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Growing On Instagram Using Trending Sounds

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Abstract ;

Our study aimed to explain how different Instagram accounts can grow using specifically trending sounds.
We directed our research toward some important details about Instagram as a social media platform, and its specific ways and strategies for growing and developing a presence no matter the type of content shared (lifestyle, small businesses, brands...)
We also highlighted the popularity of videos, particularly Reels, and how they can help users grow quickly and organically; add on it the use of trending sounds in those Reels, since it can be easily pushed by the algorithm and become popular in a short period of time; including tips and strategies; with a comprehensive guide on how to leverage trending sounds for a better reach and engagement.

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1. *Introduction*

Being present on any social media platform is mostly common, but nowadays, being known or even famous is more important to some than others. It is also a new career and a new type of profession in different countries; therefore, many social media users are now making money just by sharing content; others are selling products of their brands or even selling different kinds of services.

However, it is required that you reach and surpass a number of followers (also known as users/audience), to achieve your goal and start having a regular income from any social media platform (such as Instagram, YouTube, Facebook, TikTok, Twitter…)

Most importantly you need to grow organically on those platforms and there are many ways some can be effective to specific content or brands and some are not, moreover, you can always try new and different strategies and growth plans if you can't see any major changes or wanted results, and you can also come up with your personalized strategy, that suits only your content.

Growing on social media can be a little difficult initially, but you most likely need to catch up with all trends and analyze your account performance using social media analytics.

Instagram is one of the most used social media platforms with the number of 2.4 billion active users (Rohit Shewale, January 11/2024), all over the world, and a very large content choice such as posts, pictures, carousels, videos (known as reels), and stories… and has specific ways and specific strategies that allow different contents whether it's a brand, a service, or a lifestyle content, to grow and develop its presence on the platform itself.

Videos also known as reels, are one of the most shared and viewed on this platform; according to a survey conducted by Instagram itself "91% of active Instagram users" recently stated that they view videos on the platform at least once a week (Rohit Shewale, January 15/2024).

This confirms and also indicates to all content creatures on this social media platform that videos are actively reaching users and are rising in popularity compared to other types of posts (stories/pictures/IGTV/carousels…)

This also means that the audience and users prefer this kind of content which can be helpful and useful to grow on this platform quickly and organically; adding on it, when including the different sounds or music that is already provided by Instagram in your videos and reels, can also help you grow faster on this platform according to ("Attract an audience on social media", No date), knowing that some sounds are

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trendier than the others and can be pushed by the algorithm in a short period of time due to its high number of usage and some trending sounds are used more than 1m times (Hottest Trends and More Updates on Reels,2023).

Above all what we mentioned earlier; our paper, will Introduce the Instagram Platform and define the trending sounds in it; and will propose some tips and possible strategies with a full effective guide on how to grow your account on Instagram despite the nature of your content using and integrating specifically "trending sounds" in your Videos/Reels.

Our Main Research Question: How to grow on Instagram using Trending Sounds?

Our Secondary Questions:

-What is Instagram Platform?

-What are the most useful tips and strategies to grow on the Platform?

-What is a Trending Sound on Instagram?

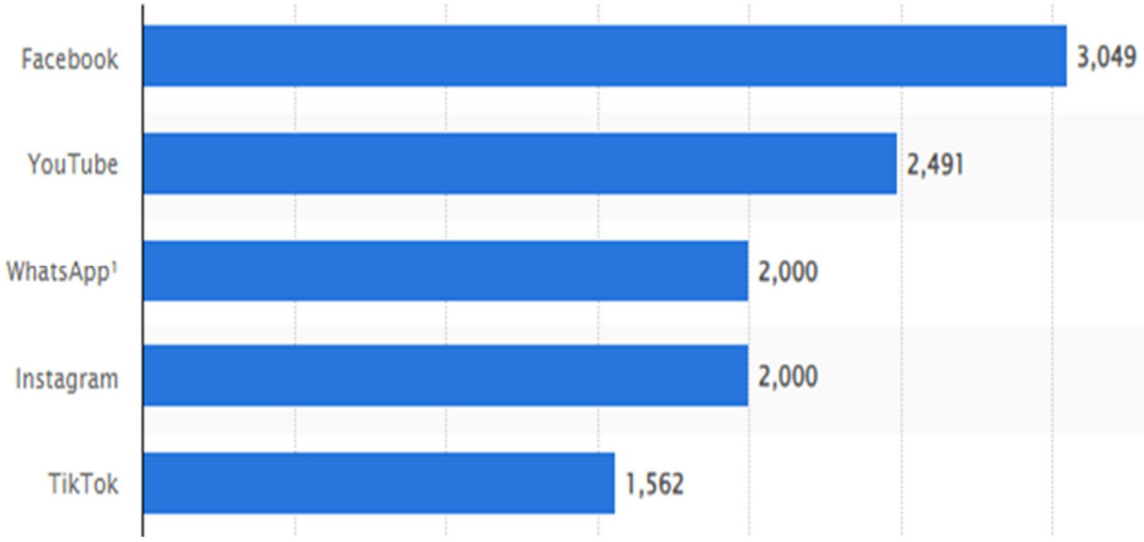
-How to correctly use and add a Trending Sound on Instagram Reels/Videos?

