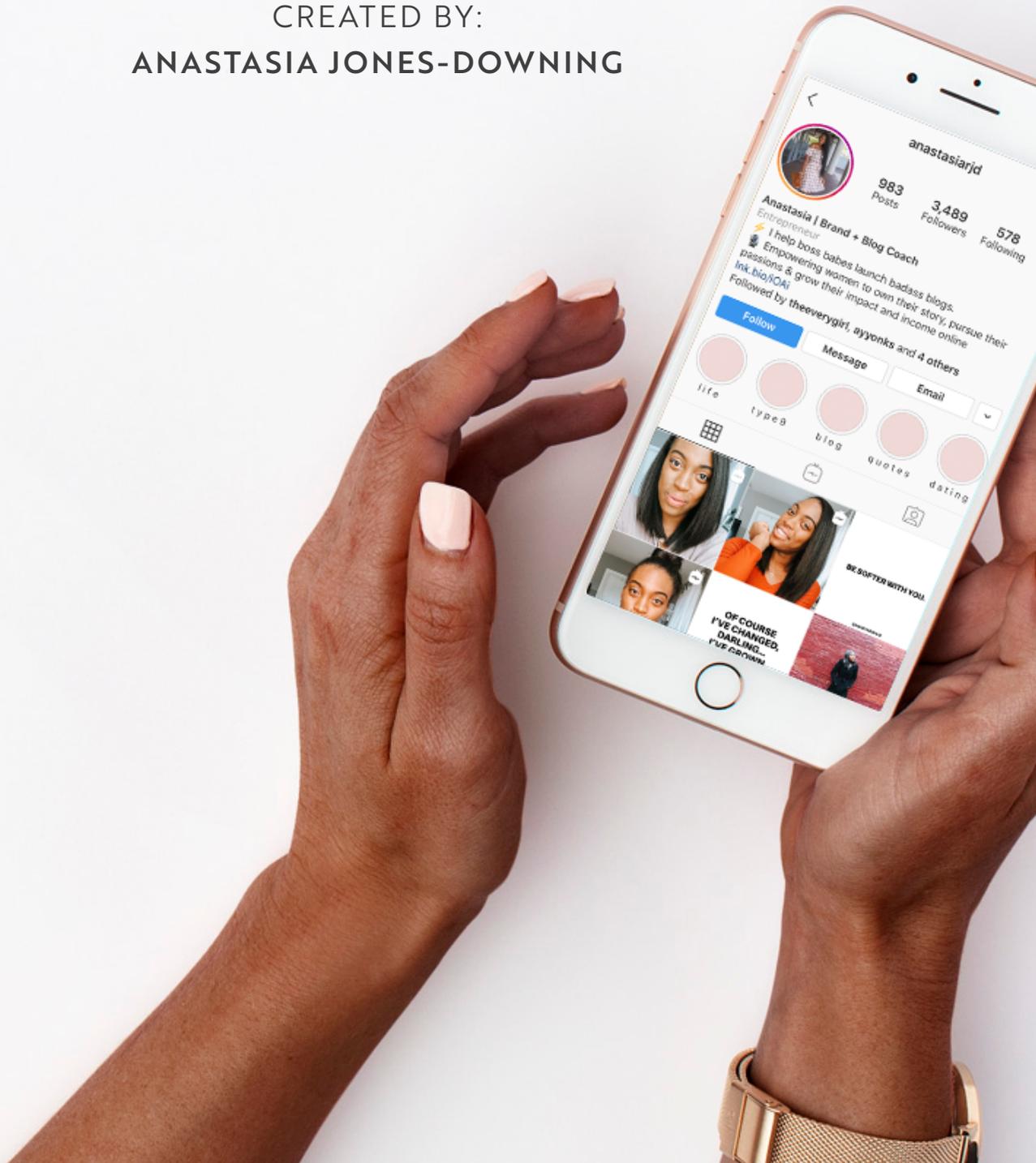


10 INSTAGRAM TIPS TO INCREASE YOUR ENGAGEMENT

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PERENNIAL

BRAND CO.

