



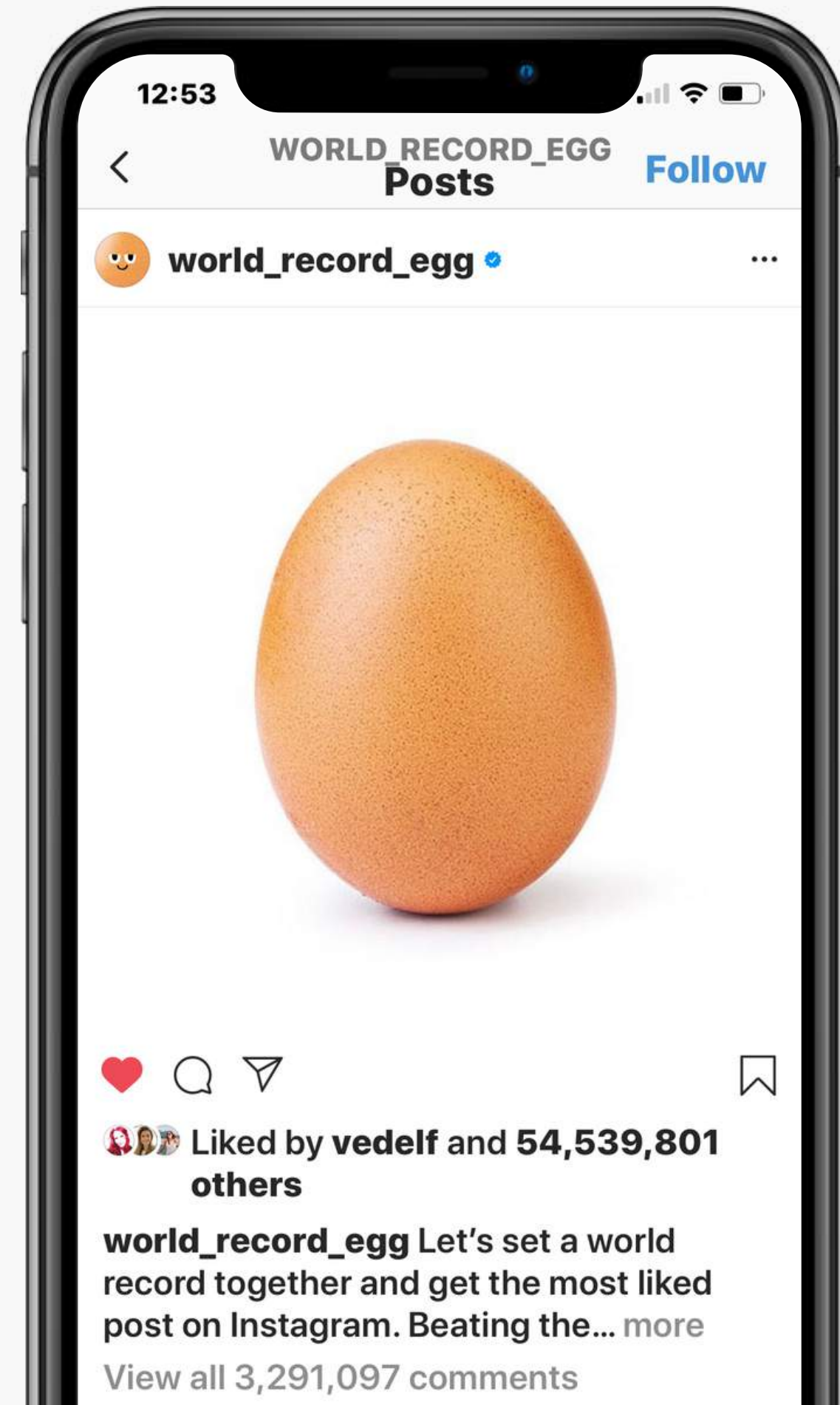
19 Instagram Hacks

to increase post
ENGAGEMENT

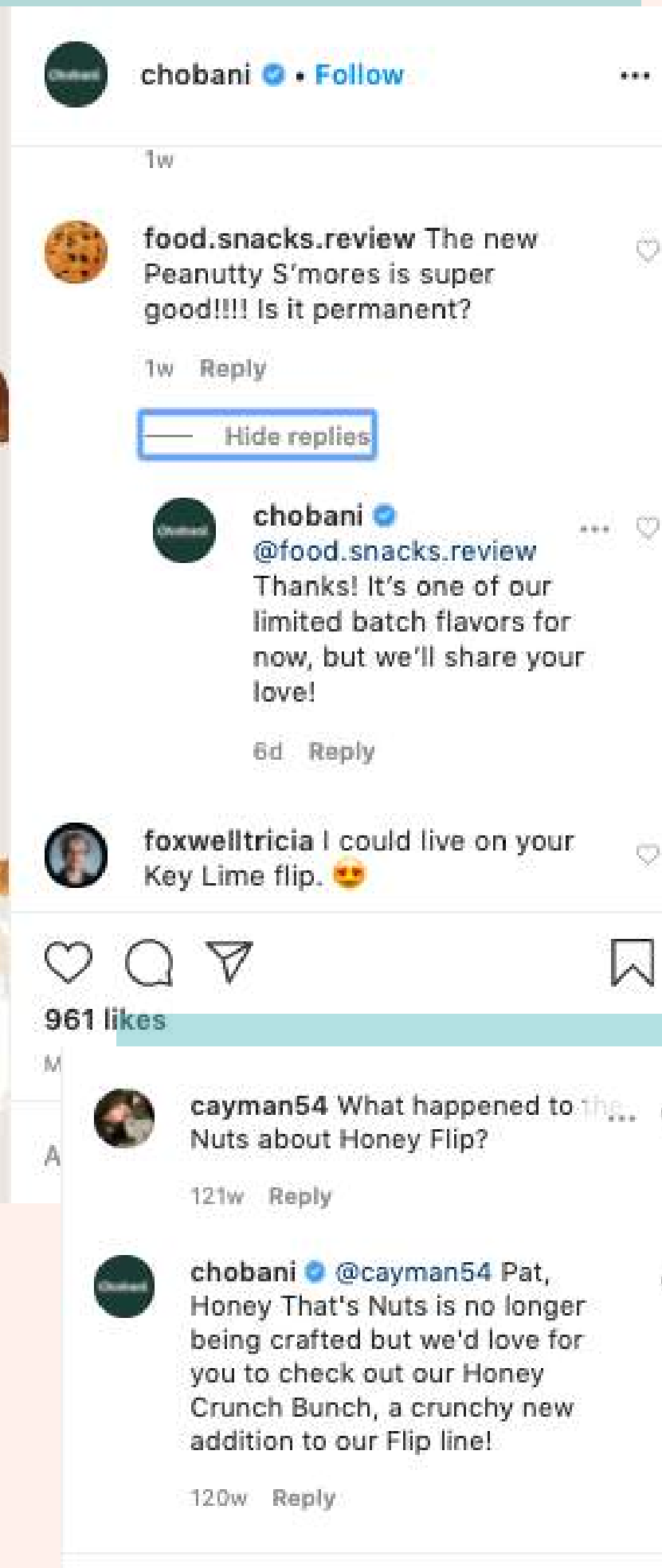


Implement a successful organic Instagram strategy

Instagram, like most social media platforms, shows people the posts that do well organically, so these hacks will focus on ways that you can adjust your strategies to target the right audience at the right time in the right way. Instagram is an important brand awareness and sales tool, with 1 billion monthly active users, 60% of whom use the app on a daily basis.



The highest liked post on Instagram!

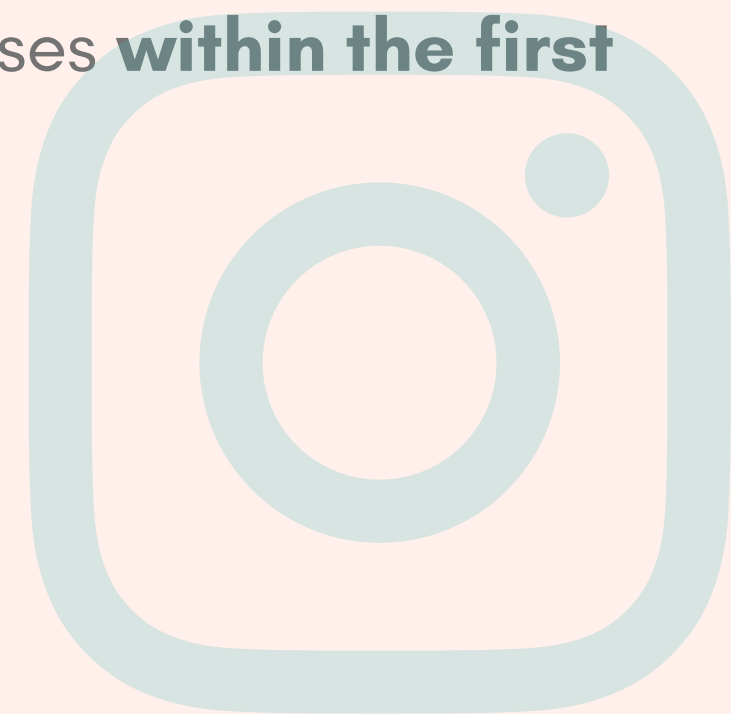


HACK #1

Comment & Respond

Be the first to comment on influencers' photos and you'll drive traffic to your own page and posts.

