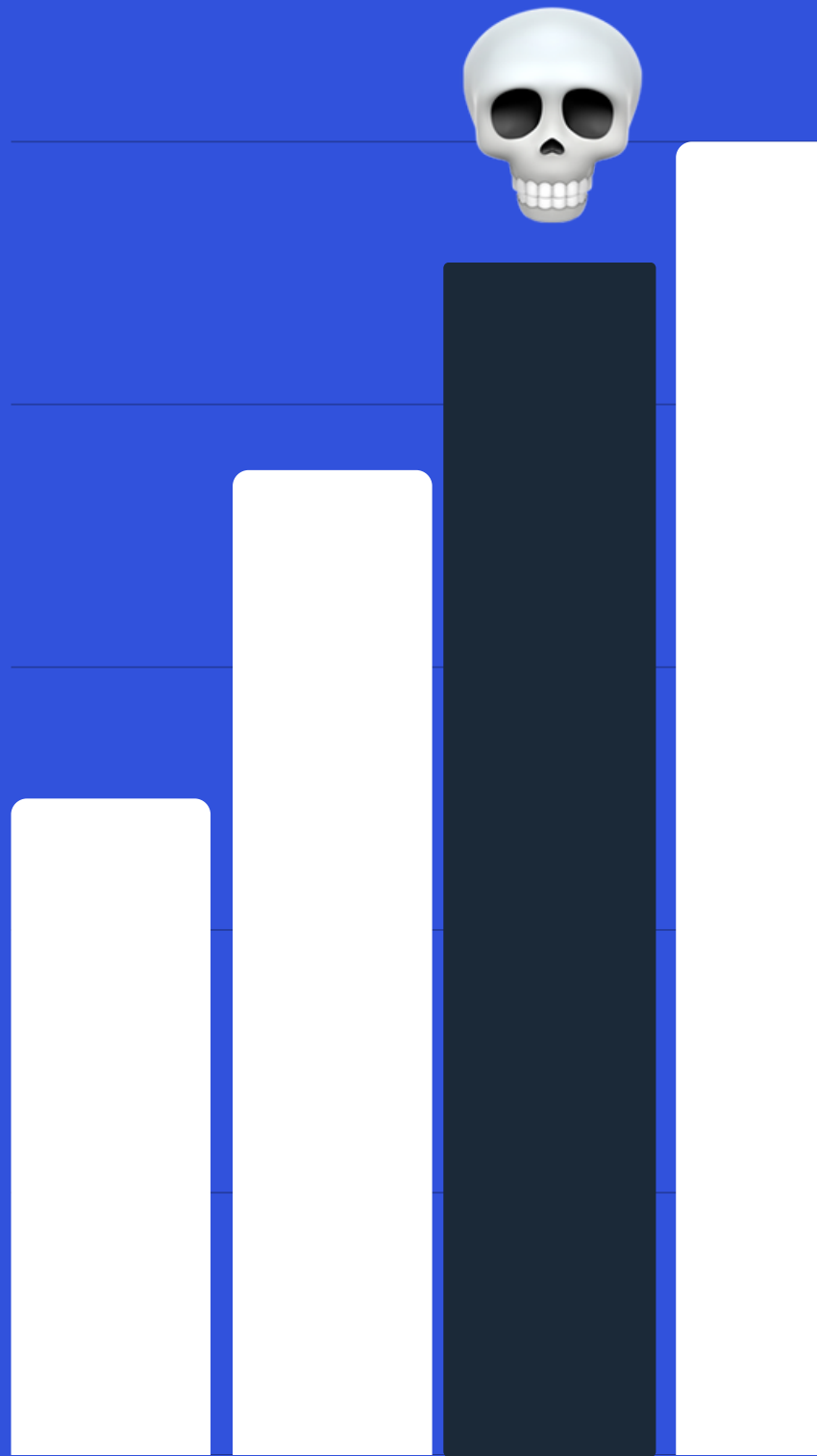


Every
post
you
publish
will
die...

...and we can
tell you when.



