

# INSTAGRAM MANAGEMENT



**A Tactical Masterclass**

**Presented by Chloe West**

## Module 3

# Instagram Management

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Chloe West

# Instagram Management

By the end of this module, you should understand the following:

- Instagram Basics and Terminology
- Setting Up an Instagram Business Account
- Creating and Curating Content for Instagram
- Using Instagram Stories, Reels, and IGTV to Grow Your Account
- Building a Strong Instagram Community



## 3.1. Instagram Basics and Terminology

The Instagram algorithm will always be an invisible force shifting the tide of the Feed. Past social algorithm updates have rocked brands' organic reach and left marketers scrambling to both understand the changes and rethink their strategies.

But while the algorithm is a force, understanding it can help you do everything from creating successful content to gaining Instagram followers.

In this section, we'll break down the state of the Instagram algorithm as we know it.

We'll also dive into specific strategies and tactics to ensure you're maximizing your organic reach as the algorithm continues to evolve.

Feel free to skip ahead to any of these sections:

- [What is the Instagram algorithm?](#)
- [How does the Instagram algorithm work in 2023?](#)
- [Changes to the Instagram algorithm in 2022](#)
- [5 tips for using the Instagram algorithm to your advantage in 2023](#)

### 3.1.1. What is the Instagram algorithm?

The Instagram algorithm is the set of processes Instagram uses to understand what users like. The platform uses this information to show people more of what they enjoy by predicting what content someone will find interesting and engaging.

Contrary to popular belief, there isn't one, all-powerful algorithm.

Each section of Instagram—Reels, Stories/Feed, and Explore—has its own.



### 3.1.2. How does the Instagram algorithm work in 2023?

Each section of Instagram has a different algorithm that uses unique “signals”—or information about the post, person who posted or user—to predict what users will like the most, and what should be prioritized in their Feed or Explore Page.

From the time you publish a post to how often someone “likes” your content, these signals are all weighted differently on each part of the platform to rank posts. For example, when clicking through Stories, people most likely want to see content from their friends. But if they’re browsing Explore, they want to see something new.

At the end of the day, Instagram’s goal is to make users’ time on the platform worthwhile by showing them what they’ll like and what’s most relevant to them.

Let’s answer the question “How does the Instagram algorithm work?” [with help from their blog](#) by looking at how each part of the platform ranks posts.

#### How the Instagram Reels algorithm works

It’s no secret that Instagram Reels are crushing the reach game. Instagram famously went all-in on this format when it first launched, and so did many social media managers.

Reels are meant to entertain, so the Instagram Reels algorithm aims to prioritize entertaining, funny, and inspiring videos. For example, this [Reel by Figo](#) achieved over 3 million views—while it’s funny, it also states what their business is all about.

Here are the top signals the Instagram Reels algorithm uses to determine which Reels to show users:

1. **User engagement:** What Reels has someone engaged with recently? (I.e.: Likes, comments, shares.)
2. **Interaction history:** Have you ever interacted with the person who posted the Reel before? Reels are meant to reach new people, but past interactions suggest interest.
3. **The content:** What audio or music does it use? How's the quality?
4. **Who posted it:** How popular is the person who posted it?

### What to avoid in your Reels

Just as you can win points with the algorithm, you can lose points, too. Avoid these common mistakes.

- Low-resolution Reels (blurry or low-res)
- Watermarked Reels (including the TikTok logo)
- Reels with no audio
- Too much text
- Political Reels
- Violating [Instagram's community guidelines](#)—check out Instagram's [recommendations resource](#) for more.

### How the Instagram Feed and Instagram Story algorithm works

As Instagram put it on their blog, “Feed and Stories are places where people want to see content from their friends, family and those they are closest to.”

The default Home feed is still algorithmic. Knowing how it works can help you pull ahead of the competition.

Here are the top signals the Instagram Story algorithm and the Feed algorithm use to predict what a user is most interested in:

1. The content itself: How popular is it? How many likes and comments does it have? When was it posted? If it's a video, how long is it? Is it tagged with a location and, if so, which one?
2. Who posted it: How many times has a user interacted with content from the person who posted the content in previous weeks? How interesting do they find the person who posted?
3. User activity: How many posts has a user liked, and what were they about?
4. Interaction history: How interested is a user in content posted from a particular account? How often do they comment on those posts?

Pro tip: Engagement matters—the more likely Instagram thinks a user is to actually interact with a post, the higher that post will be ranked.

The five interactions Instagram uses most to rank posts in the Feed are: how likely someone is to spend time on a post, comment, like, reshare or tap the profile picture.

### **What to avoid in your Feed posts and Stories**

- Posting too often. Instagram tries to avoid showing too many posts from one person to users in a row.
- Violating Instagram's community guidelines: This is something you should avoid with all posts.
- Posting misinformation. Do this too many times, and Instagram might make all of your content, not just the one post, harder to find.

## How the Instagram Explore page algorithm works

If you've ever liked one too many dance videos only to find your whole Explore page is full of dance content, you already have an idea of how Explore works.

Explore decides what to show you by looking at two things: your past interactions, and other accounts who like the same content you do. This helps Instagram get to know you better and surface new posts and accounts you might enjoy.

Here are the top signals the Instagram Explore page uses:

1. The content itself: How popular is a post? How quickly is it receiving likes, comments, shares and saves?
2. Interaction history: If you have interacted with anyone who shows up in your Explore page, they may show up again.
3. User activity (generally and in Explore): What kinds of posts do you like, save or comment on? And how have you historically interacted with the Explore page?
4. Info about the account that posted: How popular has their content been recently?

## What to avoid showing up in Explore

The biggest tip here is to ensure your posts don't violate Instagram's Community Guidelines—i.e., avoid showing potentially sensitive content.

Doing this will prevent your content from being shared in Explore.

### **3.1.3. Changes to the Instagram algorithm in 2022**

There isn't one big, new Instagram algorithm this year—luckily. While the algorithms have remained largely the same since around 2021, that doesn't mean the Instagram algorithm hasn't evolved.

Here are some of the biggest Instagram algorithm changes in 2022:

#### **1. Photos are making a comeback**

That's right, marketers. After leaning hard into video content after the launch of Reels, Instagram announced that they over-indexed on video, and are taking a step back. Which means photos are getting more love than they have in recent years.

That being said, don't count Reels out. Considering Reels have the highest reach rate of any content on Instagram, video is still extremely important.

Instagram

Q Search

Log In

Sign Up

POSTS

REELS

GUIDES

TAGGED



## 2. In-Feed suggestions have increased

You may have noticed more “suggested” posts from accounts you don’t follow in your Feed lately.

The Feed is getting a dash of the Explore page treatment. Suggested posts aren’t ads, but rather posts similar to those from accounts you follow that Instagram thinks you might be interested in.

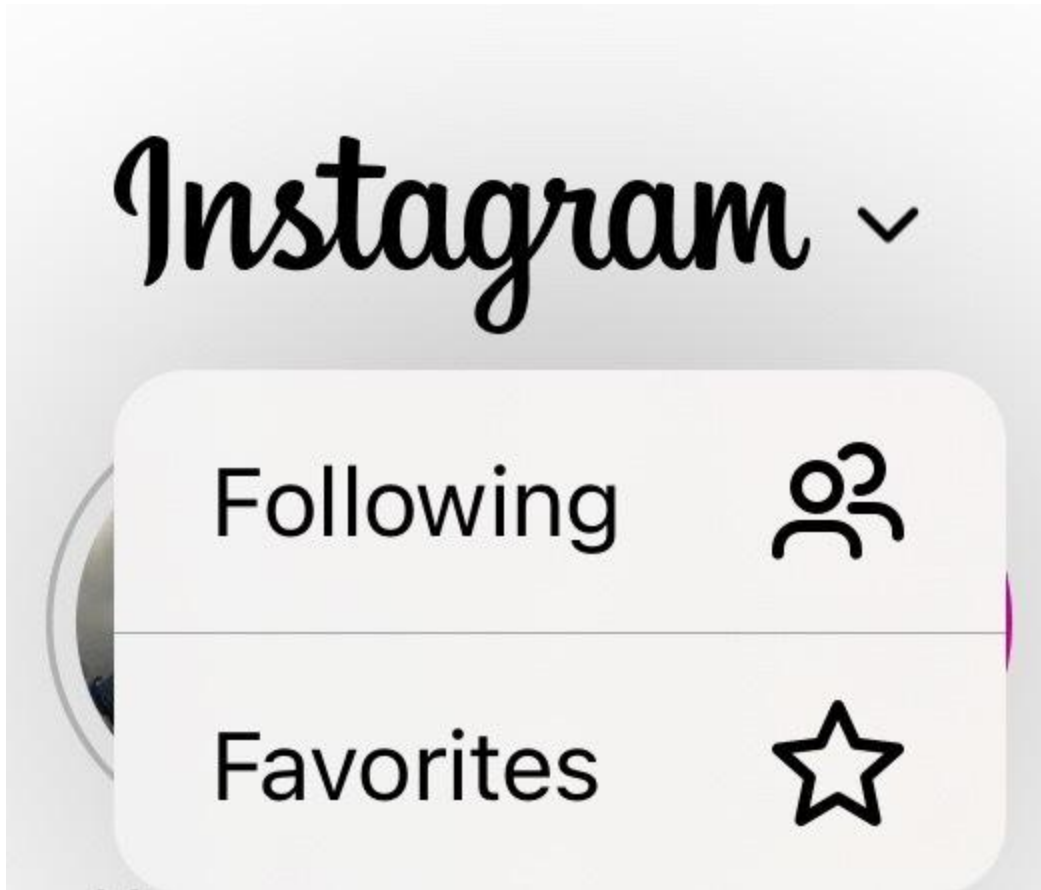
While suggested posts have been around for a while, last spring Adam Mosseri announced on Twitter that the platform would be testing more frequent post recommendations.