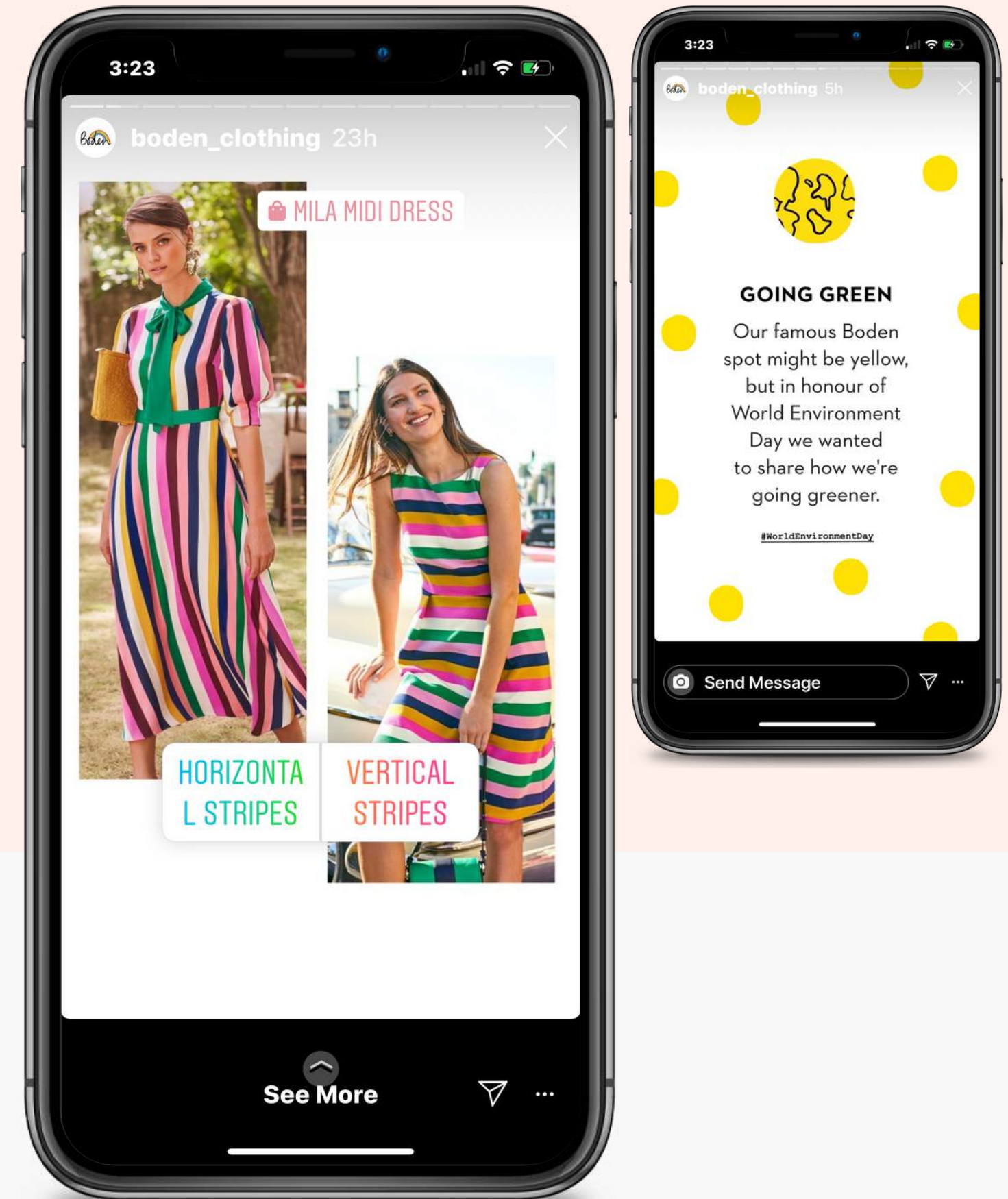
As with most content algorithms, Instagram's favors organic engagement and will show your posts more if you have comments and responses **within the first hour of posting.**



HACK #2

Get on IG Stories

IG Stories are featured at the TOP of the home feed. **No beating the algorithm required!** Simply add another element to your Story and you're bumped to the front of the line. In addition, Instagram posts a little reminder in the feed about Stories that are about to expire or that have been the most popular, so your followers have another nudge to watch your Story before it disappears.

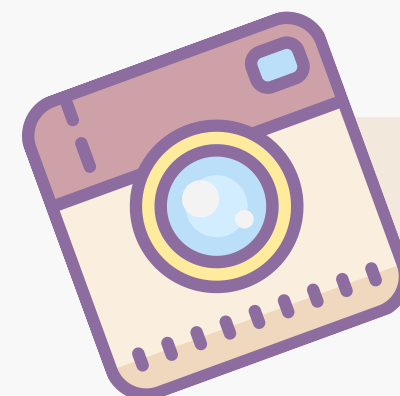




HACK #3

Find your Time & Day

Test out posting at different times of the day. Each brand's **audience is unique** so you can start with benchmarks for Instagram use, then get even more tailored by experimenting and creating an individualized posting schedule for your followers. You can use an app like Preview to measure your engagement.

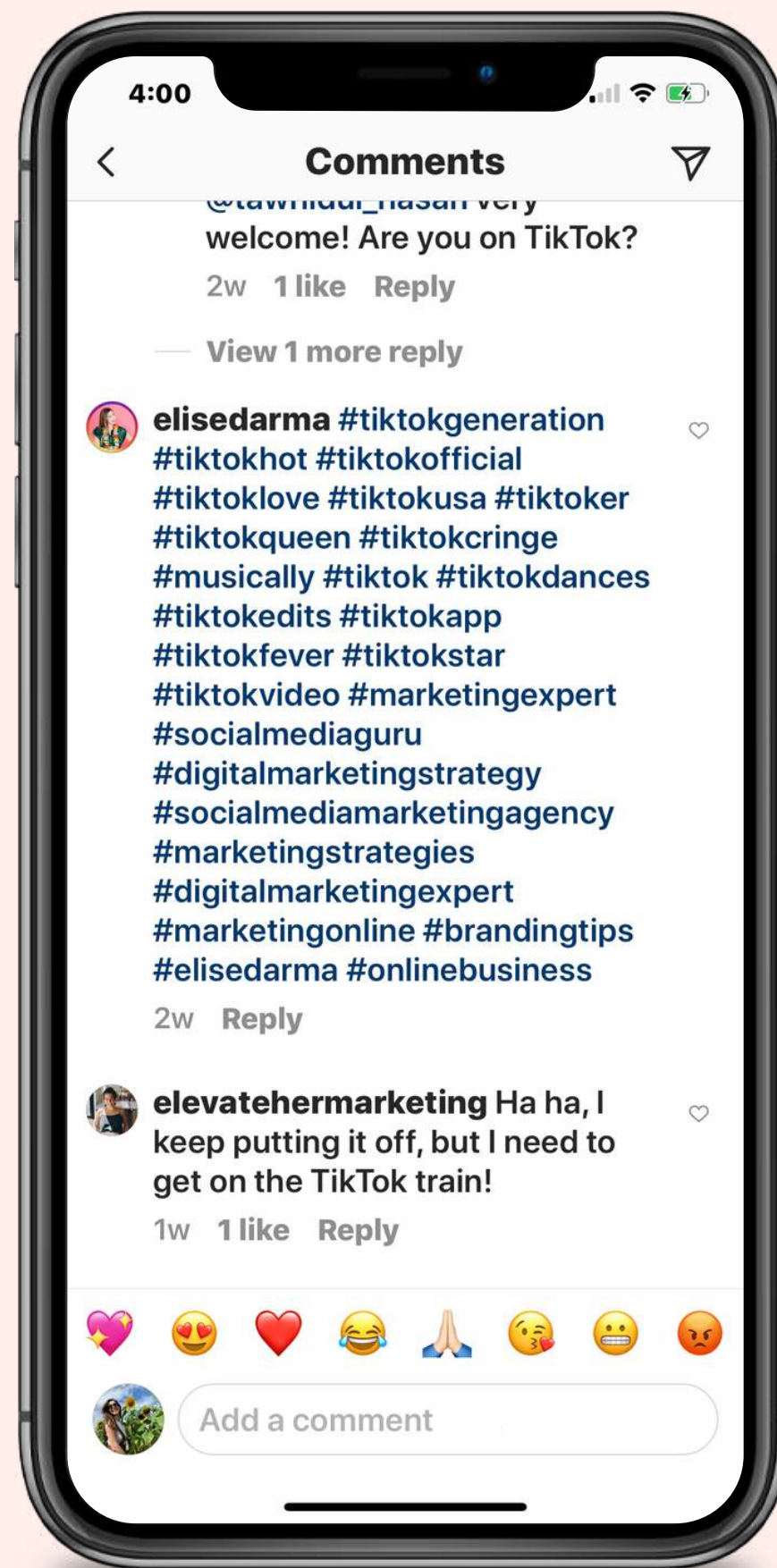


HINT: The best day to post is Thursdays at 7am



Follow Hashtags

Following hashtags gives you ideas about other niche hashtags with better quality audiences.