Data presented by

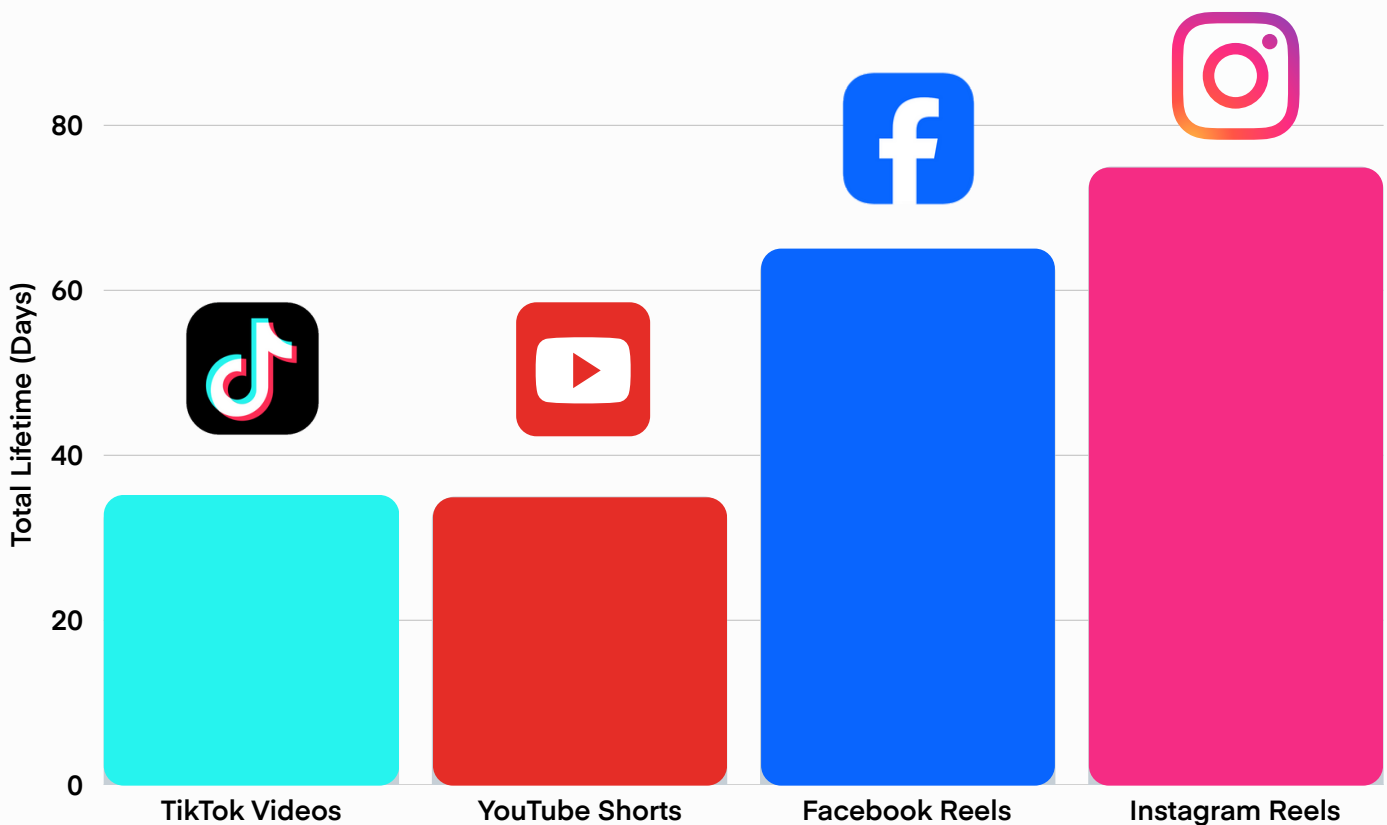




Head to head on short-form

Which platform offers the longest content lifespan for short-term videos?

Instagram Reels live the longest at 75 days, Facebook Reels clock in around 65 days, with YouTube Shorts and TikTok Videos both offering 35 days of growth.



Head to head takeaways →





Head to Head Takeaways

data presented by



Instagram Reels @ 75 Days: Best of the best

King of the hill:

Instagram Reels are the undisputed king of short-form video longevity. This is where you share your best content.



Facebook Reels @ 65 Days: Evergreen potential

A slow, steady climb:

Facebook Reels live 65 days, offering the opportunity to accumulate views over multiple weeks.



YouTube Shorts @ 35 Days: Short and to the point

Burn bright before burning out:

YouTube Shorts hit the ground running, racking up a majority of lifetime views on day one and disappearing entirely in about a month.



TikTok Videos @ 35 Days: Hits hard, dies fast

Great content happens fast:

TikTok Videos don't live as long as Reels, but for brands active on the platform this is where to share your top tier content.

Platform by platform →

How long do Facebook posts live?

We measured Videos, Photos, Reels, Carousels, Text posts, and Links.

We confirmed Facebook's recommendation: don't post links, instead add any external URLs in the comments and focus on more engaging formats.



Text posts fade fast

Most Facebook content lasts three months. Text tops out after two weeks.



Reels march higher

Reels climb over time, with 30% of growth left after one month.



Hope for a big first day

By the end of day one, most Facebook content has 70% of views.



Three month max

The shelf life for virtually every piece of Facebook content is less than 90 days.

