

Instagram Emoji Study

quintly analyzed 20,000 Instagram profiles
and 6.2 million posts during 2016



Introduction

This study, conducted by the social media analytics provider quintly, analyzes over 20,000 profiles on Instagram.

The numbers give insights into specific details of usage and answers the question whether posts containing emojis receive a higher amount of interactions or not.

Presented in clusters of key performance metrics, this study will reveal how emojis are being used in strategies of differently sized Instagram profiles.



In 2016, 56% of Instagram profiles used emojis

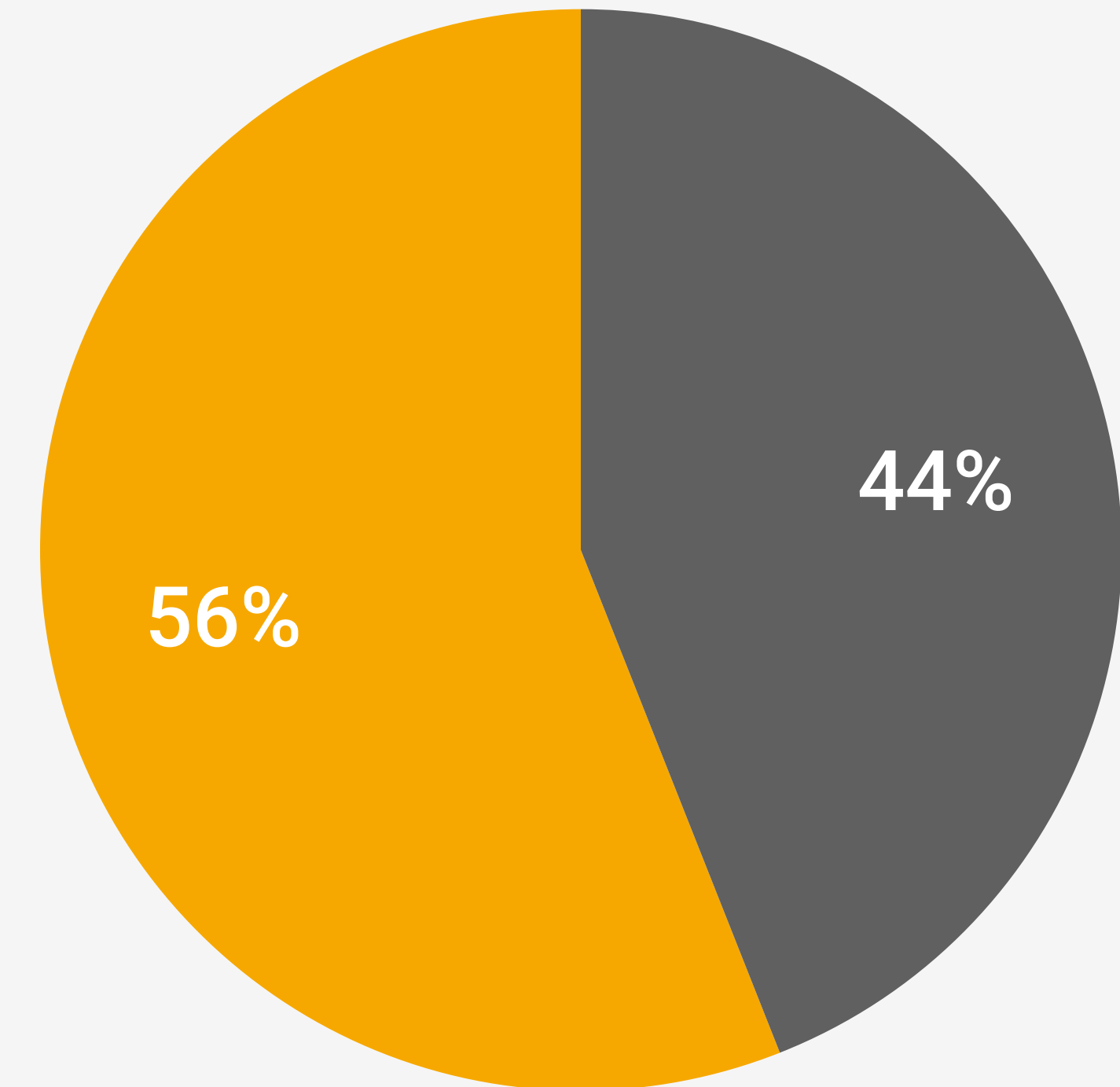
Emojis were part of every second Instagram strategy in December 2016.



