMA 14 novembre 2025 : *Why you keep change the size of Instagram pictures*

I don't think we keep changing these. On the profile, we went from squares to portrait mode. Got a lot of angry comments about that. I know it's hard when things change, but most content on Instagram is vertical, so we're over propping. So I still stand by that one. But maybe you're talking about something else. Maybe it's the feed format size that's changed. I'll double check. But not looking to overchange things, looking to evolve slowly and carefully as the world evolves.

219. AMA 14 novembre 2025 : *Do hashtags hurt of just not help anymore*

Using hashtags is not going to hurt your reach. It just doesn't really help it.

220. AMA 14 novembre 2025 : *What is your favourite piece of music*

Husbands by Geese

221. AMA 14 novembre 2025 : *If I invite a collaborator on a reel and they don't accept will I get less reach??*

If you invite someone to be a collaborator on a reel and they don't accept, you will get the same amount of reach as if you didn't invite them, and you'll get less reach than if they have accepted.

222. AMA 14 novembre 2025 : *Why so many glasses? Would you ever do LASIK?*

This one's ironic, given I'm picking up a pair of glasses literally while I'm answering these questions. I don't have a great answer. Bad habit, I guess. These are Meta Ray bands. Pretty excited about them. I particularly love the microphone and speaker options, though they're not paired, so I'm wearing headphones right now, but I'm going to pair them as soon as I get home. Not a candidate for LASIK. I tried. They told me I cannot do it. My eyes are too bad. So in the meantime, trying to have fun with glasses. All right, I'm going to sign off. This was a fun Friday AMA, walking around the mission with me. I appreciate your time. Hang in there. Have a good weekend. Peace.

223. AMA 21 novembre 2025 : *Does commenting on my own post help w reach?*

All right, this Ask Me Anything is going to come to you from Disneyland, which we go to every year for my wife's birthday, so here we go. No, commenting on your posts does not help you get more reach, but I do recommend that you reply to other people who comment on your posts, because they often love it. They get a real big kick out of it, and they're more likely to engage with your stuff in the future, which then might help you... that might end up helping you with your reach.

224. AMA 21 novembre 2025 : *How do I get chrono feed back?* 🤔

If you want to get to a chronological feed, sorry, a little sleepy today, that has no recommendations, so no content from accounts you do not follow, you can tap on the Instagram logo at the top of the app, and there's a following feed right there, which is just accounts you follow and in chronological order.

225. AMA 21 novembre 2025 : *You can post 20 min reels now??!*

We're still very focused on short-form video, and so reels can only be three minutes long, but if you go to the post flow, you can actually get a video that is longer, but generally speaking, if you want to be eligible for recommendations, if you want to do better in ranking, we recommend three minutes and less.

226. AMA 21 novembre 2025 : *Are AI generated captions prioritized over original captions on reels?*

I'm not sure exactly what this means, but if you're asking if adding captions to your post with AI means you're going to get more distribution than if you just manually add the captions yourself, no. But generally speaking, I do recommend adding captions because it'll help people read the video or know that there's actually some audio there, because half the time people are scrolling feed, they have the sound off. Now once they click on a video, you know, whatever it is, 90-ish percent of the time sound is on, but in feed specifically, captions are super, super important.

227. AMA 21 novembre 2025 : *Do carousels do better than reels?*

It depends on your audience. Some people find more luck with reels, other people will find more luck with carousels. Sometimes carousels can help you tell a story in a more engaging way, but sometimes video is just a better format, so I would experiment and see what works for you and your audience.

228. AMA 21 novembre 2025 : *Can you bring comment summary to IG from Edits* 🙏

That's actually a good idea. If you haven't checked out edits in your content creator, I encourage you to try it out. It's not just for editing videos, but also for keeping track of your ideas, finding inspiration, and seeing how your videos do, but one of the cool features is that if you go to the insights section, you can see a summary of all the comments, which helps you get a sense if you have a lot of followers about what's being said without having to go through every single comment yourself.

229. AMA 21 novembre 2025 : *Does the time you post at make a difference ???*

It can, but mostly it's on the margin. It won't make that big a difference. If you want to really try and optimize, go to your insights, and you can actually see what time your followers use Instagram, and it's good to post right before you start to see a peak or a growing number of followers online. That way your post is eligible as soon as they show up, but really this is on the edges. I would encourage both people just not to worry about it.

