Instagram's New Updates: What You Need to Know

Instagram is rolling out several updates that enhance user experience and provide new tools for creators. From expanded carousel limits and unified view metrics to testing new grid layouts and carousel Reels, these changes signal Instagram's commitment to evolving its platform in response to user needs and trends.

Expanded Carousels

- **What's New:** Instagram has increased the limit for carousel posts, now accommodating up to **20 photos or videos** per post. Previously, users could only add up to 10 pieces of content to each carousel.
- **Why It Matters:** This update allows for more storytelling and creative expression within a single post, providing users and creators with greater flexibility in sharing their content.

Views Become the Primary Metric

- **What's New:** Instagram is shifting its focus to **"views"** as the primary metric across all content formats, including Reels, Stories, and photos. This change will be rolling out in the coming weeks.
- **Why It Matters:** According to Instagram chief Adam Mosseri, the unified metric system will make it easier for creators to track content performance consistently across different formats. Unlike reach, a view can occur multiple times by the same person, offering a more dynamic understanding of content engagement.
- **Key Insights:** Mosseri emphasizes that, while views are now the primary metric, creators should also monitor **sends per reach***, as both are crucial for gauging content performance.
Sends per reach is the rate at which people see your content and share it via DMs

New Grid Format in Testing

- **What's New:** Instagram is experimenting with a new grid format for some users, **introducing the rectangle layout**.
- **Why It Matters:** This shake-up in the grid's visual structure could change how users and creators approach their profiles and content curation, potentially offering a fresh aesthetic and new ways to engage audiences.

Carousel Reels Testing

- **What's New:** Instagram is **testing out carousel Reels,** a format designed to mimic the popular multi-slide format on TikTok.
- **Why It Matters:** This feature aims to enhance Reels by allowing users to swipe through multiple clips in a single Reel, offering a more interactive and engaging experience akin to TikTok's format.