In order to understand the importance of emojis, the study needs to answer the question how many profiles used emojis in their Instagram strategy during 2016.

The data shows that more than 50% of all analyzed profiles used emojis at least in one post. Research showed that emojis make experts appear more friendly and competent. Businesses seem to implement them in their storytelling on social media. Emojis are omnipresent on Instagram timelines, hence the study digs deeper into the meaning for businesses.

Data Source: quintly analyzed 20k Instagram profiles and 6.2 million posts
Period: January 1 – December 31, 2016

USE OF EMOJIS OF ALL ANALYZED PROFILES
2016



 INSTAGRAM PROFILES USING EMOJIS
 NOT USING EMOJIS

The use of emojis rose by 20% during 2016

Use of emojis varies between profile sizes but increased steadily over the year.

The use of emojis varies significantly among the different sized clusters. The study reveals that bigger profiles tend to use emojis more frequently, whereas “just” 25% of the smallest profiles made use of emojis

Looking at the growth rate, it becomes clear that especially smaller pages adding emojis to their Instagram strategy, resulting in two-digit rates for pages up to 100,00 followers.

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CHANGE IN USE OF EMOJIS ON INSTAGRAM 2016

	JAN 2016	DEC 2016	GROWTH RATE %
1-1k	18.89%	25.97%	37.48%
1k-10k	41.58%	50.73%	22.00%
10k-100k	59.58%	67.56%	13.39%
100k-1m	70.65%	76.42%	8.16%
1m-10m	73.64%	81.04%	10.04%
10m+	81.58%	75.00%	-8.07%*
AVERAGE	46.74%	55.63%	19.02%

* During the analyzed period the size of the biggest cluster increased significantly which might affect the results.

