

**Instagram
for the
WIN!**



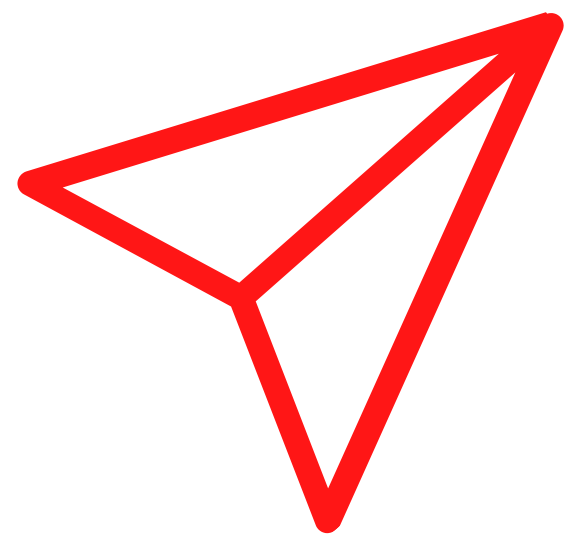
Tuesday, June 7 @10 AM

Instagram FTW



REELS

IGTV



STORIES

FEED



SHOP



GRID



EXPLORE



FEED - PICS, VIDEO UP TO 60 SEC, BOOMERANGS



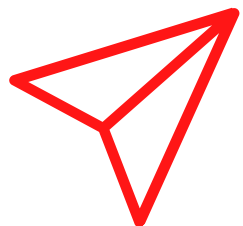
GRID - YOUR FEED DISPLAY



REELS - 15, 30 OR 60 SEC VIDEO WITH MUSIC!



