



TOP
TEN

Instagram

HACKS

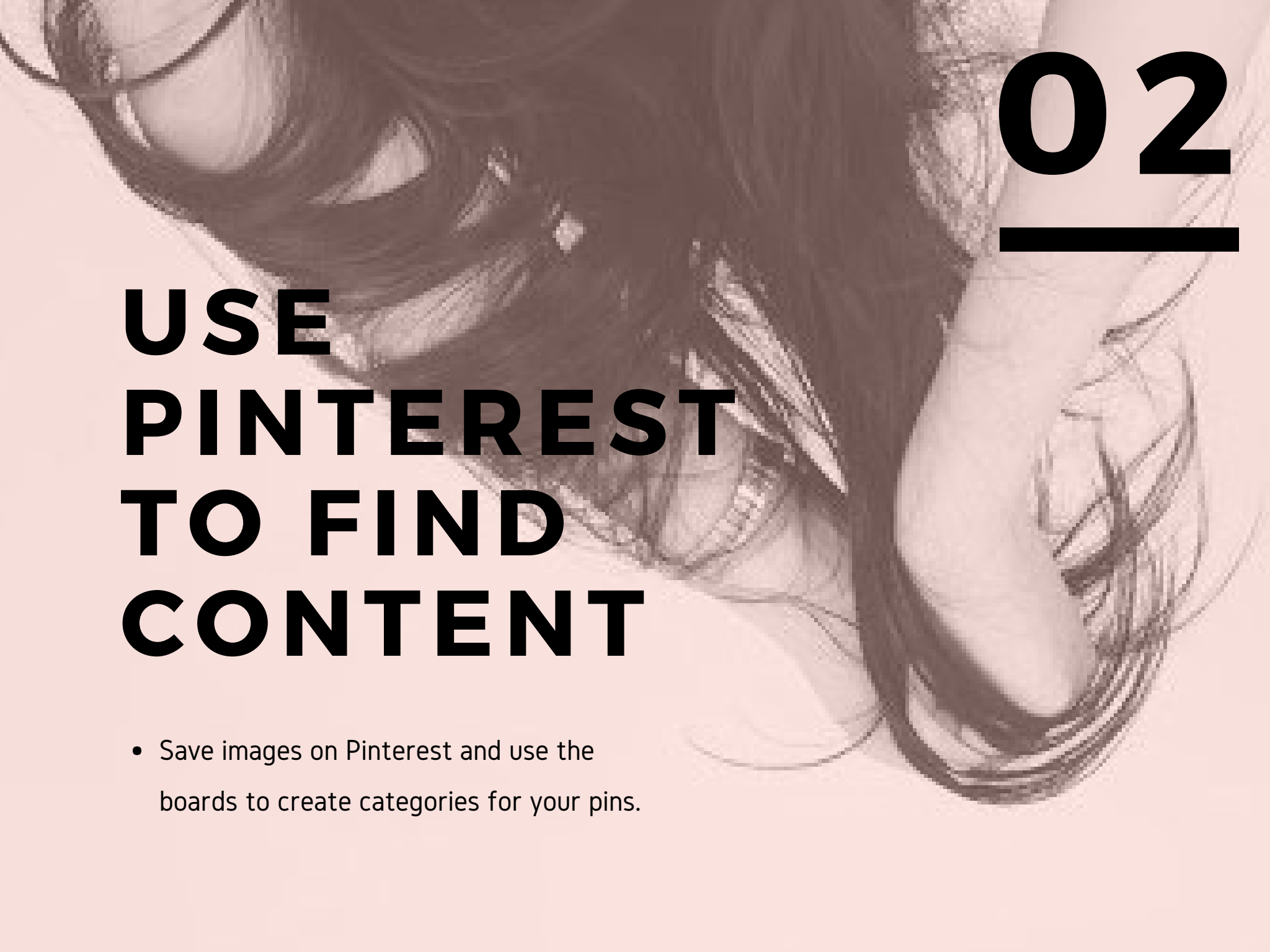
SIX UNDERGROUND MEDIA

A woman with dark hair and glasses, wearing a white lace top and black thigh-high boots, is leaning against a light-colored wall. She is looking down at a small object in her hands. The wall has a sign that says "très chic" in a white, cursive font. The overall image has a soft, sepia-toned aesthetic.

01

SCHEDULE YOUR CONTENT

- Pre-program your content roll out using apps such as GRUM or Schedulegram



02

USE PINTEREST TO FIND CONTENT

- Save images on Pinterest and use the boards to create categories for your pins.

WORK WITH TRENDING HASHTAGS

- Have a look at whats trending and weave those tags into your narrative for greater reach



GIVE YOUR PAGE A UNIQUE AESTHETIC

- Find a theme that is signature to your brand. A font, colour or shape that is a recurrent theme in your feed.