HACK #4

Find New Audiences with hashtags

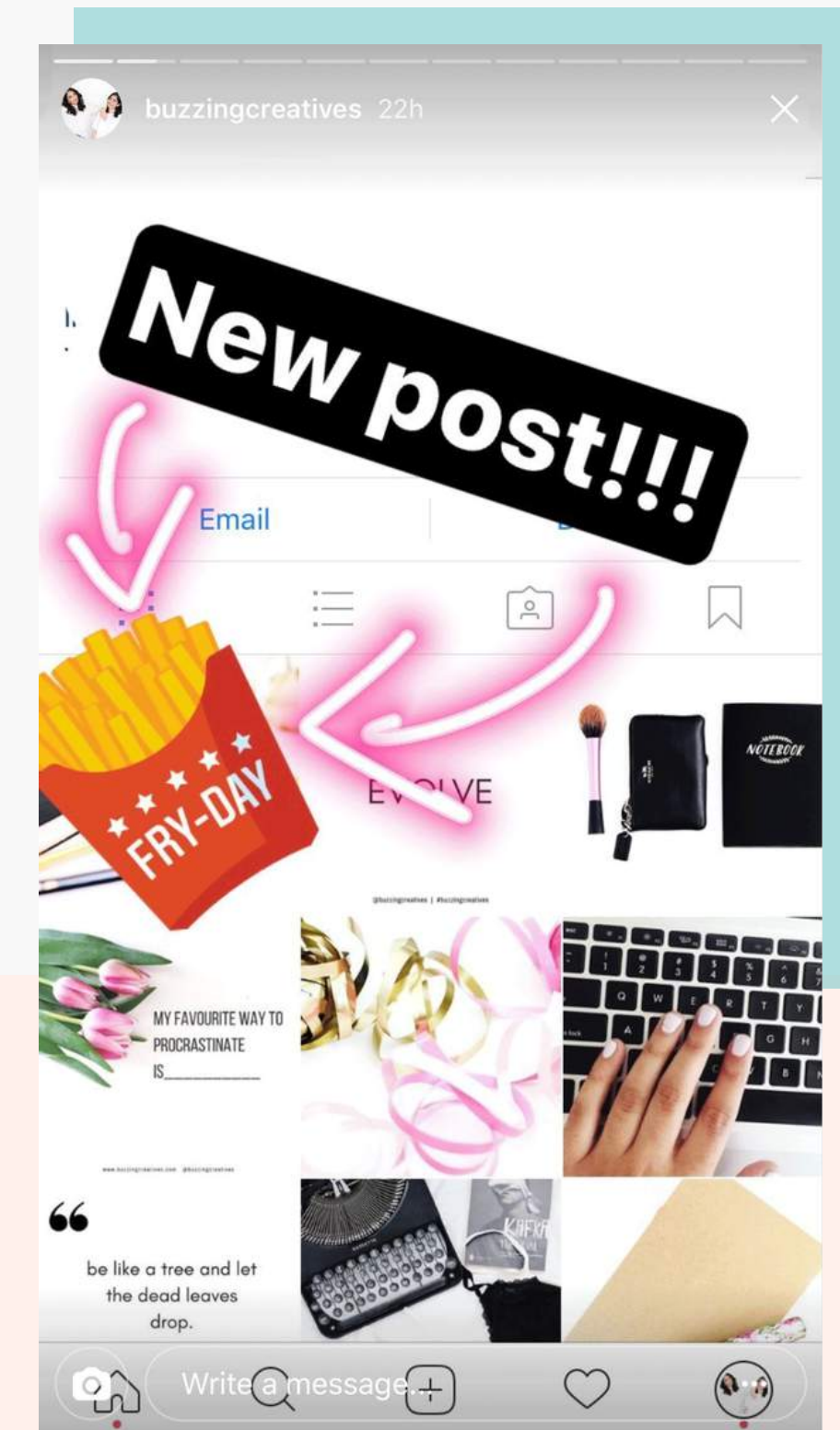
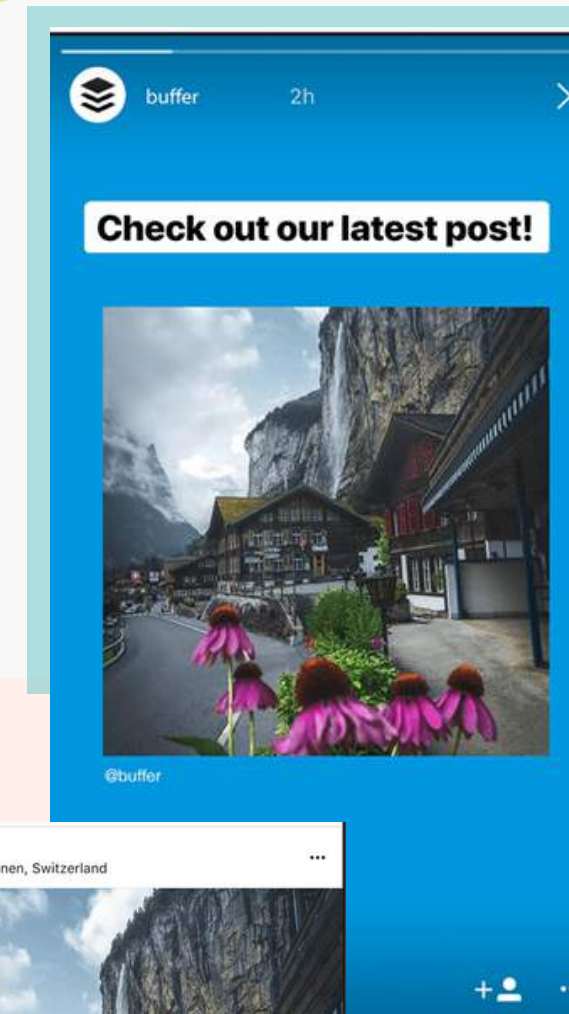
Make sure to get involved in popular hashtags to **find new audiences**. You can jump on trending topics and explore the top used hashtags to leverage the most popular in your posts and Stories. When used in Stories, you can shrink them and make them unobtrusive while still attracting people and possibly appearing on the **Explore page**.

HACK #5

Use Stories to Promote Posts

Use Stories to let followers know when you have a new post. With users consistently watching Instagram Stories, you have a **captive audience** to direct to your amazing content on your page. Try using GIFs or stickers to draw attention to your post announcements, or use the simple “Text” tool in Stories. You can publish your post directly to Stories by clicking “Share” on your post (the little paper air-plane) and clicking “Add post to your story.”

NEW
Post



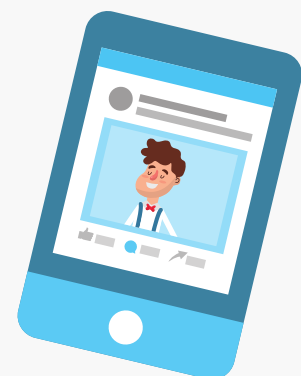
NEW POST

HACK #6

Use Your Audience!

User-generated content (UGC) sees **4.5% more engagement**. Repost your users' content using a tool like Repost app. When looking for this content, search people who have tagged you in posts or used your brand as a hashtag. You can also encourage people to tag you in posts by adding "tag us in your photos" to your Instagram bio.





