

# INSTAGRAM IN 2026



## SOCIAL MEDIA TIPS By Theresa Mintzer

Use Instagram insights to better understand your audience and how your content is performing. Reviewing

metrics like reach, interactions, and follower growth will help you make informed decisions about what to post more of and what to adjust. If you're a local business, follower demographics are especially helpful for confirming you're reaching the right people in your area.

In 2026, Reels continue to be the strongest driver of growth, while carousels are key for engagement and saves. You don't need viral stunts. Focus on clear, helpful, or inspiring content for your audience. Consistency matters more than perfection. Posting a few times a week consistently will outperform sporadic bursts of content.

Use Insights on individual posts to identify what's working. Look for patterns you can repeat. SEO-friendly, keyword-rich captions and niche hashtags are essential, and adding alt text improves accessibility and discoverability.



To save time, use ChatGPT to brainstorm content ideas. For example:

**Prompt:** "Give me 5 Reel ideas for a local business focused on spring refresh."

**Post example:** A Reel showing a before-and-after with text overlay: "One small change that makes a big difference."

Instagram should feel approachable, have fun with it.

Need support? I offer social media coaching to help you stay consistent and confident. Visit [mintzersolutions.com](https://mintzersolutions.com) to learn more and schedule a session.

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- Can cause fires by gnawing on wires
- Can contaminate food and food prep areas
- Can spread diseases such as hantavirus, salmonella, and listeria
- One pregnant female can produce up to 60 babies in one year if left untreated