IGTV - VIDEO UP TO 60 MIN, VERTICAL IS BEST



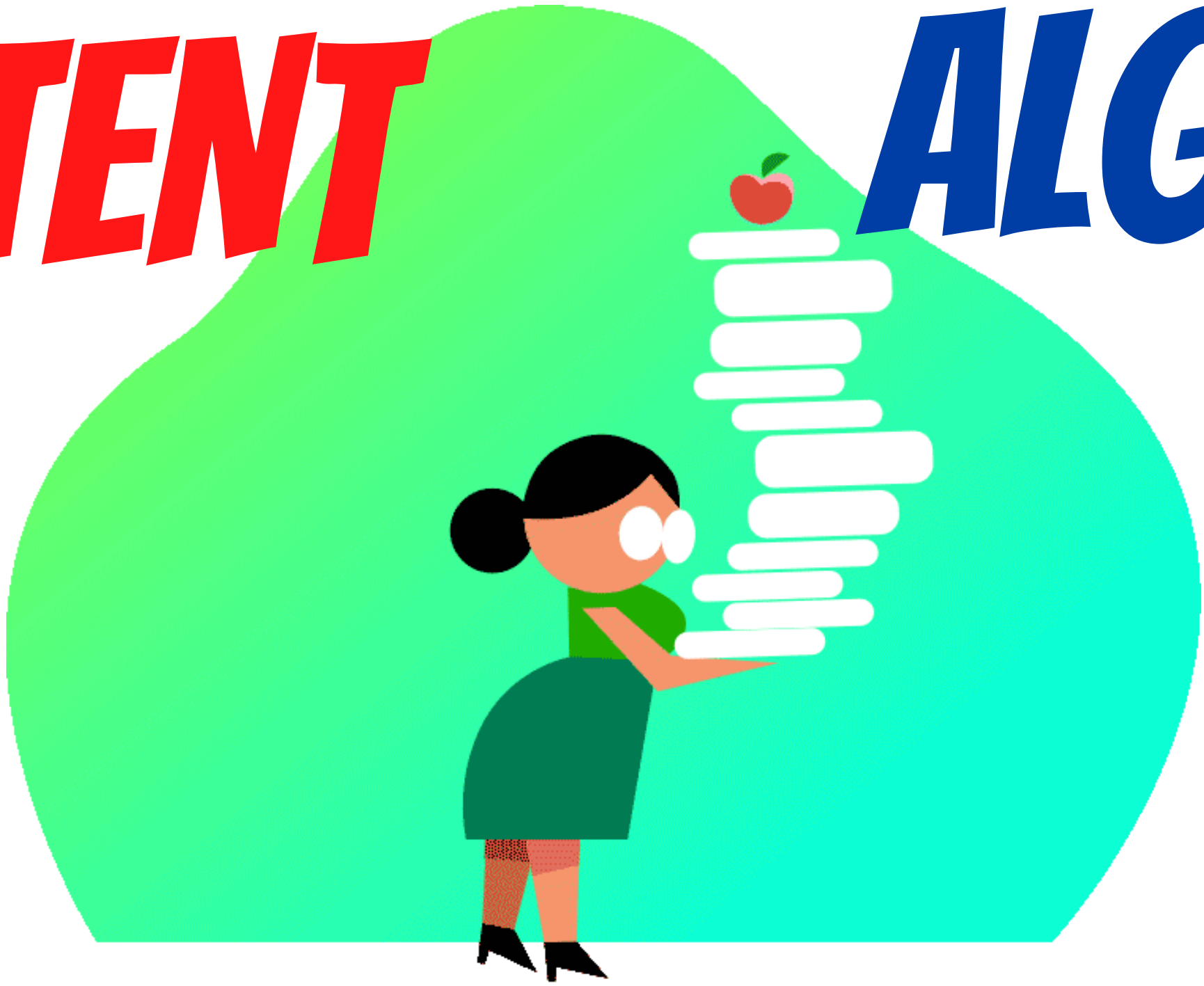
STORIES - VERTICAL PICS, 15 SEC VERTICAL VIDEO, RESHARES



EXPLORE - SEARCH FOR NEW CONTENT, DISPLAYS REELS, TV, FEED



CONTENT **ALGORITHM**



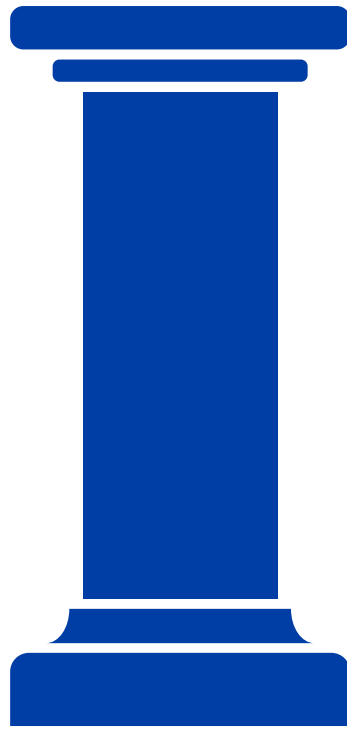
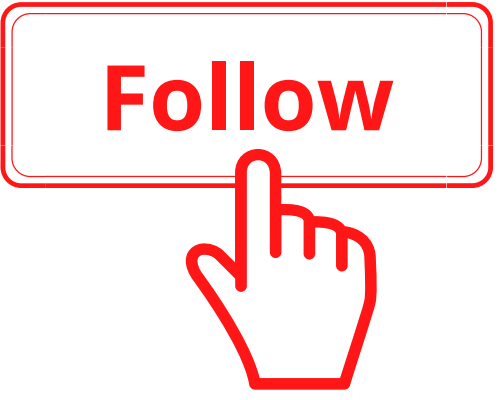
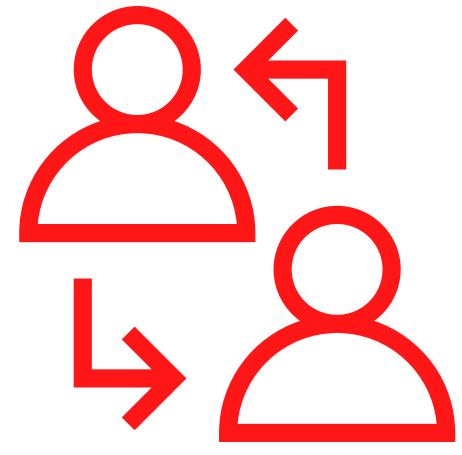


QUALITY

QUANTITY



Instagram FTW



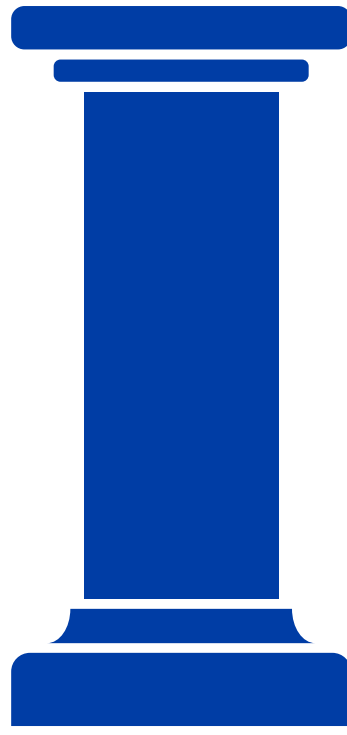
Relationship
Comments, likes,
reshares, views



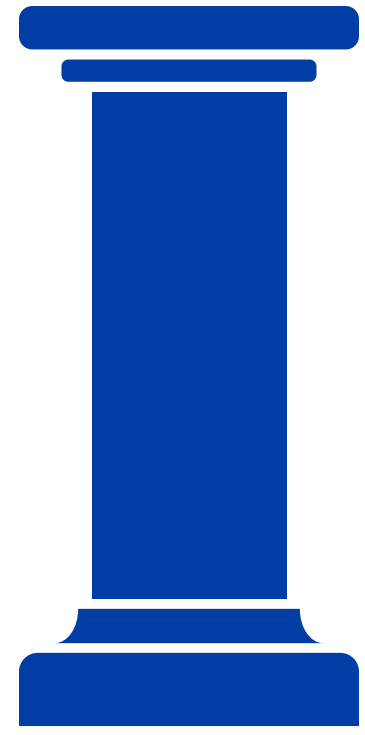
Interest
in post type or
subject