HACK #7

Location, Location, Location



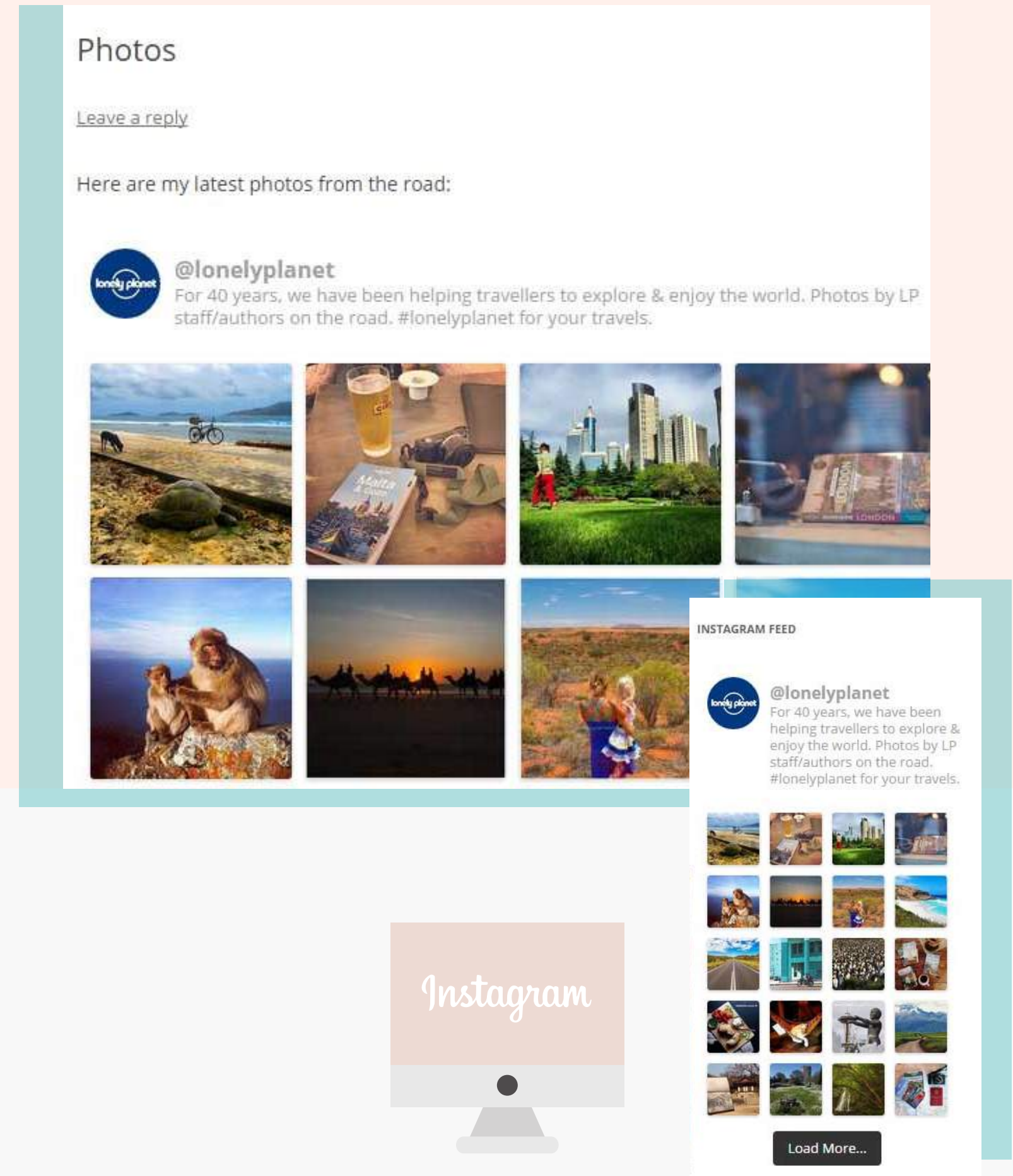
Tag your location in photos and Stories and use local hashtags. Posts that include a **location tag see 79% more engagement than those without!** To find popular local hashtags, try exploring the area's local accounts like the city's tourism account to see which hashtags they use. Lots of areas have local accounts and communities for Instagrammers or "IGers" – tag them!

HACK #8

Include Your Instagram Feed on your Website

Add a feed of your Instagram posts to your website using a plugin. This will showcase your latest content and **attract website visitors to your social media account**. For those early in the sales cycle, following your brand will keep you on their mind as they consider a decision.

To add your Instagram feed to your site, you can embed it using Instagram's native code or an app like *Pixlee* which is easier for those without coding experience.

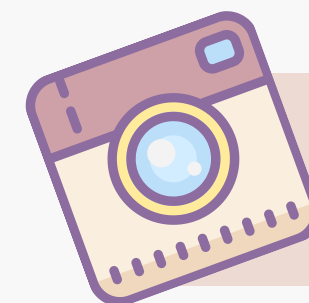




HACK #9

Use REELS!!!

Reels is a triple threat because it appears on **Stories, the Explore Page and the Feed**. That is added exposure for your content and a bigger opportunity to be discovered. The results we're seeing in accounts is that Instagram is pushing reels so much that they're making it almost 40% of the content you see on your feed.



pro tip: Add hashtags on Reels captions instead of comments. They rank higher.

HACK #10

Go LIVE!

Instagram Live lets users stream live videos to their followers while **building engagement, connecting directly with your users**, sharing news, and establishing your brand.

- *80% of audiences would rather watch a livestream than read a blog post.*
- *82% of audiences would rather watch a livestream than see a social media post.*
- *67% of audiences who watched a livestream bought a ticket to a similar event the next time it happened.*

Live videos are popular—and the trend shows us that they're here to stay.





HACK #11

Testing 1, 2, 3

Preview your Instagram story before you post it live. To do this, go to the camera to post a Story and click to add multiple photos. While editing, you will see all the photos you've chosen at the bottom and you can edit each photo individually.

This hack is particularly useful **when launching a new product or publishing an announcement** that contains several (important) text slides in a row. This approach prevents you from having to create and edit images in real time – especially if they are out of order!



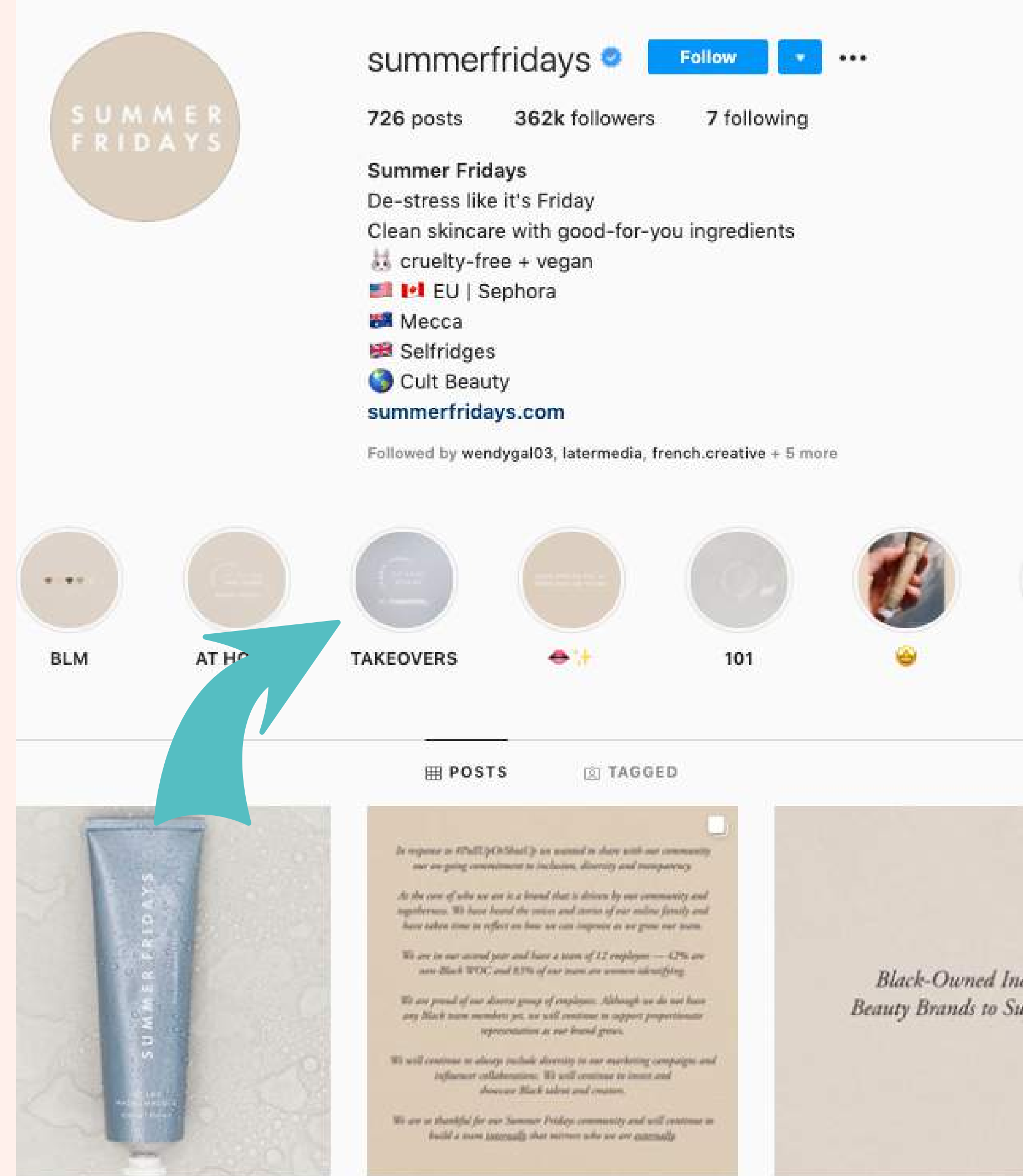
You can add up to 10 images on Instagram Stories before posting!