Image and video posts contain emojis equally often

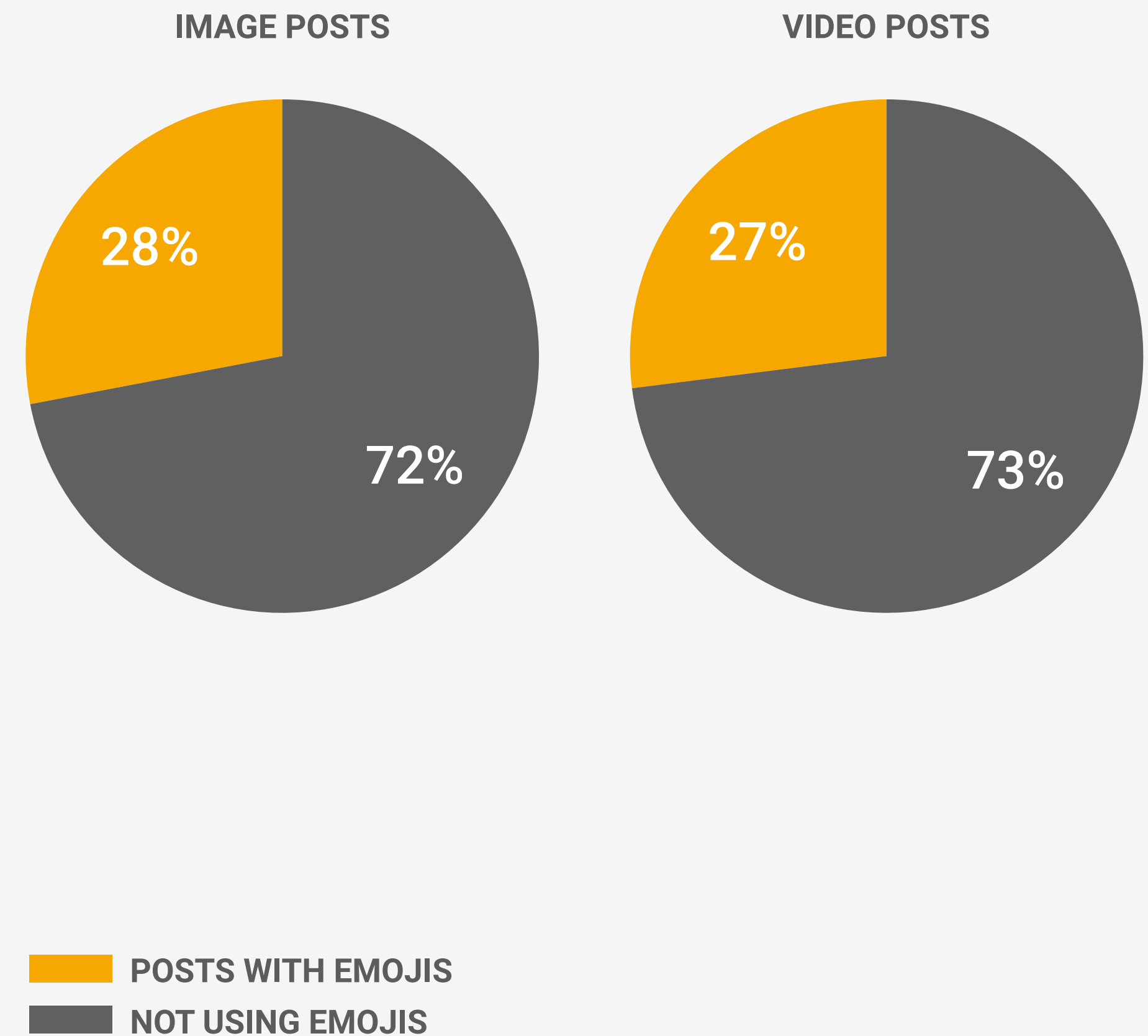
More than one quarter of the analyzed six million posts contained emojis.

To receive deeper insights in the strategy of businesses on Instagram, the study shows the difference of image and video posts. The data set we analyzed consisted of more than six million Instagram posts and of which 28% of image posts and 27% of video posts contained emojis.

In result, the data reveals no significant difference between the use of emojis in image and video posts.

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Period: January 1 – December 31, 2016

SHARE OF EMOJI USE IN IMAGE AND VIDEO POSTS
DEC 2016



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Posts with emojis receive higher Interaction Rate

The average post receives a 17% higher Interaction Rate than posts without emojis during 2016.

The study shows emojis are not just a great way to express feelings but also a crucial part for increasing interactions.

As shown, emojis became an integral part of corporate communication on Instagram. The revealed fact that posts receive a significant higher amount of likes and comments, should be taken into consideration while setting up tactics in order to achieve goals.

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INTERACTION RATE ON POSTS WITH / WITHOUT EMOJIS
2016

2.07
USING EMOJIS

1.77
WITHOUT EMOJIS

17%
HIGHER INTERACTION RATE FOR POSTS USING EMOJIS

Posts containing emojis receive higher interactions

Profiles of all clusters benefit greatly from the use of emojis.

Slide seven shows that the interaction rate increases on average by 17% when emojis are used. The Interaction Rate makes profiles comparable, irrespective of their size.

The table on the right shows the increase of absolute interactions per post for individual profile clusters. Thus this data is more meaningful for corresponding profile clusters.

The amount of absolute interactions per post are, as seen on the right, significantly higher in posts that contain an emoji.

