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Using Trending Sound to Grow on Social Media Instagram as a Model

استعمال الأصوات و الموسيقى الرائجة للنمو على مواقع التواصل الاجتماعي

الانستغرام نموذجا

L'utilisation des sons tendances pour plus de visibilité sur les réseaux sociaux Instagram comme un model

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ملخص:

تهدف دراستنا إلى توضيح كيفية نمو حسابات إنستغرام المختلفة باستخدام الأصوات الرائجة بشكل خاص، وحددنا في بحثنا هذا، و الذي اعتمدنا فيه على المقاربة الكيفية و كذا المنهج الوصفي معا، بعض التفاصيل المهمة حول إنستغرام كمنصة وسائط اجتماعية، وكذا كل الطرق و الاستراتيجيات التي تعمل على نمو وتطوير الحساب الشخصي بغض النظر عن نوع المحتوى المنشور عليه. كما سلطنا الضوء على شعبية الفيديوهات القصيرة المدة التي تنشر و تنتشر بشكل رهيب على هذه المنصة، والتي يطلق عليها اسم الريلز، وكيف يمكن أن تساعد المستخدمين كدعامة على النمو بسرعة وبشكل عضوي و مؤكد؛ بالإضافة إلى استخدام الأصوات الرائجة في تلك الريلزات، حيث يمكن للخوارزمية ان تميز الفيديوهات التي تستعملها و تقترحها الى اكبر عدد من المستخدمين سواء كانوا مهتمين بالمحتوى او غير مهتمين به لتحصل هذه الأخيرة على اكبر عدد من المشاهدات في فترة زمنية قصيرة؛ و قدمنا أيضا في دراستنا دليلا شاملا حول كيفية الاستفادة من الأصوات الرائجة لتحقيق مشاهدات أفضل وتفاعل أكبر.

الكلمات المفتاحية: الأصوات الرائجة ؛ وسائل التواصل الاجتماعي؛ الانستغرام ؛ الريلز.

Abstract :

Our study aimed to explain how different Instagram accounts can grow using specifically trending sound. We directed our research using a mixed methods frameworks which consists qualitative approach plus the descriptive method, 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;

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with a comprehensive guide on how to leverage trending sounds for a better reach and engagement.

Keywords : Trending sounds; Social Media platforms; Instagram; Reels.

Résumé :
Notre étude visait à expliquer comment différents comptes Instagram peuvent être plus visible sur la platform en utilisant spécifiquement les sons tendances. Nous avons orienté notre recherche en utilisant un mixte de méthodes qui consistent une approche qualitative plus la méthode descriptive, vers quelques détails importants sur Instagram en tant qu'une populaire plateforme parmi les différents réseaux sociaux, et ses façons spécifiques et stratégies pour développer une présence peu importe le type de contenu partager.
Nous avons également mis en évidence la popularité des vidéos, particulièrement les Reels, et comment elles peuvent aider les utilisateurs à croître rapidement et organiquement; tout en ajoutent les sons tendances dans ces Reels, car elles peuvent être facilement poussées par l'algorithme et devenir populaires en peu de temps; notre études a inclus également des conseils et stratégies; avec un guide complet sur la façon d'utiliser les sons tendances pour un meilleur l'engagement et plus de visibilité.

Mots clés : Sons Tendance; Réseaux Sociaux; Instagram; Reels.

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 (SHEWALE, 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 (KUMAR, 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 (Facebook Lessons, 2022) knowing that some sounds are

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 (MOSSERI, Discover the 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?

As for 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?

1- Methodology

Our research utilized a mixed methods frameworks which consists several key components aimed at investigating the use of trending sounds to grow on Instagram, starting with a qualitative approach that was utilized to gather insights and understand the impact of trending sounds on user engagement and growth on the platform, adding to it a descriptive method, that was combined with theoretical-analytical approaches to provide a comprehensive understanding of the subject matter, allowing for an in-depth exploration of our topic, regarding the use of trending to sounds to grow any account on Instagram platform. Moreover, our data was gathered from various sources, including Instagram's internal statistics and user engagement metrics, and this data supports claims regarding the effectiveness of trending sounds and Reels in enhancing content performance. We also gathered some other data and information on Instagram as a social media platform, its features, and the significance of trending sounds in content creation. This step helped establish a theoretical framework for understanding their impact on user growth.

As for a last step our study outlined actionable strategies for users to implement, based on the analysis of successful content practices on Instagram, this includes defining goals, optimizing profiles, and effectively engaging with audiences. This methodology aims to provide a thorough understanding of how to leverage trending sounds for improved reach and engagement on Instagram, ultimately guiding users in their growth strategies on the platform .