The way Instagram determines which posts to suggest is not far off from the Explore page algorithm. The platform uses posts you've interacted with, your history of interacting with an account or similar accounts, and the popularity of a post to determine whether or not to suggest it.

### **3. Changes to the Feed**

As of 2022, Instagram users can now choose between three different kinds of Feeds:

- Chronological (the “Following” Feed), where you see content in order of recency. You won't see any suggested posts from accounts you do not follow in this Feed.
- Algorithmic (the “Home” Feed), which is based more heavily on the Feed algorithm we discussed. You'll see a mix of suggested posts and posts from accounts you follow—but not necessarily in order of recency.
- Favorites, where you'll see content from a specific list of accounts you've chosen. Content from these accounts will also appear higher in the algorithmic “Home” Feed.



You can't control what kind of feed your followers use. But the algorithmic "Home" feed is still the default. And there are many ways for your content to appear higher in this feed.

### **3.1.4. Five Tips for Using the Instagram Algorithm to your advantage in 2023**

If you can't beat it, use it. Come up with a content strategy that gives the Instagram algorithm exactly what it wants. One way to do this is to create consistently high-quality posts that can stand up to future algorithm changes.



When you notice your Instagram engagement is down, it may not always be attributable to the algorithm alone. However, these tips will help you future-proof and prepare for Instagram algorithm updates with outstanding content and a deeper understanding of how the platform works.

Here are five tips to add to your social strategy to conquer the Instagram algorithm in 2023.

### **1. Post content consistently—with a focus on video**

Remember—the Feed algorithm won't show too many posts from one account in a row.

But it also heavily weights how often people have interacted with an account in the past few weeks—post too infrequently, you slip under the radar.

The key is consistency.

In terms of how often to post, start with the average 1-2 times a day benchmark.

Then, see if posting more or less works better for you.

Experiment to find the right mix of content types. For example, carousels are a secret superpower for engagement—they encourage people to linger on content longer and engage.

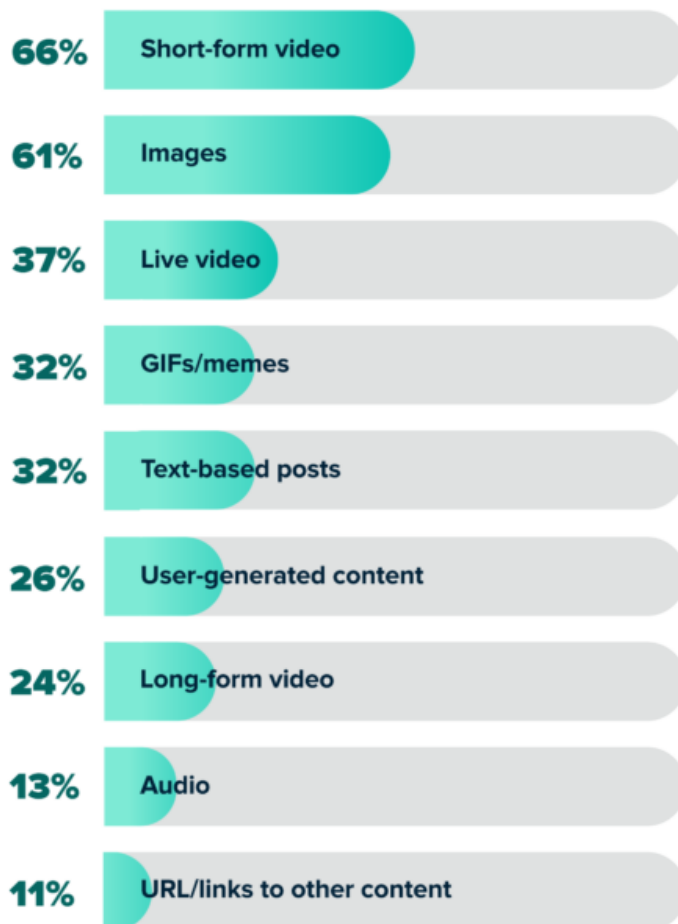
Reels remain a superpower for reach.

Static photos have been reprioritized in the Feed.

Stories help you stay at the top of the Feed all day, without over-posting and spamming your followers.

And while photos are making a comeback on Instagram, don't abandon video. According to The Sprout Social Index, 66% of consumers think short-form video content is the most engaging type of content. So continue using Reels to appeal to consumer preference.

## The most engaging types of in-feed social content



Pro tip: Repost Reels to your Story to beat the Feed, and rack up more views. That's right—Story views count toward your total Reels views.

### **How to do it:**

Keep a content calendar to maintain a balanced publishing and format cadence. Better yet, schedule your posts ahead of time.

## **2. Craft compelling captions with keywords and hashtags**

Don't wait for the algorithm to serve your content to new followers—use keywords to bring your content to them.

Keywords are now searchable on Instagram, which means you can make your content easier for future audience members to find.

### **How to do it:**


Craft Instagram copy with an SEO twist. Include relevant keywords in these areas to make yourself more discoverable:

- Captions: Your captions should be compelling as it is. Add natural keywords and terms that will help searchers find your post.
- Alt text: Alt text is given for social media accessibility. Add relevant keywords to make your content more likely to appear in Explore.
- Hashtags: Remember, Instagram hashtags are searchable, too.
- Your bio: Your handle helps people find your brand. But your Instagram bio can help people find your account when they search by industry, or when they don't know your handle. Notice that Figo uses "FigoPet" as their handle. But their name, Figo Pet Insurance, includes "pet insurance" as a keyword.

The screenshot shows the Instagram profile for 'figopet', which is verified. The profile picture is a circular logo with a shield containing the letter 'F' on a background of colorful spots. The statistics are: 1,385 Posts, 14.1K Followers, and 1,043 Following. The bio identifies the account as 'Figo Pet Insurance', a product/service based in Chicago, Illinois, with the tagline 'Taking a totally new approach to pet insurance. We work hard so pets can play harder' and the hashtag #yesfigopets. A link to sprout.link/figopet is provided. Below the bio are buttons for 'Following', 'Message', 'Contact', and '+'. At the bottom, there are five circular icons for 'Gift Guides', 'Figo Wrapp...', 'FAQ', 'FigoFam', and 'Blog'.

< → **figopet** ✓

🔔 ...



**1,385**  
Posts

**14.1K**  
Followers

**1,043**  
Following


**Figo Pet Insurance** ←


Product/service


Taking a totally new approach to pet insurance.  
We work hard so pets can play harder 🐾  
To be featured, tag us [#yesfigopets](#)  
Chicago, Illinois


[sprout.link/figopet](#)


Following ▾ Message Contact +

 Gift Guides

 Figo Wrapp...

 FAQ

 FigoFam

 Blog

### 3. Spark conversation and engagement

It cannot be overstated: Engagement is a big deal on Instagram.

From likes and comments to the overall popularity of a post, engagement can make or break your content's ranking on the platform.

And while engagement may seem like a code to crack, there are ways to encourage it to appeal to the algorithms.

### **How to do it:**

Here are a few creative ways to spark conversations and encourage engagement:

- Ask your audience questions: Create a post or caption that encourages audience members to comment with their takes. For example: What are your goals for the year? What do you want to see from us more? What are your biggest questions about...?
- Post trivia: Use your caption or post to quiz your audience and encourage them to comment with their guesses.
- “Tag a friend:” Use your caption to encourage fans to tag a friend that the post reminds them of.
- Use Story stickers: Encouraging engagement in your Story wins you points with the algorithm. Use stickers to encourage people to tap through, test their knowledge with a quiz, comment with questions or react.
- React with an emoji: Ritz recently created a viral trend doing this on Twitter.

