To Grow Your Instagram Following

Have you heard the awesome news? CoSchedule can now schedule Instagram posts alongside all your other social media! Stop forgetting to post to Instagram already, and instead do it with just a couple clicks. Go from spontaneous to strategic with CoSchedule's Instagram scheduling. Try it now for free!

As we welcome the Instagram scheduling feature, we want to help you grow your Instagram following. There's no reason with hard work and these tools, why you can't stand out amidst the 500 million active users on Instagram. Yes, that's quite the challenge, but we believe in you and have 20 easy ways to get there.

1. Complete Your Instagram Profile

There are four key areas to complete:
> –Your profile image
> –Name
> –Bio
> –URL

2. Follow Suggested Users

Suggested users are chosen by Instagram that are based on people you follow, your contact list, or based off previous posts you've liked.

3. Connect Your Contact List

What better way to grow your following than to reach out to those you've already connected with? You can connect several users from both Facebook and your Contact List using the settings icon in your app. This option is both available to personal and business Instagram accounts so take advantage of your current circle.

4. Create Awesome Visual Content

Instagram is arguably the most visual of all popular social platforms, which means there's absolutely no way around creating and sharing good visual content. The primary focus of your imagery should be telling a story that's focused around your brand, and then use creation tools to ensure it looks good visually.

5. Know How Often To Post

Our own Nathan Ellering analyzed 10 different studies, and found that 3 posts per day should be the max amount of daily posting, while 1-2 daily posts is the recommended amount.

6. Post At The Best Time

CoSchedule analyzed the top 16 studies and found that 2am, 8-9am, and 5pm are the best times to post to Instagram.

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7. Tag Other Relevant Accounts In Your Posts

A perfect way to get your name out there, while also helping others expand their reach, can be found in tagging. When you're creating your Instagram post, anyone that should receive credit or a mention should get tagged in the final editing screen. This can be both people or brands.

8. Geotag Your Location

If you've given permission to have your location on, then you can tag all of your Instagram posts by the location related to that post.

9. Know How To Use Hashtags Effectively

Hashtags are a great tool for finding and connecting with new audience members. Hashtags serve as a categorizing feature so you can find others, and more importantly, they can find you. Hashtags often include the topic, location, and words related to that specific post or benefits of your product.

10. Stick To A Consistent Posting Schedule

Nobody likes change (well most of the time), and everyone finds a natural comfort in consistency. Let your audience find home in your consistent visuals, message, posting schedule, and overall tone of voice.

11. Use Banners

A creative way to make your content immediately noticeable amidst all the noise of other accounts, is to create banners that use multiple Instagram posts for one overall image.

12. Make Your Account Visible Everywhere

To grow your following, make sure your Instagram social icon is on all of your digital presences such as your website, blog, email, you name it.

13. Ask An Influencer To Tag You In Their Posts

For the same reasons tagging worked in the Scout Book example above, actively reaching out to major influencers in your industry for a tag is also a great way to grow your following. This will expose you to a completely new audience, and hopefully one that's already in love with the type of content you've created.

14. Invite A Guest To Post On Your Account

Another great way to grow your following is by letting a special guest post on your behalf. By allowing someone else to share, your audience gets a new viewpoint, tone of voice, and visual presence that only adds even more interest to your account. Your special guest could be a big influencer, someone speaking at an event your hosting, or even someone in your local area that has value to give.

15. Promote Your Instagram Profile To Your Email Subscribers

Why not utilize all of your hard work of collecting email addresses? Add your Instagram account information in your email newsletters, email reminders, or maybe even an independent campaign to announce that you're not only on Instagram, but that you're excited to have them join you.

16. Promote With Physical Materials

Are you attending any events coming up? Add your Instagram information to your business card, presentation slides, or any other handouts you might use.

17. Cross-Promote On Other Instagram Accounts

Not only can you share content with others and have guests post on your behalf, but you can also cross promote some of your greatest campaigns. If you have a new, exciting announcement, a feature release, a podcast coming out, you name it, find the people involved and agree to cross-promote it on each other's accounts.

18. Use Instagram Advertising To Reach New People

Instagram ads offer 2.8x higher brand recall than other forms of online advertising.

19. Measure Your Results

Whether you're starting out or revamping your current Instagram, it's never too early to start recording your data! If you can't track your efforts, you'll never be able to see if your strategy is working. Take out a notebook, create a Google Doc, Evernote, or your favorite tool, like Iconosquare, to track your results.

20. Be Awesome

There's not doubt that the best Instagram accounts are, well, awesome. In order to find your niche within the Instagram network, think about what you or your product are about, and be awesome. Be fun, excited, energized, authentic, and willing to share the journey with your audience. There may not be a way to measure the ROI on this, but we all know its true. Everyone loves awesome.

You're ready to go! Use CoSchedule's new Instagram Scheduling feature to grow your engagement.

14-DAY FREE TRIAL

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"CoSchedule is the easiest-to-use editorial calendar around, and includes a robust layer of social sharing functionality that makes it a no-brainer for me and my team."

–Jay Bear, Founder of Convince and Convert

Michael Hyatt
Author

Jay Bear
Convince & Convert

Nathan Alder
RiverScene

Latest Features

Introducing the New Headline Analyzer!

NEW Feature! The Headline Analyzer is now built right into your CoSchedule calendar! Reach more of your audience, increase social shares, and influence clickthroughs with the new Headline Analyzer.

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