

Parenting this week: the standouts *play a track and talk less*

Of the 122 posts we read this week from 22 parenting accounts on Instagram and TikTok, 44 beat their own account's normal. In the videos we watched, the standouts tend to set a real moment at home to a track, sometimes as a small staged joke, where the normal ones talk to camera. The standouts also run shorter, and most videos of both kinds just stop at the end.

Parenting on Instagram and
TikTok
22 accounts that post in the
category

122 posts this week
20 Oct 2026 to 26 Oct 2026, each against its own
account's normal

24 videos watched
14 that beat their normal, 10 normal
ones

October 27,
2026
public counts
only

THE SHORT VERSION

This week's standouts *let a track carry the moment* and keep it short

36%

of the posts we read this week beat their own account's normal

1.5× or more the median of its account's earlier posts

50%

of the standout videos we watched play a track rather than someone talking

of the normal videos we watched: 22%
• read by AI

50%

of the standout videos we watched have someone speak in the first five seconds

of the normal videos we watched: 78%
• read by AI

23

posts this week broke out, at 3× their normal or more

the biggest we watched:
@emmietanner25's hair-tourniquet reminder at 83.7×

01 Play a track instead of talking

The standouts we watched tend to put a track under a real moment, like @claudiaajette's Elmo visit and @_annamarier's birthday-wish reveal, where the normal ones tend to talk. Both kinds put words on screen early.

See @claudiaajette Instagram reel, 22 Oct 2026 (40.3×); @_annamarier Instagram reel, 22 Oct 2026 (13.0×)

02 A small joke, set up at home

3 of the standouts we watched open on a joke or skit setup, like @abbyandisekfamily's check before church and @alyssalamura's bully skit; none of the normal videos we watched opened that way.

See @abbyandisekfamily Instagram reel, 25 Oct 2026 (36.2×); @alyssalamura TikTok, 20 Oct 2026 (6.1×)

03 The endings weren't the difference

64% of the standouts we watched and 67% of the normal videos we watched just stop: about the same.

HOW THEY OPEN

Standouts open on *a track*; the normal videos on a voice

What a viewer sees in the first two seconds of the videos we watched, read by AI. Over the whole video, 36% of the standouts talk straight to camera, against 56% of the normal videos we watched; both put words on screen early.

THE FIRST SECONDS	READ BY AI		
OF THE VIDEOS WE WATCHED	BEAT THEIR NORMAL (14)	NORMAL (9)	
Someone speaks in the first 5 seconds	50% (7)	78% (7)	
Words on screen in the first 2 seconds	100% (14)	89% (8)	
A person in the first second	93% (13)	89% (8)	
Talks straight to camera	36% (5)	56% (5)	
A product in the first 3 seconds	29% (4)	11% (1)	
Words on screen most of the video	64% (9)	56% (5)	

Openings most used by the videos that beat their normal: problem or pain (4), joke or skit setup (3), trend or sound (2).



A reminder parents need, over the moment itself

“Parents this is your reminder to check your babies pjs, swaddles and sleep sacks for hair” sits over the fix, set to music.

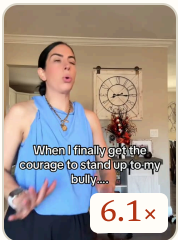
@emmietanner25 Instagram reel, 24 Oct 2026 (83.7x)



A line the viewer already half-knows

“Everyone talks about the newborn scrunch, but can we talk about the toddler plop” over a toddler dropping into her lap with a book.

@itskellysims Instagram reel, 24 Oct 2026 (11.9x)



A setup line for a skit

“When I finally get the courage to stand up to my bully....” and she heads for a closed door.

@alyssalamura TikTok, 20 Oct 2026 (6.1x)

PACE, LENGTH AND FORMAT

Shorter, and the shortest videos did best across the week

Pace is measured from the files of the videos we watched; length, format and sound cover every post we read this week.

PACE, MEASURED FROM THE FILES

MEDIAN OF THE VIDEOS WE WATCHED	BEAT (14)	NORMAL (9)
Length, seconds	24.1	61.4
Cuts a minute	5.7	6.8
First cut, seconds in	5.7	9.6
Videos with no cut at all	21% (3)	0% (0)

FORMAT, EVERY POST THIS WEEK

FORMAT	POSTS	BEAT THEIR NORMAL
Instagram reels	93	35% (33)
Instagram carousels	1	0% (0)
TikTok videos	27	37% (10)
TikTok slideshows	1	100% (1)

LENGTH, EVERY VIDEO THIS WEEK

LENGTH	VIDEOS	BEAT THEIR NORMAL
under 15 s	33	48% (16)
15–30 s	22	32% (7)
30–60 s	18	28% (5)
60 s or more	47	32% (15)

SOUND, EVERY VIDEO THIS WEEK

SOUND	VIDEOS	BEAT THEIR NORMAL
Original sound	98	34% (33)
A track or trending sound	22	45% (10)

The standouts ran less than half as long

The standout videos we watched ran 24.1 seconds at the median, and the normal videos we watched 61.4. Their cuts a minute in the videos we watched were about the same: 5.7 against 6.8.

