



INSTAGRAM TOP TIPS

1. **THINK OF THE WHOLE POST** - Your image may be the star, hashtags enable you to reach new people, and the caption helps to tell a specific story, your story. Telling a story with your captions gives your followers a little insight into you as an expert and the context of the photo.
2. **PLAN YOUR POSTS** - Take the Insta out and raise your game. Aim to post once a day. Have a firm vision of what you want to achieve from your Instagram account - what will success look like to you? Consistent content is key. Creating vision boards (Pinterest) are useful as is a planning app (Mosaic).
3. **CREATE YOUR BEST BIO** - Use keywords and, when appropriate, hashtags in the bio. Use a shortened URL to your website / blog so you know how many people click on it. This is your only chance to use a URL on Instagram as posts don't allow for live links. You can change it whenever you want.
4. **HOLD THE HASHTAGS** - Using hashtags is a great way to get noticed on Instagram. Staying true to the content of your photo will earn you more likes, follows and comments. Even though Instagram allows you to use up to 30 #s in a technique used by many popular London bloggers is to integrate relevant #s in the caption and add additional #s in a comment.
5. **SHARE THE LOVE** - Follow users who's content you find interesting. Don't feel obliged to follow users who have chosen to follow you. How to reciprocate: if someone leaves a thoughtful comment on your photo – try to do the same. Using Instagram's web-based interface can make that task of reciprocation a little bit easier.
6. **TAKE BETTER SELFIES** - Add some personality into your Instagram profile by using photos of you. It doesn't have to be your face. Be inventive, fingers round a mug, your shoes in a lift etc. The rear-facing camera is much better than the front-facing one as it takes pictures at a much higher resolution. If you want to make your pictures stand out, get someone else to take your picture and ditch the selfie, or try 'shooting blind' with the rear-facing camera.
7. **IT'S NOT JUST PHOTOS** - When you post a photo, you will notice two icons at the bottom-right corner of an image: an infinity loop (Boomerang) and a sectioned cube (Layout). To use these two photo apps, you will need to download them, as they function as independent apps. Their usefulness can add some spice to your Instagram photos.
8. **FILTER THE FILTERS** - Instagram offers a good selection of filters, there are plenty of photo-editing apps like Adobe Photoshop Express and Enlight that will really make your photos stand out and take them to the next level. Within those apps you can find the best filter that works for you, so you can really make your photos pop.
9. **TELL YOUR STORY** - Break from your glossy brand occasionally by using Instagram Stories. Your story is online for only 24hrs, enabling you to share the real you without interrupting your overall brand.
10. **TEST WHEN BEST** - Test different days and different times of day and different styles of content. Keep to one variable so you know what made the impact. Use insights to find out when your content is loved best.