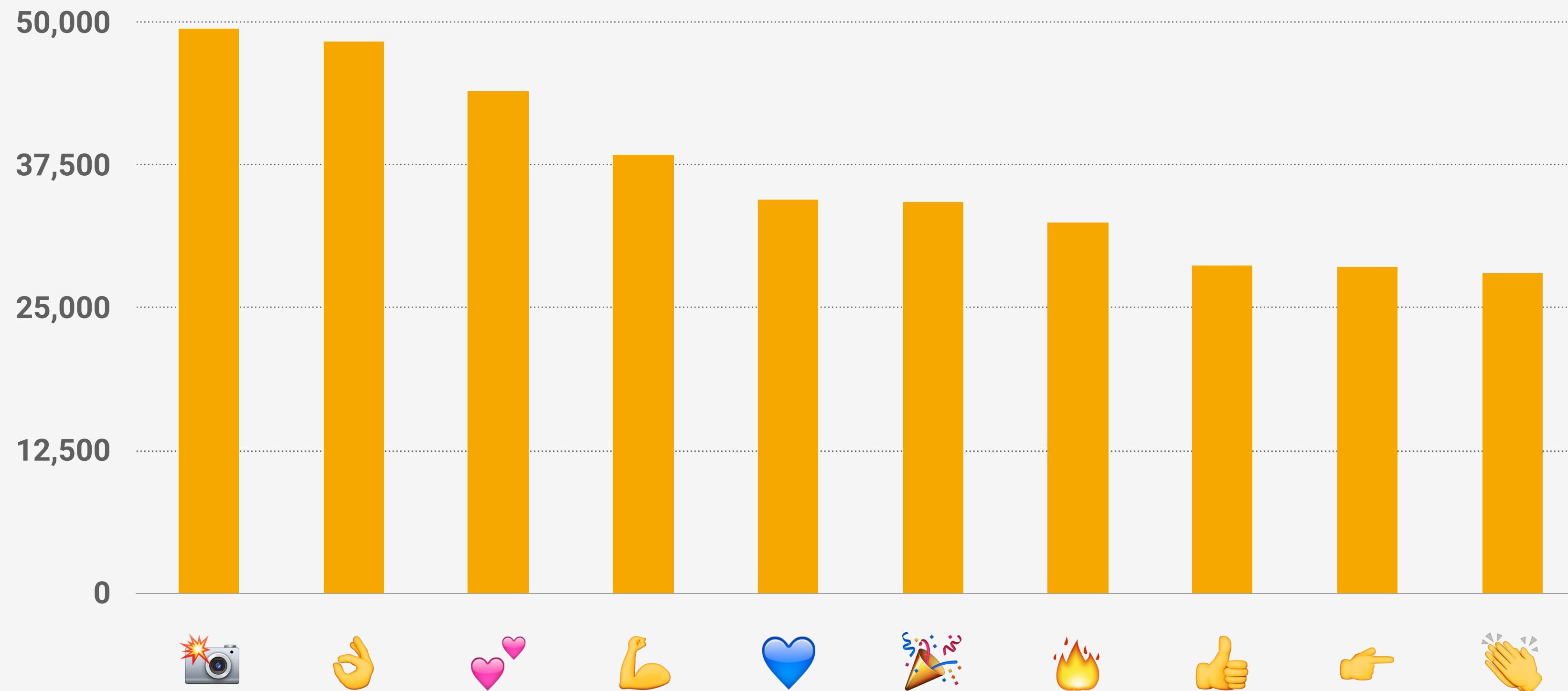
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INCREASE OF ABSOLUTE INTERACTIONS PER POST CONTAINING EMOJIS 2016

	DEC 2016
1-1k	+46.05%
1k-10k	+26.94%
10k-100k	+44.94%
100k-1m	+29.88%
1m-10m	+31.06%
10m+	+40.14%
AVERAGE	+43.63%

Top 10 emojis on Instagram

Emojis are omnipresent on Instagram timelines.



Did you know?

