

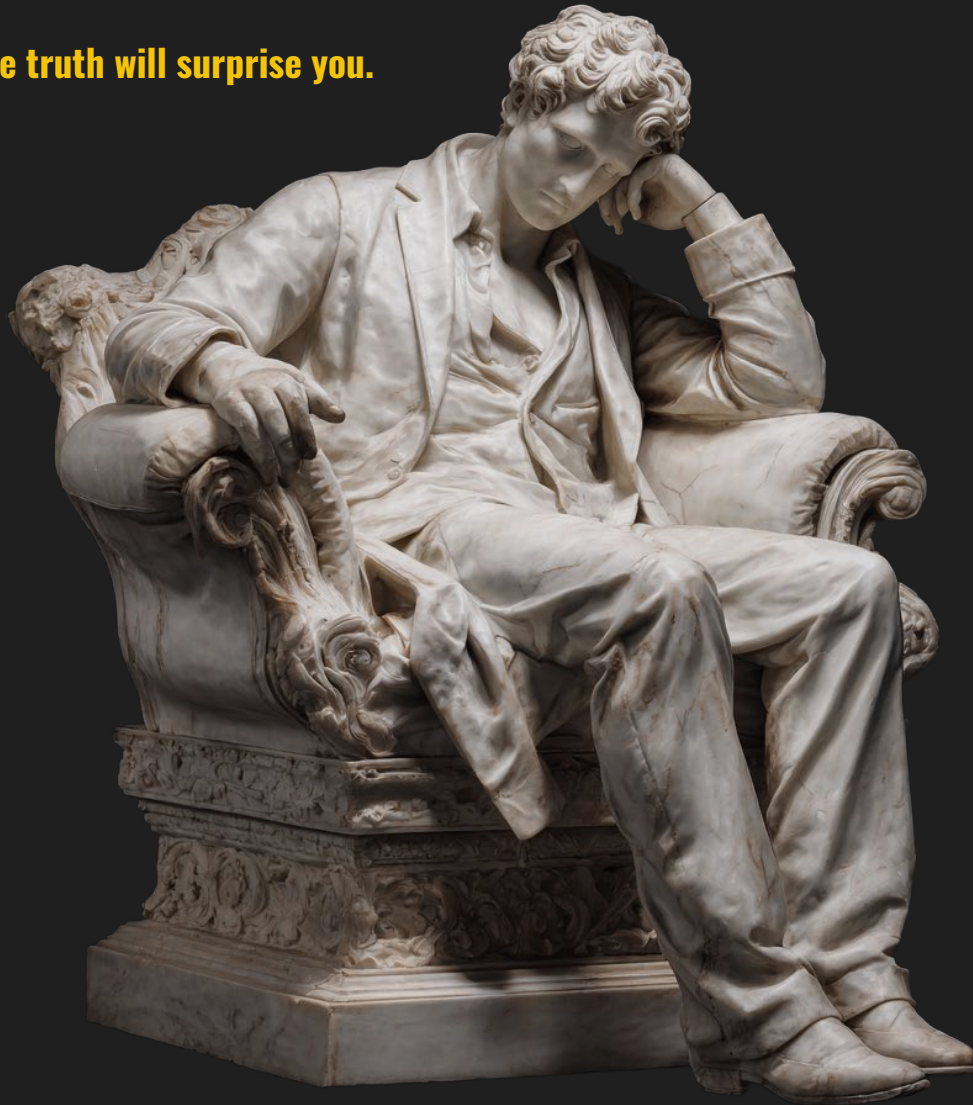
Instagram 2025-2026

CANNABIS SOCIAL MEDIA REPORT

THE HOOD COLLECTIVE >>>

INSTAGRAM FOR CANNABIS

The truth will surprise you.



Everything you've been told about Instagram is wrong.

"Chase trends. Use Hashtags. Boost everything."

That advice is why your last "banger" post got buried by the algorithm.

Cannabis brands need a different playbook. Here's what the data actually shows in 2025.