Let's check out the data 

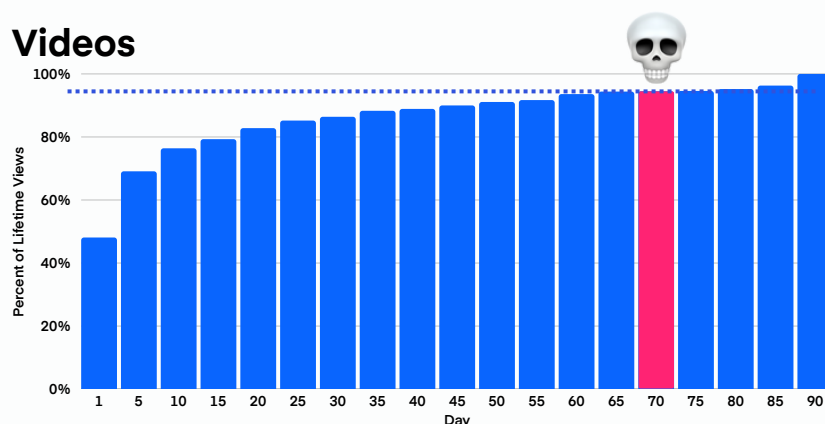


Facebook by the numbers

data presented by



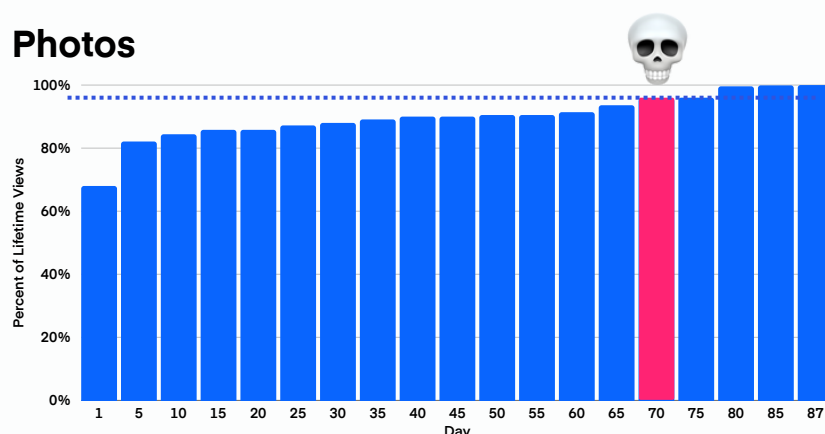
Videos



Videos live 70 days while leaving room for growth after day one.

Facebook Videos outpace TikTok but die quicker than Reels.

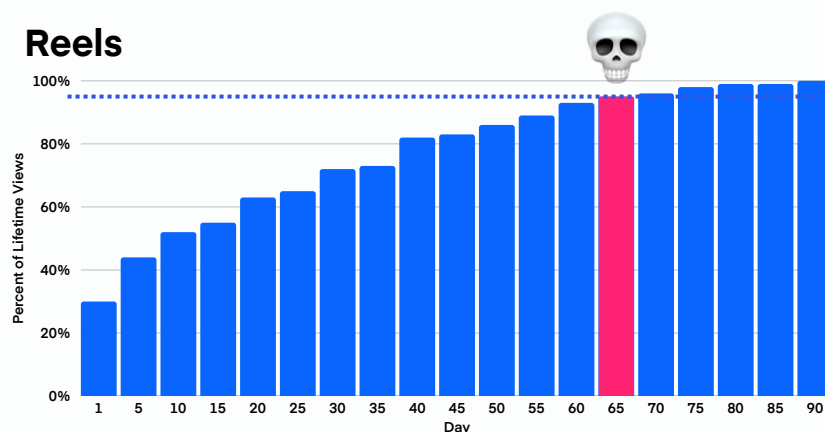
Photos



Photos share Facebook's longevity crown with Videos.

Facebook Photos last more than 3x longer than images on Instagram.

Reels



Facebook Reels last 65 days, shorter than Instagram.

Reels start slow and grow steadily over the course of their lifetime.