Timeliness
or time of day
logged in



Frequency
of user login

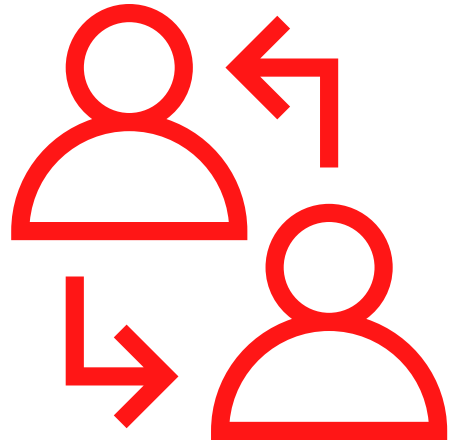


Number
of Followers



Session Time

Source: Hootsuite Blog

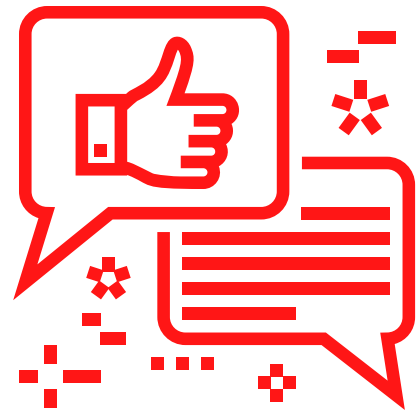


Don't: Post and run



**Do: Comment, like, and share
your target audiences posts**

Relationship
Comments, likes,
reshares, views



**Don't: Post random stuff,
unless that is your schtick**



**Interest
in post type or
subject**

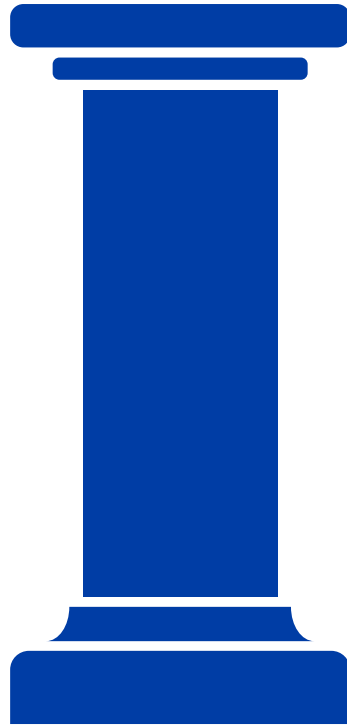
**Do: Research your audience
and understand what they like
for content and post type**