Check it out >>>

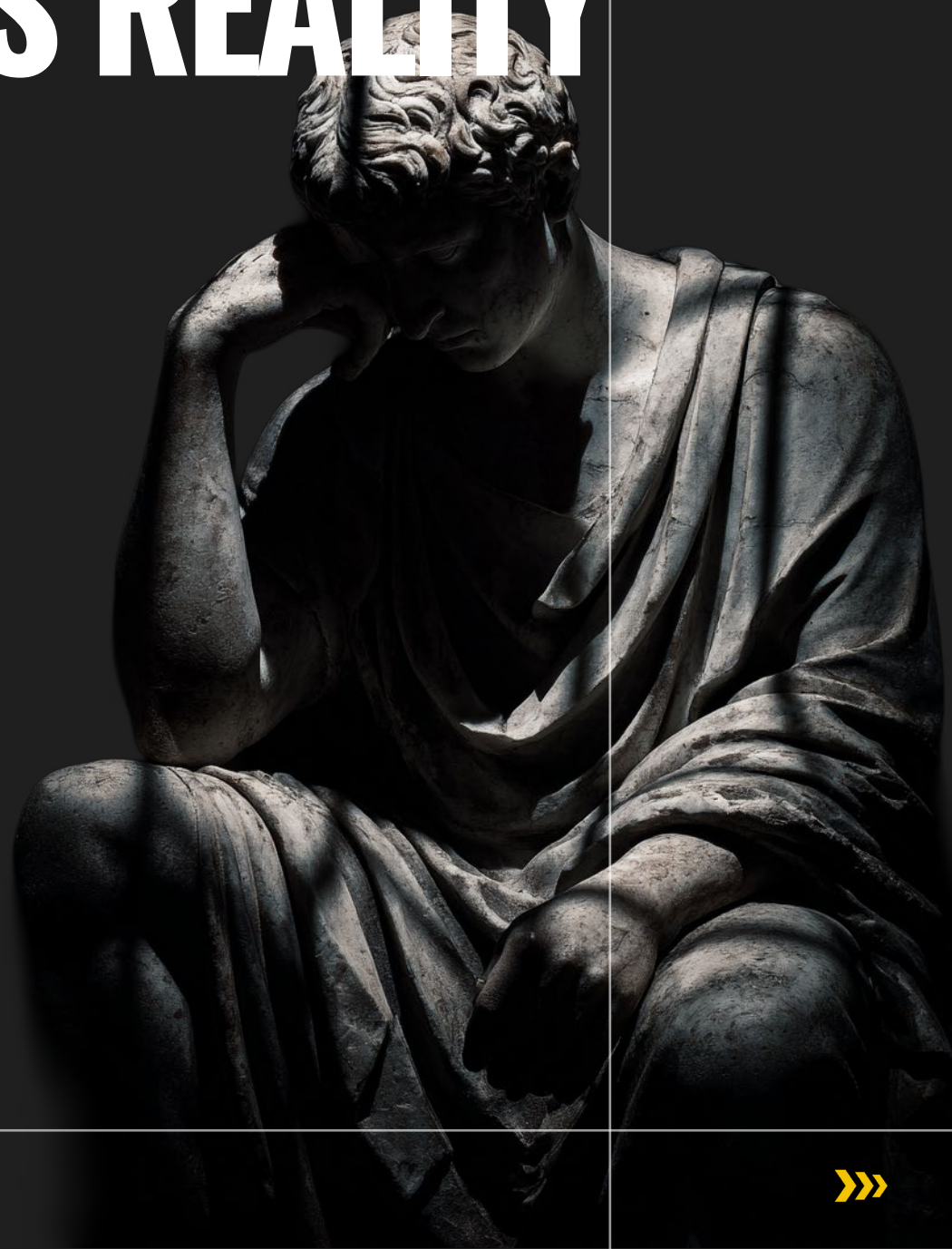
THE CANNABIS REALITY

Instagram just became more dangerous for cannabis brands.

The advice you're following—copy trends, use hashtags, be authentic—won't save you. It might get you banned.

Here's what actually works when you can't afford to lose your account.

Source: MJBizDaily, December 2024



75%

of cannabis brands had an account deleted in 2024

Meta's December 2024 update changed everything for cannabis.

THOUSANDS OF ACCOUNTS deleted without warning or explanation

State-legal cannabis is still an "illegal substance" to Instagram. No prices. No promotions. No direct sales.

Source: MJBizDaily, December 2024





82%

**of business accounts
saw organic reach
decline on Instagram
from 2023–2025.**

**Instagram is getting
harsher on brands—
especially regulated ones.**



3.5%

average reach rate on
Instagram in 2025

This mean only 3.5% of your
followers will see your posts.

Business accounts with 10K+
followers often see reach
BELOW 1%.

This represents a 12%
year-over-year decline.



5.5X FOLLOWER GROWTH FROM POSTING 10+ TIMES PER WEEK

More posts = more growth.

6-9 posts = 3.7x growth.

3-5 posts = 2x growth.

More content = more chances to hit Explore and Reels feed.

Bottom line: Post at least 3-5 times minimum. More is better if you can maintain quality.

Source: Buffer analysis of 2M+ posts



12%

**more engagement for
carousels**



**Carousels win for
engagement quality—
more comments, saves,
shares.**

**Reels win for discovery—
reaching new audiences
beyond your followers.**

Use Reels to grow.

Use Carousels to convert.

1.36x

**more reach
for reels**



THE 3 SIGNALS

that determine your reach



Watch Time



Likes Per Reach



Sends (DM Shares)

These 3 drive the algorithm. Everything else is noise.



