

Instagram Tips for General Platform Use

1. **Consider Your Content:** Instagram content is very different than content on FB or Twitter. *It's all about the photo!* Although captioning is important, it's far more important to post images that catch the eye. Also make sure images are clear and legible if they include text so your messages don't get lost!
2. **Keep the Copy Short:** You'll want to stick to 1-2 lines at most for Instagram content. People scroll quickly on this platform, so keeping your messages short are key in getting your messages seen.
3. **Keep Up With the Hashtag Game:** As with other social media platforms, using some strategically placed hashtags can help you grow followership and individual post engagements.
4. **Post Regularly:** Today's audiences tend to lose interest if they aren't updated on a regular basis. On top of that, Instagram prioritizes content from more-consistent accounts in your audience's news feeds under its new algorithm-based news feed (a switch from it's original, chronological feed). You'll want to post at least 3-5 times per week, but not so frequently that you're bombarding your followers' feeds.
5. **Get Interested in the Niche Sectors of Your Audience:** Instagram recently moved from a chronological news feed and implemented an algorithm-based ordering of posts so that users see the content they engage with most, first. This can make it difficult for brands (especially those that count on the platform's mass exposure) to reach their entire following with a single post. Think of this as an opportunity to really get to know the niche sectors of your target audiences by publishing content that speaks directly to their interests!
6. **Engage Influencers:** Strategically engaging with influencers who would potentially like your profile and help promote your brand can assist in maximizing Instagram reach. Under the new algorithm, influencers who engage more consistently are ranked more favorably in users feeds. Aligning your brand with these folks can help you break through the barrier and facilitate indirect interaction with your target audiences.
7. **Encourage Your Audience to Engage:** The easiest way to keep your brand on top of the feeds of your audience members is through likes and comments. When people actively engage with your brand, it triggers a user experience signal within the algorithm that will keep your posts showing up in your audience's feeds.