Consider this before scheduling posts on instagram

When using Instagram for business and you want to schedule Instagram posts you need to upgrade your account to a business account.



When you have a business ig account, you unlock many features that aren't available in the personal platform. So do that now, then follow the rest of the steps.

Tools You Can Use

There are many tools that you can use to auto schedule Instagram posts. Hootsuite.com, HopperHq.com and Later.com are great platforms to use. You can upload using your laptop or PC, or you can hire a VA to do it for you. You don't have to push posts out via your phone anymore. Have a business account then use the scheduling software to schedule each post. But you may still need to use your phone to complete the process if you are publishing photo-albums or videos.

Engage with Your Followers

Even not that you can use tools to schedule posts on Instagram without your phone, you still may need to motivate yourself to engage with your followers. You don't want to forget to check your Instagram and comment back to people who engage with you and comment on other people's posts, even though you can schedule using your PC. Remember, social media is all about networking. Engage.

Instagram Automation

Some services claim that they'll automate getting more follows and shares for you. But the truth is, this is a very bad idea that may get you account banned. While it might seem fun to auto follow and like people who comment or use a hashtagof your choice, the best way to do this is personally. If you really want an real and legitimate following, do this by yourself or ask your VA to do it for you. Otherwise you may even end up with a blocked account.

Don't Spam Your Audience

Instagram is strict and oftenly removing spammers. So be careful about appearing spammy. Group images that are from the same event, post them as a photo album. Plus, try and offer free content more than you promote. They say that is best to promote only once after three posts. Post useful content three times, then do a promotion. It's a good rule of thumb.

Avoid Scheduling Content Too Far Out

If you schedule your posts too far out, you may end up accidentally offending people. But, pay attention to the news and can stop your schedule, you might be saved if something bad happens. Be caution about any type of scheduled post that could be taken wrongly on a bad day.

Check your post before you schedule or post. Check for typos, and ensure nothing is wrong with your image that may be taken the wrong way, or something you don't want out there. Post regularly, use related hashtags, and follow back and engage.

Instagram's popularity continues to sky-rocket as smartphone cameras become better at taking high-quality photos and videos. To learn more about this social media and to get more tips to gain followers on Instagram, or check your instagram analytics visit

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