230. AMA 21 novembre 2025 : *How do you feel about the antitrust decision?*

I feel good about it. The idea that Instagram doesn't compete with other apps like TikTok and YouTube is just not based in reality, and so it was good to see that the judge understood that social media has changed a lot and competition is fierce.

231. AMA 21 novembre 2025 : *Why do you want us to ask questions and never answer mine*

Probably not the one yeah question you wanted me to actually answer, but I did see it. It's just because there's too many questions to answer. I try to grab 10-ish every week. I apologize if I don't get to you, but I'm going to keep doing it.

232. AMA 21 novembre 2025 : *I don't have trial reels and watch history?*

I believe we've actually launched trials now to everybody who has a public account with more than a thousand followers, so if you're not seeing trials and you are a public account with more than a thousand followers, please report a bug and we'll look into it.

233. AMA 21 novembre 2025 : *What's the purpose of trial reels and do you recommend to help grow reach?*

Trial reels are not for everybody. I personally don't actually use them, but they are useful particularly if you're interested in experimenting and you don't want to bother your followers with every idea you want to try. So for some people it just depressurizes the experience. They can post reels and the followers won't see them and it won't show up on their profile unless they decide to upgrade that reel later, and then if something is doing really well, they feel really good about it, they can always upgrade it and it'll go to their followers and it'll be on their profile, but otherwise don't harm no foul. A way to make things a little bit less pressurized for people who want to just try things out.

234. AMA 21 novembre 2025 : *When will we be able to customize our algorithm ?*

So we're working on this. We're starting with reels and we'll hopefully expand to explore and even to main feed over time. I don't have a launch date yet, but hoping it's quite soon. I just think you should be able to see your algorithm or at least a high-level overview of what we think you're interested in and then make adjustments because it's in even our interest at Instagram to make sure that you have an experience that you love and enjoy. So we're working on it. More to come soon.

235. AMA 26 novembre 2025 : *what happens if I repost my own post?*

Since we launched reposts a couple months ago, I get the question a lot, should I repost my own content? And you can. It might help a little bit on the margins, but it's not going to meaningfully change the amount of reach that you get. If you want to try and help your post go a little bit further, I'd recommend instead going into the comments, responding to some people, liking some comments, and interacting with the people who've taken the time to actually like or comment on your post. This will help more than just reposting something that you've already posted. But I understand why people try, and this is not going to hurt you to do so, but it's not going to actually help. So I wanted to answer that question definitively once and for all. Hopefully this helps. Later.

236. AMA 28 novembre 2025 : *Can I forward a DM to another person?*

Yes, if you get a DM from someone in your DMs, you can long press that DM and then forward will be on one of the options and you can forward that message as if you had just copied it to somebody else.

237. AMA 28 novembre 2025 : *Is it bad to post a lot during holidays?*

It's not bad to post a lot during the holidays. Lots of people post a lot, so there's sometimes a little bit more competition, which can make it a little bit harder to get reach. It's also totally fine to take a break. So whatever you feel like.

238. AMA 28 novembre 2025 : *How do I turn off likes?*

So there's two different things you might mean. One is turning off like and share counts when you're browsing through feeds. You won't see anybody else's counts. So to do that, you go to your profile settings. Under content you see, there's a little line called something like likes and share counts and you can just turn them off. The other thing though you can do is you can turn off the ability for somebody else to like your content. You just turn off likes for your post. You do that when you're posting in that flow. There's an advanced options button and you can use that to turn off things like likes, but also things like comments.

239. AMA 28 novembre 2025 : *How is the algo test going?*

So this test is this thing where you can actually see what we think you're interested in and then tune it. You can add things you're interested in that we missed and remove things that we got wrong or even say things you just don't want to see. To do that, if you're in the test in the reels tab, you'll see a little button in the top right and that gives you the option to go see your algorithm so to speak. So far the test is going well. Not a lot of people are clicking in, but the people who are clicking in are often making changes and then seeing those changes reflected in their reels feeds. It does not yet apply to main feed, but that is also something we are working on. So early early data is good, but lots more work to do.

