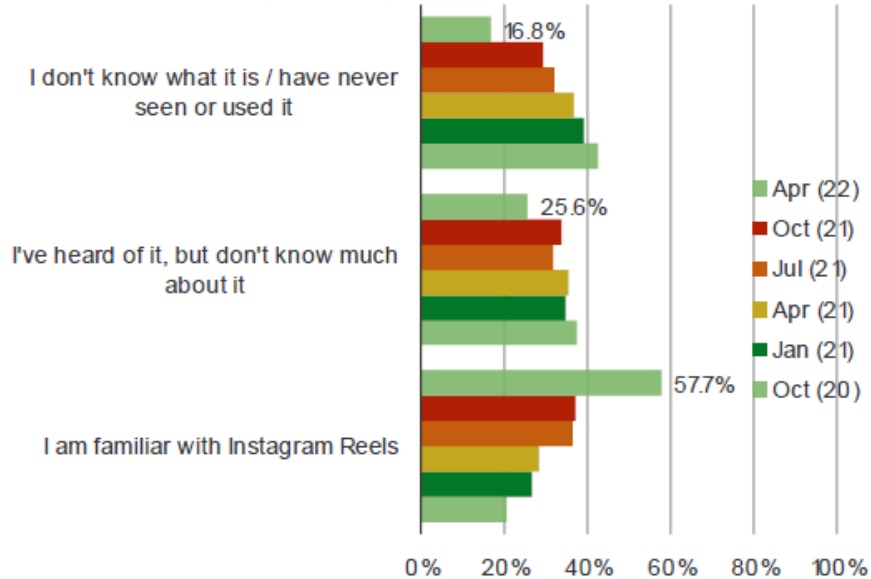


**Takeaway: Instagram Reels feedback has improved sequentially.**

ARE YOU FAMILIAR WITH INSTAGRAM REELS (EXAMPLES PICTURED)

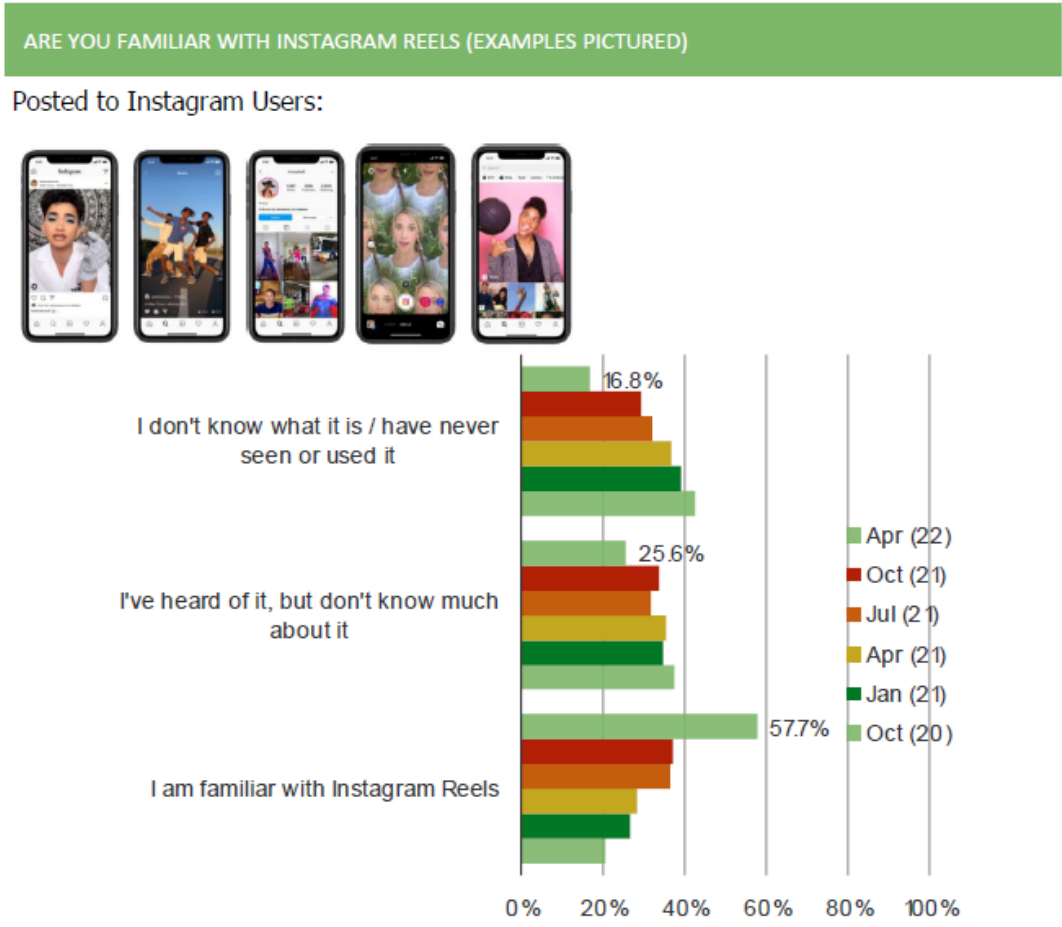
Posted to Instagram Users:



\*Note: We did not ask this question in our January 2022 survey.