Carousels, Text, and Links →



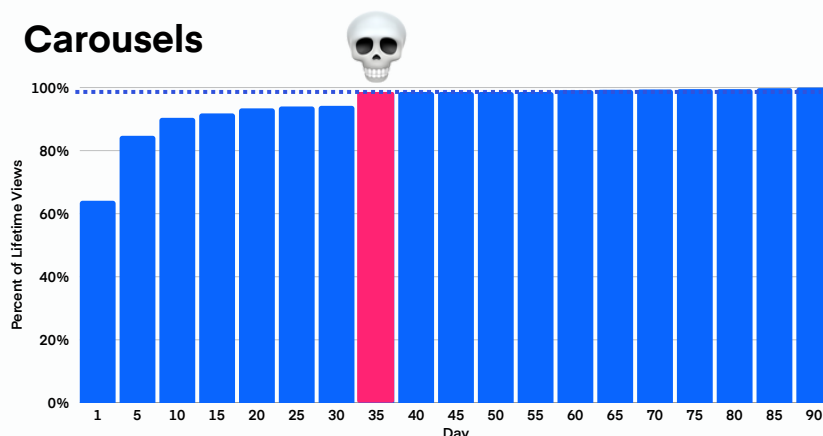


Facebook by the numbers

data presented by



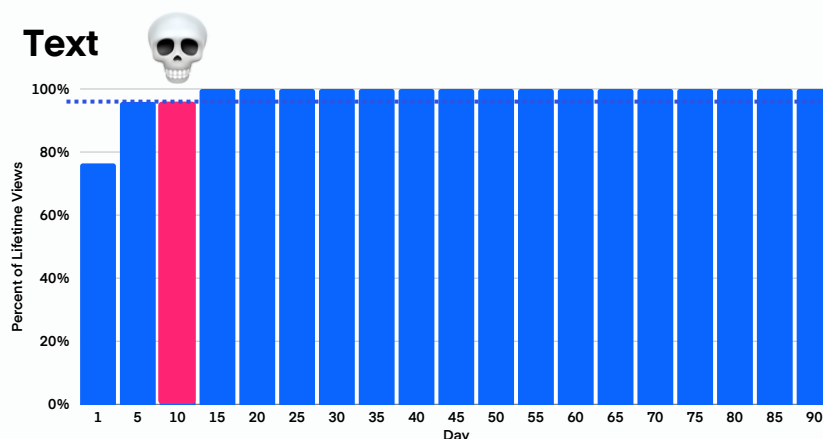
Carousels



Carousels are in the middle, taking 35 days to top out.

With half the lifespan of Videos, Carousels work best as short-term content.

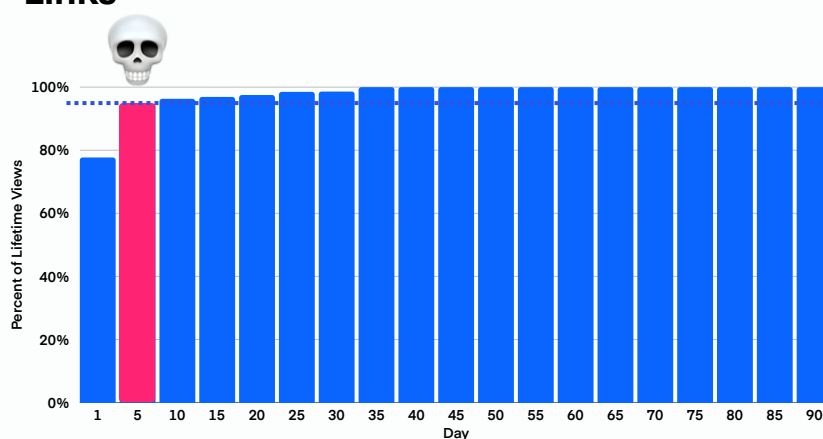
Text



Text posts start fast and offer only about 10 days of growth.

Text is great for filling in the calendar and keeping your timeline current.

Links



Links last less than a week, the shortest life on Facebook.

However, Links leave plenty of room for reposting over time.

How to use this in your strategy





So what do I do with this?

data presented by



Videos @ 70 Days: Bring your evergreen A game

Seize attention:

The first 3 seconds decide everything. Start with energy, clarity, or surprise to stop the scroll.

Lead strong, win big:

Post 1–2x/week. Videos cannibalize each other, let each one breathe.



Photos @ 70 Days: Room to cook

Social's kitchen sink:

Share 3–4 Photos each week. Use photo posts to see what sticks before turning top performers into Reels or Videos.

Make the scroll stop:

A strong image or bold text overlay stops the scroll. Think contrast, clarity, and curiosity.



Reels @ 65 Days: Slow to start, built to last

Momentum builds slowly:

Reels don't peak early, so give them time to breathe. Post 2–3x and expect views to stack over weeks, not days.

Recycle and remix:

Repurpose high-performers into Stories, or refresh with a new hook after 60+ days. Let good content live again.

Strategies for Carousels, Text, and Links 



So what do I do with this?

data presented by



Carousels @ 35 Days: Snag all the swipes

Keep the carousel spinning:

Post 3–4x/week. These are quick hits, easy to make, easy to forget, and perfect for visibility.

Hit the right notes with the first slide:

That first frame does a lot of heavy lifting. Make it scroll-stopping, curiosity-sparking, and impossible to ignore.



Text Posts @ 5 Days: Say it fast, say it loud

Reuse and recycle:

Great line didn't land? Try again later with a fresh twist. Context and timing can change everything.

Tone testing:

Use text to sharpen messaging and test hooks. Low lift, high insight.



Link Posts @ 5 Days: Keep it in the comments

Don't do it:

Instead, post links in comments and leverage other formats with more longevity like Reels and Photos.

But if you must:

A great link can get a second wind with a new headline, piece of creative, or fresh context.

YouTube →



How long does YouTube content live?

We measured Videos and Shorts.

Shorts last about a month. No surprises there.

Videos live for years. Yes, years.



Videos are immortal

Relative to its social peers, full length YouTube Videos outlive everything.



Shorts behave typically

Unlike Videos, Shorts behave more like content from other platforms.