240. AMA 28 novembre 2025 : *Why the stories subtitles are not available for everyone?*

So the way stories, subtitles like these ones work is it's just called the caption sticker. So you should have access no matter who you are. And if you go to your stickers, you should see captions as an option. The challenge is we don't actually support every language yet. So we're working on that, particularly with some of these new AI models. But right now it's just for English. So if you're not seeing it, it's probably because your phone is not set to English. But we are looking to expand to more languages really soon over the next couple months, hopefully.

241. AMA 28 novembre 2025 : *I have 90k followers, if I don't post for 4 months is it hard to get the momentum back again?*

No matter how many followers you have, if you do stop posting for a couple of months, it is true that it's a little bit hard to get going again. It is not something that's intentional. It's just because as you spend more and more time away, we have less and less information to understand who might be interested in your content because their interests have changed and there's more information about other sources. We're trying to address this, but I just encourage you to be patient, push through it. You should get back to where you were pretty quickly. But I do want to recognize that it is harder after you've taken a long period off as in months, not days. And it's something that we'd like to fix over time.

242. AMA 28 novembre 2025 : *Why does at times the audio on archived posts/reels disappear?*

When the audio disappears from a reel, whether or not it was archived, it's because we no longer have the rights to that music. Basically, the way it works is to be able to have music on reels, we have to make deals with the labels in order to pay for the rights to those songs and only to a certain amount of those songs, which is why you can't play the whole song. Sometimes those deals expire and we fail to renew them effectively. And then we unfortunately lose the song, which is just a terrible experience for everybody and not something we want and we definitely try to avoid. There's more to do. You can, I think, change the song, but we want to be able to make it easier to change the song no matter where you are or even to do it proactively. So lots more work to do there, but it's definitely not something we want. It's just a byproduct of some of these negotiations with the labels.

243. AMA 28 novembre 2025 : *Did you catch one of those turkeys?*

I did not. I don't really know about catching them. They're kind of gangly and really loud. They're constantly actually around. But the kids love them. They love to gobble at them and they gobble right back, which is kind of fun and crazy. So I will see if I can record that at some point.

244. AMA 28 novembre 2025 : *Can you bring stabilize to edits?*

That's actually a good idea. I'll talk to the team. I don't think that's currently on the roadmap, but something that we could definitely build and I would personally find useful.

245. AMA 28 novembre 2025 : *How do you balance work and family ?*

I don't know if I do a particularly good job of this, but I do try. The things I try to do are make sure that I plan ahead so my wife and the kids know when I'm going to be around and when I'm not going to be around. I try to be there every morning for breakfast and the rest of that and also every night for dinner. That doesn't happen five days a week, but it happens most days. Sometimes I go through periods where I'm gone much more than I want, particularly when I'm traveling, and sometimes I'm showing up more like I want to. But that's the challenge, how to balance those two things, the job and the family. So I'm sure lots of you are struggling with things that are similar. I'd love any advice if you've got any tips and tricks, because God knows I haven't got it all figured out.

246. AMA 5 décembre 2025 : *How can I know as soon as someone posts something? Notifs?*

As soon as someone posts on Instagram, you can go to their profile and you can actually subscribe to get notifications every time they post a post or a story or anything else. So check it out. I do it for a couple of my very, very favorite creators.

247. AMA 5 décembre 2025 : *How short is TOO short for a reel?*

Well, don't try to hack things. There's other people who've tried to make really short reels because they think it's going to help with getting more viewership because it gets more rewatches. That does not work. Just go with whatever works for the message that you're trying to deliver, the story you're trying to tell. I wouldn't go over three minutes, but I wouldn't worry too much if it's 20 seconds or 40 seconds or a minute. I just go as long as it takes me to say what I need to say.

248. AMA 5 décembre 2025 : *Which is better: VO or talk to camera reels?*

I don't know for sure. Again, this is probably more of a creative choice. If I had to guess, talking to camera might perform a little better for the average person because people kind of want to feel like they're getting an authentic take from somebody, generally speaking. But again, it's probably more about individual preference.