A LETTER FOR YOU!

HEY BB,

I'm so glad you are looking for new ways to level up your social media game, and make an even greater impact online! Believe me when I say that making small adjustments to your social media routine can make a huge difference in your personal brand and business.

If you've known me for any period of time, you can attest to my love for Instagram. I am such a huge advocate for the platform because I have seen the community building benefits of it. I have seen the positive changes that can happen when people choose to show up, bring their authentic selves, and actively participate in the creative community.

I know that not everyone has had the same experience with Instagram. The ever changing algorithms make it hard to predict which practices will actually stick. With over [500 Million active daily](#) users on Instagram, it can be easy to feel invisible...until now!

In this freebie, I am giving away my top 12 tips for making a lasting impact on Instagram, regardless of which way the algorithm winds blow. If you're wondering how I can come up with so many tips that will continue to work for you, it's because they are all focused on one thing: **PERSONAL CONNECTION.**

That's right, the more personal connections you can make on Instagram, the greater your impact, influence, and income will become. Will it happen overnight? Probably not. I have been practicing these things for a while. They are all strategies that have worked for me in the past, and they continue to work for me now.

Whether you are using Instagram for your personal brand, blog, or business, **these 12 tips will set you apart, helping you be seen and heard!** I know you are going to make a powerful impact in the lives of others, and I am totally here for it!

FOR MORE TIPS ON PERSONAL BRANDING, SOCIAL MEDIA, AND CONTENT STRATEGY, VISIT ME ON INSTAGRAM AT [@ANASTASIARJD.](#)



10 PERSONAL BRANDING HACKS TO: INCREASE YOUR ENGAGEMENT AND IMPACT ON INSTAGRAM

1. UPDATE YOUR PROFILE PICTURE

First things first: let's get you looking fly and fabulous in your profile picture. Think of it as your virtual first impression. Your profile picture is what initially draws someone to your page, and gets that person wanting to learn more about you.

Choose a photo with great lighting, in which your face is clearly visible. Remember to smile! Smiling conveys joy and sincerity, which are both things that you want people to feel when they come to your feed for the first time!

2. INTRODUCE YOURSELF TO YOUR AUDIENCE

No matter if you have 1 follower or 1 million followers - one of the best ways to increase engagement is to let people SEE you. I know it's easier said than done, so I'm going to help by telling you a couple of ways to do this really, really well:

How to create an introduction post:

1. Post a photo of yourself smiling at the camera while engaging in an activity that you love to do, whether that is drinking coffee, working at your desk or exploring a new city.
2. Write a comment that welcomes new followers to your corner of the internet, and answers the following questions: who are you, where are you from, what do you love to do, and why do you love to do it?
3. Respond to ALL comments *thoughtfully*, and as promptly as you can. Try to engage all commenters with genuine "thank you's" and follow-up questions. After all, you want to know more about them, as well.

Don't just do this one time. Do this periodically, so that new followers can meet you too!



3. POST A VIDEO TO IGTV

IGTV was launched in June 2018, and has been kinda slow to catch on. It operates a bit like YouTube in that the videos are able to be searched for and seen by people who may not even follow you. Film a video on your phone in either vertical or horizontal orientation that is between 1-minute to 10-minutes long, and post it to IGTV.

Not sure what to talk about? Use one of these three prompts. Just fill in the blank with something related to your passion or industry.

3 COMMON MISTAKES OF _____

WHAT NO ONE EVER TOLD YOU ABOUT _____

3 THINGS YOU SHOULD KNOW ABOUT _____

4. USE TARGETED HASHTAGS WHEN YOU CAN

You may already be familiar with using hashtags on Instagram, but did you know that you can use hashtags on your posts AND in your stories? You must make sure your profile is set to PUBLIC in order for this to be effective. When posting photos, quotes and videos to your Instagram story, I recommend including 3 hashtags that have to do with the content you are posting. When posting to your feed, you can use up to 30 hashtags.