The slowest burn

After an entire year, Videos exceed just 16% of total views.



One platform, two results

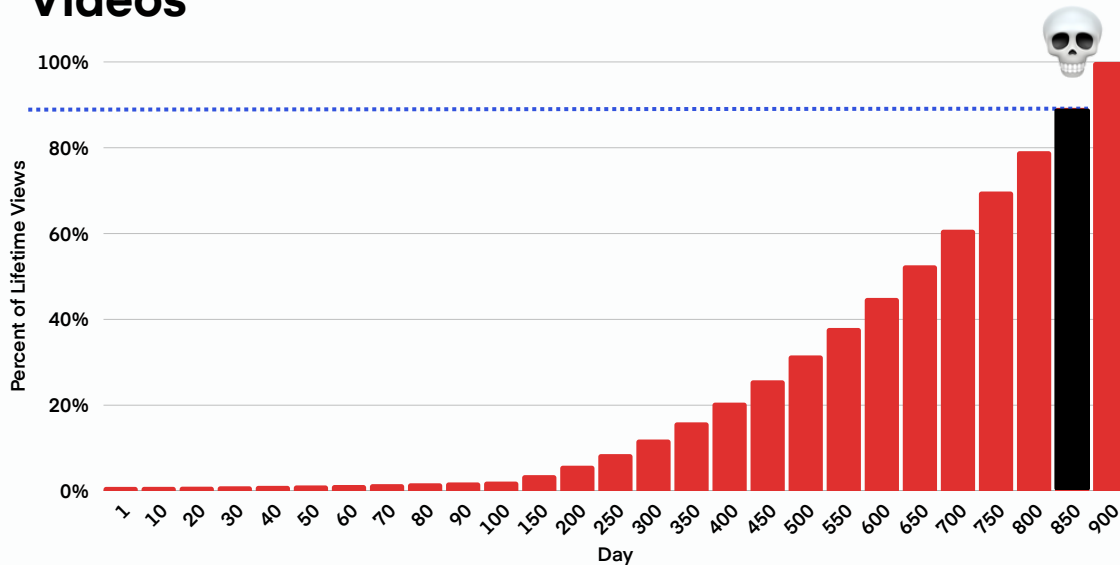
Videos and Shorts live very different lives - plan your strategy accordingly.

Now let's take a look at the data 





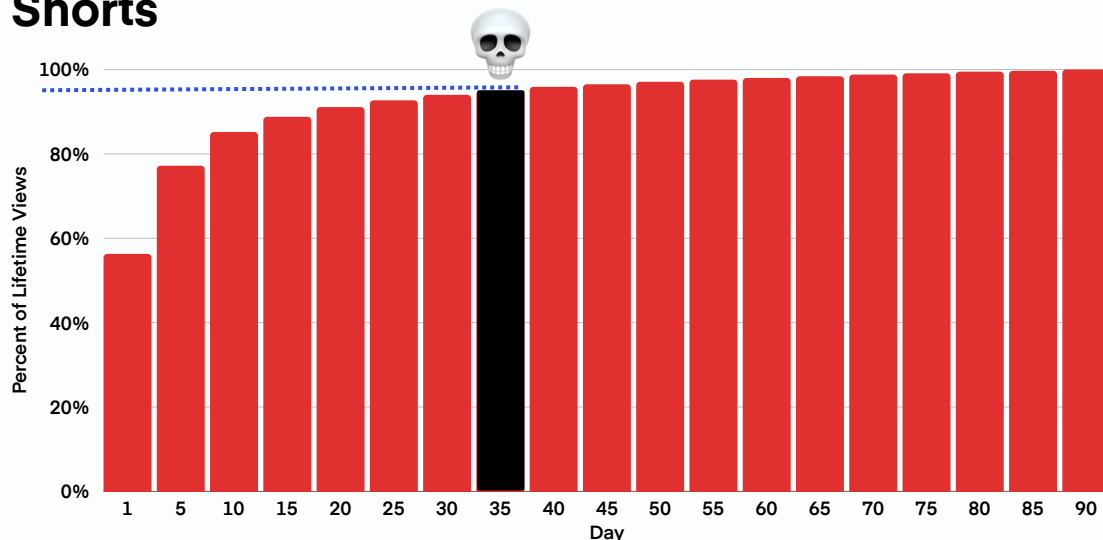
Videos



YouTube Videos redefine evergreen.

No content on any platform offers as much evergreen potential as YouTube Videos. In fact, this chart will stretch beyond 850 days (over 2 years) as we collect more data.

Shorts



Shorts last 35 days.

Shorts rack up nearly 60% of total views by the end of day one, giving you an early peak that climbs steadily higher during the first 10 days.





So what do I do with this?



Videos @ 850 Days: Slow burn for the long haul

Think long term:

Create content that will be just as useful or entertaining years from now because that's when your audience might find it.