2. *Growing on Instagram*

2.*1 Introducing the Instagram platform:*

Instagram is a free photo and video-sharing app available on iPhone and Android. People can upload photos or videos to our service and share them with their followers or with a select group of friends. They can also view, comment, and like posts shared by their friends on Instagram. Anyone 13 and older can create an account by registering an email address and selecting a username (About Instagram, No date).

Fig.1. Most popular social networks worldwide as of January 2024, ranked by number of monthly active users (in millions)



Source: Stacy Jo Dixon, 2024

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*__Figure 1__ represents a graph of the number of active users on various social media platforms as of January 2024. As we can see Facebook is considered the most used platform, and it is ranked in 1st place with several users that is over 3 billion (exactly 3.04 billion), then comes YouTube with a number of 2.4 billion active users in 2nd place, to find Instagram ranked in 4th place with a number of active users that is around 2 billion; a side with WhatsApp that have the same number of users, then we have in 5th place TikTok platform with a number of users that is over 1 billion.

To conclude Instagram is one of the top 5 most used social media platforms nowadays with over 2 billion active users.

Certainly, it is a popular social media platform that was founded in 2010 by Mike Krieger and Kevin Systrom, it quickly became a worldwide hit. (C. khatir, B. Imane,2022).

Users can create accounts and follow other users to view their posts in their feeds. They can also upload their photos and videos, add filters and captions, and interact with other users through likes, comments, and direct messages.

Instagram offers various features such as stories, where users can share photos and videos that disappear shortly after 24 hours. There is also IGTV (Instagram TV) and reels, which allow users to upload long videos and short videos. Users can search the search page for details of untracked accounts. Instagram has become a popular platform for individuals, influencers, brands, and companies to share their visual content and engage with their audience. With 1.21 billion users worldwide, Instagram has become an important platform for social media marketing and advertising (Laura Höfer, 2021).

Instagram has so many features and characteristics that have made it a popular platform for individuals, businesses, and content creators, offering a visually driven and interactive space for sharing experiences and engaging with others; we did include some of them as follows:

Integration with Facebook: Instagram is owned by Facebook, allowing users to easily connect their Instagram accounts with their Facebook profiles. This integration allows for seamless sharing of content between the two platforms.

Visual content: Instagram is known for its focus on visual content, particularly photos and videos. Users can upload and share high-quality images and videos to showcase their interests and activities.

Instagram stories: this feature allows users to share temporary photos and videos that disappear after 24 hours. Stories can be enhanced with text, stickers, gifs, and interactive elements, providing a more dynamic and engaging experience for followers.