2- Literature Review

The literature review we did go through for our study provided us with a comprehensive examination of existing research and information related to Instagram as a social media platform, focusing on its features and the role of trending sounds in content creation. It explores the characteristics of Instagram, detailing features such as Reels, Stories, and posts, and discusses how these can be leveraged for user engagement and growth. The review defines trending sounds on Instagram, emphasizing their significance in enhancing content visibility and engagement, and highlights how their use can attract more viewers and foster increased interaction rates. A theoretical

framework is established to understand the impact of trending sounds on user growth, referencing previous studies and statistics that support their effectiveness in reaching broader audiences.

Additionally, various engagement metrics and statistics are considered, particularly regarding how Reels and trending sounds contribute to higher engagement rates compared to other content formats. By integrating theoretical insights with practical applications, the literature review offers a well-rounded perspective on strategies for effectively using trending sounds to drive growth on Instagram, ultimately contributing to a deeper understanding of their impact on user engagement.

3- Study Terms

Trending: according to (Oxford, Trending, 2023), trending refers to the fact of being discussed a lot on social media, or widely mentioned or discussed on the internet, especially on social media different platforms.

Sounds: according to (Cambridge, 2023) it is something that you can hear or that can be heard, and according to (Oxford, Sound, 2023) it is something you hear.

Trending Sounds: Trending sounds on Instagram are defined as audio clips that are currently popular and widely utilized by users on the platform. These sounds can include real people talking, voice-overs, quotes, or sound effects, often used in humorous or engaging contexts. Their significance lies in enhancing the visibility and engagement of content, especially in Instagram Reels, as they are favored by the platform's algorithm. This can lead to increased reach and interaction with the audience.

Social Media: refers to digital platforms that allow users to create and share content, as well as interact with others online. These platforms include a variety of applications and websites such as Facebook, Twitter, Instagram, YouTube, and LinkedIn, where individuals and businesses can publish information, images, videos, and comments, facilitating social communication and interaction among users worldwide (LABADLA, 2024, p. 261) .

Instagram: is a social media platform designed primarily for sharing photos and videos. It allows users to capture images or record videos using their smartphones, apply various filters to enhance their visual appeal, and share them with their followers or the public. Users can also engage with others by liking, commenting on, and sharing posts, as well as following other users to see their content in a personalized feed. Instagram supports features such as Stories, which are temporary posts that disappear after 24 hours, and IGTV for longer video content. The platform is widely used for personal expression, brand marketing, and community building, making it a significant tool in digital marketing strategies (GREEN & DIMAN, 2021, p. 173).

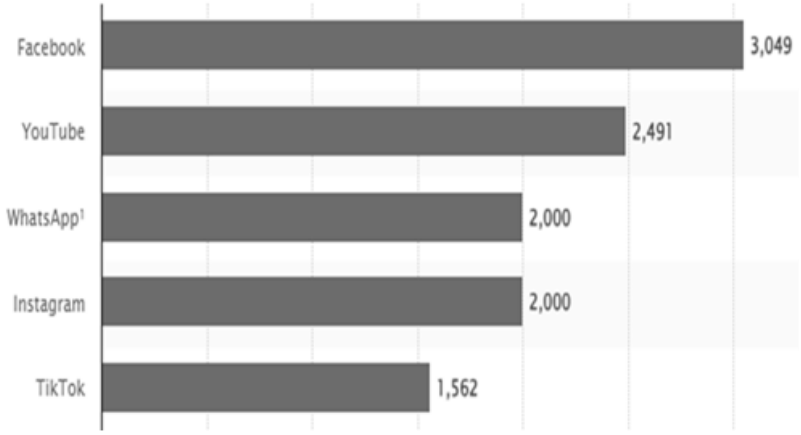
4- Growing on Instagram

1-4. Introducing the Instagram Platform

Instagram, a social media platform that has gained popularity worldwide, was started in the year 2010 by its co-founders Kevin Systrom and Mike Krieger. It has, since the very day it was launched before the public, developed itself into a major force in the social media field, attracting individuals from all walks of life, owing to its visually orientated nature and also because of its design that is pretty easy to handle and navigate through even for a large majority of people (CHINE &

BEBBA, 2022, pp. 5-9) Sharing photos and videos forms the most basic features offered by this media-sharing application. This allows users to upload their personal media to be shared either with all their followers or even with specific friends of their choice. The app is free to download and utilize on both iOS devices and those running on the Android system. One can register via the input of an email address and, after that, come up with a unique nickname for the account. Such easy and accessible use contributes much towards making Instagram a platform largely open for a wide variety of audiences and welcoming almost anyone who has reached the age of 13 years or more (Instagram, Help Cnter, s.d.).

