



Instagram Engagement Guide

There are several ways to improve engagement on Instagram. In this lesson, we'll cover some of the most popular ways to increase engagement:

- ★ Consistency
- ★ Ask Questions in Grid Posts
- ★ Use Stickers on Stories
- ★ Add an IGTV Link to your Stories
- ★ Encourage People to Save Your Posts
- ★ Create Carousel Posts
- ★ Comment on and Like your Followers Content
- ★ Mention and Tag people in your posts and Stories
- ★ Use Geotags
- ★ No Comment Left Behind Rule
- ★ Time your posts wisely
- ★ Pinned Comment
- ★ Direct Messages

Consistency

- ★ Inconsistent posting will make it very difficult for you to increase your engagement rate. Regularly sharing engaging content, will make it more likely that a greater number of your followers will start to see your posts. This means they're more likely to engage with them too. Not posting and forgetting about your audience for periods at a time will increase the chances of them disengaging with your profile.
- ★ You can stay consistent by planning out your content and scheduling it. Set yourself weekly and monthly goals that you know you can achieve with your life demands and workload.

Ask Questions in Grid Posts

- ★ One of our star students Michal Khan of @thecrumbcrush is so good at this
- ★ Here is an example of one of her posts which generated 1219 likes and 96 comments <https://www.instagram.com/p/CAHyfp1B63v/>
- ★ These numbers are significant because of the number of followers she had at the time
$$\text{Engagement Rate} = (\text{likes} + \text{comments}) / \text{following} \times 100$$

In Michal's case, this is nearly 30% engagement. That is very impressive. Well done Michal!
- ★ You can ask a question at the beginning of your caption as a hook line or as a Call to Action at the end of your grid posts and this works really well to encourage engagement



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TOP TIP: You might also find our [★ BONUS ★ How To Write An Effective Instagram Caption](#) useful when working through this section

PLEASE NOTE: In the Instagram [Technical Video Library](#), we break down the 'how to' for each of these engagement tips, click by click step by step

Use Stickers on Stories

- ★ When you create stories, you have an option to add 'stickers' such as location, mentions, hashtags, DM. They really are very powerful tools to get your followers engaged.
- ★ The Create section of Stories is also a fantastic way to generate engagement. It has so many different tools to help you ask questions, create fun content, share your mentions, use GIFs.
- ★ Mentions will alert people that you've mentioned them. If they share your story, it gets you in front of more people. The Support Small Business Sticker is great for mentioning a small business and it works really well visually and brings the Story to life.
To encourage people to respond to your stories use polls, questions, countdowns, the happy slider and quizzes.
- ★ Although not always necessary, think about using a Call to Action to generate engagement and encourage your followers to get involved.

Add an IGTV Link to Your Stories

- ★ This is a great way to encourage your audience to watch your whole IGTV.
- ★ You can add the IGTV link to your Story and tell them to swipe up (normally only available to those with >10k followers).
- ★ Your audience will see that they can watch the whole IGTV which is fantastic and will mean more people viewing your content and more engagement for that particular IGTV.

Encourage People to Save Your Posts

- ★ One of the strongest signals to the algorithm that someone is interested in your content is if they save a post. The key then is to create more content that encourages your audience to tap that save button, in order to read back again at a later time. Giving them a clear Call to Action to do so is a great way to encourage them to engage.
- ★ The Algorithm really does like posts being saved, it assesses your content as interesting and so will then show it to more people in your following.



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Create Carousel Posts

- ★ Carousel posts are made up of more than one image that people can swipe through and they are very powerful. It's proven they receive a higher engagement rate, compared to single in-feed images and videos. They attract even more engagements when all 10 carousel slides are used.
- ★ You can use a carousel post to share before and after photos, to give your followers information, to create photo galleries, etc. Use these posts to share as much information and detail as possible, that way you encourage your audience to save the post for later, boosting your engagement.

Comment on and Like Your Followers Content

- ★ Here's the deal, Michal (<https://www.instagram.com/thecrumbcrush/>) generates excellent engagement because she is excellent at engaging! Michal comments and likes her Followers content which also encourages them to comment on and like her stuff. She creates great visuals and videos and her content is perfect for her audience. She is a superstar in our minds. It is a two way street! A little engagement goes a long way. Make sure you spend time each day connecting with your followers, it will pay off in the long run.
- ★ You can also comment on content created by people you don't follow, starting up a new conversation. This is good because it will bring your account to their attention.
- ★ The key is to give the engagement you hope to receive.

Mention and Tag People In Your Posts And Stories

- ★ When you mention someone in your caption on your post that person is notified. This is great for them to come and engage with your content both by liking and commenting. There is even a likelihood they will share your post as a way to showcase a positive piece of content about them. They may repost this to their grid or share it in their Stories. Either way this is great for visibility and the algorithm loves it too.
- ★ Mentioning someone in your Stories has the same effect and the person will be notified and is very likely to share your Story to their Story. Great for Engagement and great for visibility and growth.
- ★ Tagging someone on the visual of a grid post has the same effect as mentioning, it also means that if that person is happy to be tagged, your post will be visible on their tagged feed on their own page. This is once again great for visibility, growth and engagement.



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- ★ Please make sure you only mention and tag people where appropriate. If you use it too much and without a real purpose it just looks spammy and that is not what you are trying to achieve.

Use Geotags

- ★ Similar to hashtags, using geo-tags will help you grow your reach, get your content in front of more people and increase your engagement.
- ★ Geo tags can increase post saves. If you geotag an interesting place people might save that post for the future when they visit the area.

No Comment Left Behind

- ★ 'No Comment Left Behind' is a long standing rule of Joy's and one that we teach fervently at TechPixies. Unless you have millions of followers, your aim should be to reply to ALL followers.
- ★ This is particularly important to brands because it helps followers feel like they are speaking to a person and not a brand. People still buy from people which means relationships are the most important thing you should be focusing on in your business.
- ★ Added bonus of replying to comments? It doubles the comment count (sneaky!!). And don't forget to reply to comments on your stories too.

Time Your Posts Optimally

- ★ It makes sense to post at peak times when you know the majority of your audience is online. This way more people will see your post early on and hopefully this will lead to more engagements. Find out your accounts peak times by checking your follower analytics.
- ★ You'll be able to find out which days of the week and what times of the day your followers are most active. Bear in mind where the majority of your audience is located, as you need to make sure you post during their local hours. This will help you schedule your content at a time that will maximise your engagements.

Pinned Comments

- ★ You can Pin up to 3 comments created by other people on each of your posts.
- ★ This is great for highlighting positive comments, comments that will generate further conversation by others and highlight positives about your brand.
- ★ The person who wrote the comment is notified and this is a nice way for them to know you value them.
- ★ If you invest in them, they will invest in you.



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Direct Messaging

- ★ If someone takes the time to engage with you through Direct messaging, take time to respond back to them!
- ★ It could be a new business opportunity or an influencer wanting your attention — maybe a potential partnership, lead.
- ★ There are a multitude of tools you can use in Direct Messaging which will enhance your engagement with your followers and it is a very powerful tool.

Key Takeaways

- ★ Engagement in simple terms means being social on Instagram
- ★ It is essential to look after your followers and make them feel valued and by using the aforementioned techniques means that they will
- ★ It is essential to spend time each day on Instagram using a combination of the above techniques to engage with your followers
- ★ Having a clear agenda each time you use Instagram is a great way to ensure you remain focussed on why you are on Instagram

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