## **4. Post when your followers are active**

Timing matters in every feed.

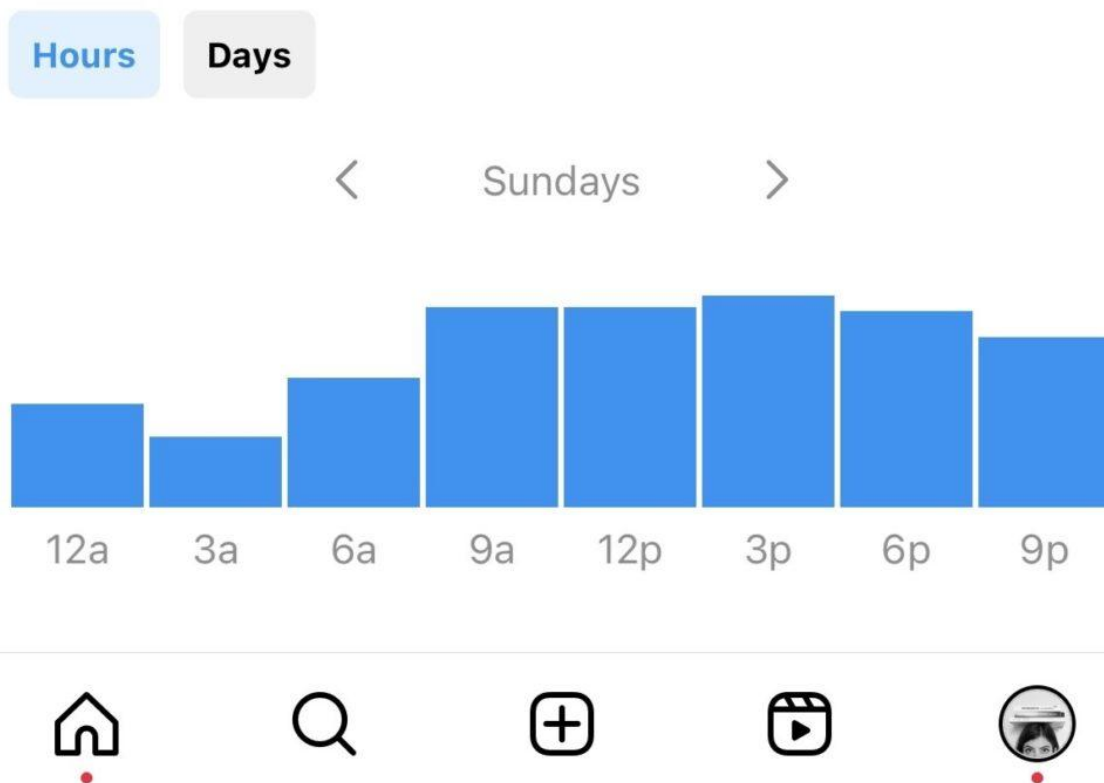
The importance of timing in the chronological feed is a given.

But in the Home feed, the more your followers are active when you post, the more early engagements you’ll rack up. This will signal to the algorithm that your content is popular.

Post when your audience is already scrolling and most likely to see your new content.

**How to do it:**

Instagram’s native analytics provide data on when your followers are active on different days of the week. Simply open the app > go to your profile > tap “professional dashboard” > tap “See all” next to Account insights > tap “total followers” > scroll down to “Most Active Times”.

**Most Active Times****5. Lead with your audience**

To truly make the algorithm work in your favor, you need to create content that will inspire your audience to engage.

At the end of the day, your content is for your audience. Design it with them in mind.

### **How to do it:**

Your audience is already telling you what topics, content types and posts they like and want to see more of.

To uncover those answers, you need to dig into your data.

Instagram's native analytics provide a basic overview of who your audience is, and your top posts from the past 90 days.

### **3.1.5. Use the Instagram algorithm to your advantage**

When it comes to the Instagram algorithm, the only certainty is uncertainty and inevitable change. Who knows when the next new Instagram algorithm will hit. But for now, you know how to tackle it.

Hopefully, it no longer seems like an elusive creature you're endlessly chasing. Rather, it's a tool you can use to better understand the platform and inform your content.

One action item that will always help you stay ahead of the algorithm and ahead in the Feed is staying organized.

## 3.2. Setting Up an Instagram Business Account

### 3.2.1. Why create an Instagram business profile?

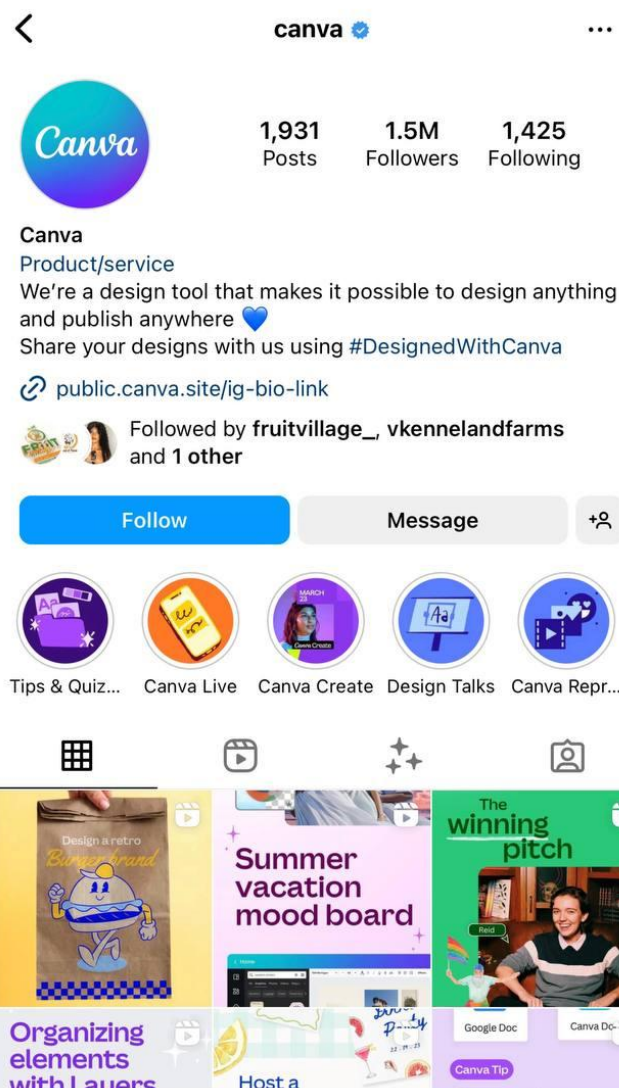
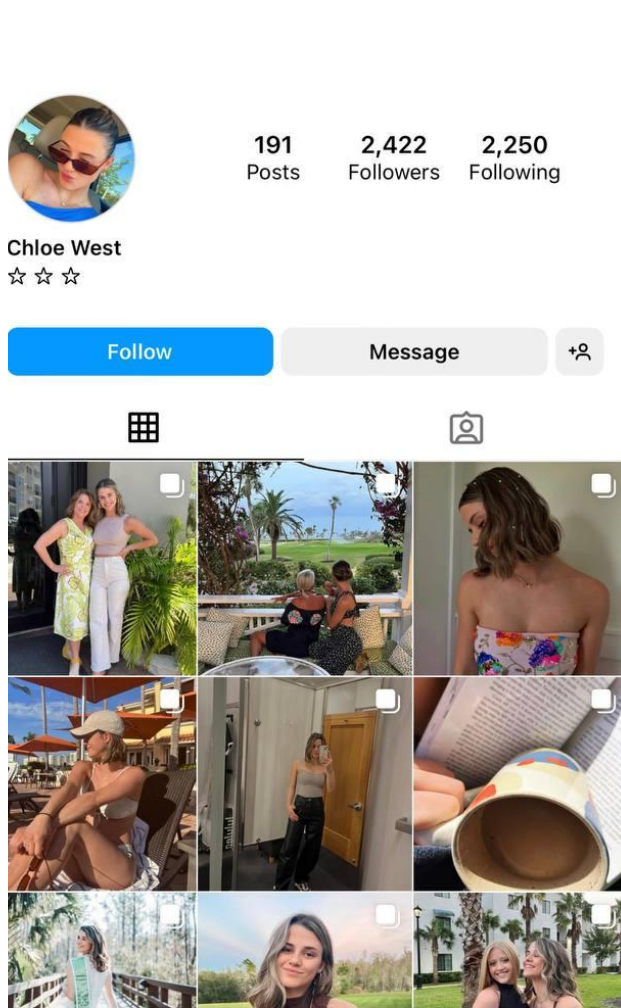
If you're a brand looking to create a following on Instagram and use the platform strategically, you need an Instagram business profile. That's because there are features to a business profile that improve usability as a brand.

Let's dive into a few of the biggest benefits of using an Instagram business profile versus a basic personal profile.

