

# Tip Sheet # 6

## Instagram account

Instagram is a photo-sharing application and service that allows users to share pictures and videos. After its launch in 2010, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and ultimately 800 million as of September 2017.

So, after you decided that you want/need an Instagram profile you'll have to produce pictures and video to share. Your goal on Instagram is to get followers and to engage your audience day by day.

**Here are 5 top tips:**

1. Choose a theme for your profile, add a relevant, informative bio and use a captivating profile picture. Themes are important because of two reasons: they focus and organize your content, and they ensure that people will always know the general persuasion of the content they're going to see on your profile. Your bio should mention your theme, your website (if you have one) and something interesting about you. The picture should capture the essence of your theme, your content and your personality – people should be able to know approximately what to expect when taking a look at your profile picture and your bio.
2. Your Instagram profile should be linked with social media, such as Facebook, Twitter, Tmbler and more; allowing you to post your Instagram information anywhere that you frequent. In this way, you'll be able to pull in more follows from people who already follow you on these other social media platforms.
3. Posting new, interesting and engaging photos is important, but to begin growing you'll find hashtagging your photos to be extremely important. Hashtagging your photos makes it easy for people to find your photos, when they are searching for specific terms. Use tags in all of your photos. A common way of tagging involves writing a description, putting several spaces under the description (often using periods as place-holders) and then tagging as much as is relevant.
4. Follow people who share interests with you. While it's okay to follow as many people as possible in an attempt to get them to follow you back, try following accounts that post things that can inspire you (and vice versa). These accounts will be more likely to follow you back, making your time-use much more efficient than if you indiscriminately follow people.
5. Go beyond photos. While photos generate high engagement on Instagram, they aren't the only way brands develop an engaged following. Use videos, boomerangs and Instagram stories.

