

BEST PRACTICES



Engage your fans and followers with captivating content. Keep these tips in mind to help your account grow.

KEEP IT REAL

Your fans and followers are savvy—they know you and know when you're faking it. Authentic content will always perform better than something over-produced or created by your friend or manager. When you're using Instagram to promote something, get creative, be yourself and make something just for Instagram. Posting a flyer or repurposing something made for another platform won't get you much engagement, while first-person POV will.

FREQUENCY

Post at least once a day! Your fans and followers are constantly searching for more content on feed and stories, and want to keep up with you, from your highlights to the in-between moments. If you don't know what to post, play with the creative tools like boomerang, polling stickers, GIPHY stickers and face filters.

BE A STORYTELLER

When you add the context behind your posts, whether that means telling a funny story in your captions, showing a behind-the-scenes POV, or sharing details like what lipstick shade you're wearing, it gives people another reason to follow and engage.

OPTIMIZE FOR GROWTH

More than 150 million people visit the explore tab every day. Increase the likelihood that your content will surface here by remembering to post a variety of content—live video, stories, feed photos and video.

VIDEO

Your fans and followers are craving video content from you! Instagram users consume 80 percent more video year after year, and video posts increase your chances of making it on the explore tab.

When posting video, make sure to put the good stuff up front to hook viewers right away—in order to count as a view, your fans need to watch at least 3 seconds of your video.

Vertical or Square is best, and make sure to choose a cover image that will make your fans want to watch.

If you're not sure what to post, play with boomerang, superzoom, and other tools to make quick, fun videos.

ENGAGE WITH FANS

Responding to a comment may earn you a fan for life so take a moment to "like" a comment or respond with a few words to acknowledge that you've seen them. You can also @mention a fan in stories, or dedicate time for a Q&A when going live.

STORIES

The most engaged stories are made in the moment, giving fans a window into your everyday and using a combination of videos, photos, and creative tools.

Stuck for ideas? Kickstart your stories with something you do every single day, like your morning routine, your favorite meal of the day, opening the mail. You may think its boring, but these glimpses into your life are often what fans are looking for.

Use highlights to categorize posts you want fans to have access to for more than 24 hours. You can add anything you've posted from your archive and delete highlights at any time.

LIVE

First off, make sure you have a strong wifi connection!

Go live to make an announcement, share something new, or just hang with your fans. Pin a comment to give fans a better idea of what you're doing in the moment i.e. "Hanging out in the studio". Try not to overthink it, and take some time to reward fans by answering their questions.

Utilize live with a friend! This is an exciting way to invite fans to ask questions and also a huge opportunity to invite other verified accounts into your live to cross pollinate fan bases and maximize discovery.

MULTI-POST

Share up to ten photos and videos in one post. This is a fun way to share more than one moment with your fans or provide more context in your post.

SAFETY TOOLS

Be sure to turn on Two-Factor-Authentication to help prevent hacking. You'll find it in your settings.

Turn on comment filters to prevent trolls from harassing you in comments. Turn on the standard filter or customize the filter with specific words, phrases or emojis.

LOCATIONS AND HASHTAGS

Hashtags and locations can help people find your feed posts, but use these tools wisely. Too many hashtags can make posts feel inauthentic.

When you do use hashtags, especially in stories, encourage your fans to do the same. This can help your fans find one another, and make them more engaged.