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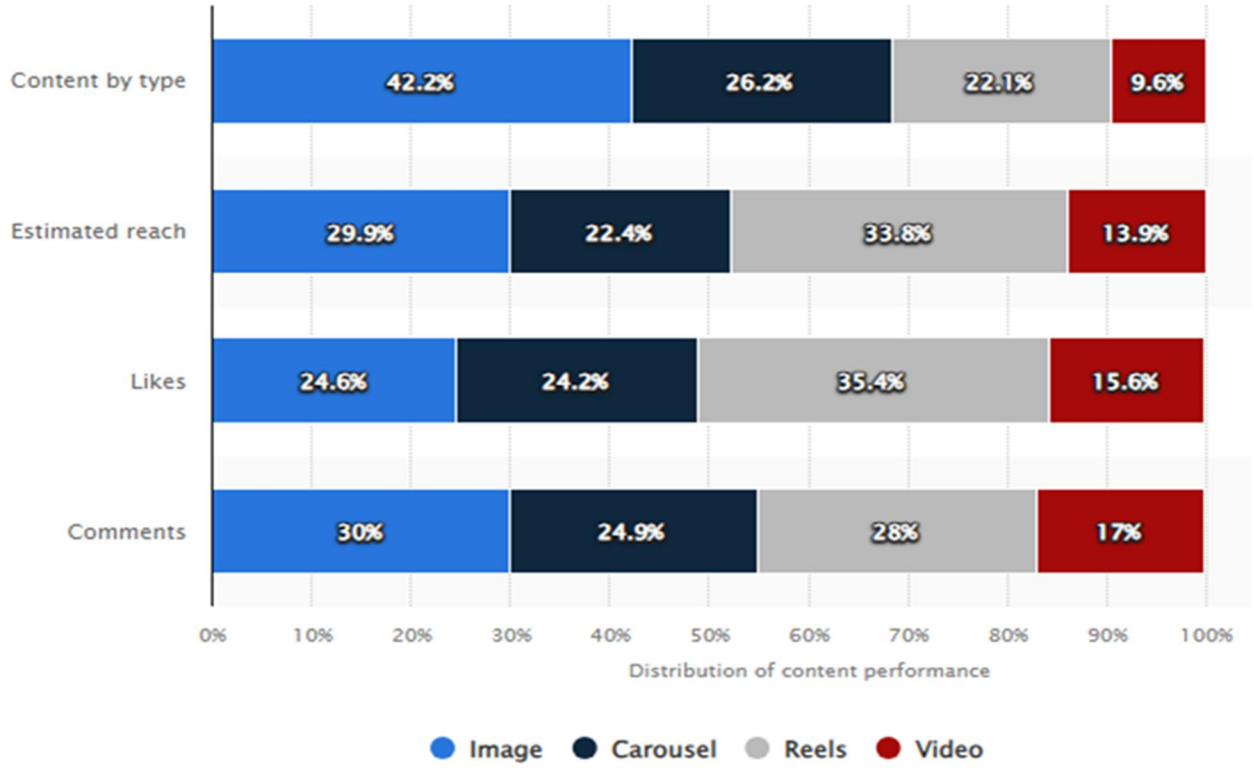
Direct messaging: Instagram's direct messages feature, known as "messages direct," allows users to communicate with each other privately. Users can send text messages, photos, and videos, and even make voice and video calls through this feature.

Explore & Search: Instagram offers a powerful search and discovery feature called "explore & search." Users can explore content related to their interests, discover new accounts, and find trending content through hashtags, locations, and suggested posts (Instagram features, No date).

Shopping: Instagram has introduced a feature called "shopping" that allows businesses to tag and sell products directly within the platform. Users can browse and purchase products without leaving the app, providing a convenient shopping experience (Instagram shopping, No date).

Influencer marketing: Instagram has become a popular platform for influencer marketing. Influencers with large followings can collaborate with brands and promote products and services to their audience (Instagram about us « careers »), No date).

Fig.2. Distribution of Instagram content performance worldwide as of July 2022, by content type



Source: Stacy Jo Dixon, 2022

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*__Figure 2__ represents the distribution of Instagram content performance worldwide as of July 2022, and the graph shows the four content types on the platform: Images, Carousels, Reels, and Video, with their performance metrics: Likes, Comments, and Estimated Reach with a range represented by a gradient from 0% to 100%.

We can see that the most published type of content on this platform is Images in 1st place with 42%, then we have carousels and Reels with a close percentage of over 22%, and came in 2nd and 3rd place in the order, while normal Videos also known as IGTV (in previous versions of Instagram) are the least used nowadays by the platform users with a 9.6 % only.

As for the estimated reach and the most liked type of content we have in the 1st place Reels with over 30% of users, then images and carousels in the order with a rate between 22% and 29%.

