

Growing Your Instagram: 13 Easy Tips & Tricks

- **Start by defining who you are and who your target audience is.** For example, I'm a teenage Christian romance author, editor, and book blogger/influencer; therefore, my target audience is other authors, romance readers, Christian readers, and young writers. To get technical, my ideal follower would be female, age 13-30, who reads historical fiction, Christian fiction, and romance, and/or writes fiction. **Try to pick out three to five keywords that would describe you and what you do, then define what demographic would best benefit from your content.**
- **Create your niche.** Go beyond your face value and dive deep into what interests you, what inspires you, and what you want to share with the world. For me, that looks like piracy, purity, romance, and having a biblical worldview in a secular culture, so I always mix in these specifics with more generalized content. Why? Because **your content should be unique, creative, and wholly yours...but it should also appeal to other people. It should offer them something no one else does.**
- **Seek out people who need you/you need.** Whether that's other authors, fellow readers, or simply Instagramers whose content is similar, **find people who can benefit from your content and whose content you can benefit from—and follow them!** Chances are, they'll follow you back, or people who follow them will follow you as well!
- **Next, create content that aligns with who you are and will interest and engage your audience.** If your audience is composed of readers, you'll want to post about books and writing...and you'll want to balance out any other kinds of content—like those more specific things—with the “meat” of your account. You'll also want a theme/aesthetic (it's not required, but definitely beneficial) to make you and your content recognizable and memorable.
- **Set boundaries.** Either create a separate account just for life updates, family photos, etc., or save your personal content for your stories. Figure out how much you want to share and how much you want to leave private. I usually follow authors because I want to know more about their *books*, not because I want to see pictures of all their family members at Disneyworld. **You'll need to find a safe and comfortable balance between personal and business that helps you maintain your privacy (and keeps your followers' feeds uncluttered) and your humanity.**

- **Post consistently.** Consistency is key...but consistency looks different for everyone. Some people *can* post every day, while others can only post twice a week. Either way, figure out what pattern works *for you*, and stick to it! And if you can't "post" post, make sure you share to your stories at least once every day! If you disappear (without making a hiatus announcement) for even a couple days, people will forget about you! (I don't mean that in a bad way; it's just when you follow 200+ other people, the ones that don't post often get lost in the mix.) One of the best things you can do to stay consistent is to **batch and schedule**. With a business account, you can schedule posts ahead, and it's super easy to set aside time to write up as many posts as you'll need for two weeks, a month, or longer!
- **Encourage engagement.** Use polls, quizzes, etc., in your stories...and play games, ask questions, and more in your regular posts to keep followers engaged with your content! Don't forget to like and reply to all their comments!
- **Reels** are very helpful. I've gotten *thousands* of views on reels, whereas my posts only get a few hundred views, so try making a couple reels and seeing what happens!
- **Offer exclusive content.** Whether it's a giveaway you have to be a follower to enter or it's simply the amazing content on your IG that won't be on other platforms, people are more likely to follow and stick around if they know they're getting something special from your account!
- **Use as many hashtags as possible.** Even if you have to put them in a separate comment, you can never have too many hashtags!
- **Ask followers what they want.** The customer is always right, after all, so poll your audience and see what they want to see more/less of from you!
- **Try using carousel posts and long captions.** The more content, the better! Followers need a reason to stay and engage rather than just scroll on by!
- **Invite friends/followers on other platforms.** Most of my IG followers are people I connected with on Goodreads, my blog, Facebook, etc., who decided to follow me on IG too because my content varies between platforms!