#### 1. You're taken more seriously

Take a look at the differences between the two Instagram profiles below. You'll probably notice a few of key differences.





Ignoring the fact that the business profile has Story Highlights and the personal profile doesn't (that feature is available on all profiles), what Instagram business profiles have that personal profiles don't include:

- An industry/niche
- An address
- A contact button right on the profile.

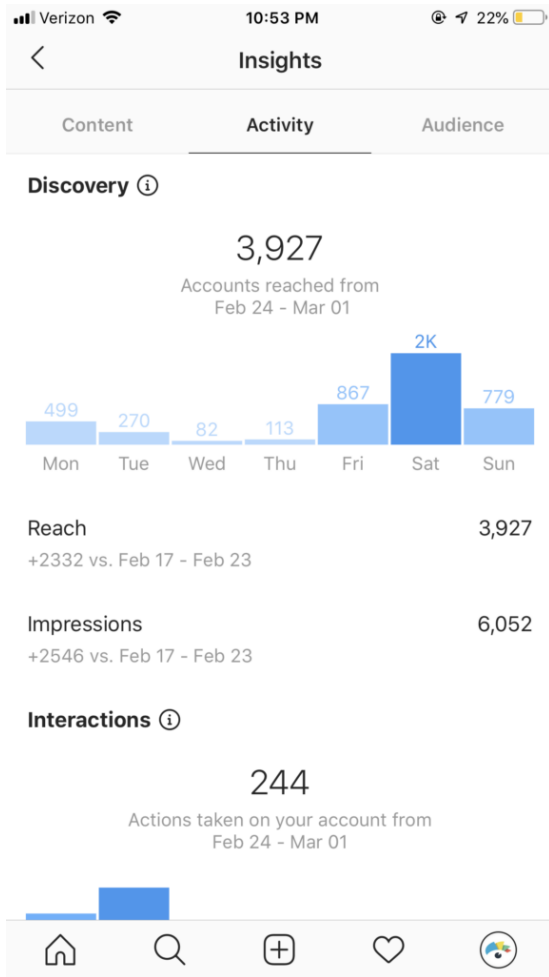
Having more information and a quick contact button gives your business profile a more professional look. And it offers even more ways for your audience to get in touch with you.

Because the differences between the two types are so obvious, Instagram users can automatically tell when a profile is for a business or content creator, and it provides a greater sense of trust.

Another way to build trust is to post and engage consistently on Instagram. But publishing content and engaging with your audience are just two parts of an Instagram marketing strategy.

## **2. You get access to analytics**

This is a big one. Switching to an Instagram business account gives you the ability to access built-in insights about your account and its performance.



You're able to take a look at your post's performance, follower activity, and audience insights. While this information isn't extremely in-depth, it's a great glance at your account success and can give you a basic understanding of how well your content is doing.

### 3. You can add links to your Instagram Stories

Instagram is infamous for its inability to link directly to blog posts and landing pages from your posts, hence the popularity of "link in bio" and tools designed to collect all your recent or important links on one Instagram-accessible page.

However, accounts that have more than 10,000 followers gain access to swipe-up links within Instagram Stories, but only if that account is an Instagram business profile.

While it might take a while to get your Instagram account to 10,000 followers, if you create a successful Instagram strategy, you'll be linking content in your Stories in no time. Using Story links is a great way to highlight your latest content, highlight short-term deals or resurface timely content and products based on what's trending.

#### **4. You can take advantage of Instagram advertising**

Instagram ads and promoted posts are created through Facebook's ads manager, which means you must have an Instagram business profile that is attached to your Facebook Page to be able to create Instagram ad campaigns.

To help generate leads, increase conversions, and get to that 10,000 follower threshold more quickly, your brand should be taking advantage of Instagram advertising. If you're struggling to increase your reach and overcome some of the challenges brands face from the Instagram algorithm, paid ads can help you target key audiences.

#### **5. You can schedule your posts ahead of time**

Another major Instagram update that's now a few years old, but had significant value for marketers was the ability for users to automatically schedule their posts instead of having to just schedule a reminder to manually post content.

## **6. You can tag products in your posts**

Finally, another great perk that's only available to business accounts is the ability to turn your feed into an online shop.

Tagging products and turning photos into shoppable posts is a great way to open an entirely new revenue stream for your brand, but you have to switch to or set up your profile as a business account first.

Considering that 46% of users make a purchase after seeing a product on Instagram, and even more do further research on that product after viewing, it makes sense to facilitate this type of browsing as much as possible.

### **3.2.2. How to switch to an Instagram business account**

Now that you know the benefits, are you ready to switch your account over to an Instagram business profile? Let's walk you through the process so you can start taking advantage of these great perks.

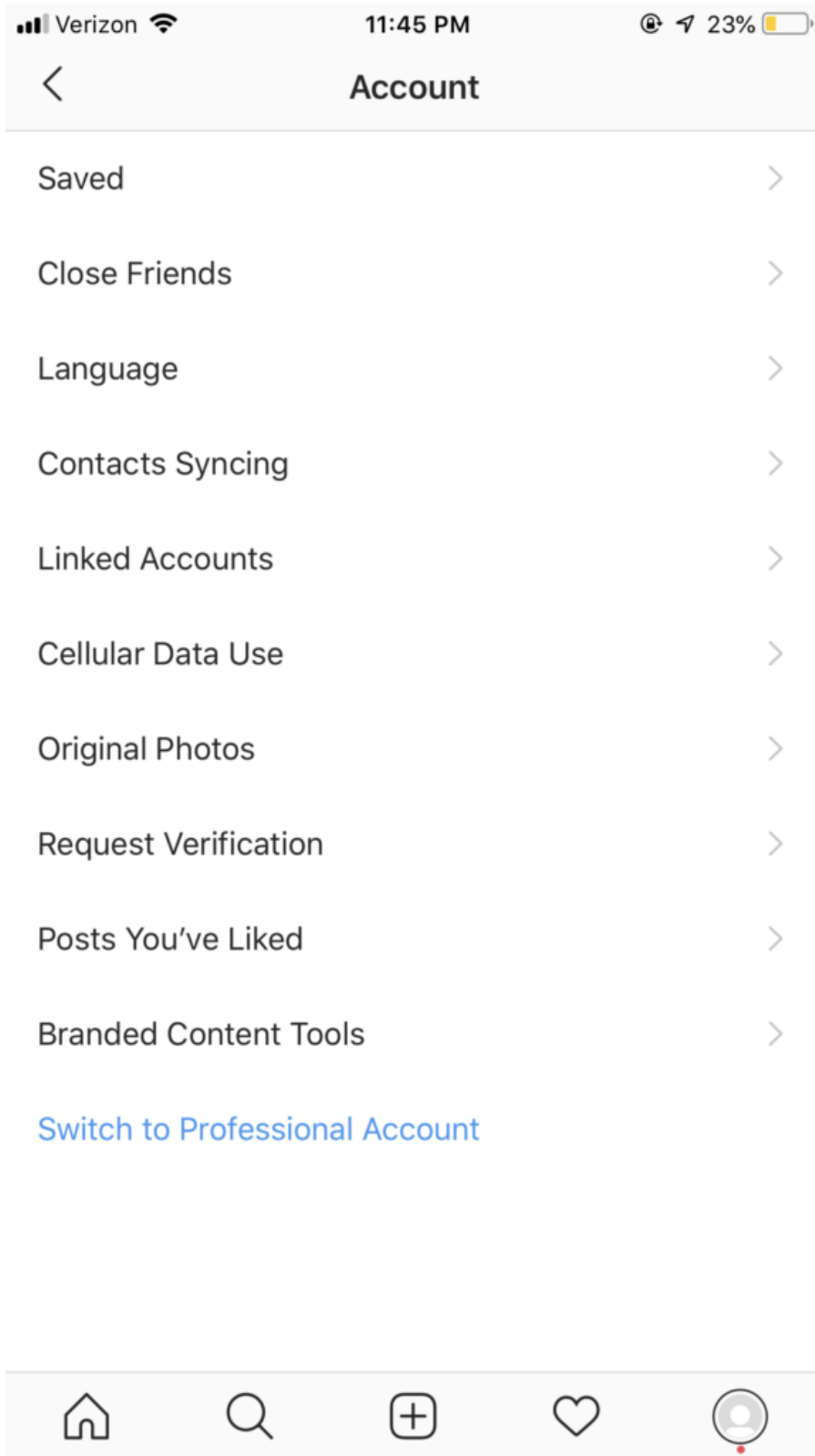
#### **Step 1: Go to your Instagram account settings**

Go to your profile, then tap the hamburger menu in the top right corner of the app. Tap Settings and then tap Account to get started.

#### **Step 2: Switch to Instagram professional account**

Once in the account settings, you'll see a blue call-to-action at the bottom of the page for you to Switch to Professional Account.

