

# INCREASING ENGAGEMENT ON INSTAGRAM



## SOCIAL MEDIA TIPS

By Theresa Mintzer

Instagram can be a great way to reach your audience on social media. It's a great way to connect with customers and there are so many ways to engage people on Instagram. Here's how I do it.

First, I like to provide useful information in my feed. Once a week I give a list of ideas that people can use for content that week. I invite people to follow me or bookmark the post if they want to see more content. I use the maximum hashtags for the post, so I frequently see 70 to 90 percent of the people reached are not already following me. I like to follow up by sending a quick message to someone that started following me to thank them. I include a link to join your mailing list or any other information I want to give them.

Next, I want people to comment, share the post, or tag someone. I will write something inspiring or share a great quote. I then ask for a comment or ask them to tag someone that needs to see this message. If someone does that I'll send

them a message too. Always, remember to respond to a comment. It helps with the algorithm. Even a negative comment? Yes, you can simply address it or say, "Thanks for the engagement."

The other way to increase engagement is through Stories. If you are selling a service, it's an amazing way to have people get to know you. In your Story, ask for feedback. I'll ask a question and include a poll. This is great market research. When people respond, send them a DM asking a more in-depth question or thank them for responding.

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