

Instagram Content Explained: A Quick Guide for Businesses

Here's a simple breakdown of the main ways to share content on Instagram and how each one helps you reach your audience.

Grid Posts

What it is:

A photo or carousel (up to 10 photos/videos) shared to your main profile grid.

Best for:

Polished, evergreen* content (product photos, testimonials, announcements).

How it reaches people:

- Seen by followers on their home feed
- Can appear on Explore if it gets engagement.
- Searchable via hashtags and keywords.

Lifespan:

Long. Stays on your profile unless you delete it.

Reels

What it is:

Short, vertical videos (up to 90 secs or longer with updates), fun, creative, and fast-paced.

Best for:

Reaching new audiences, showing personality, trends, how-to content.

How it reaches people:

- Prioritised by Instagram's algorithm – high chance to go viral.
- Shown in the Reels tab, Explore page, and can appear on non-followers' feeds.

Lifespan:

Long. Stays visible on Reels tab and can keep gaining views.

Stories

What it is:

Temporary photo or video content (15 sec clips) that disappears after 24 hours.

Best for:

Behind-the-scenes, day-to-day updates, polls, quick offers.

How it reaches people:

- Appears at the top of follower feeds.
- Only seen by your followers (unless added to Highlights).
- Great for boosting engagement via stickers, polls, and Q&As.

Lifespan:

24 hours – unless saved to Highlights.

Highlights

What it is:

Curated groups of past Stories pinned permanently to your profile.

Best for:

FAQs, services, testimonials, menus, key info.

How it reaches people:

- Always visible to anyone visiting your profile.
- Lets new visitors quickly learn about your brand.

Lifespan: Permanent (until removed).

Live Videos

What it is:

Real-time broadcast to your followers.

Best for:

Q&As, launches, tutorials, special announcements.

How it reaches people:

- Sends notifications to followers.
- Can be saved to your profile as a video.

Lifespan: Instant impact during live; optional replay.

* **Evergreen content** is content that stays relevant and valuable over time. It doesn't go out of date quickly and continues to attract interest long after it's posted.

Examples include: FAQs, testimonials, how-to guides, product features, and brand story posts.

It's great for building trust and giving new followers a consistent sense of who you are and what you offer.