\*Note – our July read on these charts and others that we ask across social media platforms will be ready in the next couple weeks.

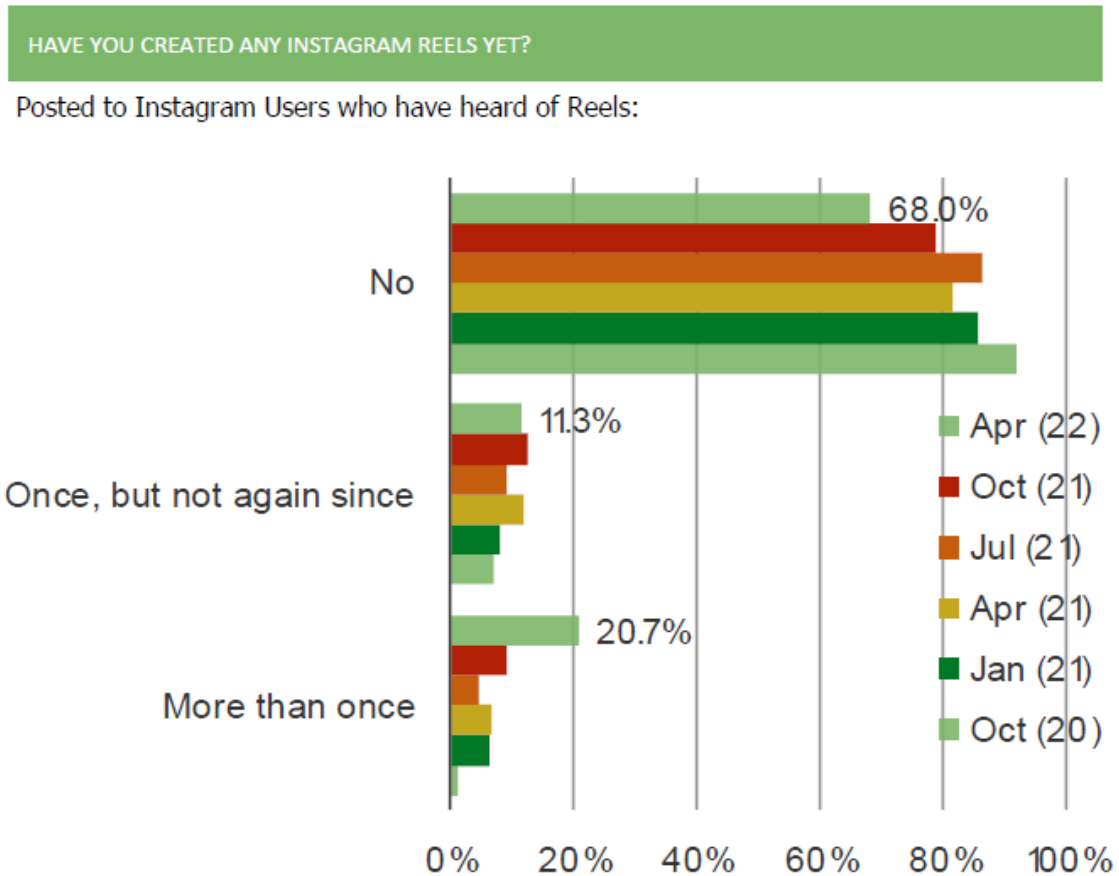
**Takeaway: Instagram Reels feedback has improved sequentially.**



\*Note: We did not ask this question in our January 2022 survey.

\*Note – our July read on these charts and others that we ask across social media platforms will be ready in the next couple weeks.