Prioritizing quality pays off:

Invest time in polished, timeless content that remains relevant. High-quality videos build trust and keep audiences coming back.

Repurpose and refresh:

Turn top Videos into Shorts, clips, or updates to increase value. This keeps your content fresh and maximizes reach.



Shorts @ 35 Days: Peak fast, burn out faster

High viewed moments:

Clip top moments from your Videos into Shorts to maximize your most popular content.

Teaser trailers:

YouTube Shorts are great for promoting upcoming Videos, series, or campaigns.

Play the hits:

Shorts also work well for compilations and highlight videos.

Instagram 



Instagram

What is the lifespan of an Instagram post?

We tested Reels, Photos, and Carousels.

Instagram content, Reels in particular, outlasts TikTok posts, and behaves similarly to Facebook.



Reels are king

Reels live nearly 75 days, two months longer than Photos.



Carousels start slow

After Reels, Carousels offer the most room for growth after day one.



Engagement peaks early

Carousels and Photos collect more than 90% of views in less than a week.



Posts are dead at 3 mos.

Every format moves to the big timeline in the sky after 90 days.

Reels, Carousels, and Photos →



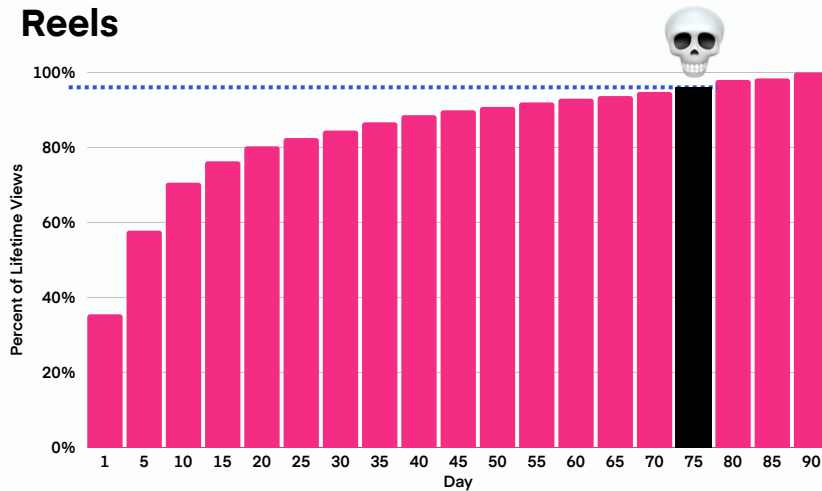


Instagram by the numbers

data presented by



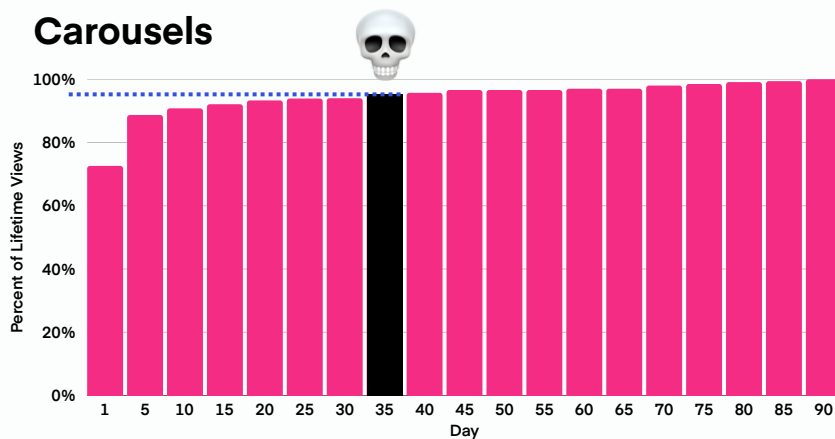
Reels



Reels take 75 days to reach 95% of lifetime views.

Reels generated just 36% of total views the first full day, leaving room for growth.

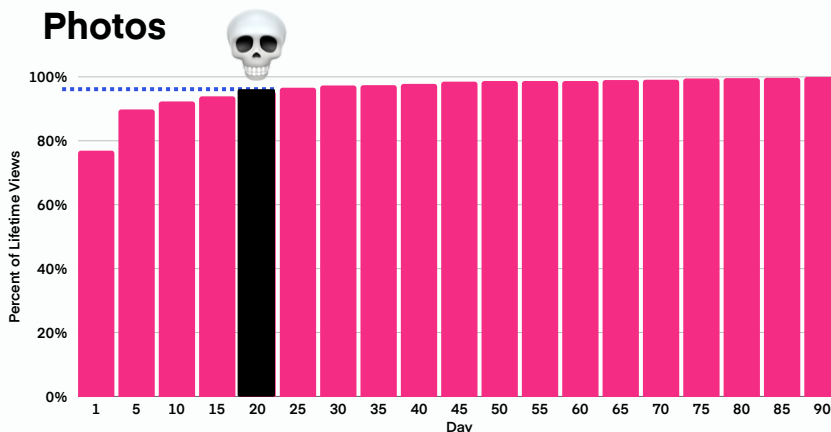
Carousels



Carousels last 35 days before reaching 95% of lifetime views.