And for the type of content that has a big number of comments from users is Images in 1st place with a rate of 30%, then we have Reels in 2nd with a rate of 28%, then the two other types of content (carousels and Videos) with lower rates between 17% and 24%.

To conclude Reels are considered a better type of content for better growth on the Instagram platform since it has the highest estimated reach means a bigger number of views and also are more liked than the other types with a decent rate of comments (28%) comparing to images and carrousels.

2.2 *How to grow on the Instagram platform; tips and strategies:*

Certainly, growing on Instagram requires a combination of strategic planning, engaging content creation, and active community management. We will mention some tips and strategies to help you grow your presence on Instagram no matter the type of content you publish:

-Define your goals, your niche, and your target audience.

-Optimize your profile by putting a clear profile picture, adding a bio, and a link to your website or relevant content.

-Post consistently and at optimal times and use all Instagram features including images, videos, carousel posts, and Instagram stories, (Nasr Abdulaziz Murshed,2020).

-Create high-quality and diverse content.

-Use hashtags, geotags, and trending sounds.

-Engage with your audience.

-Collaborate with other users and host giveaways and contests.

-Monitor analytics by using Instagram insights to track down the performance of

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your content; understand what works best for your audience and adjust your strategy accordingly, (Chris. Brogan, 2010).

3. Using Trending Sounds for Growth:

3.1 Trending Sounds:

80% of people view Reels with sound on according to (Instagram Internal, 2022).

We can simply define the trending sounds used on Instagram platforms as audio which includes real people talking or saying “voice-over”, or even sometimes quoting and adding some sound effects “memes in so many languages (English; Arabic, French, Spanish…); or it can be a piece of real artist music or other small artist covering some known songs or even no more than a plain instrumental sound. (Instagram help center « Can I use music in my videos on Instagram? » no date).

It is also a song or a sound or a piece of music on Instagram used multiple times by multiple users; that’s when the begins to explode in popularity.

Most of the sounds on Instagram have gained big popularity and are widely used by creators across the platform in all different countries; These sounds stand out almost anywhere presented by videos, reels, or even challenges, and trends, allowing creators to lend themselves to these trending sounds of their stories or reels, making it all the more interesting and impressive and more watched by the platform users.

You can simply discover trending sounds as a user through Instagram's review/feed/for you page, which has all different kinds of reels with different contents and different trending sounds (popular or new ones), and without a doubt, this will play an important role for you to include them in your reels depending your type of content, and this creates a domino effect* that will help make the sound more popular and more used.

*According to our research **The Domino Effect** in social media refers to the idea that when a type of content (pictures or videos…) gains high reach number and certainly a lot of views and becomes popular, it can create a chain of engagement and sharing that has the power to attract a target audience to the source of their interest.

3.2 Using Trending Sounds Effectively to a Remarkable Growth:

The use of Instagram music or sound effects in Videos/Reels can be an effective tool to reach more people across platforms in different countries; However, the sound you choose for your video and photo content can have a huge impact on reach (the number of views that can easily bring followers who are interested in your content); So, using trending audios for it lets you keep your account (no matter the

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content you share) “in the now” and boost your audience engagement.

Moreover, trending audio for your Reels is a proven technique for increasing account growth no matter the content you make and share it will always find some interested range of followers; because lately and according to users are more likely for video/Reel content than pictures and anything else published on the platforms so it has the potential to reach social media users who are not necessarily your followers (Rohit Shewale, January 15/2024).

Additionally, the Instagram algorithm itself also seems to favor videos/Reels that use trending sounds, which means that if you use trending audio correctly, your Reels will have a higher chance of going viral.

Therefore, to grow on Instagram using trending sounds, you certainly need to read those useful Tips:

-Use the new audio search feature on the Explore page of the Instagram app (latest updated version of 2024), this allows you to search for audio content and see a list of circulating Reel audios.

-Find the latest trending reel audio on Instagram so if you choose to join the trend by using the same song in your Reel, this can inspire you and help you reach a wider audience most likely.

-If you are trying to grow your Brand Account; check out popular designers on Instagram; and try following these big brands, so you can keep up to date with the most popular music and trends in their content and videos; and you can as well use them and make them fit to your brand or your content in general. It can also inspire you to make the same or similar content.