HACK #12

Try Takeovers & Partnerships

Partner up with another brand or influencer for an Instagram takeover of each other's accounts. You will gain new followers from their audience and vice versa. You can have the other brand take over your account and post to Stories, do a Live Q&A, and post directly to your feed.

Don't forget to promote the takeover before it happens. You can get more than just one day worth of coverage from a larger brand or influencer taking over.

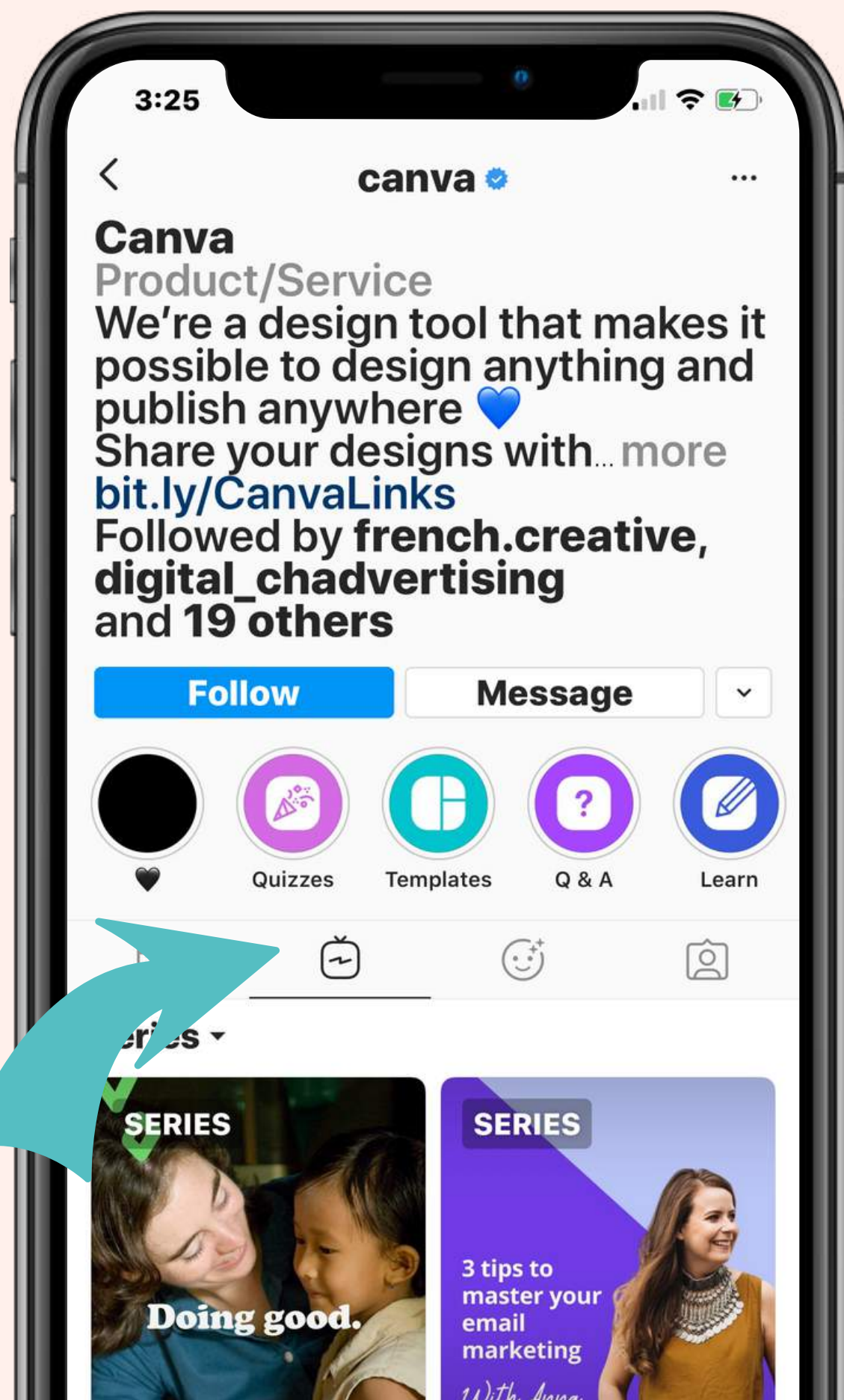




HACK #13

Include IGTV long-form Content

Link to IGTV from your Instagram story. IGTV is a feature released by Instagram in summer 2018 for long-form native Instagram videos that can last up to one hour. **IGTV allows you to create "series" that are longer form content** where you can include categories such as "How To's", "Interviews", and even pre-recorded "Lives". To link to your IGTV from Stories, simply choose an image or screenshot from your IGTV video and click "Link" from the top right when posting a story.

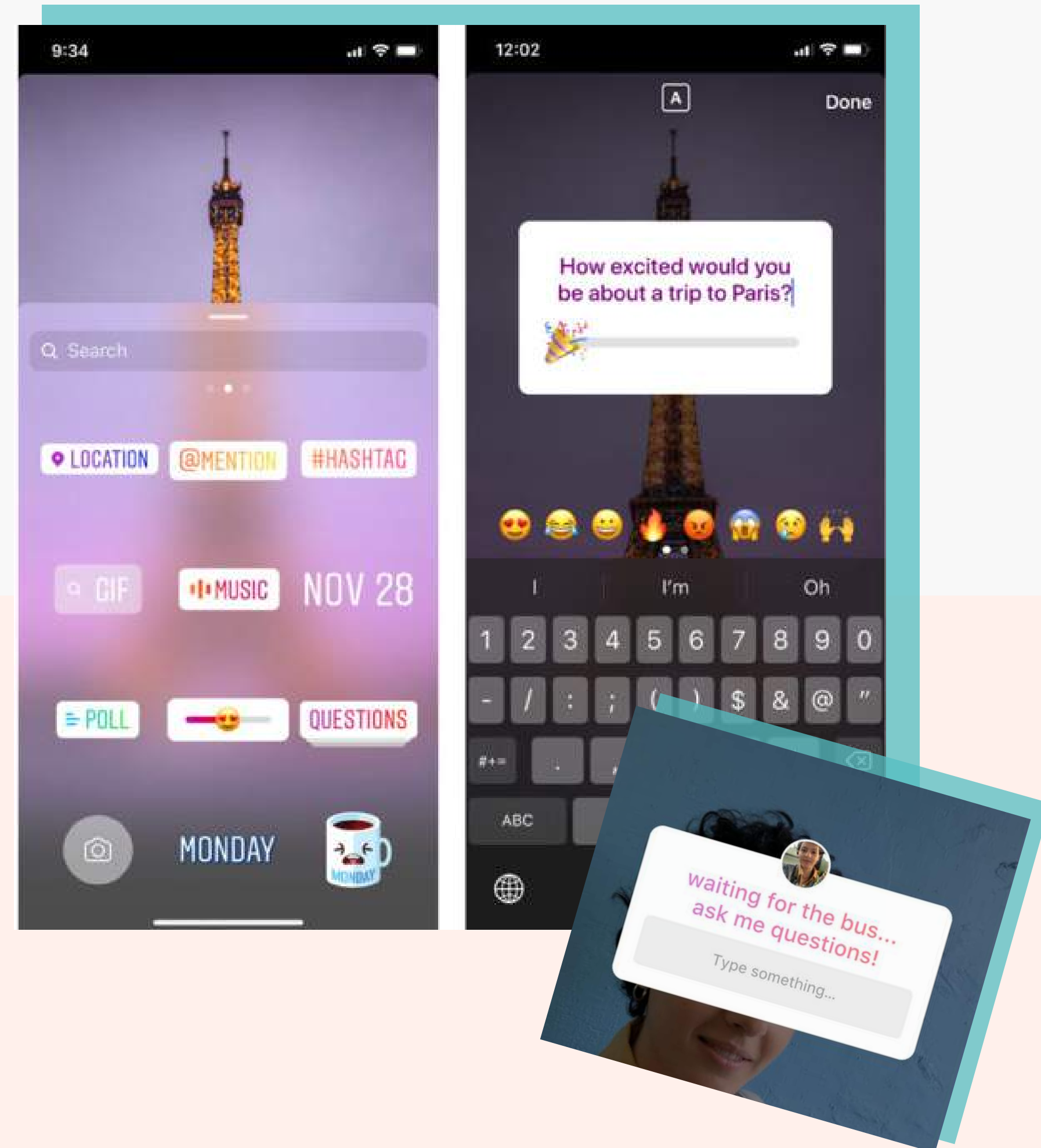


HACK #14

Use Interactive IG Story Stickers

These features allow you to better **engage directly with your audience and have fun with Stories**. Use Questions and Polls to ask your audience what they want more of, answer questions Q&A style, and to get to know your team.

