

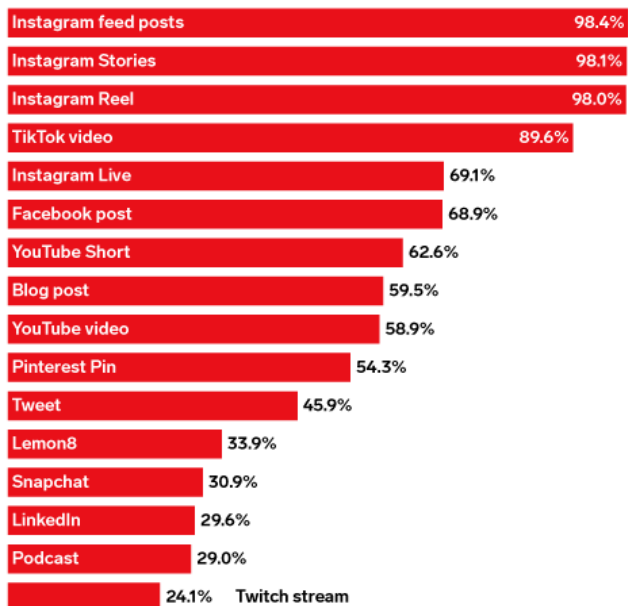
US creators opt for Instagram, despite Reels revenue concerns

Article

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Sponsored Content Post Types Shared by US Creators, June 2023

% of respondents



Source: Mavrck, "Creator Compensation Report," Aug 15, 2023

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Insider Intelligence | eMarketer

Key stat: About 98% of creators use Instagram feed posts, Instagram Stories, and Instagram Reels, putting the platform above TikTok, Facebook, and other popular social networks for creator use, according to Mavrck.

Beyond the chart:

- Nearly 60% of US social network users will use Instagram this year, according to our forecast, meaning the platform is still at the forefront of influencer marketing.
- Instagram is poised to sustain its lead with the help of the potential for high-paying partnerships and its more recent performance-based **monetization program**.
- That said, TikTok is not far behind Instagram, as 89.6% of US creators will share sponsored video content on the platform this year. Its algorithm has been a major draw for up-and-coming, video-first creators, as it allows them to build audiences more easily than on other channels like Instagram or YouTube.

Use this chart:

- Discover which social platforms are favored by creators.

- Understand which types of sponsored posts are used most.

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Methodology: Data is from the August 2023 Mavrck "Creator Compensation Report." 689 US content creators ages 18+ were surveyed during June 2023.