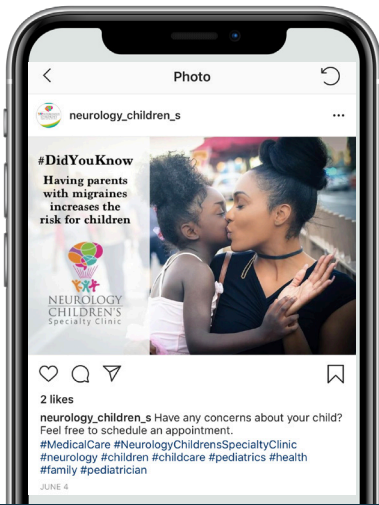


8 INSTAGRAM BEST PRACTICES

Every day more than 95 million images are shared with 1 billion active Instagram users. The platform's surging popularity signifies a shift from editorial content to imagery. As technology advances and attention spans dwindle, users want more content in less time. The question is, what are the Instagram best practices to improve imagery strategy and engagement?

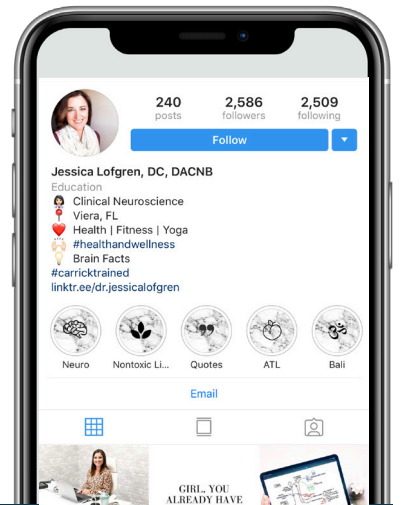
SHARE AN EXPERIENCE



01

No matter how hard you try, you cannot appeal to everyone. Instead of aiming to appease the world, focus on captivating a core audience that is genuinely interested in your offering.

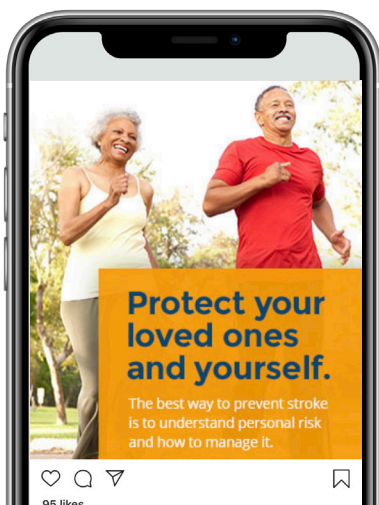
UNDERSTAND YOUR AUDIENCE



02

No matter how hard you try, you cannot appeal to everyone. Instead of aiming to appease the world, focus on captivating a core audience that is genuinely interested in your offering.

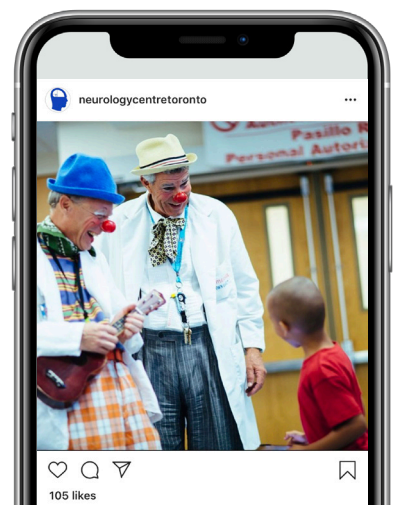
FIND CREATIVE CONTENT



03

Find an artist or photographer at a local event and offer them the chance to create custom content for your brand's next campaign.

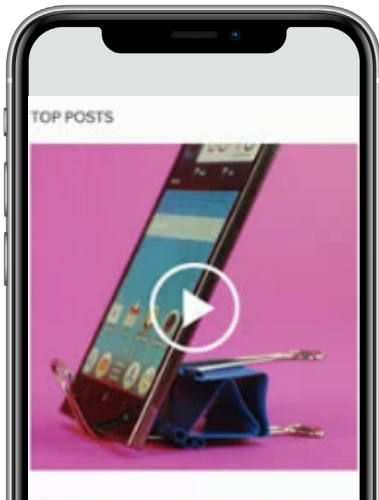
APPEAL TO EMOTION



04

When you share images that appeal to your followers' emotions, you show that you can connect.

CROWD-SOURCE



05

Consistently creating quality content is tough and it's easy to run out of ideas. Once you have built a loyal following, take some of the weight off your shoulders by crowdsourcing content creation. When you come up with a clever hashtag that will inspire people to post for you, it can be incredibly fruitful for your content database.

TELL A STORY



06

Before you start expanding your audience, make sure you're engaging your current followers. Instead of forcing product images onto them, frame your content within a larger narrative.

STAY RELEVANT



07

Audiences seek culturally relevant content they can share with friends and family. Always search for a way to loop in a trending topic when setting up a campaign. The more relevant the content, the more shares it'll receive—and shares lead to followers.

PLAY THE GAME



08

Challenging and incentivizing your audience will capture its attention and increase content engagement. The challenge doesn't need to be extraordinary, but it needs to cultivate (and keep) user attention. Try posting an exciting image reflective of your brand then invite your followers to a "caption contest".

