

5 Instagram Tips

To grow your following and get better engagement.

Instagram is great for browsing pictures and gaining inspiration, but it can be so much more for your business. Whether you're just starting out on the platform or are building your influencer status, we recommend following these 5 tips to help increase your audience and attract better engagement.

-Jessica Morelli, IMS360 Director of Agency Services

1 Use targeted & frequently searched hashtags

For each individual post created, you can use up to 30 hashtags to help draw attention to your content. It may take time, but researching relevant hashtags pays off to ensure they connect with your content, match the interests of your audience, and are specific and popular with your viewers.

TIP

Keep a list of your hashtags handy in a Google doc, email, digital notepad, etc. so you can easily copy and paste your content into every post. This gives you a base to start with and freedom to easily swap new hashtags in and out.

2 Provide an exclusive & authentic experience

Each social media platform is designed to cater to a specific audience and their needs. Instagram is built to inspire, engage, entertain, and provide frequent updates by using impactful imagery, captivating captions, and hashtags.

Although you may be posting on multiple social media platforms, your message should be tweaked to meet the goals of Instagram and connect with the way viewers scroll and read content on their timeline.

TIP

Be authentic. Instagram doesn't have a character limit so share your story and give your audience the background to make them feel connected to you.

Cultivate connections & create community

The Golden Rule:
Treat others the way you want to be treated.

If you want followers to like, comment, and share your content, do the same for them! Engaging with other accounts helps to build relationships with customers and prospects, as well as helps you learn from thought leaders in your industry.

3

TIP

Turn on Post Notifications to be alerted when accounts you follow share new content so you can like and comment promptly.

4

Optimize your profile for search engines with keywords

Did you know Google searches social media for keywords? Make sure your profile includes your name, username, a link to your website or resources, and a bio filled with keywords. Within your post captions you should use keywords and Geotag posts if applicable.

TIP

Geotagging can help users find a wide variety of location-specific information from a device. It can expose your posts to more people, since content is often searchable by location.

Save your stories as highlights

Posting a story is a great way to share your content in a more casual manner, knowing it disappears after 24 hours. But it doesn't have to disappear forever! Instagram offers a Stories Highlight option so you can save your stories to live in a dedicated space above your post grid.

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TIP

Each story highlight allows for up to 100 images and videos to be added. You can categorize each highlight with a different name and add as many highlights categories as needed!

Turn your Instagram followers into customers

From setting up your profile for success to creating your content strategy, we can help with all aspects of your Instagram marketing.

Follow us for more helpful tips and tricks to manage your profile and connect with your prospects or reach out to learn more about our social media offerings.