5. ASK QUESTIONS THAT CONNECT

Whenever possible, ask engaging questions of your audience. When posting to your story, use polls and question boxes freely. Invite your audience to send responses to your DM's (direct messages), and then remember to respond to them! People usually enjoy sharing, but only when they are asked.



6. FIND FRIENDLY NEW FACES

This one is super fun, because it has everything to do with meeting new people on Instagram! There are so many ways to go about finding new friends on IG, two of which are as follows:

1. Search hashtags related to your passions and thoughtfully comment on others' photos. At first, try to focus on people with similar follower counts to yours (give or take 1,000 followers), and see how it goes.
2. Think of your top 5 favorite IG influencers, go to their most recent posts, and read through the names of those who left comments. You're doing this for one reason: the odds of you having something in common with this person are high, since you both follow the same person and both enjoy engaging with his or her content. You can start off a conversation with some common ground, and that is wonderful!

7. ANSWER DIRECT MESSAGES WITH VOICE MEMOS

One of my absolute favorite things about Instagram is the voice memo functionality. It allows you to send audio clips of up to 60 seconds in length. Not only does it allow you to share your voice and personality in each response, it also saves a ton of time because your not typing it out. That is a huge WIN-WIN to me!

8. HOST A GIVEAWAY

This is an AMAZING way to grow your audience and impact. Hosting giveaways *works*. It just does, ya'll! So partner with a few IG friends and host one yourselves! Choose a theme, put together a great package of gifts, and launch that thing! You can even partner with a few of your favorite brands and invite them to get in on the fun!

OKAY, I'M NOT GOING TO SAY I SAVED THE BEST TWO TIPS FOR LAST, BUT, I MEAN...THESE NEXT TIPS ARE TWO OF MY ALL-TIME FAVORITES.



9. POST QUOTES STRATEGICALLY TO YOUR MAIN PROFILE

This one is huge, and it has to do with posting content that people will SAVE for later. The save function on Instagram allows followers to tag posts they love, so that they can refer back to them later. This is the kind of content strategy that you WANT to be employing. Every few posts, add a quote that resonates with you and your brand. Need examples? Check out my profile to see what I'm talking about: [@anastasiarjd](#).

10. SHARE EACH POST TO YOUR IG STORY

This takes a literal second, and can make such a huge difference in your posts' engagement. With so many people posting to Instagram each day, the odds of your post being seen by all of your followers, or even by half of them, is slim. What you need to do is create more opportunities for people to see your content while they are on Instagram throughout the day, and IG stories provides you with a way to do it.

People who don't even check your feed on a regular basis could stumble across your last eat post via your IG stories, or in their "discover" feed. When they see that you recently posted a photo in your story, they will check it out. As an added bonus, your followers who missed your post in their feed will see it in your story, and can go to your profile manually with one quick tap. The more they visit your profile, the more your posts will start to pop up in their feed automatically.

BONUS TIP THIS WAY!



BONUS TIP: UPDATE YOUR BIO SECTION

This section can be found beneath your profile photo and follower count. It is a section of text that allows people to learn more about you when they visit your profile. It literally takes less than a second for people to view your feed and decide whether they want to follow you or not, so you really want to use this section wisely; so use it to pack a punch and provide value!

Your name and handle are the only two things that are searchable in Instagram. Wild, right? That means that if your name is "Rosie Davis" (I have no idea where I came up with that name), then when someone types in "Rosie" in the search field, your profile would be in the list of profiles that came up...

NOW, TRACK WITH ME...

If Rosie Davis is a painter, and her name in Instagram was "Rosie Davis | Painter" then whenever someone searched for a painter in the search field, Rosie's profile would ALSO come up!

DO YOU SEE HOW POWERFUL THAT IS?!

If you have a business, and you use Instagram to attract clients, you could see positive results just by changing how your name is displayed. How cool is that!?



So, there you have it, bb! There are so many ways to increase your income and impact online using Instagram. I have SO many more tips and tricks for you to grow your Instagram impact, and I wish I could share them ALL with you right here! Join me over at perennialbrand.co for more.

**I AM ALWAYS IN YOUR CORNER!
YOU GOT THIS!**