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



Source: (Stacy, 2024)

***Graph 1:** represents 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.

Instagram allows users to create profiles and follow others to view their posts in a personalized feed, which features content from friends, influencers, and brands alike. The popularity of the platform can be attributed to its many interactive options, wherein users are not only able to share their own content with others but also attach highly variable filters to better their photos, add personalized captions to express thoughts or feelings, and engage with other users through the many options available, such as likes, comments, and even direct messages (KUMAR, 2024). This very high level of engagement fostered between the users of the platform has most definitely been instrumental in maintaining Instagram's lofty position as one of the primary social networking sites available today, wherein content can be shared almost instantly and thus create a vibrant, dynamic online community thriving on connection and interactivity. According to the latest available estimates, Instagram has an impressive total of roughly 1.21 billion users worldwide (SHEWALE, 2024). This large number means that Instagram is an important and crucial site for social media marketing and advertising campaigns in the contemporary digital age (HÖFER, 2021). The platform

provides a wide and varied array of features, each being meticulously designed to cater to different types of interaction among the users. “Instagram Stories”, introduced in 2016 according to official Instagram website, allow users to share photos and videos that disappear from public view after 24 hours. These photos and videos can be made more attractive, appealing, and interesting with the use of several interactive elements, such as adding text overlays, funny stickers, animated GIFs, and interactive polls. All these added features make the application very interactive, lively, and highly engaging for people to share their momentary incidences and content with their followers and to connect with them. For longer video sharing, there is this “IGTV” feature that allows users to upload videos longer than the general limit of a normal post and thus can accommodate larger content. “Reels”, on the other hand, have been incepted to enable short-form video sharing, which is very similar to the app TikTok, thereby satisfying the ever-growing urge for short, entertaining, and catchy video content, grasping the audience's attention within a span of seconds (MORESSI, s.d.) .

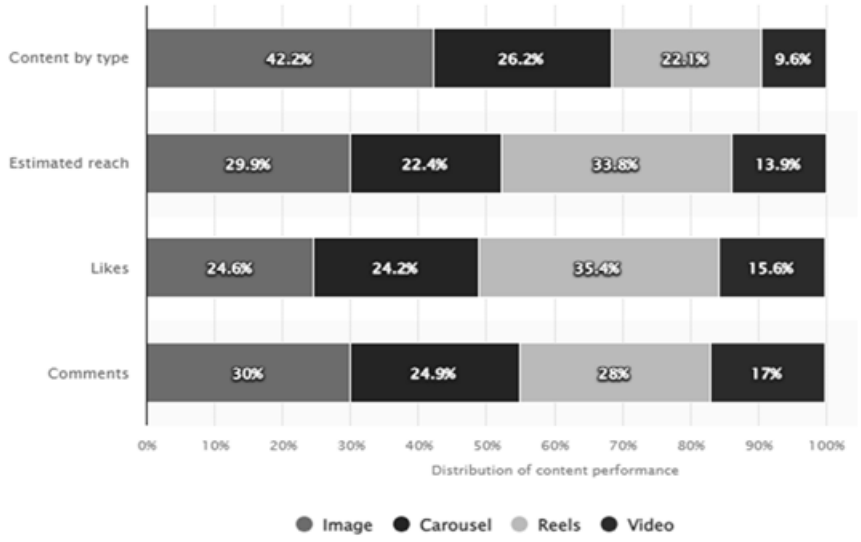
One more important feature of Instagram that can't be ignored is its “integration with Facebook”, the social media giant that purchased Instagram way back in 2012. This specific integration allows users to link their Instagram and Facebook accounts with ease, thus providing a convenient way to share different kinds of content on both platforms. Moreover, this interlinking helps users reach a much wider audience, extending the scope and influence of their shared posts. Moreover, the “Explore and Search” activities play a critical role in allowing the users to follow a wide range of new information that is closely related to their individual interests. In addition to allowing users to see the posts that are currently trending as more popular among the community, it also helps them connect with new accounts using relevant hashtags, location tags, and carefully recommended information on content. In essence, this feature has made it much easier for users to expand their online communities while exploring new trends emerging on the site (MORESSI, s.d.).

In the recent years that have passed, Instagram has made remarkable strides in playing catch-up in offering innovative features such as “Shopping”, which is precisely aimed at businesses. What these enhancements allow is the tagging of products right in the post—in other words, it is much easier for potential customers to find items of interest. Using this feature, users can access further information about the products and even make purchases within the app, creating a smooth and seamless shopping experience devoid of any need to leave the platform for transactions. In light of this development, this has brought about a significant revolution in e-commerce, with brands now possessing an invaluable direct channel through which to engage the consumers more effectively and help streamline their purchasing decisions more efficiently. This particular feature of Instagram has greatly contributed to its appeal for different businesses and influencers as well, giving them the chance to showcase their products in a smooth and effective way (MOSSERI, Instagram Shopping, s.d.).