Under 15 seconds did best

Of this week's videos we read, 48% of those under 15 seconds beat their normal, against 32% of those 15 to 30 seconds and 32% of those over a minute.

A track did a little better across the week

Of this week's videos we read, 45% of those on a track beat their normal and 34% of those with original sound.

Pace: length and cuts measured from each watched video's file (a cut = a scene change). Length, format and sound tables: every own, unpaid post this week with a normal (122 posts, 120 videos); "beat their normal" = 1.5× or more the median of up to 30 earlier posts of the same kind on that account. Length and sound are the platforms' own fields. Parenting · What's working now

HOW THEY CLOSE

Most videos of both kinds *just stop* at the end

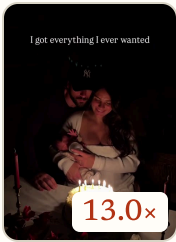
How the videos we watched end, read by AI. Few of either ask the viewer for anything; the notes show three standouts that end on something.

THE LAST SECONDS READ BY AI

OF THE VIDEOS WE WATCHED	BEAT THEIR NORMAL (14)	NORMAL (9)
Ends: just stops	64% (9)	67% (6)
Ends: result or reveal	14% (2)	11% (1)
Ends: punchline or payoff	14% (2)	22% (2)
Ends: call to action	7% (1)	0% (0)
Asks the viewer to do something	7% (1)	0% (0)
Words said in the last seconds	50% (7)	67% (6)
Words on screen at the end	57% (8)	56% (5)



The punchline is the last line
After the stair-side check before church, it ends on “let’s go to church jor.”
@abbyandisekfamily Instagram reel, 25 Oct 2026 (36.2×)



The reveal answers the opening line
After “I had a wish...”, the closing line reads “I got everything I ever wanted” over the couple with their baby.
@annamarier Instagram reel, 22 Oct 2026 (13.0×)

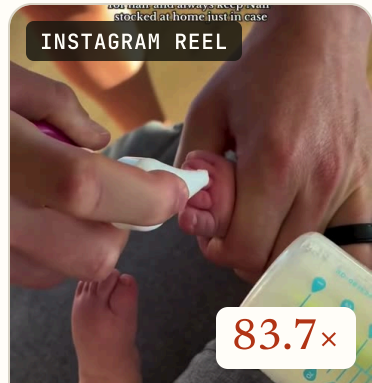


The good news is the ending
After a tired evening, it ends on “We ain’t got no homework today.”
@caseythegardenmama Instagram reel, 23 Oct 2026 (4.0×)

THIS WEEK'S STANDOUTS

This week's standouts: *real family moments with a line on top*

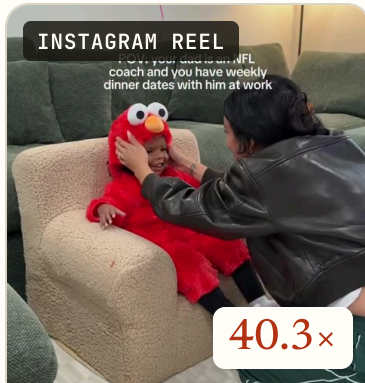
Six videos we watched that beat their own account's normal, one an account, on Instagram and TikTok.



@emmietanner25

4.8M plays · normal 57K
· 24 Oct 2026

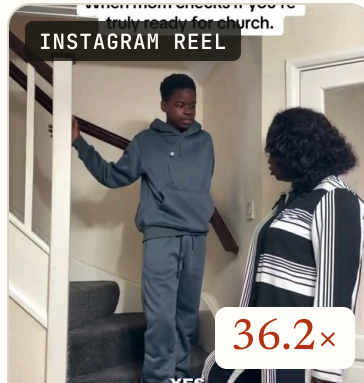
A hair tourniquet on a baby's toe, removed on camera, with the reminder written on top.



@claudiaajette

536K plays · normal 13K
· 22 Oct 2026

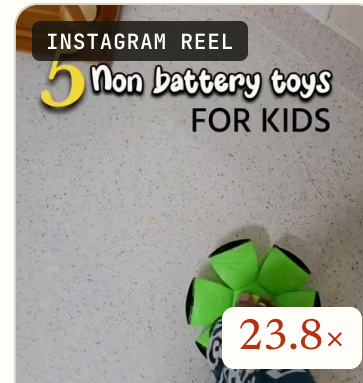
A toddler in an Elmo costume visits her dad at work, captioned as a POV and set to a track.