-Pull out your Reel feed, as you scroll through the IG Reels, pay close attention to the audio soundtrack; the most repeated and most used ones are the trendiest, try using them and make them to your content.

-Use Instagram’s search feature. Tap the magnifying glass at the bottom of the app to go to the Explore/Discover page. Type a phrase like "trending audio" or something specific to the video you plan to post. Find Audio and Tag filters to find sounds in progress.

-Check Instagram’s creator account (@Creators); A reel trends carousel is often published that includes the latest sounds being used by the major manufacturers. (“Why And How to Use Trending Audio for Your Reels”, 2023).

-An extra tip; try to consider checking out what’s happening on TikTok; it often sets trends that are repeated on Instagram. Use TikTok Creative Center and search functions to find trending sounds.

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3.3 Adding Trending Sound to Instagram Reels:

Instagram Reels are a great way to show off your personality and share unique and fun content. Adding Trending Sound to your Instagram Reels can help bring your video to life and make it more remarkable, gaining more views means more followers and all the popularity that comes with it; and the platform has a vast collection for you to pick from; you will Just need to follow these exact steps below ("Adding Music or Original Audio to Instagram Reels",2023):

1. Open the Instagram app.

2. Open the Instagram camera and slide the menu at the bottom over to "Reels".3. While you're creating your reel, you can tap on the Audio button at the top of your screen.

4. Browse the lists of music and original audio, or search for a specific track.

5. Once you've picked your track, you can slide the timeline at the bottom of the screen left or right to find the part you want to use.

6. When you're satisfied with your selection tap "Done" at the top right of your screen.

7. Finish editing your reel and then tap "Next" at the bottom right of your screen.

8. Add a caption, edit the cover, tag people, and more. Then, when you're happy with your reel, tap "Share" at the bottom right of your screen.

4. *CONCLUSION*

We conclude, based on all the information mentioned above in our study that; using trending sounds on Instagram, especially in reels, can really play an important role in growing and being more popular no matter the type of content being shared and made by users; moreover, the use of trending audios can help keep accounts "in the main Feed" and increase audience engagement alongside with a major rise in the number of views, likes, comments....

Reels, in particular, have been confirmed as the best content for organic growth on Instagram, and have been pushed by the Algorithm itself, and were chosen as the most preferable type of content by users of the platform, according to Instagram Platform official Blog; as they have the highest number of reaches, the most likes, and the most comments comparing to Images or Carrousels or Stories…

Therefore, we confirm the importance of making and publishing Reels on a daily basis if possible, adding to it a trending sound, on one side; and with 91% of active Instagram users watching Reels at least once per week, on the other side; will give and mark more views and will definitely

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lead to growth; if applying and following the exact steps provided by Instagram platform Itself, so as a final result we can say that:

Instagram is a very useful and yet powerful social media Platforms that can help different content creatures and even brands owners or small business to be more knowns and make some profits.

Instagram Reels/Videos has the power to make any account more visible on the platform in condition of following and using the most recent Trendy Sounds or Audios.

Including Trending Audios and Music's, sounds in general will give the platforms users the ability to grow bigger and faster if implementing the correct steps provided by Instagram.

Having a publishing consistent schedule and using different posts forms provided by the platform such as pictures, stories , reels…can really make a huge different to any Instagram account and makes it gain more likes , views and comments and being directly pushed by the Algorithm as the most reachable content/account.

Thus, we have some final recommendations for growing on Instagram in a general way:

-Use trending sounds in your reels to keep your account on the "Feed / For you page" and increase audience engagement.

-Post consistently and at the best of times, using all Instagram elements including photos, videos, carousel posts, and Instagram stories...

-Define your goals, niche, and target audience.

-Customize your profile by adding a clear profile picture, bio, and relevant links to your other social media platforms.

-Do high-quality content and a variety of ideas and try to keep up with different challenges and trends.

-Use hashtags, and geotags, and write clear text in the description of any post you share.

-Connect with your audience and interact with them.

-Collaborate with other users and create giveaways or contests.

-Check analytics via Instagram search to see how your content performs and adjust your settings accordingly.

-Keep up to date with the latest reel audio styles and consider using them in your content to reach a wider audience.

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