



How to Get South African Audience on Instagram

Internal Creator Guide — Content Rewards Platform

1. Use Trending South African Music

Add trending SA music to your Reels. Instagram's algorithm reads the audio track and distributes content to users who engage with that sound — which in this case is predominantly a South African audience.

✓ Tested across 70M+ views with confirmed SA audience delivery.

2. Add These Hashtags to Every Post

Include these hashtags in your caption or first comment on every Reel targeting SA:

- #southafrica
- #africa
- #betway
- #SA
- #southafrican
- #zimbabwe

3. Restrict Tier 1 Audience Age

In your Instagram settings, restrict your Tier 1 audience to under 25 years old. This narrows the algorithm's targeting and pushes your Reels more aggressively toward the SA demographic.

Where to find it: Instagram Settings → Creator Tools → Audience Controls → Age Restriction → Set to 25 and under.

4. Seed South African Comments

After posting, seed 1–2 comments referencing South Africa or African topics. This reinforces the geographic signal to Instagram's algorithm.

Example topics: SA slang, local news, SA sports teams, cities like Joburg or Cape Town.

Quick Checklist (Use Before Every Post)

- ☐ **SA trending audio added** — check current SA Instagram/Reels trending sounds
- ☐ **SA hashtags included** — #southafrica #africa #betway #SA #southafrican #zimbabwe
- ☐ **Age restriction set** — Tier 1 audience under 25
- ☐ **SA-themed comment seeded** — post immediately after publishing

Note: All strategies above have been tested internally at Content Rewards across 70M+ views of SA-targeted content.