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# GROW YOUR INSTAGRAM IN 2024



## SOCIAL MEDIA TIPS

**By Theresa Mintzer**

First, confirm that your Instagram account is set up as a professional account. With that, you will have access to a dashboard to help you understand your audience and the effectiveness posts. Analyzing that information will enable you grow the account.

Click on the Professional Dashboard to see how your account is performing. In the account insights, you can see reach, engagement, and followers. If you are a local business, the demographic details of your followers will help you determine if your efforts to reach local customers in your target demographics are successful.

Reels are the best way to achieve growth currently because the algorithm favors them. You do not have to lip sync or do any crazy stunts to create a Reel. Try demoing a product or talking about your services. For 2024, video is still

important so make that a part of your plan. By using Canva, you can take a picture and make a video out of it.

You can also view Insights on individual posts. These will let you see reach, interactions, and profile activity from that post. Take note of the posts that are successful. What aspect of those posts can you use in the future? While you can use up to thirty hashtags, Instagram is recommending three to five. SEO is now an important component to reach and engagement.



Therefore, keyword enriched captions should be part of your strategy. Also, through the advanced settings while posting you can add alt tags and that will help with searchability.

This information will help you develop a strategy for growth. Instagram is less formal, so have fun. Post amazing pictures and videos of your business. Do you need help? I offer social media coaching.

*For additional information, call 484.686.2995; email: Theresa@MintzerSolutions.com.*



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