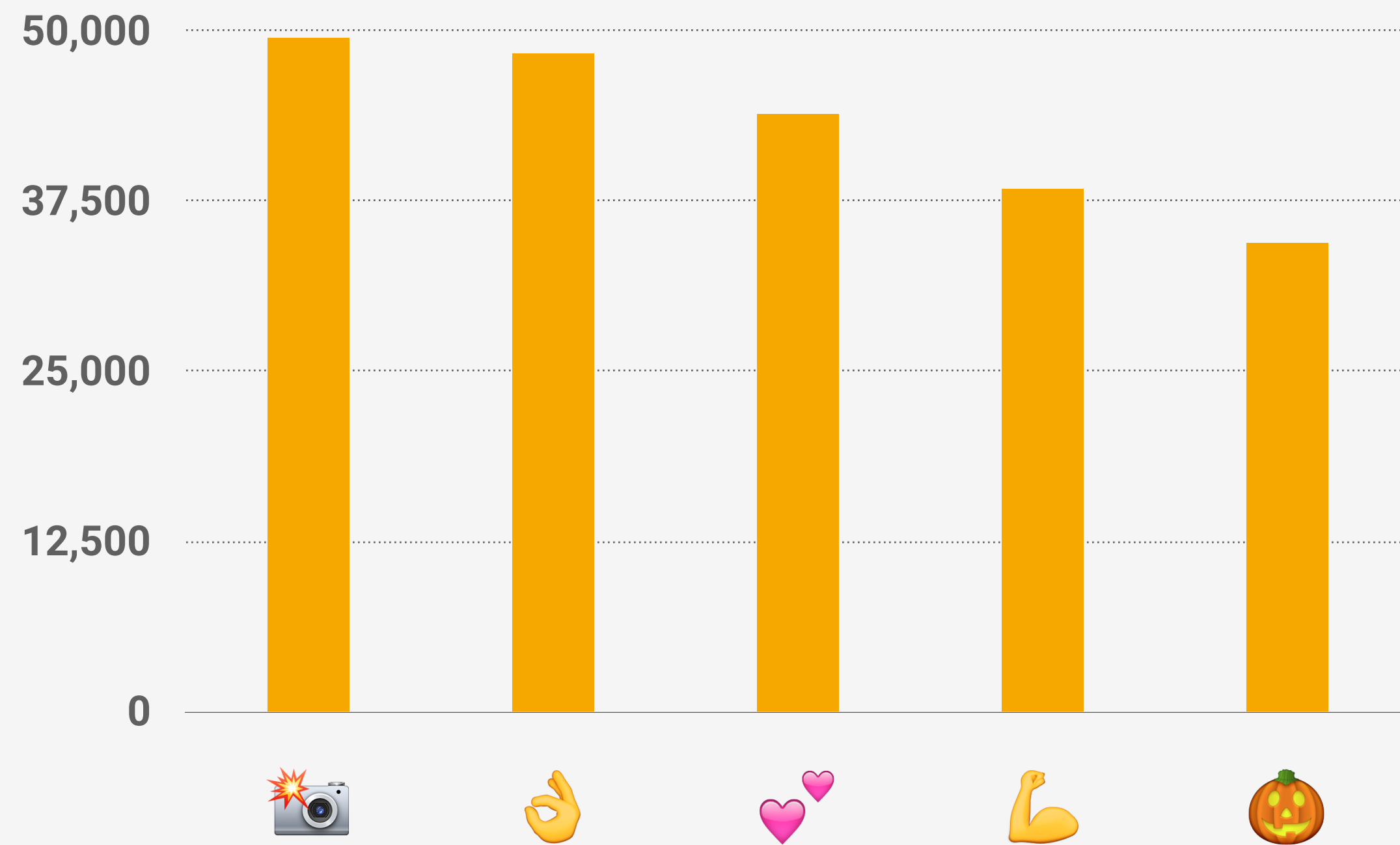
Despite the 📷 flash camera emoji being the most used of those in our graph, and the 👏 clapping hands far less, the latter is used on average **1.82** times per post (**almost twice**) while the camera averages about once per post at **1.03**.

