



**Does The
Instagram
Algorithm
Prioritise
Reels Over
Posts?**

Understanding the Instagram Algorithm

Yes, but it depends on the goal. Instagram often gives Reels greater reach because they are designed to help users discover new creators and engaging content. However, regular feed posts remain valuable for building trust, encouraging saves, and keeping existing followers engaged. The algorithm rewards content that delivers strong engagement and keeps people interacting, regardless of the format.

The [Instagram Algorithm](#) evaluates each piece of content based on factors such as watch time, engagement, relevance, and user interest rather than favouring one format by default. Creators who consistently publish high-quality Reels and feed posts that match their audience's preferences are more likely to achieve better reach, stronger engagement, and steady account growth over time.



Why Reels Often Perform Better

Reels are designed for discovery, making them more likely to reach new audiences. Strong watch time and engagement help them gain wider visibility across Instagram.



Greater Discovery Potential

Reels are frequently recommended to people who do not already follow your account, helping creators reach a wider audience.

Higher Engagement Signals

Videos that receive strong watch time, likes, comments, and shares are more likely to be promoted by the algorithm.

Different Content Goals

Reels are ideal for expanding visibility, while feed posts are better for sharing detailed updates, stories, and valuable information.



Final Thought

Reels can provide better reach, but they should not replace regular posts entirely. A balanced content strategy that combines engaging Reels with informative feed posts helps improve visibility, strengthen audience relationships, and support long-term growth on Instagram.

Tools like **PowerAdSpy** can help marketers discover successful ad creatives, analyse content trends, and gather fresh campaign ideas. These insights make it easier to create engaging Reels and posts that align with audience interests and improve overall content performance.



<https://poweradspy.com/how-to-beat-the-instagram-algorithm/>