

# Top Instagram Tips

1

Engage!

Answer comments, like others' posts, share others' posts, and respond to messages (within 24 hrs ideally).

2

Use consistent branding (colours, fonts, logo). This helps people recognise your brand.

3

Be **CONSISTENT** with the frequency of posting. No "bust and boom".

4

Find local hashtags so you can find followers. And use those hashtags so they can find you.

5

**NEVER** delete... but archive every 3-6 months.

6

Use 5 to 15 hashtags. It's ok to use up to 30 but not necessary.

7

Use the highlights feature.

8

Don't post and ghost. Interact with other users, share your post to your story, watch for comments.

9

In the name section of your bio, use your official business name. Freelancers, artists, crafters, and other individuals should include your first name.

10

Plan ahead (and create in batches)!