249. AMA 5 décembre 2025 : *How long should I try new content or just move on if not working?*

Definitely don't overreact to any one post doing particularly poorly or particularly well. You got to look for patterns. So if you have a new idea, try it a handful of times before you give up on it. Maybe also try to evolve it. If you do three or four and it doesn't quite work, maybe there's another angle at that idea. Because if you're excited about it, it's worth giving it another round of tries if you can come up with a new way of pursuing that idea. For me, I used to try to highlight creators every week. I did it in stories that didn't do really well. Then I did green screens where I talked over their profiles and that did okay, but then it didn't do very well. Then I kind of found a successful formula, at least for me, where I do these carousels. I get them to send me a selfie and then I post a bunch of their work and those tend to do the best. So third time was a charm on that one for me.

250. AMA 5 décembre 2025 : *What counts as a view for photos or a carousel?*

Glad this question is here because this actually changed recently and then we just changed it back. We added and you saw a bunch of view counts jump up a bunch, counting views of photos and carousels just for the previews in Explorer or Profile, even if you didn't tap it. We did this because it's actually the industry standard, but it's pretty confusing and I think it also doesn't really feel like a real view. So we went back to not counting previews where you would see the preview of a photo on a Profile or an Explorer as actual views. This actually brings the view count metric down, but doesn't change how many people actually see your posts at all. It's more of an accounting thing, but this felt like the more consistent, honest thing, or at least easier to understand thing, even if it's not quite the industry standard. So apologies for the confusion.

251. AMA 5 décembre 2025 : *How to know when to post my trial reel?*

It's really just up to you. I actually don't ever use trial reels because I'm comfortable just posting and seeing how it does, but if you are not and you are worried that some of the things that you post are going to either annoy your followers or you don't want them to show up on your profile unless they do well, then I would post a trial reel because you can then see how it does before you decide to also push it to your followers and to your profile. Trying to avoid this crazy shadow.

252. AMA 5 décembre 2025 : *Where are you from?*

I'm from New York. I was originally born in New York City. I've lived in California for 20 years with one year off in London, but I'm back now in San Francisco. On my way home.

253. AMA 5 décembre 2025 : *Who are your favourite people to follow on Threads?*

Actually, Casey Newton pointed out an account at Drill that's pretty remarkable today on threads. I'd give him a follow for sure.

254. AMA 5 décembre 2025 : *Does someone viewing my reel at 2x speed affect the calculated watch time?*

That is a great question. It shouldn't. You should get credit as if they'd watch the whole thing at normal speed, but I will double check with the team. Really good question.

255. AMA 12 décembre 2025 : *Can I edit a reel after I posted it?*

No, you cannot edit a reel. Unfortunately, after you post it, you can change the caption, you can tag people, or you can add someone as a collaborator, but you can't actually edit the core reel itself.

256. AMA 12 décembre 2025 : *How can I see when people stop watching my reel?*

If you go to your insights for a reel, you can see not only how many people liked it, how many people viewed it, how many people reposted it, etc., but you can actually see when they watched to or what percent of people watched to how many seconds. You can see if there's a cutoff or if there's a big drop at some point. Maybe something happened in the reel that got people uninterested, so check it out.

257. AMA 12 décembre 2025 : *How do I share story 2 story?*

If you are flipping through your stories in your story viewer, for public stories, you'll see a little send icon in the bottom right. You can tap that and there'll be an add to story option, so you can share that story to your stories.

258. AMA 12 décembre 2025 : *Where do I find my algorithm?*

Right now, the Your Algorithm feature only works for the Reels tab, so if you go to the Reels tab in the bottom and in the top right, you'll see some little sliders with little hearts. Tap on that and you can see what we think you're interested in, and you can make adjustments. You can add things and even add things that you don't want to ever see in the future, and then you'll quickly see that be reflected in your Reels experience. We're hoping to quickly bring this to both the Explorer tab and to the main feed over the next couple months.

259. AMA 12 décembre 2025 : *What's the best posting schedule for a week?*

There is no perfect schedule, unfortunately. I try to post a few times a week. I usually fall behind that. I usually see that I get more views when I do post a bit more frequently, but it's got to be something that you can maintain over time. In terms of time of day, I would check your insights and you can see when your followers are mostly online, and I would post right before that peak comes, because that way, there's the most people who follow you who might see it when that piece of content is fresh. But generally speaking, there's no perfect rule. I'm trying to post at least one to three times a week, and I'm trying to post stories every day, and I'm constantly not quite living up to that because I'm just a little bit too busy to make that work, but you've got to figure out what works for you.