In addition, it must be realized that “influencer marketing” has become a major and critical element within the multidimensional platform of Instagram. Influencers—broadly classified as users who have gained considerable followings in addition to their potential to shape or decide the opinions and actions of their followers—are often involved in partnerships with different brands. This partnership is done with the idea of promoting a line of products and services, where influencers artfully use their platforms to connect with and reach highly engaged audiences seeking their recommendations. This particular type of marketing strategy allows brands to connect with specific target groups in a way that feels much more authentic and organic, especially when compared to the

conventional methods of advertising that have been used historically (MOSSERI, Instagram Shopping, s.d.) . In this regard, influencers create sponsored content—owing to various formats such as posts, Stories, and Reels. This not only contributes to a large extent to the overall profitability of the platform but also increases its attractiveness towards companies, hence becoming a very important advertising platform for their promotional needs. In a nutshell, it is evidently clear that Instagram has evolved aplenty since it started as a simple and basic photo-sharing app. Now, it turns into a very multifunctional and versatile application serving various kinds of content and interactions between users. It is through this fact that it definitely contributes to its position as the most favorite application among different individuals for personal use, brands for promotions, and e-commerce businesses. With its unrivaled combination of visual attraction, bringing about engagement, social connection, fostering ties, and high commercial potential, this platform has firmly sealed its well-known position within the digital media domain (MORESSI, s.d.). And it will continue to be one of the definitions of how businesses and individuals interact and relate to each other in the online space.

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



Source: (DIXON, 2022)

***Graph 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.

2-4. How to grow on the Instagram platform; tips and strategies:

Definitely, increasing your presence on Instagram requires a combination of systematic planning, engaging content creation, and active community management, and no matter what type of content you create you will need to define your goals, your niche, and your targeted audience, also optimize your profile by putting a clear profile picture, adding a bio and a link to your website or relevant content, then post regularly and at the right times, use all the features of Instagram, such as images, videos, carousel posts, and Instagram stories (MURSHED, 2020). You will need also to create high-quality and diverse content. Post with hashtags, geotags, and trending sounds and always connect with your audience, or even collaborate with other users and host contests and giveaways, and finally measure and analyze your content's performance indicators using Instagram insights; understand what works best with your audience, then adjust your strategy accordingly (Chris, 2010).

5- Using Trending Sounds for Growth:

1-5. Trending Sounds

80% of people watch Reels with the sound on **(Instagramforbusiness, 2022)**. Trending sounds used throughout Instagram platforms can be described as audio featuring real people speaking, usually referred to as "voice-over," or could even be quoting with some sound effects, often referred to as "memes" in various languages, including but not limited to English, Arabic, French, and Spanish. In addition, these sounds might be music by famous artists or performances of unknown artists covering popular songs, or even as basic as a common instrumental sound (Instagram, Help Center, 2023).

Also, it is defined as a song, sound, or musical piece on Instagram that is used over and over again by many users; this is the first sign of its massive gain in popularity. There are quite a lot of popular sounds on Instagram that have been in wide use by the platform's creators across the globe. Besides, these sounds are also heavily featured across all formats of videos, reels, challenges, and trends. This way, creators may use trending sounds in their stories or reels to make them more glamorous and appealing, which will result in direct attention from the users of the app.

As a user, you can easily find trending audio by going through Instagram's review, feed, or “for you” page, which consists of a wide variety of reels including all kinds of contents and numerous trending sounds, popular as well as new ones. This most certainly plays a major role in allowing users to apply these sounds to their own reels, based on the type of content, hence creating a domino effect leading to the further popularity and usage of the sound.

2-5. 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 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 (SHEWALE, 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 , that I as an active user on this platform concluded them after a long observation:

-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 (plasticsurgerystudios, 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.

3-5. 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 (MOSSERI, about Instagram, 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.

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…

Accounts that consistently use trending sounds in their Reels experience higher engagement rates, including more views, likes, and comments.

Trending sounds are more likely to be promoted by Instagram's algorithm, leading to greater exposure and reach for content creators.

A significant majority of active Instagram users (91%) engage with Reels at least once a week, indicating a strong preference for video content over other formats**.**

Implementing a consistent posting schedule and leveraging various content formats (images, stories, Reels) alongside trending sounds can lead to substantial growth in followers and overall account visibility.

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.

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