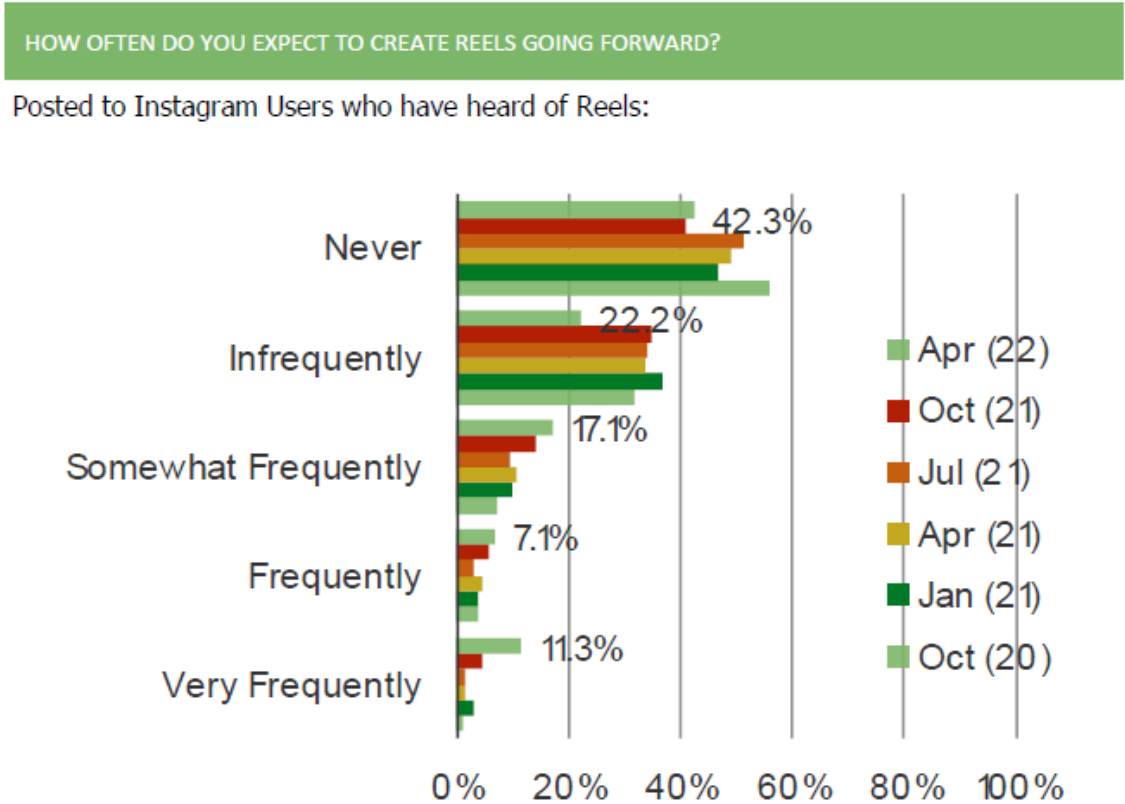
**Takeaway: Instagram Reels feedback has improved sequentially.**



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\*Note – our July read on these charts and others that we ask across social media platforms will be ready in the next couple weeks.

**Takeaway: Instagram Reels feedback has improved sequentially.**



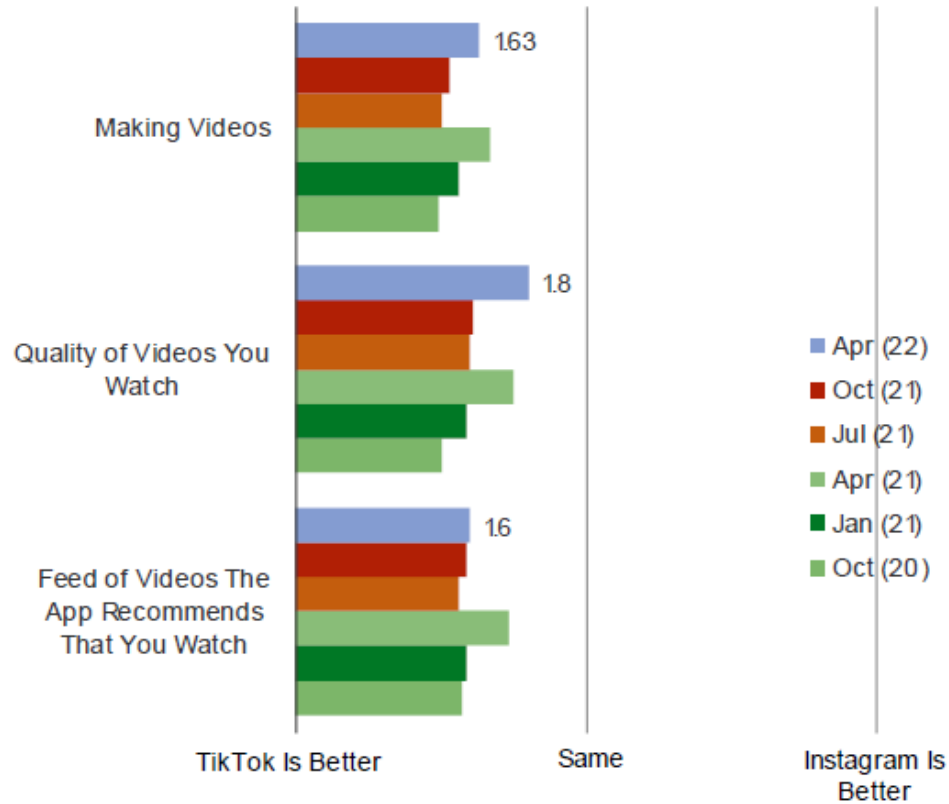
\*Note: We did not ask this question in our January 2022 survey.

\*Note – our July read on these charts and others that we ask across social media platforms will be ready in the next couple weeks.

**Takeaway: Instagram Reels feedback has improved sequentially.**

HOW DOES INSTAGRAM REELS COMPARE TO TIKTOK WHEN IT COMES TO THE FOLLOWING:

Posted to Instagram Users who have heard of Reels AND use TikTok:



\*Note: We did not ask this question in our January 2022 survey.

\*Note – our July read on these charts and others that we ask across social media platforms will be ready in the next couple weeks.