260. AMA 12 décembre 2025 : *Why can't we copy a web address in a caption?*

We don't support links in captions or on posts because they come with a bunch of different implications. One, they end up shifting the content ecosystem towards more publisher content, more news, in a way that I don't think is quite in line with what we're trying to accomplish on Instagram. We're more focused on creativity. And two, they come with a lot of challenges around managing spam and other integrity and safety issues, which we could handle, but this is a bunch of time and work that I think might be better spent elsewhere. I know it's annoying. You can add a link sticker to stories. You can add a link to your profile. You can actually add multiple links to your profile, but no plans to add link support to main feed anytime soon.

261. AMA 12 décembre 2025 : *Weird q but cna i repost something twice?*

I don't think so. No. Curiously curious why you would want to. Maybe you're trying to just juice the reach, but no.

262. AMA 12 décembre 2025 : *What something you'd like to see creators do or focus on in terms of content in 2026?*

There's not one thing I would ask all creators to do. You're all so different and you've got different goals and different challenges. But I will say that there are a subset of creators that I think bring a lot of joy to the platform, whether it's just positive energy or humor or they like to shine on others. And I just want to say how much I appreciate that. So if I could see a little bit more of something, it would be that sort of positive, vibrant energy that I think is so exceptional when you see it. And it's definitely part of an Instagram today. And I would love to see that continue to grow.

263. AMA 12 décembre 2025 : *What about highlights? Will you move them to the feed?*

All right, back to the regularly scheduled programming. No, we're not looking to move highlights into the grid right now. We tried it. One of the reasons was lots of people who are young actually have very few posts in the grid at all. And we wanted to try to make sure profiles didn't feel so empty. But it was just not quite working. People were getting confused. Some people were quite annoyed. So we're taking a big step back and trying to figure out what we want to do. And generally, we want profiles to not only be a place where you can showcase your creativity, but also something that you're excited about being somewhere where people can learn a little bit about who you are. And so that was one idea. It didn't work. So we'll explore other ones.

264. AMA 12 décembre 2025 : *When is edits for desktop gonna be lunch?*

I love that it says lunch. No timeline, definitely something we're exploring, but nothing to announce yet. We're hearing a lot from some edits creators that they would love to use the desktop. But also, we have a lot of work to do to improve the iOS and the Android apps. So we're trying to figure that out.

265. AMA 12 décembre 2025 : *How do we prevent HATERS from reporting our page? Your system always believe them ☹️*

You can't prevent haters from reporting something. But in general, we're trying not to make mistakes. So just because something is reported doesn't mean it's going to be taken down. We have systems and people who review reports and try to make education decisions about whether or not the report is accurate. Now, if a piece of content violates our community guidelines, we are going to take it down. But if we do, you'll know about it. You can see it in account status. If you think we made a mistake, you can appeal it and we will double and triple check it. So please, if you think something's been taken down that shouldn't have been, go to profile settings into account status and let us know.

266. AMA 19 décembre 2025 : *Are they any plans for Horizontal videos/posts to play on TV?*

Not yet. So for those of you who don't know, we just launched the first version of Instagram for TV. We're just starting with Amazon Fire to start, but we're going to expand over time. It's early, so we got a lot to learn. And I think one of the things is going to be, do we need to support more horizontal video? Another is going to be, do we need to support longer form video, which we do not embrace at all on the mobile app. But we're going to start with vertical and short, even though TVs are obviously wide. And we'll see how it goes. And we'll iterate as we learn from the market.

267. AMA 19 décembre 2025 : *Does follower count still matter?*

Follow account absolutely matters. It is true that more and more content on Instagram is recommendations. So being shown to people who don't necessarily follow the account that created the content. Sorry, I wanted to get my sentence correct there. But you're way more likely to reach someone who follows you than who doesn't follow you. And we definitely want to make sure that's still a core part of the experience.

268. AMA 19 décembre 2025 : *Will we see metrics on reels to see if they are played on TV/different devices?*

So right now you can see things like how many people saw the reel in feed versus on the reels tab versus on profile. You can see how many people who viewed that reel were someone who followed you versus someone who doesn't follow you. But we do not yet have that device breakdown. That's a pretty interesting idea. I'll bring it to the team.