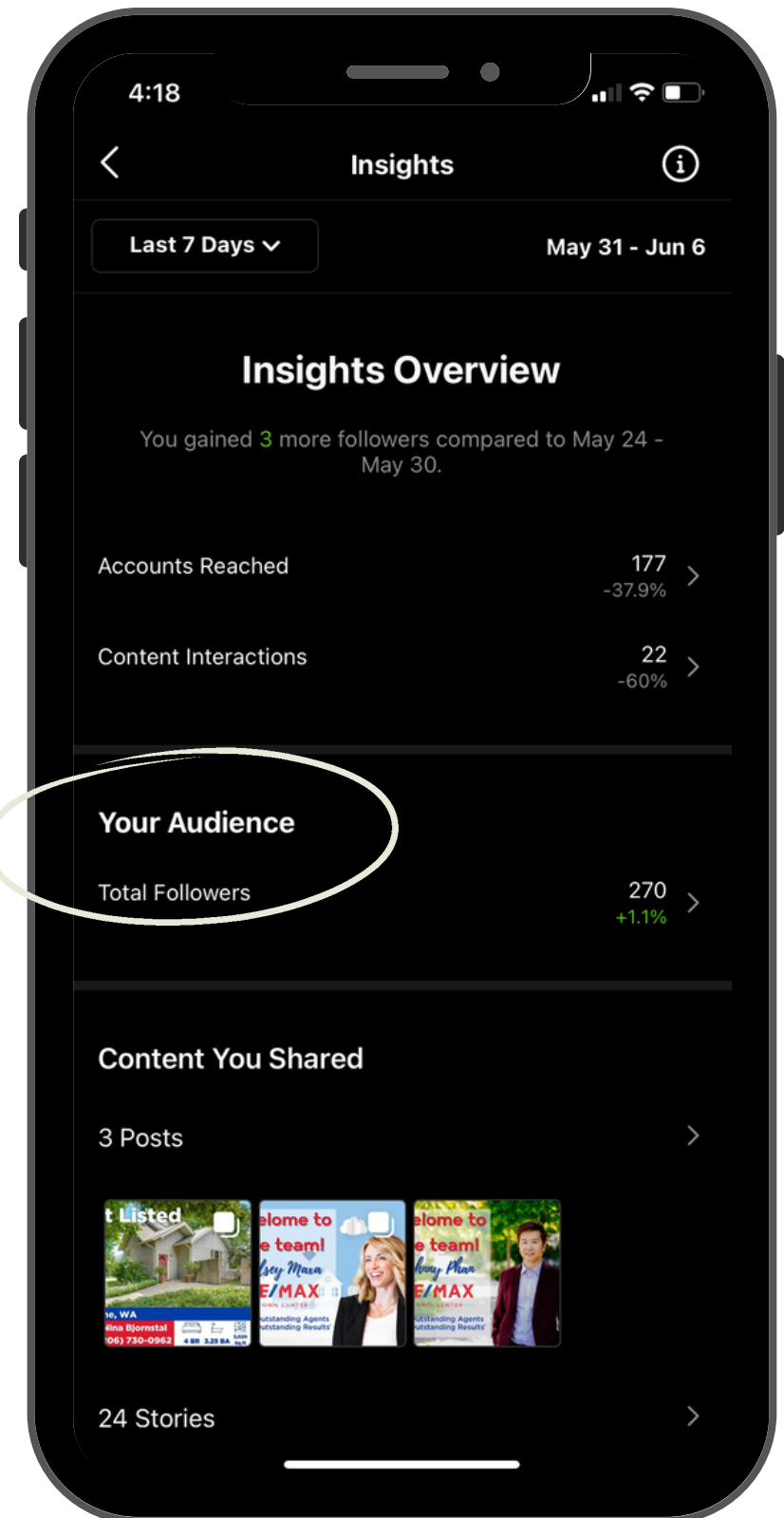
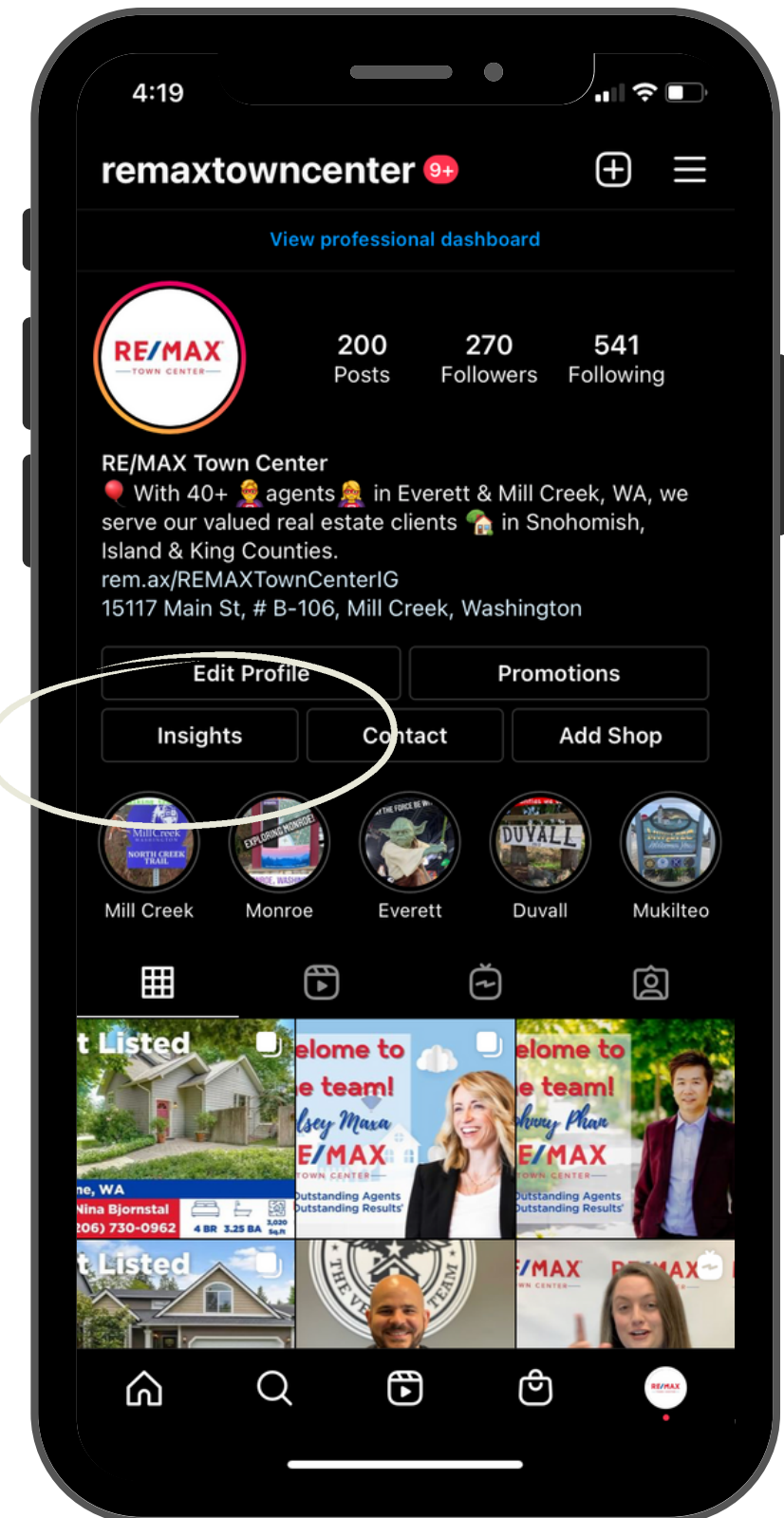
**Timeliness
or time of day
logged in**