Whenever a follower interacts with you sticker, they will be shown more of your feed posts.

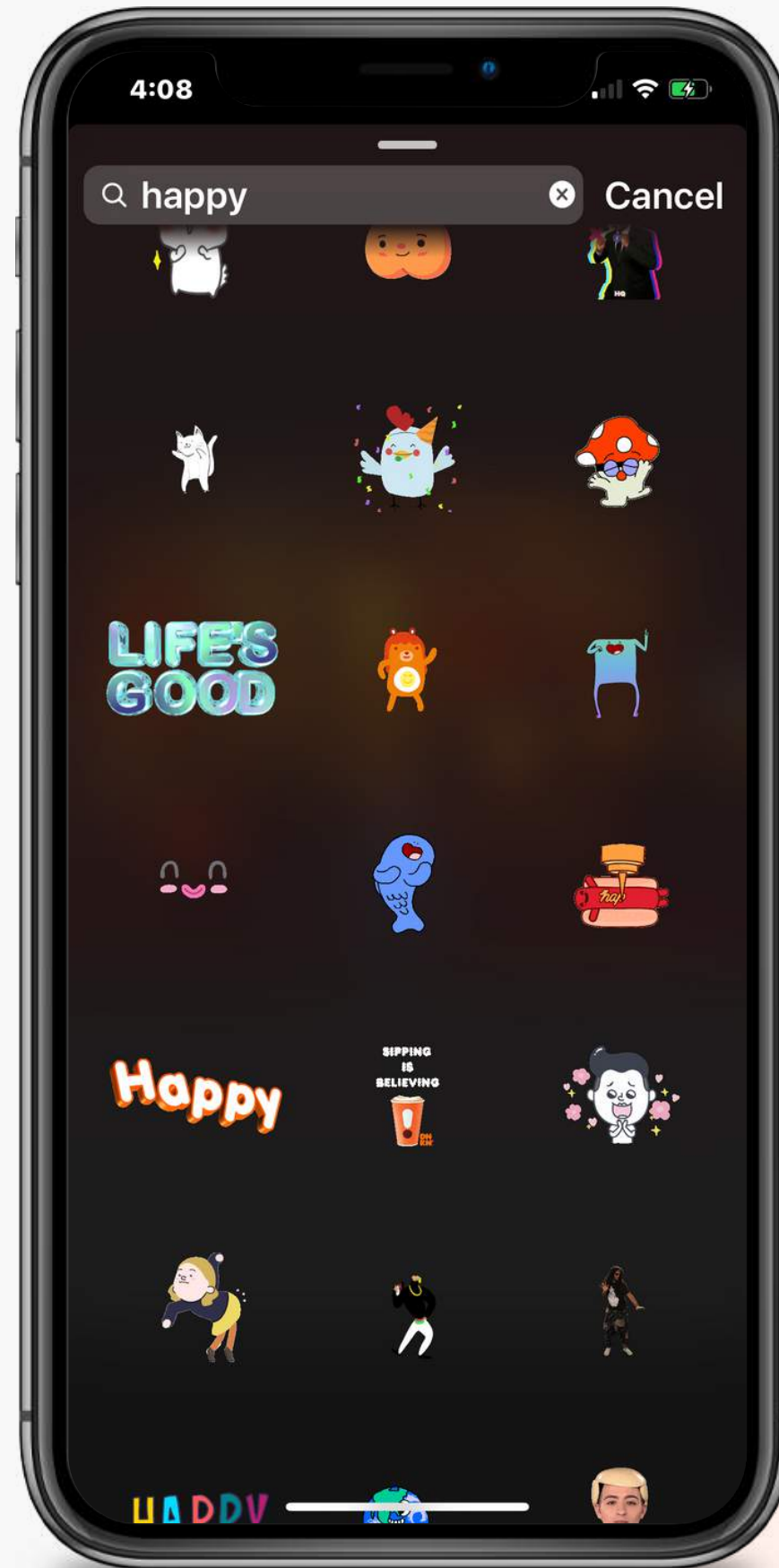




HACK #15

GIF or JIF?

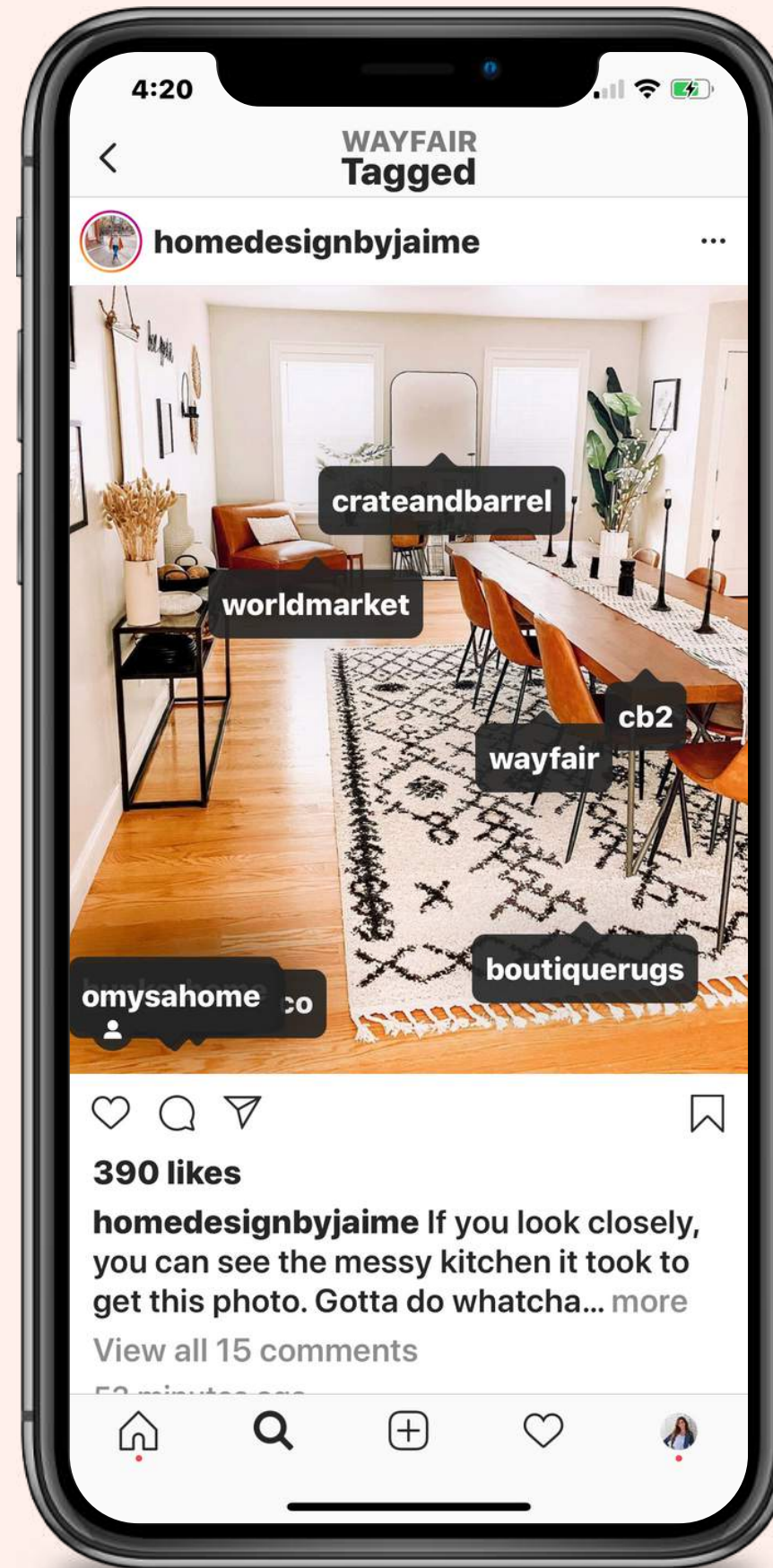
No matter your pronunciation preference, GIFs perform well on social media. **They're easy to make, fun, and relatable.** You can post a GIF to your Instagram feed or in Stories by creating a GIPHY using its mobile app and sharing the GIF directly to Instagram using the "Share" feature.



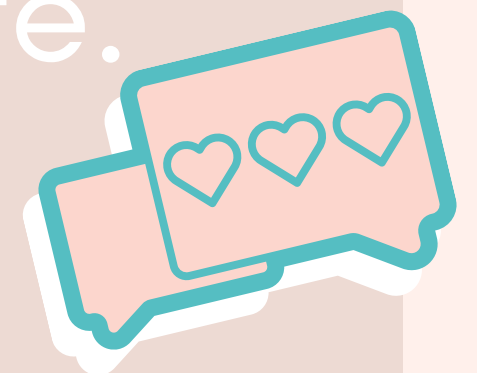
HACK #16

Tag, You're It

Tag influencers and accounts with a lot of followers when you mention them in posts. Getting picked up by a large account **will quickly boost your engagement and following.** Just like you want your followers to post about you, influencers and celebrities love seeing fan posts and tagged photos. Try to tag brands or products whose audience overlaps with yours. This will make the influencer or brand more likely to want to collaborate with you.