Tap that to move forward with your big switch.



### **Step 3: Choose a Business account**

Selecting Business will allow you to start gathering impressions, reach, and video views within your reporting insights, as well as schedule content ahead of time using third party tools.

Instagram recently rolled out a new type of business account – an Instagram creator account. These are more specifically for influencers, public figures, or other types of content producers, whereas a business account is better for brands and businesses that sell a product or service.



## Which Best Describes You?



### Creator

Best for public figures, content producers, artists and influencers.

[Next](#)



### Business

Best for retailers, local businesses, brands, organizations and service providers.

[Next](#)



This is a part of Instagram's effort to further separate influencers and businesses, making it more obvious for its users when a partnership is an influencer promotion rather than an ad.

The tools surrounding a creator account are slightly different from those accessible in a Business account, but they were created with influencer marketing in mind. There are also more features surrounding messaging and profile flexibility.

The core business profile features are still available, including shoppable posts. This means influencers will be able to tag the products they're recommending directly within their Instagram posts, offering even more streamlined shopping for all parties involved.

If you plan to partner with businesses as an influencer, you'll want to create an Instagram creator account. If not, including if you plan to partner with influencers to promote your products or services, you'll want to create an Instagram business account.

#### **Step 4: Connect your Facebook Page**

If you're moving forward in creating or switching to a business profile, your next step is to connect your Facebook Page. You must have admin access to your business Facebook Page to take this action.

Once you confirm which Facebook Page you want to connect to, your business profile is ready to go!



## Connect Your Facebook Page

You'll use your Facebook Page to connect a product catalog to Instagram. If you don't see your Page here, make sure you're an admin of the Page.



Messy Room  
connected by messyroomco



Chloe Social  
Consulting Agency · 1174 likes



Create a New Facebook Page



Next

[Don't Connect to Facebook Now](#)

By connecting to a Facebook Page, certain elements of your Instagram account can be managed by people with privileges to manage your Page. [Learn more.](#)

If you're switching to a creator profile, all you need to do is select a category for the type of creator you are.



## Select a Category

Choose a category that best describes what you do. You'll have the option to display or hide this on your profile.

Q Search Categories

### Suggested

Websites & Blogs

People

Public Figure

Blogger

Artist

---

### All Categories

Actor

Architectural Designer

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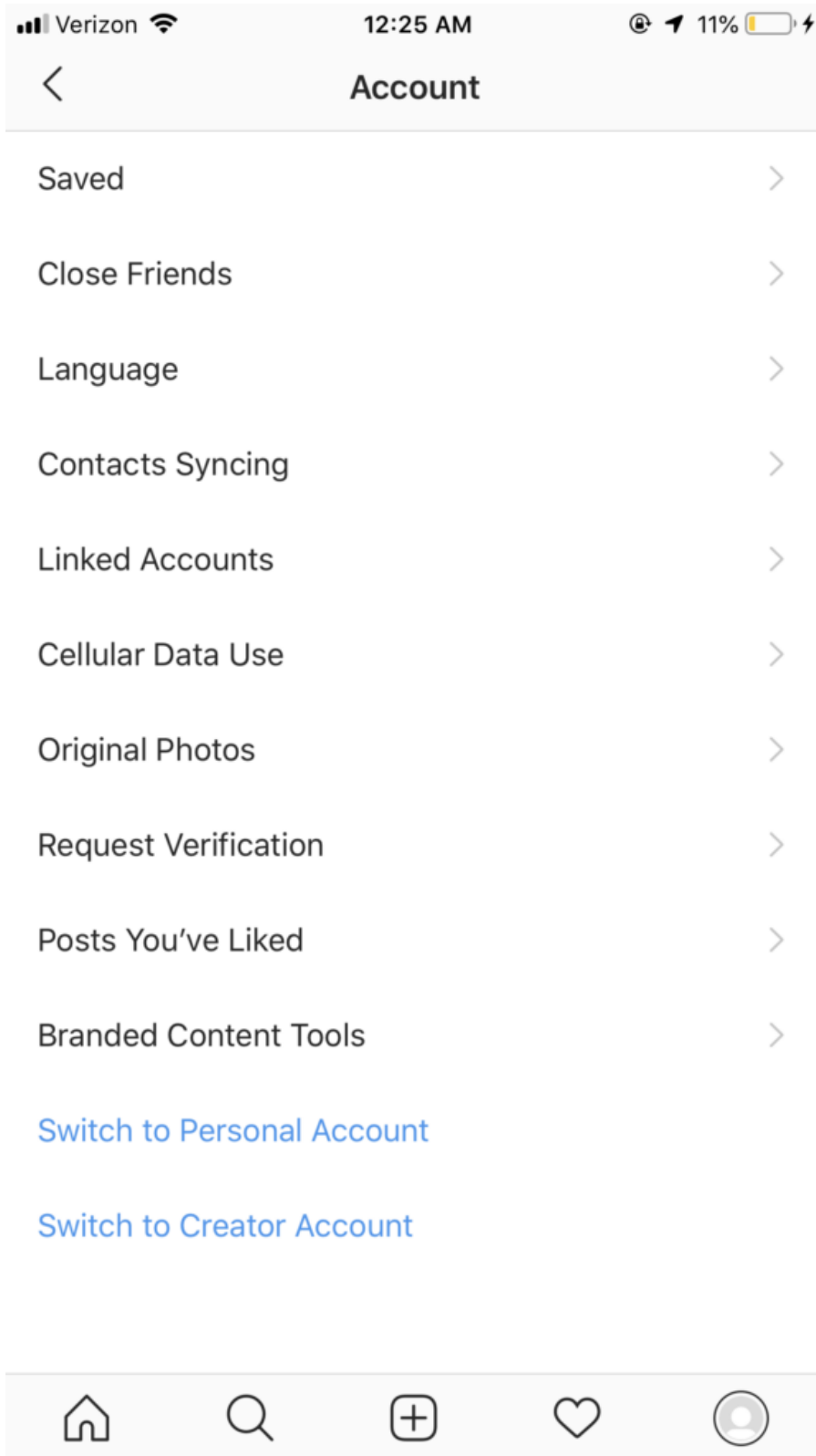
Done

### **3.2.3. How to switch back to a personal Instagram account**

If you decide an Instagram business or creator account isn't for you, it's possible (and extremely easy) to revert right back to a personal account.

You can also switch between business and creator accounts to find the one that makes the most sense for your brand.

All you have to do is head right back to your account settings, and this time the blue Switch to Professional Account call-to-action will be replaced with two different options: Switch to Personal Account or Switch to Creator Account.



## 3.3. Creating and Curating Content for Instagram

When it comes to curating content for your Instagram, you don't need to overthink it. You just need to do what is working already. There's absolutely no reason to re-invent the wheel.

Instagram is all about aesthetics. Depending on the industry you are in, make sure your pictures are clean, evenly spaced, and accompanied by the right caption.

To make this easier, check out the Templates Section for all content and design templates related to Instagram. All you need to do after then is just choose a particular theme, stick with it and use it in all your posts. This will give the Instagram page a uniform look.

Now, let's dig deeper into the process of Curating your content.

### 3.3.1 The Curation Process

Your content can literally be anything – from flatlays of your favorite things to beautifully composed and brightly colored shots of your recent travels. Creating a feed that highlights the bits and pieces of your life is not only a great creative outlet, but a way to discover what your audience likes.

Below, let's see how you can build an Instagram feed that is not only follow-worthy but one you can be proud of.

## 1. Plan it all out

Every well-curated Instagram feed starts with content planning. More than just thinking of what caption best matches your photo, you should also consider if it matches the overall look and feel of the feed you are going for.

Take these things into consideration when planning your Instagram feed:

1. Have a theme and be consistent to have a visually attractive and cohesive profile grid.
2. Gather photos and videos that will make up your feed.
3. Plan your Instagram feed and think about how your posts will look next to each other. Create a balance and make sure that it is not too busy or cluttered.
4. Captions are just as important as your posts and it makes the content whole. Compose it in a clear statement of what you want your audience to do or feel about that certain post.
5. Schedule your posts with the help of Instagram planner apps.

Planning out your content in advance is really what is going to make or break your Instagram aesthetic.

## 2. Themes make a big difference

Aesthetic is the key to turning visitors into followers and growing your account.

The first thing you want to do is decide on the Instagram aesthetic you want for your profile and a great way to get started is by looking for inspiration. Do you want it to be pretty in pastel, black and white, or warm and earthy?



The next thing you want to do is pick a theme and create a cohesive Instagram aesthetic. Choosing the same set of filters and editing it in a way you have sort of rules, will help you keep your photos looking consistent and fit together.