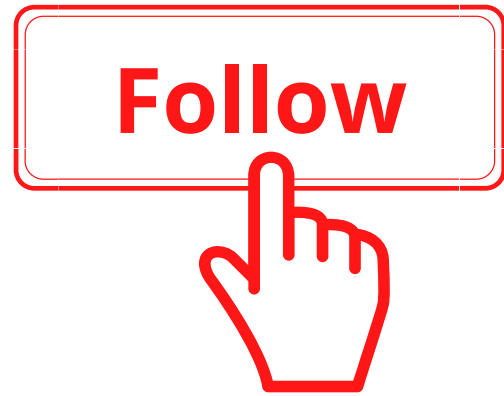
Don't: Post at random times

**Do: Research your audience
and understand what time they
are logging in.**



**Timeliness
or time of day
logged in**





Don't: Chase high follow users

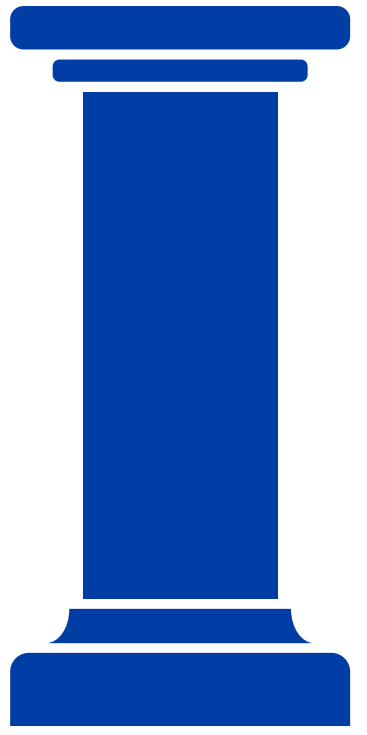


**Number
of Followers**

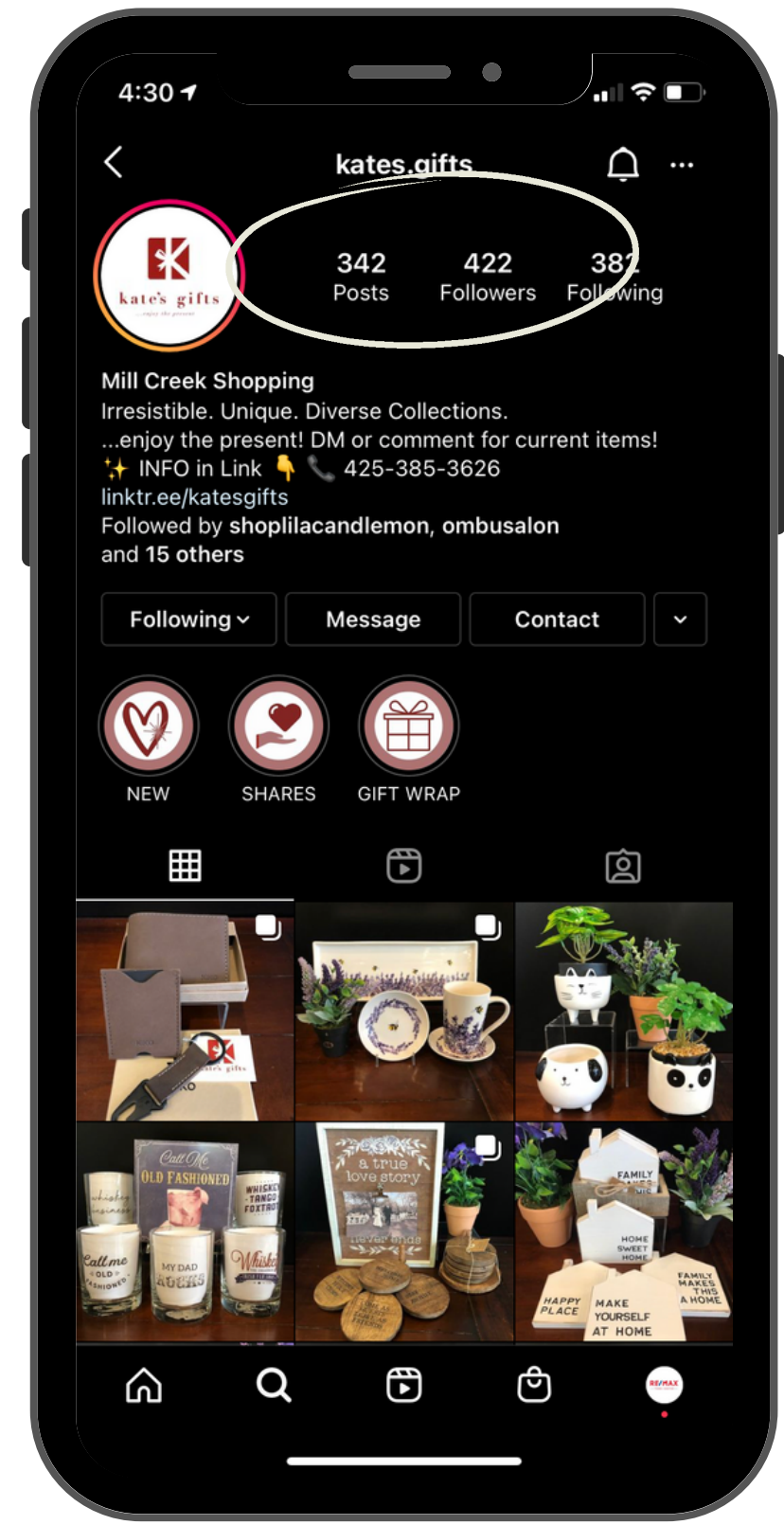
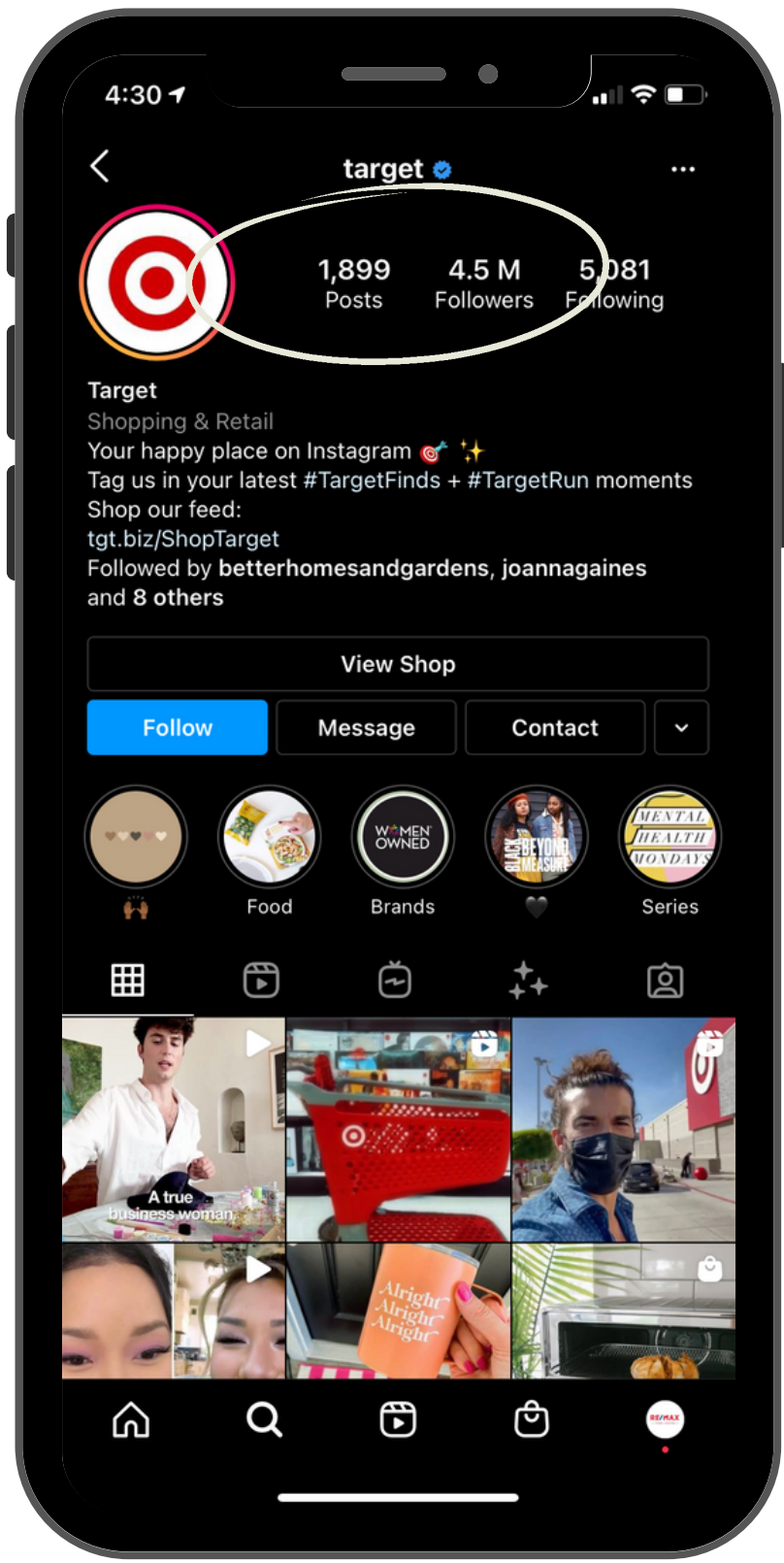
**Do: Find users who a
relationship is meaningful**