WHAT GETS YOU PENALIZED

WATERMARKS from TikTok/CapCut get buried

RECYCLED CONTENT gets deprioritized

VIDEOS OVER 3 MIN won't be recommended

CANNABIS CONTENT Especially sales and product related

Stay native. Stay original. Stay under the limits.





Know Your Brand

Just because everyone in the industry is using Instagram doesn't mean it's effective.

Meta's policy update caused mass account deletions for cannabis brands. The rules are stricter and the stakes are higher.

What works: post more original content, lean into lifestyle and education, and focus on high quality content that shows off your brand.

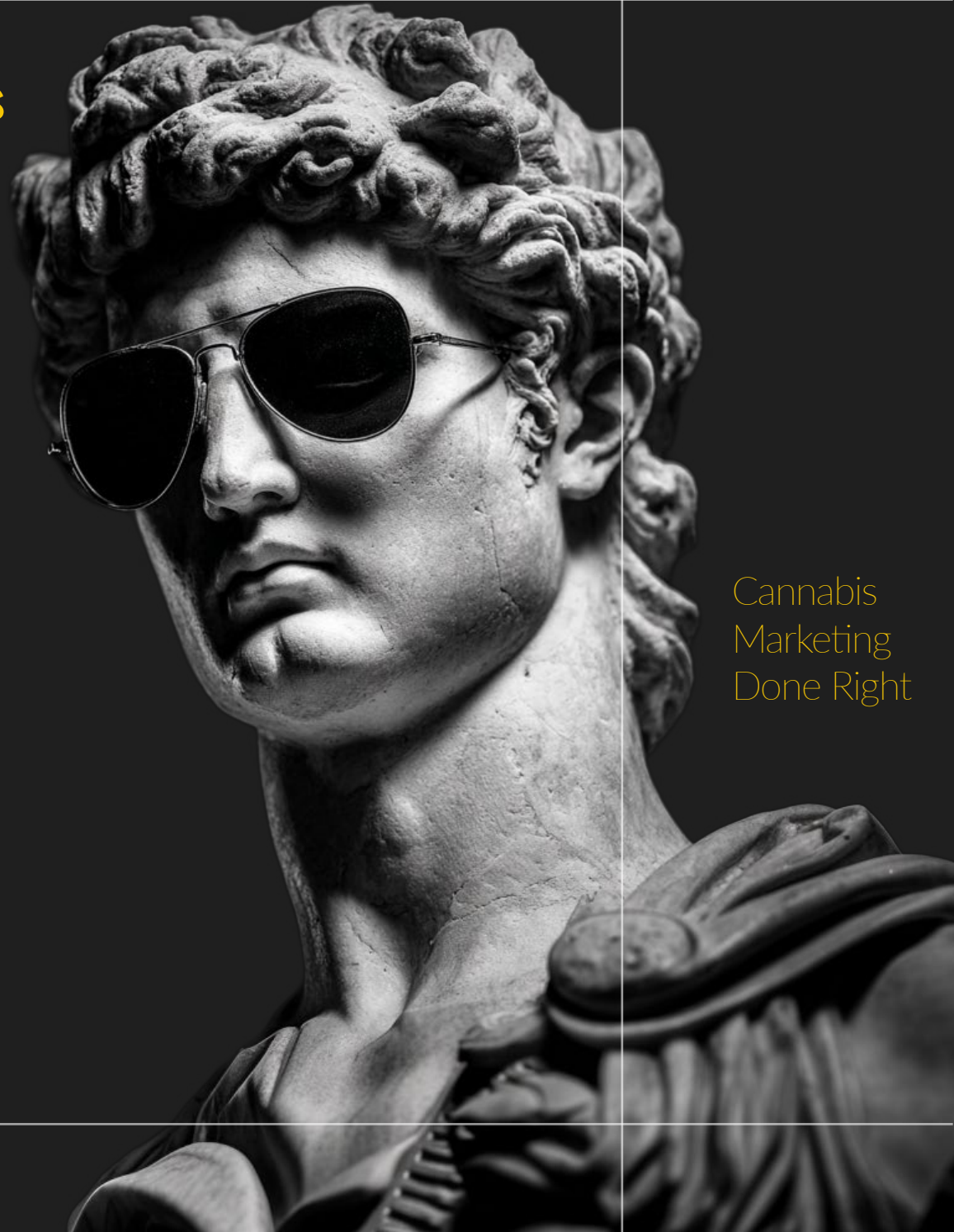
Cannabis brands that thrive on Instagram don't worry about massive reach. They focus on their core audience and bolstering their niche appeal.

**Need a marketing partner who gets
the cannabis industry?**

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Marketing
Done Right