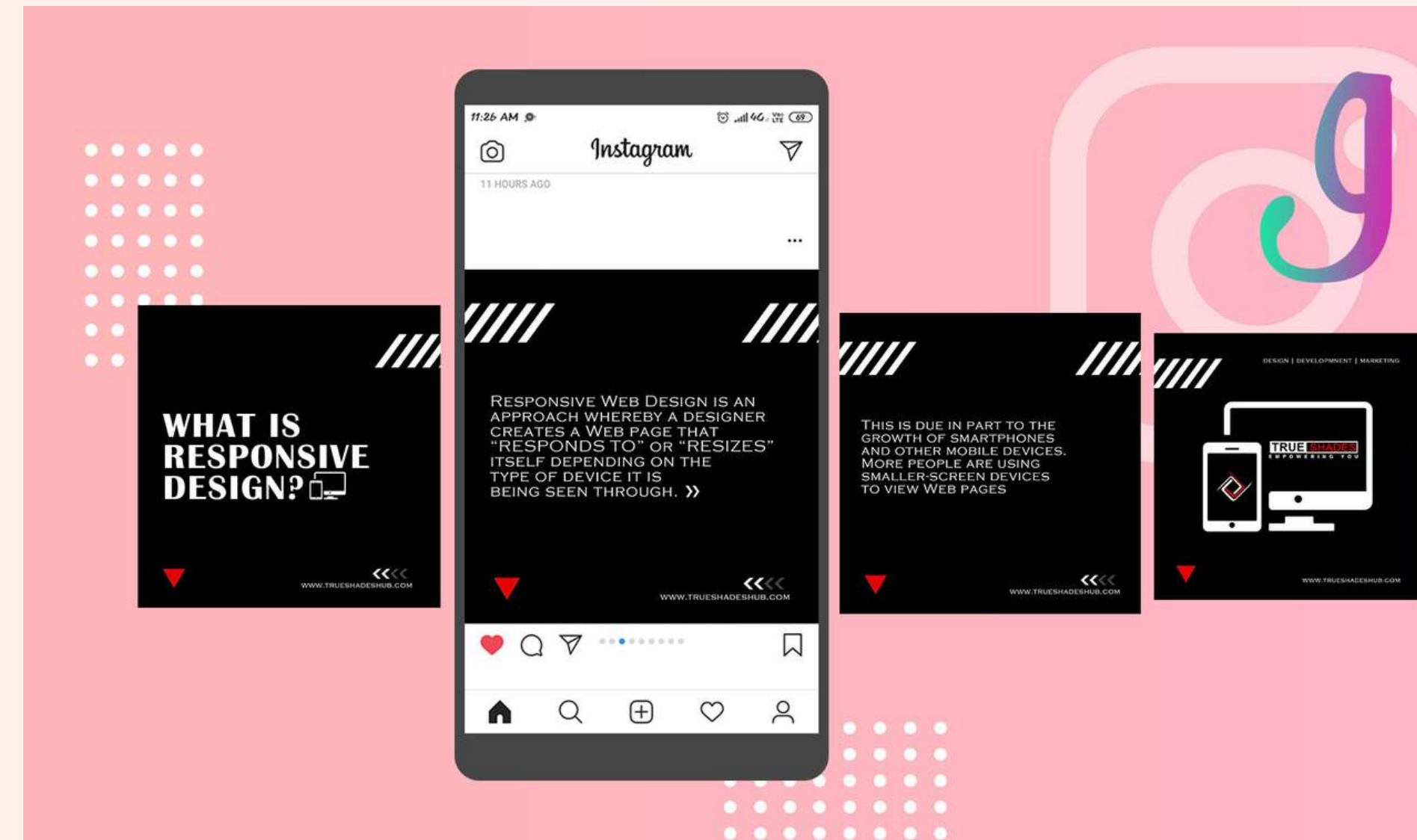
If they follow you back, try to establish a connection via direct message asking to collaborate.



HACK #18

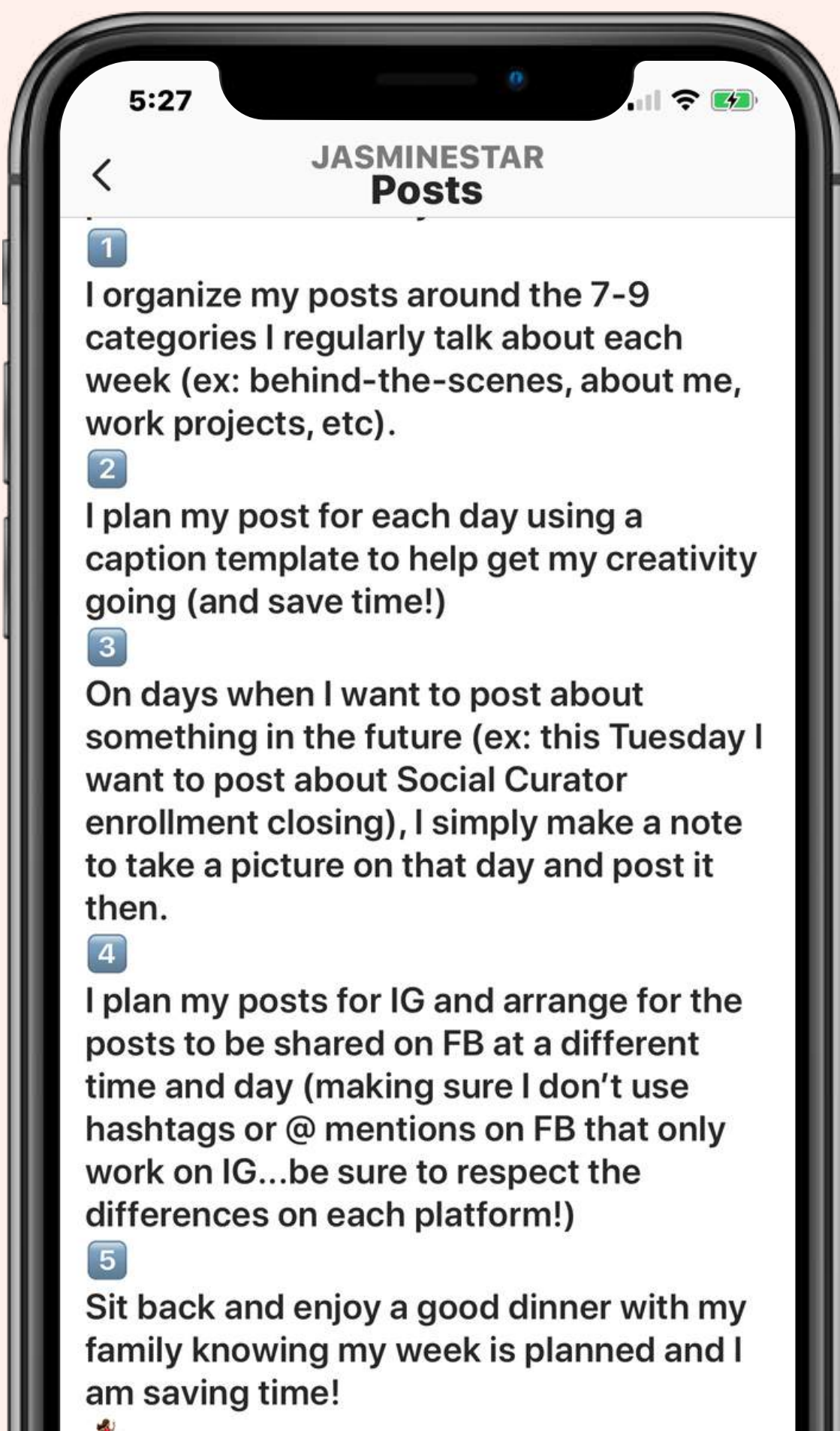
Hop On The Carousel (Post)

A Carousel post is a series of images/photos posted as one. You can use 1-10 images/videos or a mix of them. They are really powerful because **you can tell a story through them**. You can include much more information than in a single post. You can create a valuable presentation, convey a story, explain things, show examples etc. Carousel posts are the most underestimated feature of Instagram.



These posts get 3-5x more saves than normal posts.

