

INSTAGRAM 2020:

OPTIMIZE YOUR PROFILE
TO INCREASE ENGAGEMENT
AND BRAND LEADERSHIP



SIMPLY VISUAL

- Remember, Instagram is mobile-only
- Keep text to a minimum
- Use apps like Adobe Spark or Canva to create eye-catching graphics
- Look at accounts you admire for design inspo



PROVIDE EDUCATION

- Post a powerful statistic as a well-designed graphic
- Post short videos breaking down a term or answering an FAQ
- Keep it simple - short-form content is best for IG



USE VIDEO

- Post IG Stories of BTS or day-in-the-life to create authentic content
- Start an IGTV channel for longer form video content
- Post one-minute clips of your videos and link to the full YouTube video in your caption!



ENGAGE

- Like & comment on other people's posts AND promptly respond to comments and DMs
- Engage with user polls & question stickers in your Stories



EXPAND YOUR REACH

- Use relevant hashtags to reach a wider audience (research 5-10 hashtags in your industry)
- Always use a location tag so people discover your post when searching a locale
- Tag people and brands in your posts to reach their network too



TAKE ADVANTAGE OF ANALYTICS

- If you have a Business Page, look at post performance to evaluate your content strategy
- Boost existing successful posts as an Ad to reach more people