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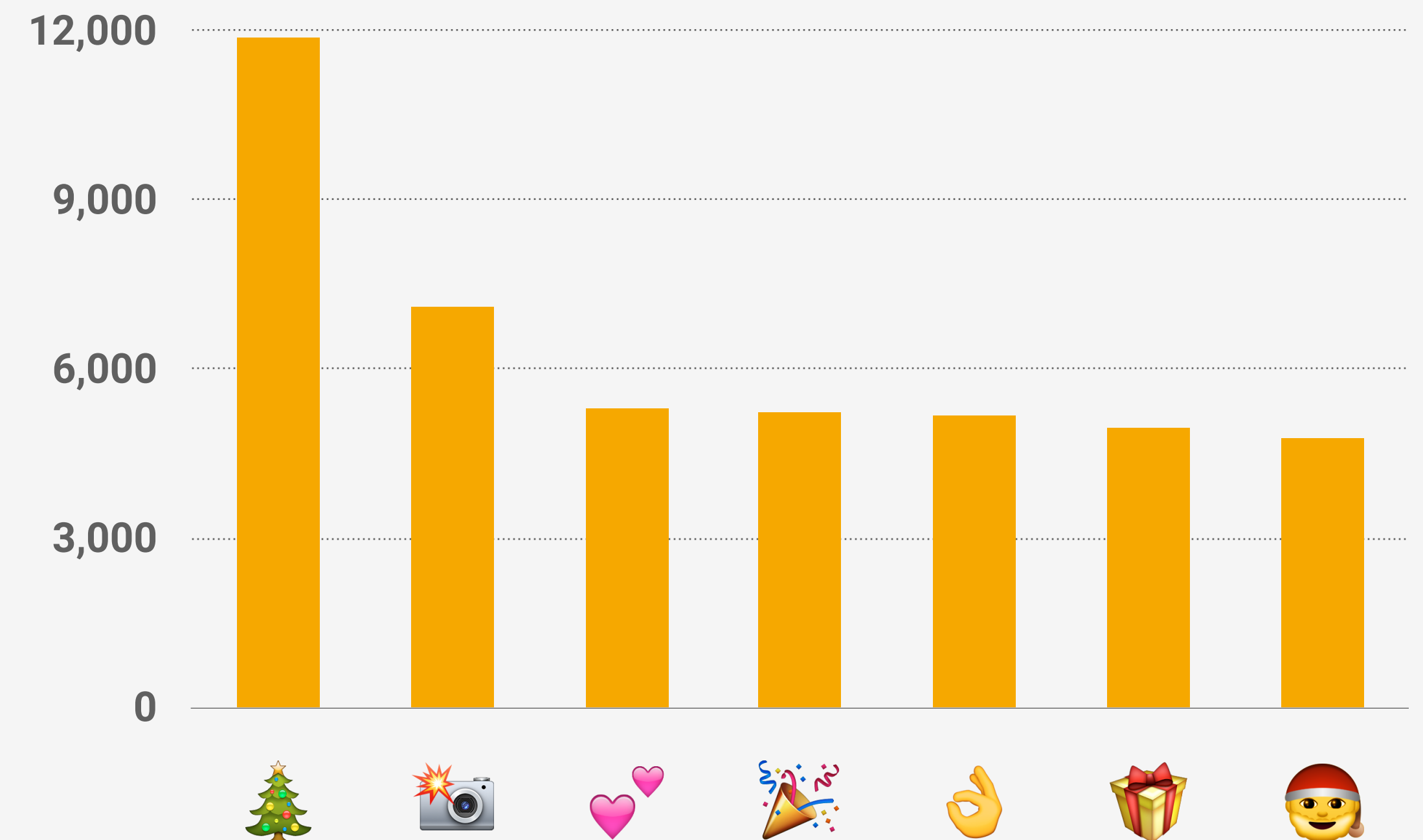
Top emojis during seasonal events

Seasonal events like Halloween and Christmas influence the use of emojis on Instagram.

HALLOWEEN



CHRISTMAS



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