OPTIMISE THE LINK IN THE BIO

- Use the link in your BIO to drive people to online booking or a "sign up" tab. Consider changing the link for every new blog post you publish.

06

**ONLY USE
MOTIVATION
AL QUOTES
EVERY
FORTH POST**

- This stops the posts stacking on top of each other in your page feed.

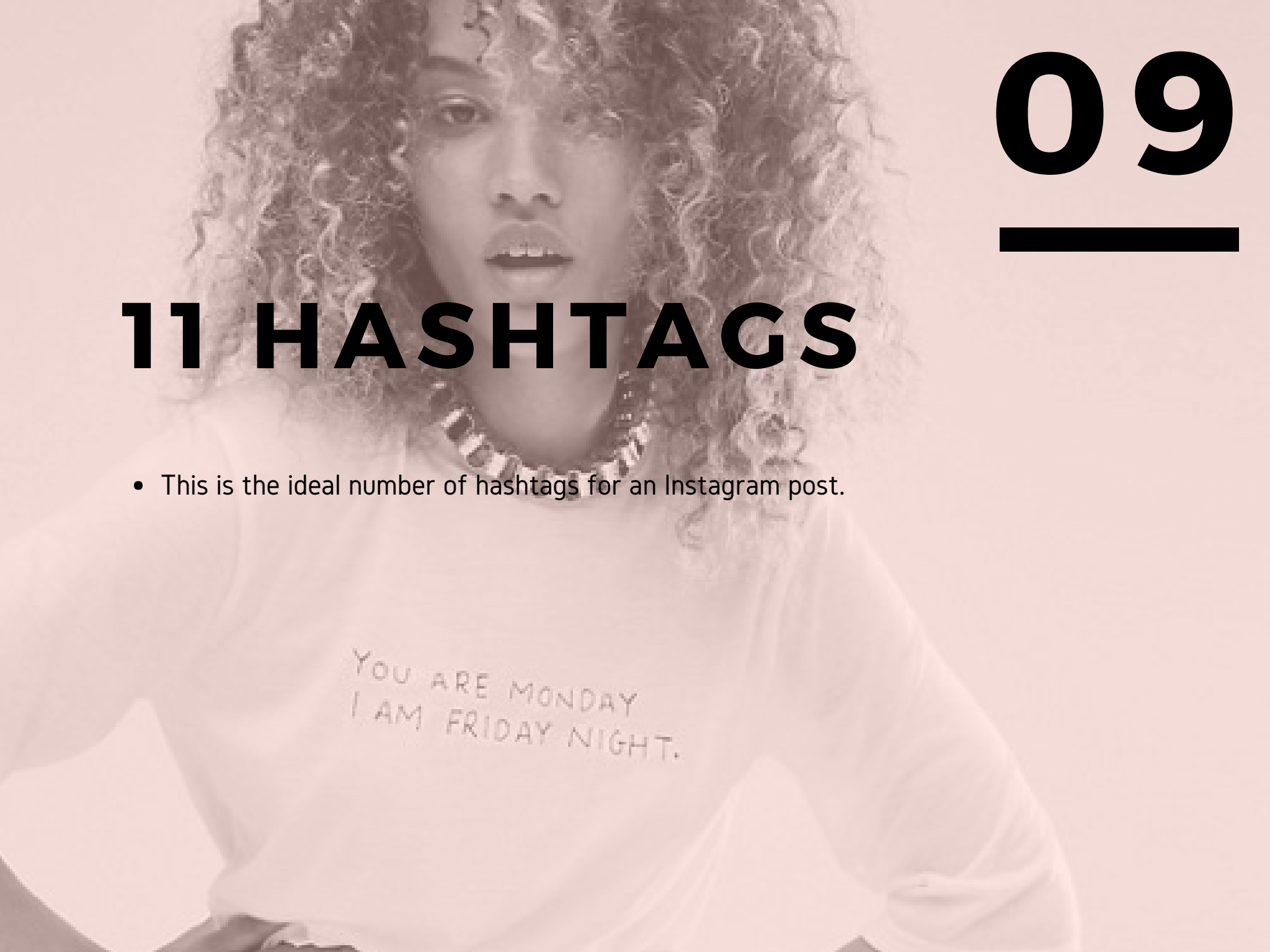
CLEVER USE OF EMOJI'S INCREASES ENGAGEMENT

- Find funny and relevant ways to incorporate emoji's into your comments.

08

**DON'T PUBLISH
THE SAME
INSTA
CONTENT TO
FACEBOOK**

- Avoid publishing the same content on FB and Insta simultaneously.



09

11 HASHTAGS

- This is the ideal number of hashtags for an Instagram post.

YOU ARE MONDAY
I AM FRIDAY NIGHT.



10

POST MORNING AND NIGHT

- The best times to schedule your Instagram content is between 6.00am and 7.00am and 8.00pm - 9.00pm.

WANT TO
KNOW
MORE?

CHECK
OUT
OUR
EBOOK



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