There are tons of different apps that you can use to edit your posts. Do not be afraid of experimenting with filters, fonts, and colors. Find out what works best because the more you post, the more you can understand which tools and effects look good.

And once you have a clear picture of what you would like your Instagram feed to look like, it will make the editing process a breeze.

### **3. Trade flat lays for a more candid presentation.**

Still shots and flat lays are so years ago. Pose with some drama! You'll want to get creative by incorporating movement into your shots. It would not hurt to shake things up a little and to change your #aesthetics game.

You might want to opt to post a mix of candid and posed shots. Sure, posed photos may look cool, but try to throw a few candid ones into the mix. Not only do candid posts allow your followers to get a glimpse of the real you, but they also give a more effortless quality to your feed.

### **4. High-quality post is the ultimate game-changer**

Aesthetic Instagram feed, candid shots are nothing if you post low-quality images or videos. Gone are the days when you need a fancy camera and expensive editing software. Thanks to our smartphones and editing apps that you can download for free.

Smartphone camera shots tips and tricks:

1. Use your grid lines
2. Set your focus and have a subject
3. Use natural lighting
4. Set the exposure by using AE/AF lock feature
5. Avoid zooming in

## **5. Post consistently to Instagram**

Consistency is key! You need to update your followers on a regular. That way, you are setting their expectations for you.

You may want to start posting at different times of the day and figure out when your followers are most active (is it on a weekday or weekend? Is it during their lunch break or before bed?)

Now that you know when they are most likely to interact with you, you need to set a schedule for your posts and stick to it. Map out your week and in that way, your followers get to see all your posts and even know when to expect one from you.

Having a clear Instagram aesthetic is the first step in creating a strong Instagram feed — but it does not end there. Taking time to think about how your posts will look next to each other on the feed, the quality, and your consistency in posting is just as important.

No matter what editing style you choose, it is also important to create balance on your feed and make sure it's not too busy or cluttered.

New visitors to your profile are much more likely to convert into followers when they know exactly what they can expect from your feed. And now that you have learned these Instagram feed hacks, you are ready to plan, design, execute, and show off your very own beautifully-crafted Instagram feed.

### 3.3.2. Here are some apps to complement your creation process on Instagram

1. **Canva:** If you want to create stunning graphics and visuals for your Instagram feed, Canva is an excellent choice. It provides a variety of templates, fonts, and design elements to help you create eye-catching posts and stories.
2. **Adobe Lightroom:** This powerful photo editing app offers a wide range of tools and presets to enhance the colors, tones, and overall look of your photos.
3. **Snapseed:** Developed by Google, Snapseed offers professional-grade editing tools and a user-friendly interface. It allows you to fine-tune your images, apply filters, add text, and even remove unwanted objects.
4. **InShot:** For video editing on the go, InShot is a popular app. It allows you to trim, merge, and add effects to your videos, as well as adjust the aspect ratio for different social media platforms.

5. **Unfold:** When it comes to crafting Instagram Stories with a sleek and polished look, Unfold is a fantastic app. It provides a variety of stylish templates and fonts that can elevate your visual storytelling.

6. **VSCO:** Known for its beautiful filters and editing capabilities, VSCO is a popular choice among Instagram enthusiasts. It allows you to adjust various aspects of your photos, including exposure, contrast, and saturation.



## 3.4. Using Instagram Stories, Reels, and IGTV to Grow Your Account

Using Instagram Stories, Reels, and IGTV strategically can be an effective way to grow your Instagram account. These features offer different formats and engagement opportunities that can help you reach a wider audience and keep them engaged.

**1. Instagram Stories:** Stories are temporary posts that disappear after 24 hours. They appear at the top of your followers' feeds and allow you to share photos, videos, text, and interactive elements like polls and quizzes. Stories offer a great way to showcase behind-the-scenes content, share updates, promote limited-time offers, and provide glimpses into your brand's personality.

You can also use engaging features like stickers, filters, and interactive elements to make your Stories more captivating. By consistently sharing Stories, you can keep your audience engaged and encourage them to visit your profile or website for more.

**2. Instagram Reels:** Reels are short-form videos, up to 60 seconds in length, that can be enhanced with music, effects, and filters. Reels allow you to showcase your creativity and entertain your audience.

They also have the potential to reach a wider audience through the Explore page, as Instagram algorithmically suggests Reels based on user preferences. By creating engaging and entertaining Reels, you can attract new followers, increase your reach, and ultimately drive more traffic to your account.

**3. IGTV (Instagram TV):** IGTV is a feature that allows you to share longer videos, up to 60 minutes for verified accounts and 10 minutes for others.

Unlike Stories and Reels, IGTV videos can be more in-depth and provide a platform for you to share tutorials, interviews, webinars, or any other content with more substance.

IGTV videos can also be shared on your feed and in your Stories, reaching a broader audience.

### **3.4.1 Utilizing Video Content**

What works best for videos?

“Our top videos on Instagram over the last year have been Reels. Specifically, Reels that inspire and offer immediate value for viewers. The shorter the video the better, but don’t sacrifice good storytelling. Consider what’s absolutely essential for viewers to get out of a video you’re producing.” - Olivia Jepson, Social Media Strategist





Repurposing video in new formats and on new channels can expand your audience, give you more content and increase opportunities for engagement.


## **7. Use Stories**


With 500+ million people using Stories daily, they get your content in front of an active audience and beat the algorithmic feed. Break up your longer videos into Stories.

Build a step-by-step Story guide, a listicle viewers can tap through, and feature the top five moments or quotes from a longer video—get creative.



Pro tip: “Resharing Reels/videos on Stories almost always gives it more life and views. Consider sharing it more than once across a week or a few weeks to capture different people within your audience.”


 sproutsocial 30m   


 0:46



WHEN WE  
**COMPILE**  
OUR TRENDS LIST  
RIGHT IT'S  
OUR LOOK INTO

  **LISTEN NOW**

sproutsocial 

Reply to sproutsocial... 



## 8. Build Story Content into Highlights

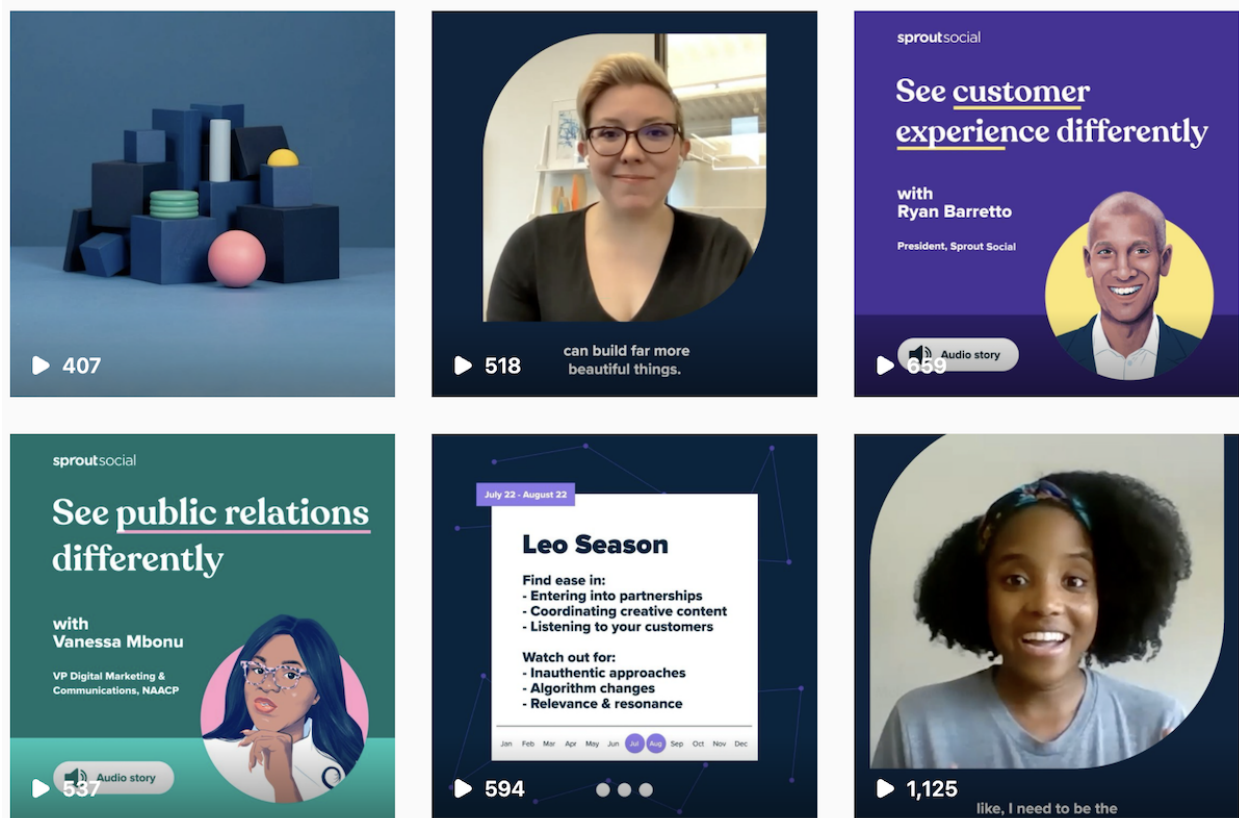
Turning Stories new and old into Highlights gives your ephemeral content new life. Use Highlights as areas to tell different stories, and choose a Highlight cover that brings your brand colors and graphics to life.