But they generate 73% on the first day, more than double that of Reels.

Photos



Photos fade even faster, surpassing 95% in 20 days.

Nothing lives a shorter shelf life on Instagram than static photos.

How to use this in your strategy →



So what do I do with this?

data presented by



Reels @ 75 Days: Slow burn, high impact

Prioritize quality over quantity:

Reels have long lives, so focus on polished content 2–3x/week.

Revisit older reels:

Turn high-performing Reels into Stories or remix them after 60 days.



Carousels @ 35 Days: Test hooks, reel 'em in

Post more frequently than Reels:

3–4x/week is sustainable since they're easier to produce and peak sooner. You can try a lot of ideas and give them time to grow.

Writers room for Reels:

Test topics, hooks, and creative, then turn top performers into full Reels.

Easy views:

Each swipe now counts as a view, and Instagram shows posts multiple times in the feed with a different frame.



Photos @ 20 Days: Low investment, quick hits

Proving ground content:

This is the place for loose ideas, testing messaging, and being reactive. Use popular photos as a launching point for Carousels and Reels.

Low-risk filler:

Great for filling in gaps in your calendar left by longer-form content with low production effort.

TikTok →



How long does TikTok content last?

We analyzed Carousels and Videos.

TikTok content delivers early engagement with room for growth, but offers a shorter lifespan than Reels or YouTube Videos.



Videos accelerate fast

Videos eclipse 89% of lifetime views in the first five days, then slowly grow from there.



Carousel rides ramp up

Carousels offer a consistent climb, typically taking two weeks to reach 85% of lifetime views.



Shorter life than Reels

TikTok Videos take 35 days to die, about half as long as Instagram Reels.



One month to live

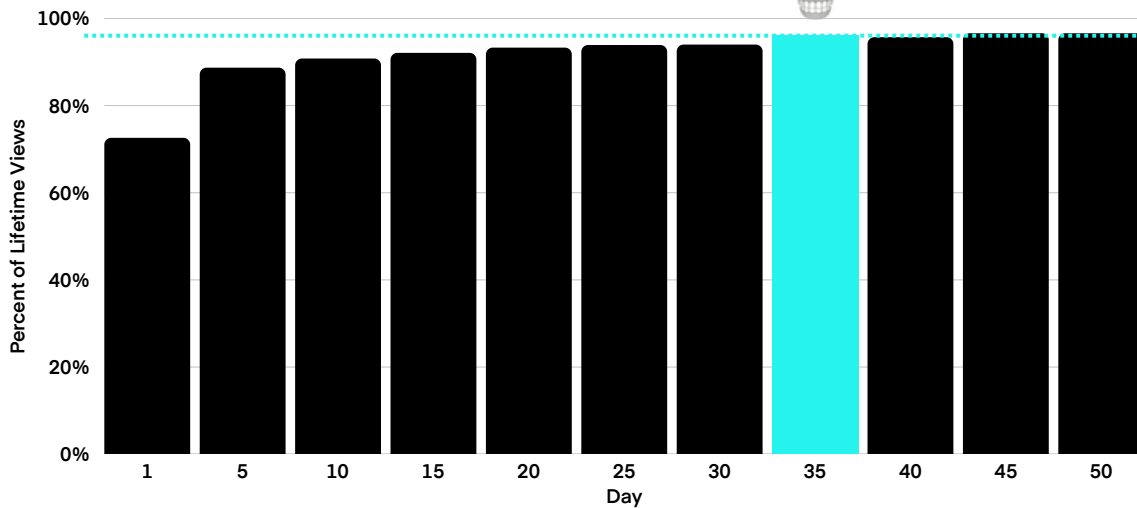
All TikTok posts, regardless of format, live for less than 35 days.