269. AMA 19 décembre 2025 : *Are carousels better than single image posts?*

On average, they do better, yeah. I'm not saying you got to post a carousel instead of a regular photo. But when you do post a carousel, people have the option to swipe and see more. So they're more likely to like or comment. We'll show that carousel a second time if they don't swipe themselves some of the time, which gives you a second shot. So generally speaking, yes, carousels do better.

270. AMA 19 décembre 2025 : *How does story order work? Like why do some ppl come up first?*

So all stories are from accounts that you follow, at least in the tray at the top of your home. We rank them based on how likely we think you are to be interested in that story. And we use proxies like how likely are you to tap on the story, how likely you are to reply to that story or to like that story. We predict those likelihoods and we use that as a proxy for how interested we think you are in that story. And then we rank accordingly.

271. AMA 19 décembre 2025 : *Is it possible to get reach through posts instead of reels?*

Absolutely. I think for everyone, you're going to find success with different formats based on the type of content that you're trying to create. I find success with both. I create a decent number of reels, but I also do a decent number of posts. I find reels are better for explaining things because I can just talk to the camera and posts are better for highlighting creators that I think are really bringing something amazing or special to the platform because I can show a bunch of different content from that same creator and other content like a selfie or something else. So it just depends on what story you're trying to tell, which format is the most effective, but they can both be effective.

272. AMA 19 décembre 2025 : *What is your prescription?*

I have a pretty sh**** vision. I'm, I think plus five and three quarters in one eye and maybe plus six in the other. If you check this out, if I go like that, it gets a little bit bananas. So, but you know, you kind of got to embrace it and I've enjoyed having glasses.

273. AMA 19 décembre 2025 : *Is it possible to increase your story views without growing your account?*

It is possible to grow how many people see your stories without growing the number of followers you have, but growing the number of followers you have will help because we don't show stories to people who do not follow you. And the way to do it would be to keep testing things and figure out what types of stories you might share that are going to create more engagement, which you can see by seeing which stories are patterns of your stories. They get more likes, more comments, more replies, et cetera. It doubled down on what's working and move away from what's not. And you will slowly get more story views over time, even from the same set of followers.

274. AMA 19 décembre 2025 : *Saw IG is limiting hashtags to 5... how many should I be using then?*

There's no perfect answer to this question. You can use as many as you like up to five. I think people use hashtags a little too much overall. They think it's a way to get a lot more reach and it's not. It is not an effective way to grow reach at all. But it can be helpful to let people know what you're talking about, to connect posts to each other for search, etcetera. But in general, it's not going to meaningfully increase your reach. And when people add 10, 20, 30 hashtags, they were trying to essentially hack the algorithm and it wasn't working. And so we figured it'd be better just to make it clear and create a cap of five.

275. AMA 19 décembre 2025 : *Why does one of my accounts have a Reorder Grid option while the other one doesn't?*

That is because we had a test out, or it's still out, about seeing how people used reordering of the grid. And we always test things before we launch them and we haven't launched it to everyone yet. But it has been a while, so I need to go check on that with the team and make sure that we either turn it off entirely or more likely just get it out to everybody.

276. AMA 19 décembre 2025 : *I'd love a teleprompter feature for recording voiceovers*

If you download the Edits app, we actually do have a teleprompter feature. So you can write a script you'd like and then it'll be built into the camera and then you can read that script and speak to the camera. Just go to Edits or download it if you don't have it and go to the camera and you'll see teleprompter is one of the options. I think it's on the left right around there.

277. AMA 19 décembre 2025 : *Love these, thank you for doing them!*

This is really nice. Thank you. Often when I go through these questions, I get some pretty aggressive and gnarly and leading questions, but it's nice to get a little positive feedback every once in a while. Honestly, I went through a couple of hundred today and had almost nothing that was particularly nasty. So rad. I'm glad you guys are feeling good. If you're not, sorry. I'll try to do better in the future. But anyway, I'm gonna head out. I have a bunch more to do today, but I hope you all take care of yourselves out there and I'll see y'all soon. Peace.

26 décembre : It's Friday and I forgot to post my AMA, so sorry about that. It's the holidays, so I'm gonna take this week off. I'm sending some good vibes out to you out there. Hope you're all doing well. See you soon.