## 9. Turn longer videos into short-form

2021 data found 58% of viewers will watch a whole video if it's under a minute, but only 24% of viewers will watch an entire video that's more than 20 minutes. Repurpose longer videos—like former IGTV or Live content—as shorter clips.

## 10. Spruce up your video with branding

Give old videos a refresh by posting them with branded frames, logos, title cards, graphics and more with an app like Canva.



## 11. Get new life out of your Lives

You can share your Instagram Lives—both new and old ones from your archive—as Instagram Videos in your feed. Share your entire Live, or break it up into short, shareable chunks.

## 12. Make your old videos more accessible

Adding captions to your videos is a best practice when it comes to accessibility. But did you know 79% of videos online are watched without the sound on? If you have captionless videos you're reposting or repurposing into Reels or Stories, be sure to add captions.



## 14. Create Instagram Guides

As defined by Instagram, [Guides](#) are “a curated flow of posts with commentary—which is great for step-by-step guides, tips and recommendations.” These curated posts can be yours or from other accounts. Include existing video posts in a Guide to use this relatively new feature.

## 15. Re-share your greatest hits

If enough time has passed—around six months or more, ideally—reshare old, successful content as a throwback, reminder or as a culturally-relevant piece. This will please existing fans who recognize the video, as well as new fans who are seeing it for the first time.

## 3.5. Building a Strong Instagram Community

There are over 200 million business accounts on Instagram. That's a lot of competition if you're looking for your brand to stand out. However, if you keep up with some of the latest Instagram trends, you should be able to create an Instagram marketing strategy that will grab attention and facilitate growth.

### 1. Instagram Reels still on the rise over images

This has been a trend since their inception, but Instagram Reels are still taking priority. Do me a favor: Open your Instagram app and scroll through the first 10 to 15 pieces of content. As you scroll, you might notice a common theme—most of the posts are Reels.

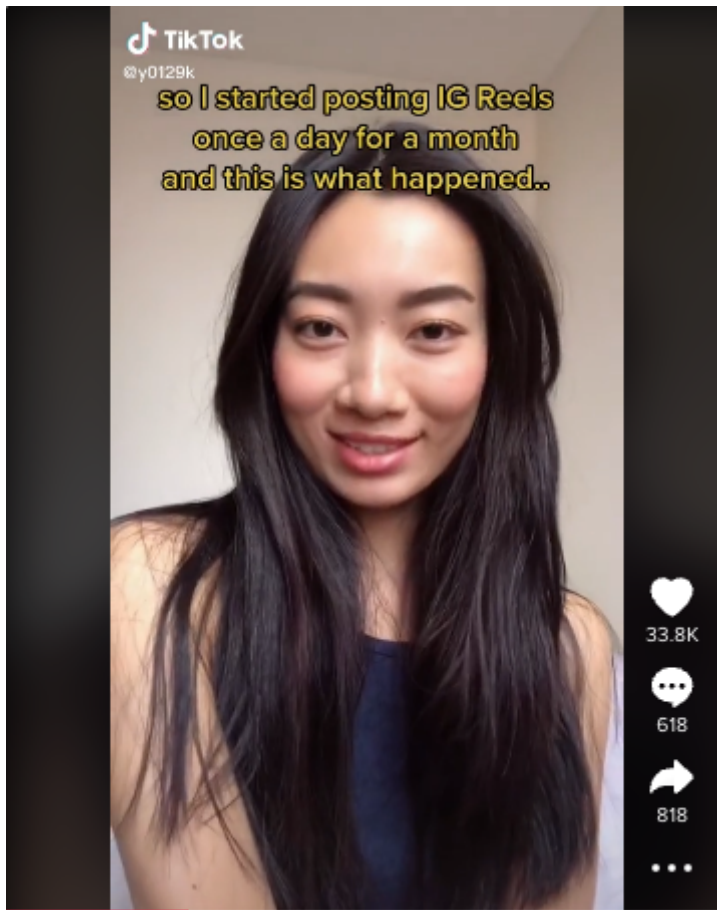
Instagram Reels launched in 2020 and slowly rolled out to all users throughout 2021. This micro-video addition to Instagram was created to compete with Snapchat and TikTok and has continued to grow in popularity.

Many brands and content creators will repurpose their micro-videos across each of the platforms—TikTok, Instagram Reels and YouTube Shorts.

Instagram began prioritizing Instagram Reels over photos in 2022 and, despite recent news of content discovery becoming a focus in 2023, it seems like the platform is definitely continuing to prioritize this type of content.

However, does that also impact an Instagram account's overall reach? One content creator even shared on her TikTok that she experimented with posting Reels to

Instagram once every day for a month and she grew her follower count by 33% (from 8500 to 11.4k).



While posting Reels every single day may not make sense for your strategy, you might want to consider adding them to your content calendar more often.

Take a look at some examples of how to use Reels for your brand.

1. Ecommerce plant store [Bloomscape](#) showcased three giant plants for plant parents, and linked to the products from their Instagram store.
2. Fitness clothing brand [AYBL](#) shared a workout routine featuring their activewear.
3. Graphic design tool [Visme](#) uses Instagram Reels to show real-world applications of some of their best features.

The takeaway: Start incorporating Instagram Reels into your own strategy to help your brand generate more reach, increase your follower count and stay relevant on the app.

## **2. “Add Yours” Story stickers attract buzz and UGC**

There are a plethora of interactive stickers available to add to your stories, one of the newer ones is the “Add Yours” sticker.

Incorporating stickers like questions, polls, quizzes, etc., into your Stories helps engage your audience and increase the amount of time they spent interacting with your account. This, in turn, increases the likelihood that they see your Stories towards the front of their feed, keeping your business top of mind.

Tap on the “Add Yours” option from the available stickers and type in a prompt. This could be something like “What are you reading?” or “Outfit of the day,” or “Your favorite feature.” Make sure the prompt is relevant to your business but simple enough for someone to want to share their own photo on their story.

## **3. Create partnerships with collaborative posts**

Collaborative posts are another big trend that you’ll start seeing pop up more and more. This is because Instagram recently released a feature that allows users to “invite collaborators” to a post as well as to tag brands in paid partnerships, having both involved accounts show up—and publishing the post to both collaborators’ profiles.

To invite a collaborator, you’ll go through the motions of publishing your Instagram post, then tap the option to Tag people. You’ll see this window pop up below where

you can either add a tag (the same way you always have on Instagram) or invite a collaborator.

2:53



Edit tags

Done



Add tag

Invite collaborator

Tap photo to tag people.

People

Products





Select the user you're working with on your post and publish your post. However, Instagram won't show the tag or post to the collaborator's profile until they approve the tag.

Here's an example of what this would look like in action below, where a travel guide partnered with a local brewery to host an Instagram giveaway.

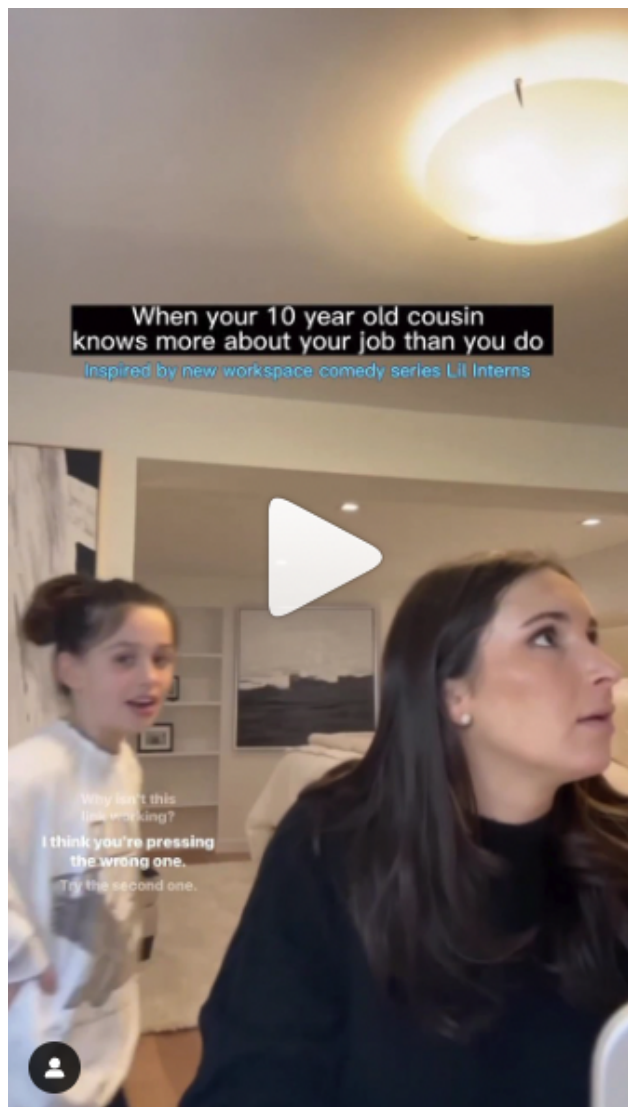


Collaborative posts will also be part of paid partnerships as Instagram also simultaneously released a feature that tags when posts are sponsored and even allows



the content creator to tag the brand sponsoring the content right inside the Instagram post.