TikTok by the numbers 





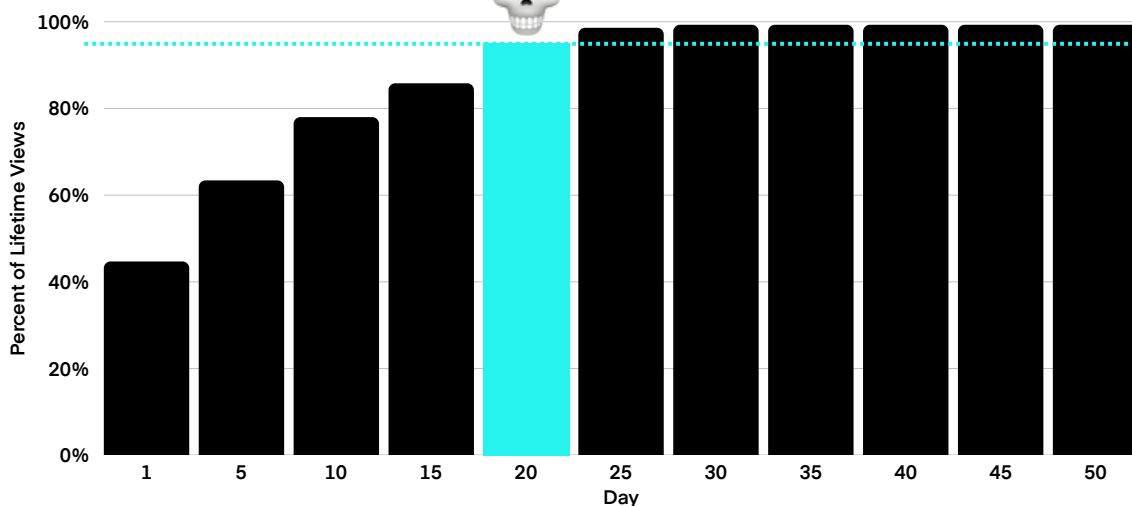
Videos



Videos take about 35 days to reach 95% of views.

They also front-load most of these, surpassing 72% of views on day one.

Carousels



Carousels fade faster, taking 20 days to reach 95% of lifetime views

But by the end of the first day, they've only grown to 45% of their lifetime views.

How to use this in your strategy →



So what do I do with this?

data presented by



Videos @ 35 Days: Long tails driven by momentum

Prioritize evergreen content for a lower production lift:

Videos are the longest-living format on the platform, focus on content that will remain relevant for the next month.

When it works, share it again (and again):

Don't be afraid to repost successful Videos, just be sure to check if it's finished before you do.

If we can make it there, we'll make it anywhere:

If it works on TikTok it might also work on Reels, YouTube Shorts, or a variety of other platforms. Maximize your opportunities.



Carousels @ 20 Days: Move fast and test things

Proving grounds for Videos:

Test new ideas, give them room to grow, then turn top performing concepts into higher-effort creative.

Track early engagement:

Push hard in the first 48 hours with cross-promotion, comments, and pinning.

Stay ahead of schedule:

Carousels are great for keeping in front of your content calendar programming, offering easy wins with lower effort.

How we did it →



How we did it

Measure Studio analyzed hourly and daily performance data across hundreds of thousands of social posts to identify which format lives the longest on each platform.

We defined a post's lifespan by measuring how long it takes to reach 95% of lifetime viewership.

Unlike most social analytics platforms, Measure Studio tracks daily performance. We also identify which posts are still generating views.

This allows the unique advantage of pinpointing exactly when each post has reached its peak.

Final takeaways →





Final takeaways

We've covered a lot, but here's what we learned

Instagram Reels takes the crown:

Your best short-form video option on social media in 2025 is Instagram Reels.

Day 1 is critical:

Be ready to reply, boost, and engage with comments as soon as you publish, no matter what or where you're posting.

Diversify your portfolio:

Mix up content formats, optimizing for platform, to build a well-rounded content calendar that delivers results every single day.

Video is your best bet:

Regardless of platform, high quality video content gives you the best chance to succeed on social.

Remember to recycle:

An amazing thing about modern social is you can repost almost anything, whether it hits or misses.

Be selective:

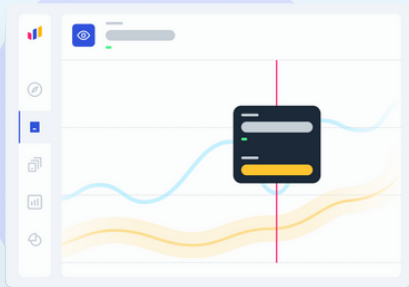
Most social teams don't have the resources to be everywhere all the time. Build a strategy that does what you need from both a content perspective and for the platforms themselves.

Shameless plug →



Want to know more about YOUR content?

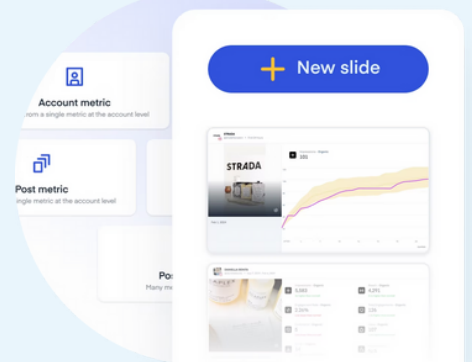
Data & Analytics for  Instagram  Facebook  YouTube  X  TikTok  Snapchat  LinkedIn  Meta Ads  Google Ads  TikTok Ads



**Automated
benchmarking**



**AI-powered content
categorization**



**Set-it-and-forget it
reporting**

Jubilee*

BBC

Vox

FUTURE

JD

IGN

Trusted by the best brands and media companies

Unlock growth. Save time reporting. Showcase value.

CLICK TO BOOK AN INTRO

or try it free at www.measure.studio



measure.studio