**Bloomberg wins over Instagram with facts, longer video**

Bloomberg Business' Instagram account grew by almost 400% last year to hit 700,000 followers, and it gets nearly 2 million video views per month, Tubular reports. Its most popular videos, which attract over 50,000 views, last for an average of 56 seconds, and Commit's Jim Meadows observes that the site's pieces are "popular because of the validity and depth of the stats they share in an era where audiences have less trust for thought pieces and clickbait headlines."

***Digiday 3/4/19***

[***https://digiday.com/media/longer-videos-powering-bloomberg-instagram-growth/***](https://digiday.com/media/longer-videos-powering-bloomberg-instagram-growth/)