For an influencer to tag brands in sponsored posts, they'll manage the Advanced settings part of their post before publication, scroll down to the Paid partnership feature and tag the applicable brands. Again, brands will have to approve the partnership before they're publicly tagged in the post.



**corporatenatalie** • Follow  
Paid partnership with **oldnavy**  
Original audio

**corporatenatalie** She knows more than I do, I'll admit it. 😂 For more laughs, you can watch Kenan Thompson join 6-year old interns in pursuing corporate America by checking out Lil Interns at LilInterns.com #ad #corporate #wfh  
5w

**josiebarnesphotography**  
@barnesa003 why is this me 😂  
4w Reply

**abundancequeenlife** 😂😂😂 this is great

8,738 likes  
JANUARY 13

Log in to like or comment.

Whether you're partnering with another brand or an influencer, take advantage of Instagram's features to help improve your overall reach and make your Instagram content more engaging.

## 4. Social justice movements on Instagram

The two largest age groups on Instagram are 25–34 at 31.2% (Millennials) and 18–24 (Gen Z) at 31%. Younger generations are increasingly more interested in what's happening in the world and which brands are helping to make the world better and more accessible.

Instagram reports that Gen Z is an activist community, and though only 30% of Gen Z are old enough to vote currently, they care about the brands they buy from. They're following brands on Instagram that talk about social justice issues and stick up for issues they believe in. They're following influencers who care about accessibility. And they're making purchases from the ones that they believe in.

This means it's okay—in fact, it's encouraged—for brands to be open about the causes they support and the social issues they believe in. Your customers want to see it. Genuine brand authenticity goes a long way with your customers.

TOMS is a great example of this. The brand was created as a way to give shoes to children in need, giving away a free pair for every pair purchased. They've since increased their donations, also giving away impact grants to charities they support. TOMS shared a 2022 roundup to showcase how much they were able to give away in donations throughout the year:

The brand's tagline is "Wear TOMS. Wear Good." And that resonates with customers in 2023.

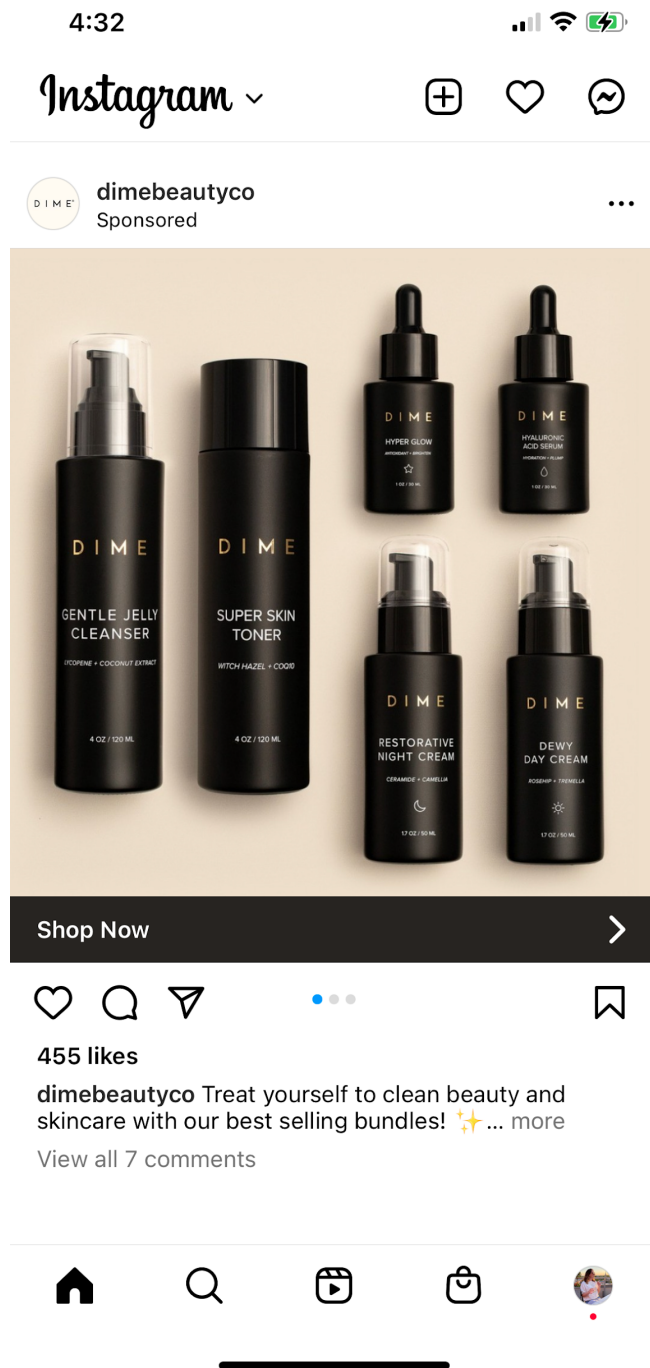
In this social justice era, we've also seen the onset of a number of social justice Instagram accounts like [@so.informed](#) and [@impact](#) that share news and updates from the US and around the world. These [social-justice slideshows](#) help users learn and spread awareness about causes that matter to them most.

## 5. Paid promotion is growing

As the popularity of social media platforms grows and their user bases grow, the need for algorithms to best serve their users also grows. And when an algorithm is deciding who gets served your content, you might see a decline in reach. Because of this, Instagram paid promotions are a growing trend in 2023.

Let's go back to our exercise from the first trend, where we scrolled down to see the first 10 to 20 posts.

If your feed was anything like mine, you saw about nine Reels, six regular posts and five sponsored posts. That means about 25% of your feed is filled with paid ads, like the one below.



While that might seem like a lot, let's look at it from a different perspective. It also means that 25% of your target audience's feed is filled with sponsored posts. And that if you start investing in Instagram ads, your brand can be part of that 25%.

## **6. Shoppable posts simplify the ecommerce experience**

Instagram shopping is still extremely popular, with nearly half of all Instagram users saying they use the app and its shopping features to shop their favorite brands each week. By creating your Instagram shop catalog full of your products, you can make it even easier for your followers to make a purchase.

By tagging your products in a shoppable post, you're creating the ability for someone to see your post and make a purchase without ever having to leave the Instagram app.

Shoppable posts will continue to be a major trend in 2023 due to how easy it makes shopping for customers. And products can be tagged in any type of Instagram post—a photo post, a carousel, a Reel and a Story.

## **7. Memes are incorporated into social content calendars**

Who doesn't love a good meme? According to a YPulse study, 75% of those aged 13-36 share memes. Which is why they've become and stayed so prevalent on Instagram.

Although brands have leveled-up how they share memes from their accounts by adding branded background colors and other design elements.

Many brands also will take screenshots of Tweets to share on their Instagram with a colorful background to fit their brand aesthetics. Incorporating memes into your social strategy is a fun trend, but make sure the trend works for your brand before jumping in with both feet.

## 8. Engage users with carousel posts

Instagram carousel posts can include up to 10 photos and videos in a single post. They can be used in a number of different ways to share even more content with your audience at once. Plus, one study discovered that Instagram carousels are the most engaging post type on the platform.

Create carousel posts that tell a story, such as products from a new launch or an educational slideshow.

## 9. Interact with followers in broadcast channels

Instagram recently announced the debut of [broadcast channels](#) as a one-way messaging tool for creators to engage with their followers. These channels will give creators an opportunity to give behind-the-scenes or latest updates to their followers in a one-to-many messaging format for a more intimate and interactive space.

Currently, creators can send text, photo, video and voice notes but Instagram will be adding more features in 2023. The goal is to create a new way to connect with fans and followers. It's still too early to tell if this will expand to other professional or business accounts or if it will remain just for digital content creators.