

Instagram Best Practices

Updated: July 30, 2021

1. Content

- Know your audience – age, gender, location, etc. – and why they are following you and what they are interested in. This will help make your content more engaging.
- Use a content calendar to plan your posts. To increase engagement it's important to post consistently and at times when engagement is higher.
- Make sure that you set a style for your IG feed to keep it uniform and recognizable, while ensuring that it stays on-brand
- Don't use overly generic or popular hashtags; instead use industry- or brand- specific hashtags

2. IG Stories

- Instagram stories are 24 hour posts that allow you to be a bit more creative and see greater engagement with your audience.
- Use interactive features such as vote button, quiz button, and question/answer buttons. These interactive elements not only allow you to get to know your audience, but this gives great insight into what your followers like. Lay these elements over brand photos or videos.

3. IG Highlights

- Highlights allow you to showcase important information from your IG Story in a convenient spot
- Name your Highlights based on topics that you know your audience will be searching for, i.e. Happening This Week, COVID-19 Information, Q&A, etc.

4. IG Bio

- A sneak peek at what to expect from your brand
- Using the 150 characters capture who you are, what you offer, etc.
- Add your website or featured link to encourage engagement