

EXCELLING ON SOCIAL

Dos & Don'ts of Instagram

DO: Implement a strong hook in your content

Social media is competitive, which is why it's crucial to build content that "interrupts the feed" - AKA, stops people from mindlessly scrolling and pay attention to your message!

DO: Inspire engagement in your posts

Don't be afraid to ask questions, start conversations, and encourage participation in your posts. The more engagement you receive, the more the algorithm will work in your favor.

DO: Take advantage of the new features Instagram offers

Instagram favors those who are using their latest & greatest. Whether that's creating Reels, polls, or co-posts with like-minded creators, always use new features to your benefit.

DO: Create stories that people can interact with

The IG Stories feature has the added benefit of stickers, which allow people to actively participate in your message through polls, links, etc. Be sure to utilize stickers on 50% of your stories!

DON'T - Break Instagram's Rules!

Things like spreading misinformation, using banned hashtags, buying followers, and violating Instagram's Content rules can have your posts taken down or worse, have your account "shadowbanned." This means no one will be seeing your account when searching anymore and reaching a wider audience becomes basically impossible. Abide by the rules and watch your followers grow!

DON'T - Posting too much or create posts that are too long

Social media is built for short attention spans. Ideally, keep your videos short (10 seconds to max 25 seconds). This will help optimize your watch time.

DON'T - Misuse hashtags in your posts

Using irrelevant hashtags will destroy your reach. Use hashtags that make sense with your post, not just because it's trending. Choose five to seven hashtags for your posts to thrive!

DON'T - Ignore comments on your posts

Social media at its core is about building a community. By engaging with commenters on your posts, you'll not only build relationships with your followers, you'll be helping the algorithm as more and more people participate on your posts.