Follow



**Number
of Followers**





Don't: Post randomly



**Frequency
of user login**



Session Time

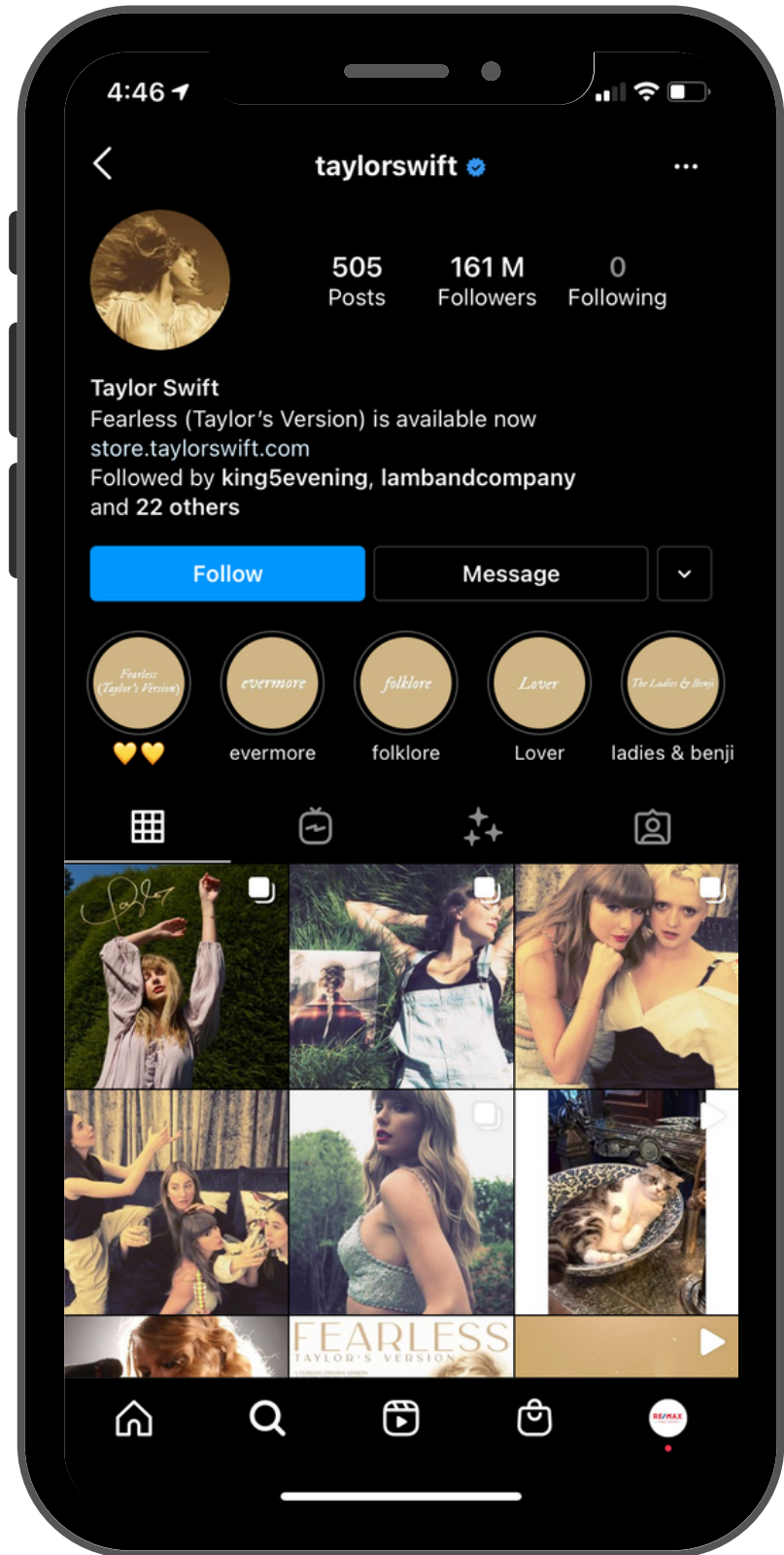
Do: Post consistently



Instagram FTW



How do I grow my following, get more likes, grow my business?



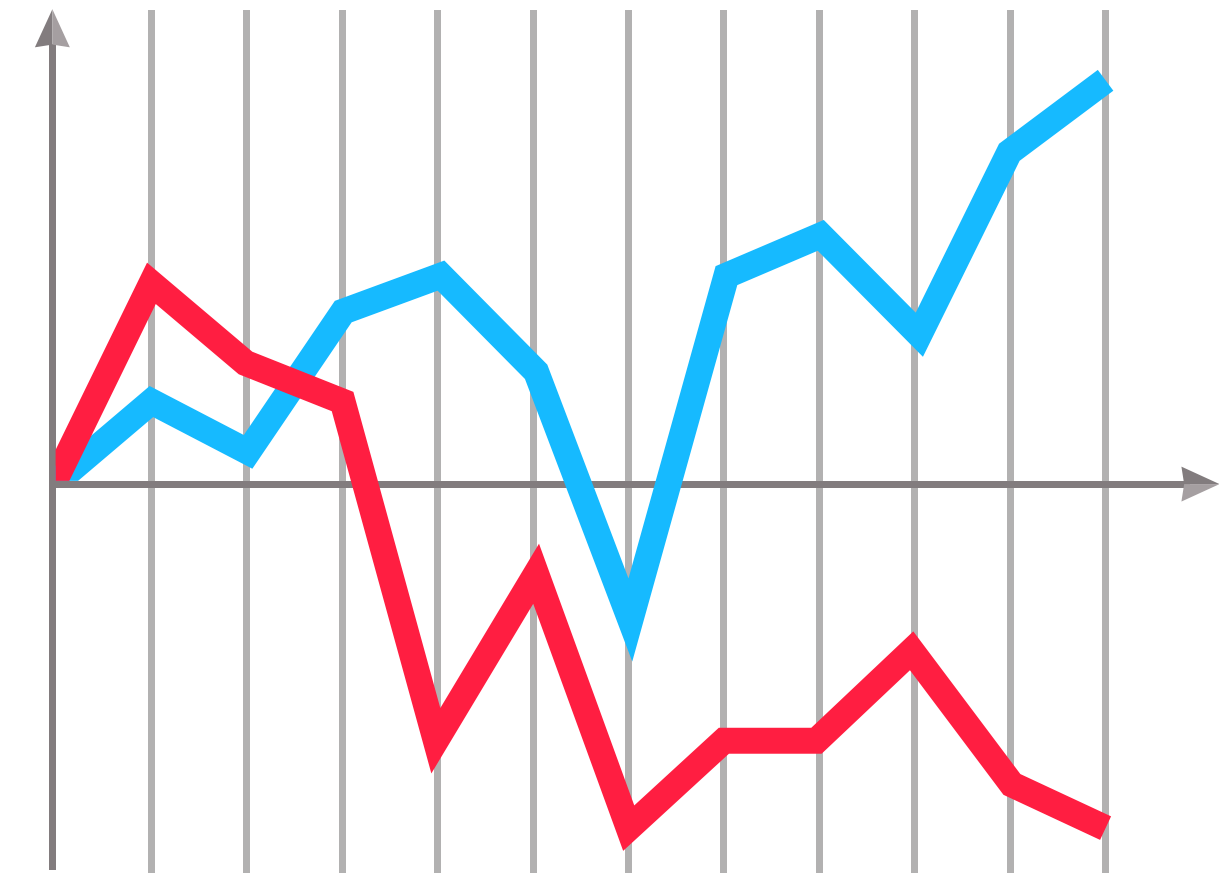
**Be patient! Unless
you are Taylor, don't
expect 1 M followers
overnight!**



Focus on this.

