

# HOW TO INCREASE YOUR INSTAGRAM PRESENCE

25 INSTAGRAM TIPS TO GET MORE FOLLOWERS

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"My Instagram tips will teach you just that and show you how I was able to gain 82,000 followers in 2 years - and get up to 4,000 likes per image!" – Sabina Trojanova



1. **Don't try to cheat:** Don't buy likes or followers. People know that you're doing this, and you will lose respect in the Instagram world.
2. **Improve your photography!** Instagram is so visual that if your photos are not beautiful, you will not have success. Have a good understanding of how lighting and image composition works and knowledge of editing photos and video. Include yourself in the photos!
3. **Develop a Consistent Photography Style:** You need to learn more about image editing if you want to succeed on Instagram because Instagram is all about aesthetics! Computer editing software "Lightroom" (\$10 per month), smart phone editing apps "VSCO Cam" or "A Color Story." "Boomerang for Instagram" allows you to create mini videos that can be shared to Instagram or Facebook. Develop a photography style and stick with it... Monochromatic, Neutral Density or High-definition are just a few. Your style is something you'll grow into but once you identify what your style is it's important to stick with it.
4. **Be an ACTIVE Instagrammer:** That doesn't just mean you should post every day. Comment on other people's posts with well thought out comments. If you don't enjoy using the platform, why try to grow your presence on it?!

5. **Interact with the Right People:** Find people who are most likely to be interested in the topics that you are interested in and that you're posting about. Do your research on Hashtags! Find out what hashtags you should be using in your business, then follow and interact with people who are using the same hashtags.
6. **Have a Great Profile Picture:** On Instagram you cannot click and open a profile picture so you need a good, clear and enticing profile image that looks great in a thumbnail size. Your profile image should tell people what you do while making them want to click on your profile.
7. **Optimize your Bio:** Your bio is the first thing people see when they come to your profile. Your bio should represent who you are and what you post on Instagram. Make it fun and memorable! Up to 150 characters.



8. **Use Hashtags:** You can add up to 30 hashtags per post. 5-15 recommended

9. **Use the Right Hashtags:** This requires you to do some research to learn what hashtags are most relevant to your posts.

10. **Geotag Your Images:** Images with location included typically perform 79% better than those without.

11. **Experiment with Captions:** Learn what your audience is looking for in captions. Try longer or shorter captions to see what attracts the most engagement from your followers. Creating captions that connect with your followers or prompts them to comment is ideal!

12. **Include a Call to Action:** Ask questions to encourage engagement or ask people to tag a friend who would be interested in your post.

13. **Tag Others:** Don't tag other "followers" but, tag Instagrammers who feature other people's photos or product. But Don't Over Do It!

14. **Stay on Topic:** stick with 2 to 3 interests that you will be covering on your account that complement each other. If your topics are too random your followers will become confused about what you're about, and they will stop following you.

15. **Work in Big Trending Topics:** This will help others discover your account! For example: March 8th is Women's Day so create a post with a GREAT photo of Women and a link to Women's Empowerment Principles. Google "awareness days" to find ideas on what to post.

16. **Keep a Consistent Schedule:** You can post once a day or even once a week but be consistent about the day of the week and time of the day that you post so your followers know when to expect your new content.

17. **Post at the Right Times:** Be Logical! Most people will check Instagram in the morning before work hours, at lunch time and before bed.

18. **Switch to a Business Account:** The business account allows you to gain insight into what posts are receiving the most attention and who your audience is through the "View Insights" button on your post. In your Instagram Stories you can now add a link that allows your followers to Swipe Up and go to a link. You can link to your blog, YouTube channel or product website.

19. **Listen to Your Analytics:** If you are paying for an analytics and management tool like Iconosquare it's important to pay attention to the analytics they are providing.



20. **Reply to Your Comments:** This is much easier to do in your beginning stages of using Instagram, of course, so when you grow to getting 50 to 100 comments per photo you will want to reserve your replies for the meaningful comments. The engagement and conversation are what social media sites are all about so, Keep It Social!

21. **Use Instagram Stories:** By using Stories you will benefit in two ways. 1. You will gain recognition from your existing followers. If you update your story often your profile is more likely to remain at the top of the home page or "feed." 2. Instagram seems to favor people who are very active and use all its features so, by using Stories you are sending a signal to the algorithm that you should be ranking higher in the feed.

22. **Use Instagram Live:** This allows direct interaction with your followers; however, live video will disappear after the broadcast ends. Creating Live video from your Story will place your profile first for followers to view on their feed or "home page" and allow the live video to be visible to followers for 24 hours.

23. **Post More Videos:** Video tends to get more views than photos. You should add wording onto the video and the wording should appear upon the start of the video.

24. **Promote Your Instagram on Other Social Media:** This one is self-explanatory. Add a link to your Instagram page on a Facebook post, Twitter or LinkedIn to attract more followers.

25. **Partner with Other Creators:** work directly with other Instagrammers who will allow you to leverage off each other. This should be a mutually beneficial partnership! Use "Repost" app