

HOW TO STAY POPULAR IN THE WORLD OF INSTAGRAM

INTRODUCTION TO INSTAGRAM

Why people use Instagram?

Similar to Facebook or any other social networking site, everybody who create an Instagram account gets their own profile and feed.

Instagram algorithm in 2020 works by showing users what they wish to see from their previous Instagram engagement.

Once you post a photo or video on Instagram, it will be displayed on your profile. The users who follow you will be able to see your posts in their own feed. Likewise, you will be able to see post from other users who you follow.

since there is so much to know about Instagram and its features I have segmented the entire topic under each sub headings

Do I need any prerequisite knowledge to understand this guide to Instagram?

This guide is specially built for beginners as well as users who are looking to expand their user base.

This Guide to Instagram will help you uncover every hidden tricks of the platform and help you connect with others in different ways.

USER NAME / HANDLE SELECTION

INSTAGRAM HACKS FOR CREATING COOL BIO

Think your Instagram profile and bio as your first impression towards the new followers. you want to let your followers know exactly who you are and what you do by just looking at your profile and bio.

So a well laid out profile is key to leaving a lasting impression!

Here are some hacks for creating cool Instagram bio that will help you stand out from the crowd:

- Edit your Instagram bio from laptop by clicking "Edit page" on your profile. This will open your settings tab where you can write your bio directly with all your line breaks included!!
- Add link to other sites or hashtag in your bio by including a # or @ before a word or account, other users will be able to click on it to discover more! This could be really useful if you're running branded or campaign
- Find the right alignment for your bio this might take some trial and error but the result will be an eye catching bio which stands out! (**Important - do not compromise on your brand message to get the alignment right**)
- Add special characters, emoji to your bio. This can be done simply by constructing your bio in word processing program (word, google doc)

PERSONAL TO BUSINESS ACCOUNT

- Can see insight of followers
- Measure the performance of the post
- Create promotion
- Contact option in profile

DETAIL ON PROFILE PICTURE

DISCOVER PEOPLE

POSTING STRATEGY

- Time
- Frequency
- Stories
- Live
- Variance / interesting

CONTENT CREATION

It can be Out sourced or In-House

- In-house
 - Camera
 - Lighting
 - Editing
 - Framing
- Reposting and crediting ownership
- User generate content to create strong customer base
- Hashtags (use trending and relevant)

SCHEDULE CONTENT (WITH TOOLS)

- Buffer (tool name)

SHOPPING TAGS

Helps to link directly to the product page.

INFLUENCER MARKETING

USE INSTAGRAM ADS

TOOLS FOR INSTAGRAM GROWTH

- Social blade
- URL redirect to track click and revenue