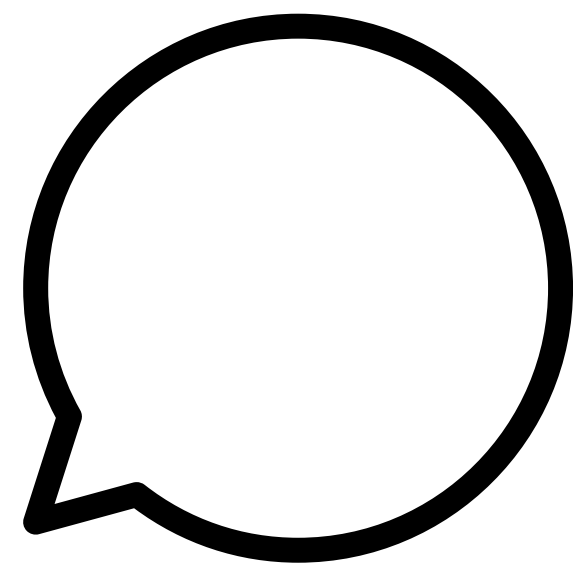
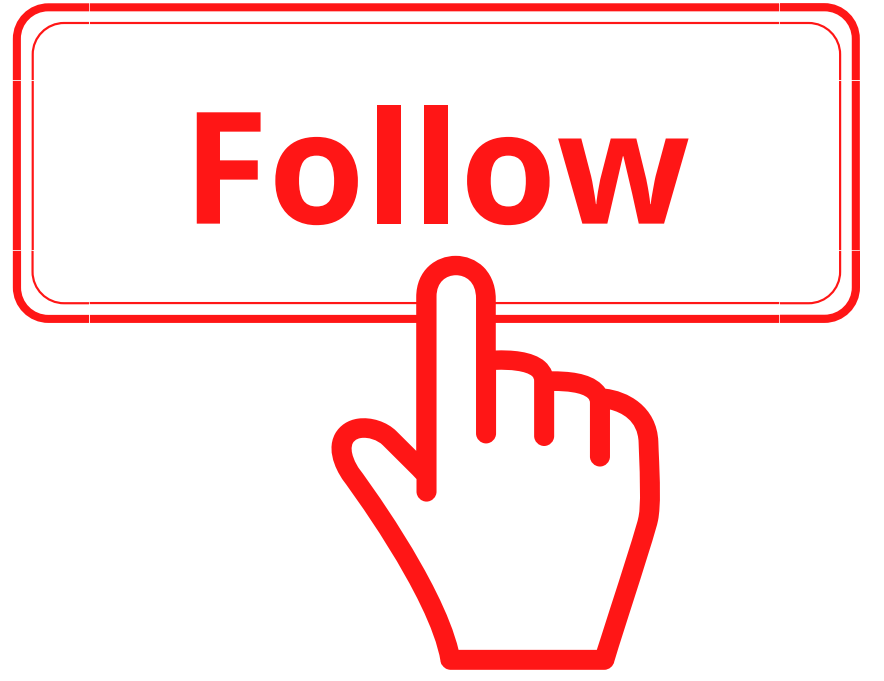


Not this.





STRATEGY 1 - THREE LIKES AND A FOLLOW



COMMENT FOR A BONUS!

