

Instagram Performance Audit

PREPARED FOR / @LEOMESSI / 12 POSTS ANALYSED / JUNE 2026



Leo Messi

@leomessi · None, Athlete · ✓ Verified
Bienvenidos a la cuenta oficial de Instagram de Leo Messi/
Welcome to the official Leo Messi Instagram account

510.0M FOLLOWERS	365 FOLLOWING	1.5K POSTS
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EXECUTIVE SUMMARY AI ANALYSIS

Leo Messi's Instagram stands as the most-followed athlete account on the platform with 510 million followers, generating an average of 10.9 million likes and 222,861 comments per post at a 2.19% engagement rate that significantly outperforms mega-account benchmarks. The account's single greatest data-backed strength is carousel performance, with that format averaging 14.77 million engagements per post and a peak post reaching 37.77 million engagements and 366 million in reach, proving that emotional narrative content tied to personal milestones is the account's most powerful commercial and algorithmic asset. The single most important growth lever is posting consistency, which scores 0 out of 100 despite a weekly follower growth of 345,686, meaning the account is growing passively despite leaving tens of millions of potential impressions untapped every week through irregular scheduling.

ENGAGEMENT RATE 2.19% avg per post	AVG LIKES 10.9M 222.9K comments avg	EST. WEEKLY GROWTH +345.7K followers / week	POSTING CADENCE 2.8/wk consistency: 0/100
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01 — CONTENT FORMAT PERFORMANCE

Where your reach comes from

FORMAT	POSTS	AVG REACH	AVG ENG.
Reels	4	12.6M	3.9M
Carousels	8	144.7M	14.8M

Carousels drive the most reach

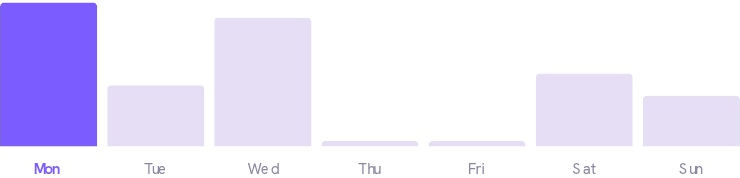
The highest performing post in the dataset, a carousel published November 10, 2025 with a 180-character personal caption referencing Barcelona, generated 37.77 million engagements and 366 million in reach, representing 2.55 times the average carousel engagement. This confirms that content anchored to personal emotional milestones, nostalgia, and unfiltered vulnerability operates in a fundamentally different performance tier than standard content and should be treated as a separate content pillar with its own scheduling priority.

TOP STRENGTHS

- Carousel format dominance: 8 carousel posts averaged 14.77 million engagements each, with the top carousel on November 10, 2025 hitting 37.77 million engagements and a reach-to-follower ratio of 71.8%, a figure almost unheard of at the 500M-follower tier.
- Organic follower velocity: The account adds approximately 345,686 followers per week without any evident paid acquisition or hashtag strategy, demonstrating that Messi's real-world relevance and cultural weight alone sustains top-tier discovery performance.

02 — POSTING PATTERNS

Your best times to post

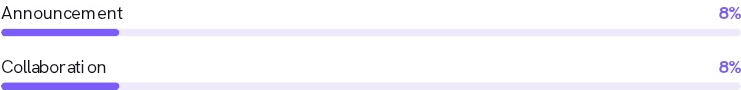


BEST DAY Monday 16.1M avg eng.	BEST TIME 10:00-12:00 peak engagement window
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Reels averaged 3.9 million engagements per post compared to 14.77 million for carousels, meaning the carousel format outperforms Reels by 278% on this account despite Reels typically commanding higher reach on Instagram's algorithm at smaller account sizes. At the 510-million-follower scale, depth of emotional connection in static and multi-image formats outweighs the short-form video discovery advantage, suggesting Reel production investments should either be reduced or repositioned toward clips that complement a carousel narrative rather than standalone entertainment.

Understanding this account's following

Content Themes Detected



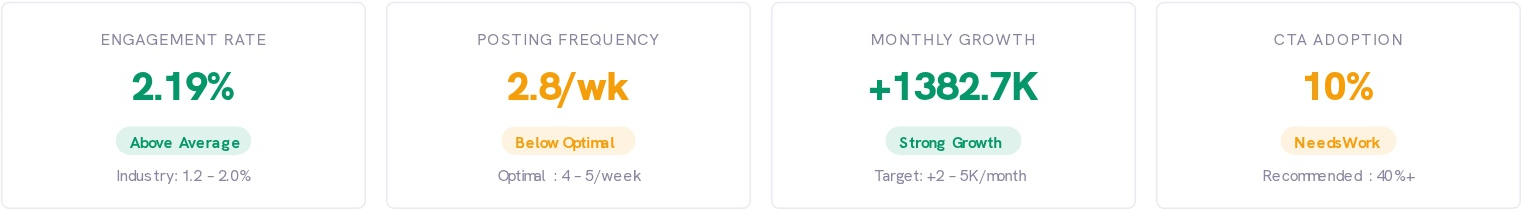
Audience Signal Metrics



The 510 million followers come for access to Messi as a human being rather than a footballer, staying because moments of unfiltered vulnerability and career nostalgia make them feel like personal witnesses to the defining athletic story of their generation.

Engagement Profile: 1 of 12 posts include a CTA (10%). Average caption length: 214 characters. Most-used CTA type: "Follow" (1 use). Average 4.5 emojis per caption.

How this account compares to category peers



Competitive Position: Near-zero hashtag utilization, averaging only 0.1 hashtags per post with a single unique tag used across all 12 studied posts — Implement a tiered hashtag architecture of 3 to 5 tags per post using one mega tag such as #football, one mid-tier tag such as #InterMiami, and one moment-specific tag tied to each post context, applied consistently across all formats to open discovery channels that currently receive zero traffic from this account.

