**Instagram Users Engaging with Video More than Photos**

Engagement figures for Instagram videos posted by top publishers spiked 53% year over year in May, overtaking photos on the platform, which increased 46%, NewsWhip reports. Instagram content posted by BuzzFeed News experienced a 687% rise in interactions in May compared with May 2016, followed by Fox News with a 422% jump and TIME with a 340% rise.

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<https://www.emarketer.com/Article/Engagement-with-Instagram-Videos-Surging/1016454>