



# *Instagram Basics for Writers*

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## **The Culture of Instagram**

- Atmosphere and visual story is key to engagement.
- Excellent platform for microblogging.
- Hashtags are important to being found on IG (15-30 hashtags per post)
- For optimum visibility, captions are critical

## **Tips for Hashtags**

- Keep lists of hashtags in the notes app of mobile device.
- Pay attention to hashtag trends on the posts you engage with.
- Use a wide range of popular hashtags. Don't just use hashtags that have followers in the millions, mix it up and include hashtags with smaller audiences as well.

## **General Tips**

- Make sure your bio is engaging and inviting.
- Don't limit yourself to a single link in your bio. Use [www.Linktr.ee](http://www.Linktr.ee) to have multiple links.
- Don't EVER include a link in an Instagram post caption. These are not able to be clicked or copied and will irritate your audience. ALL links go in your Linktr.ee ONLY.
- Learn how to use stories effectively.
- Watch your follower/following ratio. You should always have more followers than your account is following.
- Post regularly.
- Follow back, but watch out for users who follow and then quickly unfollow. I use the app FOLLOW BACK, to find out who unfollowed me and often unfollow them.