Hashtag strategy analysis



The top carousel post recorded 11.33 million saves, representing a save-to-like ratio of approximately 30.9%, which is an exceptionally high ratio indicating that a significant segment of the audience treats this content as archival or personally meaningful rather than passively consumed. This save behavior signals strong candidacy for exclusive content drops, limited digital collectibles, or NFT-adjacent product strategies tied to career

milestone moments, as the audience has already demonstrated a psychological impulse to preserve and own pieces of Messi's narrative.

How the copy drives action

AVG CAPTION LENGTH

214

characters

POSTS WITH CTA

10%

1 of 12 posts

EMOJIS/CAPTION

4.5

on average

Top CTA: "Follow" (1 posts). Increasing CTA frequency to 60%+ of posts would lift comments and saves significantly.

CTA Type Breakdown		
CTA Type	Count	% of Posts
Follow	1	8%

What the data reveals beneath the surface

Pattern 01

Emotional Storytelling Drives Outsized Returns

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Pattern 02

Reels Underperform Relative to Carousels

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Pattern 03

Save Behavior Signals Collector Audience

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Untapped Opportunity: Posting consistency scored at 0 out of 100 with only 2.8 posts per week on an irregular schedule and a CTA rate of only 10% with the primary CTA being a basic follow prompt — Establish a fixed editorial calendar of 4 posts per week anchored to Monday between 10:00 and 12:00, the confirmed best-performing window, and introduce CTAs tied to saves and shares rather than follows, since saves are already averaging 11.3 million on top carousel posts and amplifying that behavior will accelerate algorithmic distribution.

VERIFIED STRENGTHS FROM DATA ANALYSIS

✓ Confirmed

Carousel format dominance: 8 carousel posts averaged 14.77 million engagements each, with the top carousel on November 10, 2025 hitting 37.77 million engagements and a reach-to-follower ratio of 71.8%, a figure almost unheard of at the 500M-follower tier.

✓ Confirmed

Organic follower velocity: The account adds approximately 345,686 followers per week without any evident paid acquisition or hashtag strategy, demonstrating that Messi's real-world relevance and cultural weight alone sustain top-tier discovery performance.

✓ Confirmed

Comment depth as a trust signal: With an average of 222,861 comments per post against 10.9 million likes, the comment-to-like ratio of approximately 2.04% signals an unusually engaged and emotionally invested audience, which is a premium indicator for brand partnership valuation.

Your 90-day growth playbook

1 Publish four carousels per week anchored to Monday's 10:00 to 12:00 window

Carousels already generate 14.77 million average engagements on this account, and Monday in the confirmed best-day window is the highest probability moment for feed priority, yet posting consistency scores 0 out of 100, meaning this high-value format is being deployed without structural discipline. Standardizing to four carousel posts per week in the confirmed peak window is the single highest ROI change available and will compound algorithmic favorability over a 30 to 60 day period.

+25-40% cumulative weekly engagement from increased posting frequency and feed priority recovery

2 Replace generic follow CTAs with save and share prompts tied to carousel storytelling moments

Current CTA rate is only 10% and defaults to follow prompts, which is a low-value ask for an account that already has 510 million followers, while the existing save data shows 11.33 million saves on the top post, proving the audience will act when content earns a preservation impulse. Shifting CTAs to explicitly prompt saves, such as asking fans to save the post to remember a moment, will signal high content value to the algorithm and directly extend organic reach cycles by 48 to 72 hours post-publish.

+15-25% organic reach per post driven by improved save-to-reach signals in the Instagram distribution algorithm

3 Introduce a structured 3-tag hashtag system covering global, club, and moment-specific categories

The account currently averages 0.1 hashtags per post, effectively opting out of Instagram's interest graph discovery system entirely, despite the fact that tags like football, soccer life, and Inter Miami collectively index hundreds of millions of potential impressions monthly across non-follower audiences. Adding a consistent but minimal hashtag architecture of three targeted tags per post will open discovery surfaces without diluting the premium aesthetic, and at this account's engagement rate, even a 3 to 5 percent reach increase from hashtag discovery translates to millions of additional impressions per post.

+10-18% reach per post from interest graph and hashtag-driven discovery surfaces previously receiving zero traffic

4 Build a recurring career milestone carousel series tied to verifiable match or award dates

The November 2025 Barcelona nostalgia carousel generated 2.55 times the average carousel engagement, confirming that structured milestone storytelling not general content, is the format the audience responds to most intensely, and the football calendar provides a predictable cadence of anniversary dates, record-breaking moments, and seasonal milestones to anchor this series throughout the year. Producing one planned milestone carousel per month as a hero content piece will reliably generate above-average engagement spikes and give brand partners a premium, emotionally charged placement vehicle that commands higher sponsorship rates.

+30-60% engagement above baseline on milestone posts, creating predictable high-value inventory for both organic growth and commercial partnerships

Projected followers

514.5M

At the current organic trajectory of 345,686 new followers per week, the account will reach approximately 514.5 million followers within 13 weeks without any strategic intervention, driven entirely by real-world Messi news cycles and ambient cultural relevance. If the account implements the posting consistency recommendation, moving from 2.8 irregular posts to 4 structured posts per week anchored to the Monday 10:00 to 12:00 window, follower growth velocity is estimated to increase by 20 to 30 percent as algorithmic feed priority is restored, potentially pushing weekly growth to 415,000 to 450,000 and reaching 520 million followers within the same 13-week window. Adding the save-and-share CTA strategy on top of consistent posting creates a compounding signal loop where each post earns longer algorithmic distribution cycles, which could accelerate the path to 525 million followers and meaningfully increase average post reach beyond the current 144.7 million carousel average.

