

# How We *Predict* Instagram's Engagement Dips

*Instagram engagement drops happen in two ways:*

- Algorithm updates per account every 2.5-3 months
- Seasonal Patterns that repeat yearly

## ACCOUNT DIPS

- Happens every 2.5-3 months
- Causes 10-15% temporary engagement drop
- Usually lasts about 2-3 weeks
- Perfect time to refresh your content approach

## SEASONAL DIPS

### Yearly Engagement Dips:

↓ **Summer Slump**

**JUNE-JULY**

↓ **Back-to-School Dip**

**LATE AUGUST-EARLY SEPTEMBER**

↓ **Holiday Drop**

**DECEMBER-JANUARY**

## How to Plan for these *predictable* dips:

- Schedule your best content outside these periods
- Reduce posting frequency (during major dips or repurpose content)
- Use dips to test new content types
- Adjust 90-day goals around these patterns for realistic objectives