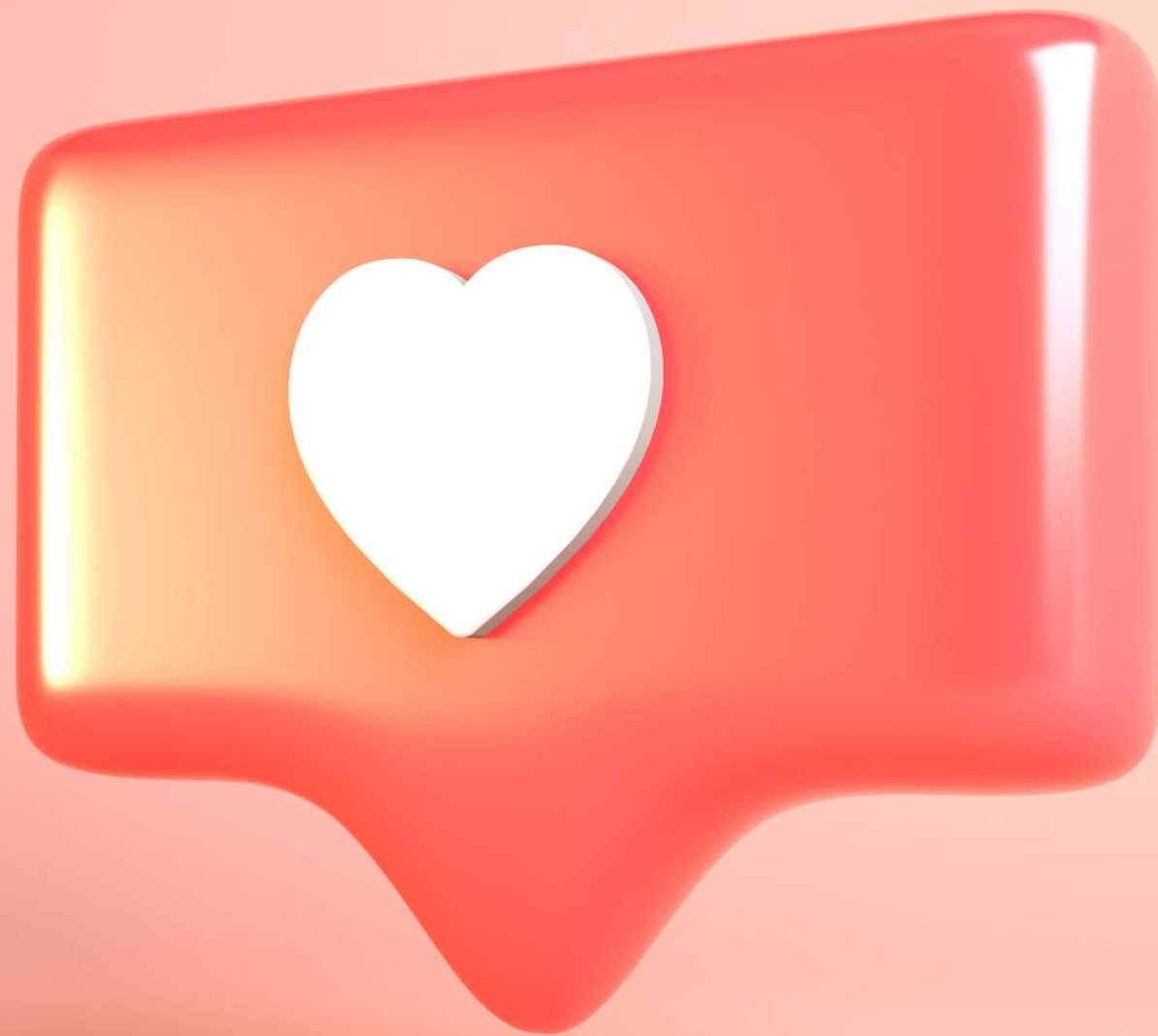




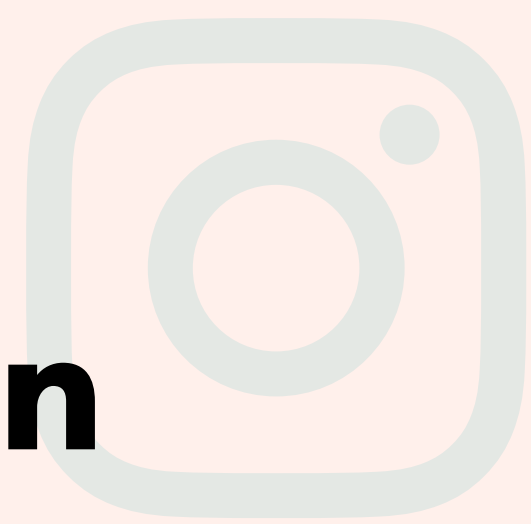
HACK #19

Write Compelling Captions

Make people spend as much time on your posts as possible. Since the early age of Instagram, time has changed. People have changed. The trends have changed. The long, compelling caption can get your posts much higher engagement. Think of it as a new blog posts. Why bother? Because Instagram recognizes how long people spend on the caption, if they're reading it or not. **It's a part of Instagram's algorithm.** Do your best to brainstorm as compelling a caption as possible.

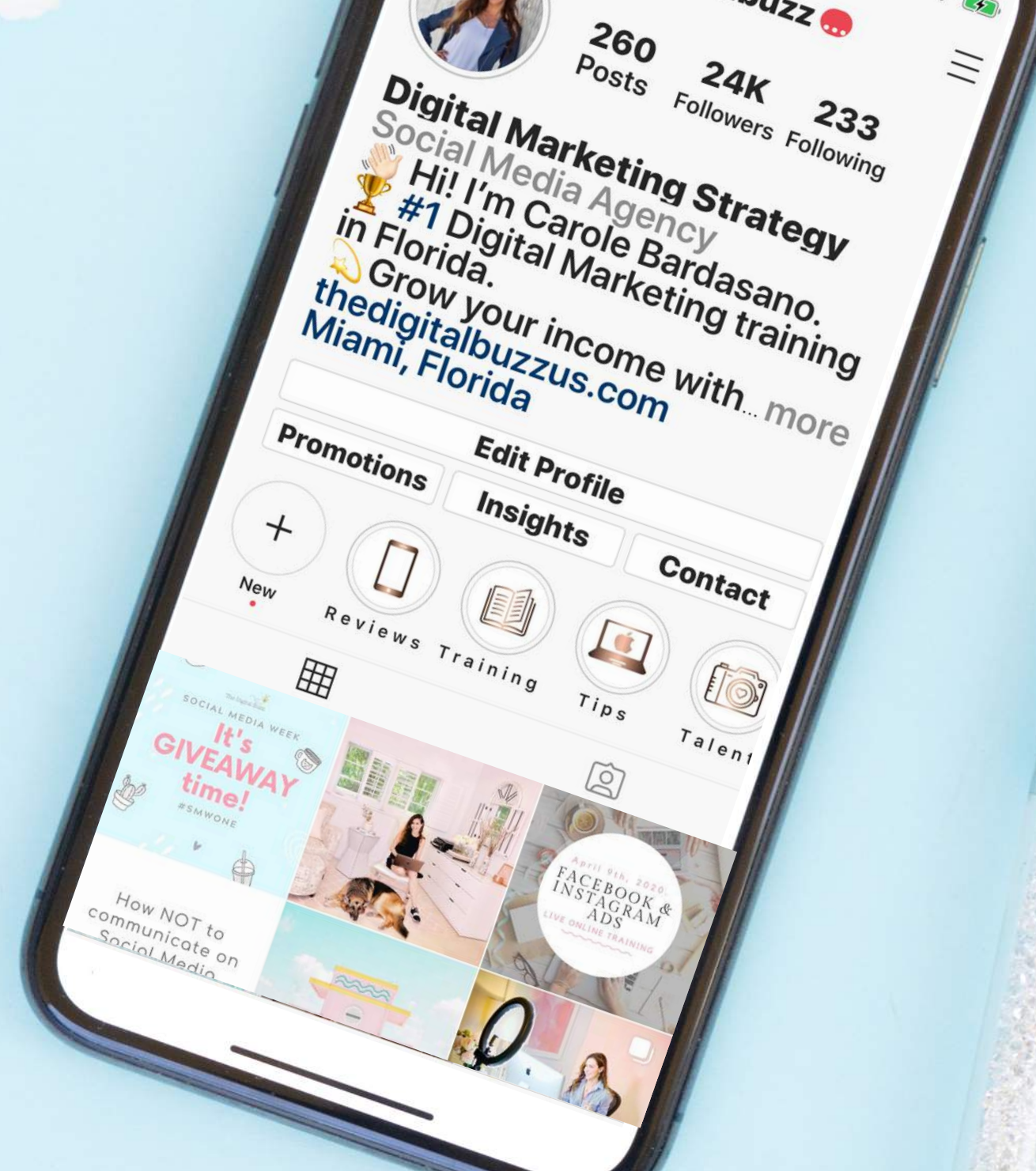


Conclusion



Instagram is one of the most important platforms in a marketer's or social media manager's arsenal.

Engagement is the key to first purchases, follow up purchases, and brand loyalty, so create a social profile that reflects your company's mission. These simple hacks and tips will help more folks discover all of the wonderful things your company has to offer.




The Digital Buzz

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hang!



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