



# “Doin’ it for the ‘gram”

Understanding Canadian Instagram Users

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# Introduction



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Social networking has changed. Advances in technology allow users to access endless amounts of text, picture and video content in bite sized pieces. This isn't just a way to get in touch with old friends any more - social networks are playing a major part in marketing campaigns, dissemination of news and ideas, and creating a star culture all their own. This series of three reports examines how users of specific social networks stand out from others.

This report focuses on the use of Instagram amongst Canadians to see how they compare to the average social network user and find out what makes them distinct.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the online portion of the survey unless otherwise noted.\*

# Instagram Defined

**Instagram** allows users to edit and upload photos and short videos through a mobile app. Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users. Users have the option of making their profile private.

Instagram launched its live video streaming feature enabling users to broadcast as well as watch live streams on the app. Like other social networks, it also introduced the stories feature where users can upload photos and videos which will disappear after 24 hours.