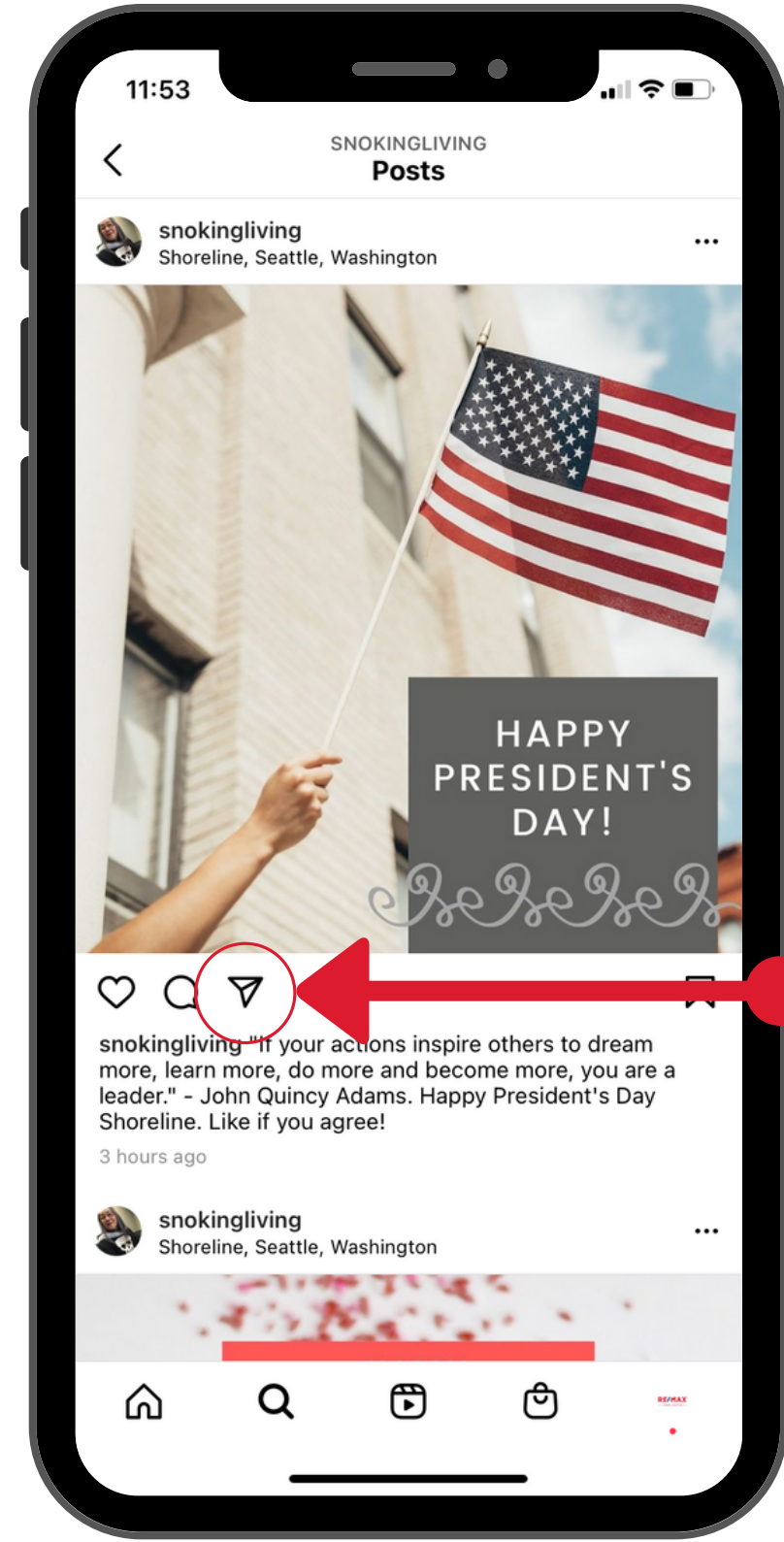
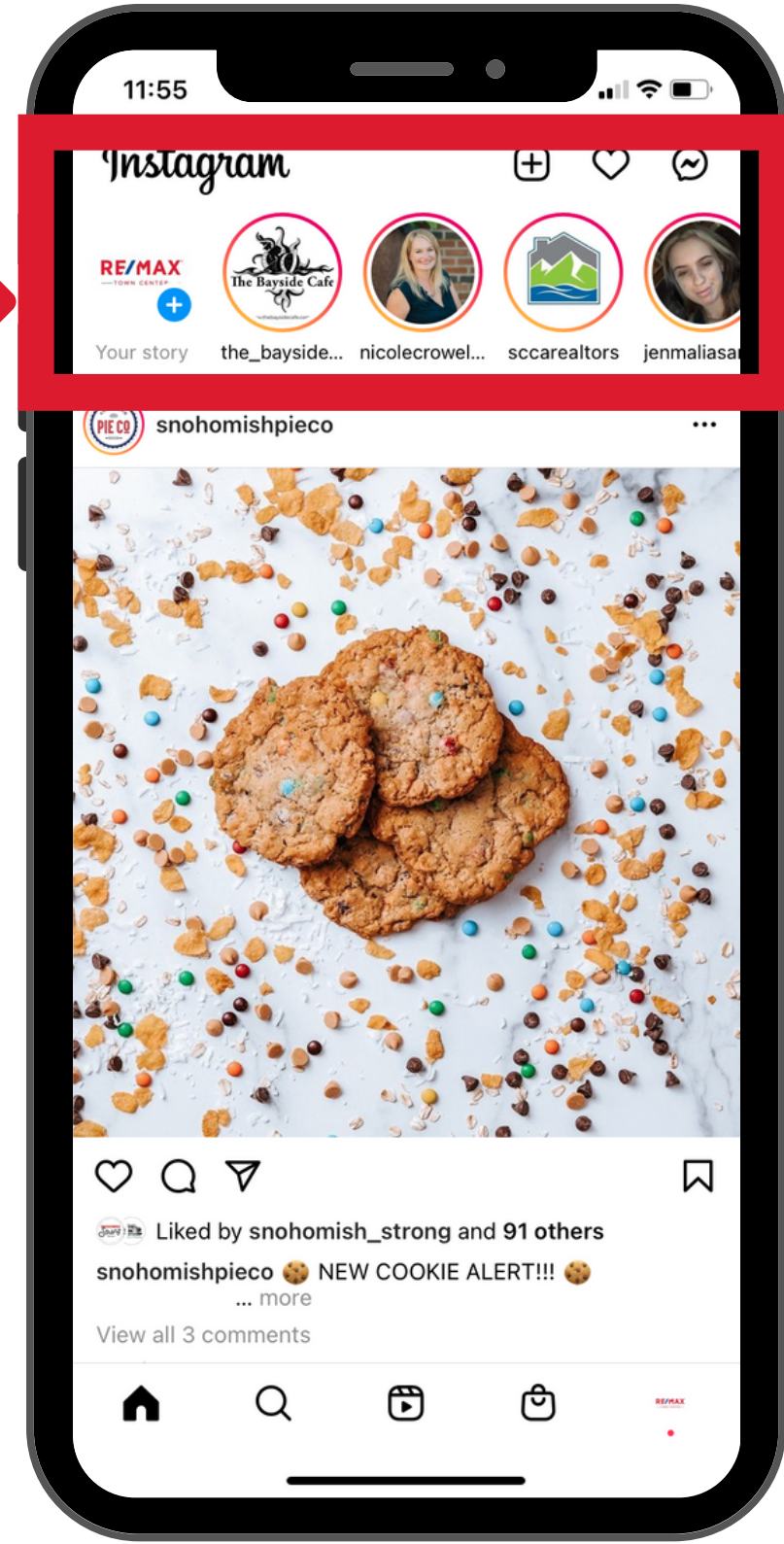


STRATEGY 2 - USE ALL CHANNELS





**Stories use
valuable
"real estate"
on Instagram**



**Use this
button
to make
it easy!**



STRATEGY 3 - TAG OTHER ACCOUNTS, BUT BUILD THOSE RELATIONSHIPS IN PERSON