@abbyandisekfamily

176K plays · normal 4.9K
· 25 Oct 2026

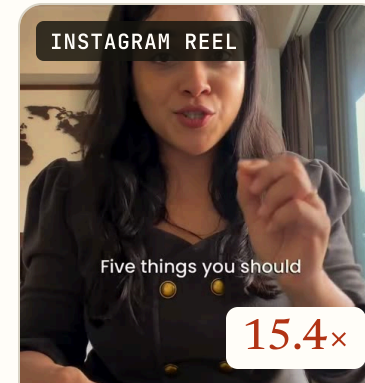
A mom checks her son is really ready for church, as a short staged joke.



@life.in_mom.mode

775K plays · normal 33K
· 20 Oct 2026

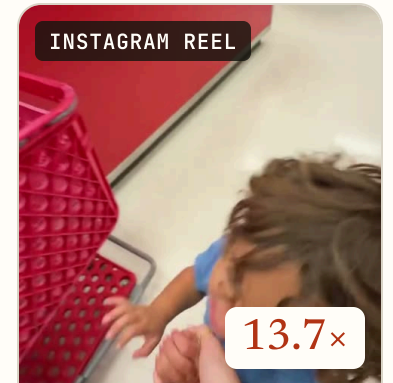
Five battery-free toys, numbered on screen, set to a track.



@mehtamaitry

158K plays · normal 10K
· 24 Oct 2026

Five things to stop joking about with your child, said to camera, ending on "Comment 'ANSWER'".



@nyla.brelsford

105K plays · normal 7.7K
· 25 Oct 2026

A full Target restock with two toddlers, filmed as it happens.

THREE TO TRY THIS WEEK

Three to try this week, each built from posts that beat their normal

Each idea repeats what the posts under it did. They show what worked for those accounts this week, not a promise for yours.

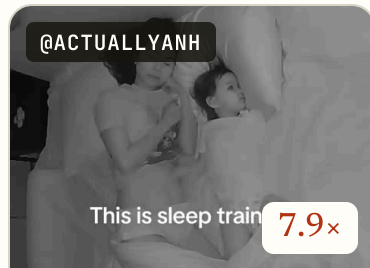
TRY 1

Let a track and one line carry it

Film a small real moment, put one line on screen that names it, and let the track do the rest.



60K plays • normal 5K



26K plays • normal 3.2K

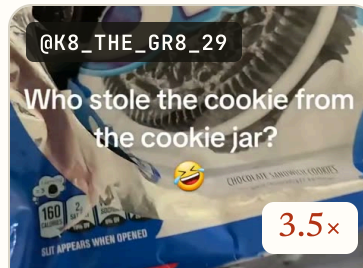
TRY 2

Stage a small joke from home

Write the setup as one line at the top, film the scene, and let the kids land the punchline.



9.9K plays • normal 1.6K



51K plays • normal 15K

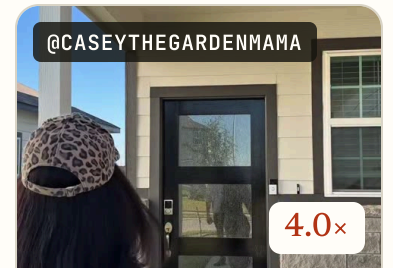
TRY 3

End on the result

Close on what happened (the baby, the good news) instead of fading out.



552K plays • normal 42K



159K plays • normal 40K

HOW WE MEASURED

Who we read, how each post was judged, and what we cannot see

The accounts. We found accounts posting under the category's own hashtags (Instagram #parenting #motherhoodunplugged #parentingtips #toddlermom; TikTok #parentsoftiktok #momtok #dadtok #gentleparenting), and an AI model kept the ones whose posts are about parenting, in English, posting as themselves (no repost pages), with 2,000 followers or more: 22 accounts (22 creators or influencers). Every one is listed after the slides. 25 more were left out on a closer look at their own posts (not the category, or not in English); they are listed with the reason after the slides.

The posts. Each account's newest posts, read October 27, 2026. This week = 20 Oct 2026 to 26 Oct 2026: 122 own, unpaid posts with a normal. Set apart, because their reach is bought or belongs to someone else: 8 marked as ads or paid partnerships, 1 owned by a partner account, 1 with plays far past the likes to match (bought plays). 24 posts under a day old wait for next week.

Each post against its own account. A post's normal = the median of up to 30 earlier posts of the same kind on that account (at least 8). It "beat its normal" at 1.5× and "broke out" at 3×. So a 5,000-follower account and a 5-million one are judged on the same footing. Plays for videos, likes for photos and carousels.

The videos we watched. Up to 10 a platform that beat their normal (one an account, likes public, highest first) and up to 7 a platform near their normal (one an account): 24 in all. 1 of them turned out to be off the category's topic or not in English and are left out of the comparison, which reads 14 that beat their normal against 9 normal ones. Length and cuts are measured from the files; the opening, the close and who is on screen were read by an AI model from each video.

What we cannot see. Reach, saves, watch time, follows and ad spend live in each account's own dashboards. Plays are not people. Paid boosts show only where the platform marks them. Posts under a week old are still gathering plays.