



# **3 ways to use the Instagram algorithm to your advantage**

**AND GROW YOUR VISIBILITY**

**First up, Let's talk about... THE ALGORITHM!**



**To make him less foreboding and more friendly, we're going to call him AI.**

**AI ...Gorithm.**





# Things to know about our pal, AI Gorithm

- He changes **every day**.
- He is powered by **machine learning**.
- He customizes **every person's feed** based on the accounts and content they interact with most.





The biggest thing to keep in mind is, AI's changing all the time.

**If you want to use Instagram to grow your online business, you have to be willing to embrace this fluid dynamic and shift your strategy with the changes.**



**We know it's easy to get frustrated when your reach goes down, but remember...**

**Instagram is a FREE platform to market your business.**

So instead of getting frustrated at your low reach on your posts, recognize that ultimately this is a gift to get your business's name out there for free.



**\*\*Caveat though: also be aware of how much time you're pouring into a platform that could change on a dime.**



# 3 ways to work WITH the algorithm to boost your visibility 📸💥!

1

## USE THE EXPLORE PAGE AS INSPO

The Explore page is an indication of what's getting higher engagement, so use it as research!

2

## OPTIMIZE YOUR CONTENT FOR ENGAGEMENT

The more engagement you get on your posts, the more your content will show up in your followers' feeds.

3

## ENGAGE MEANINGFULLY WITH YOUR AUDIENCE

Prioritize responding to your audience and engaging with them, and you'll see engagement improve.

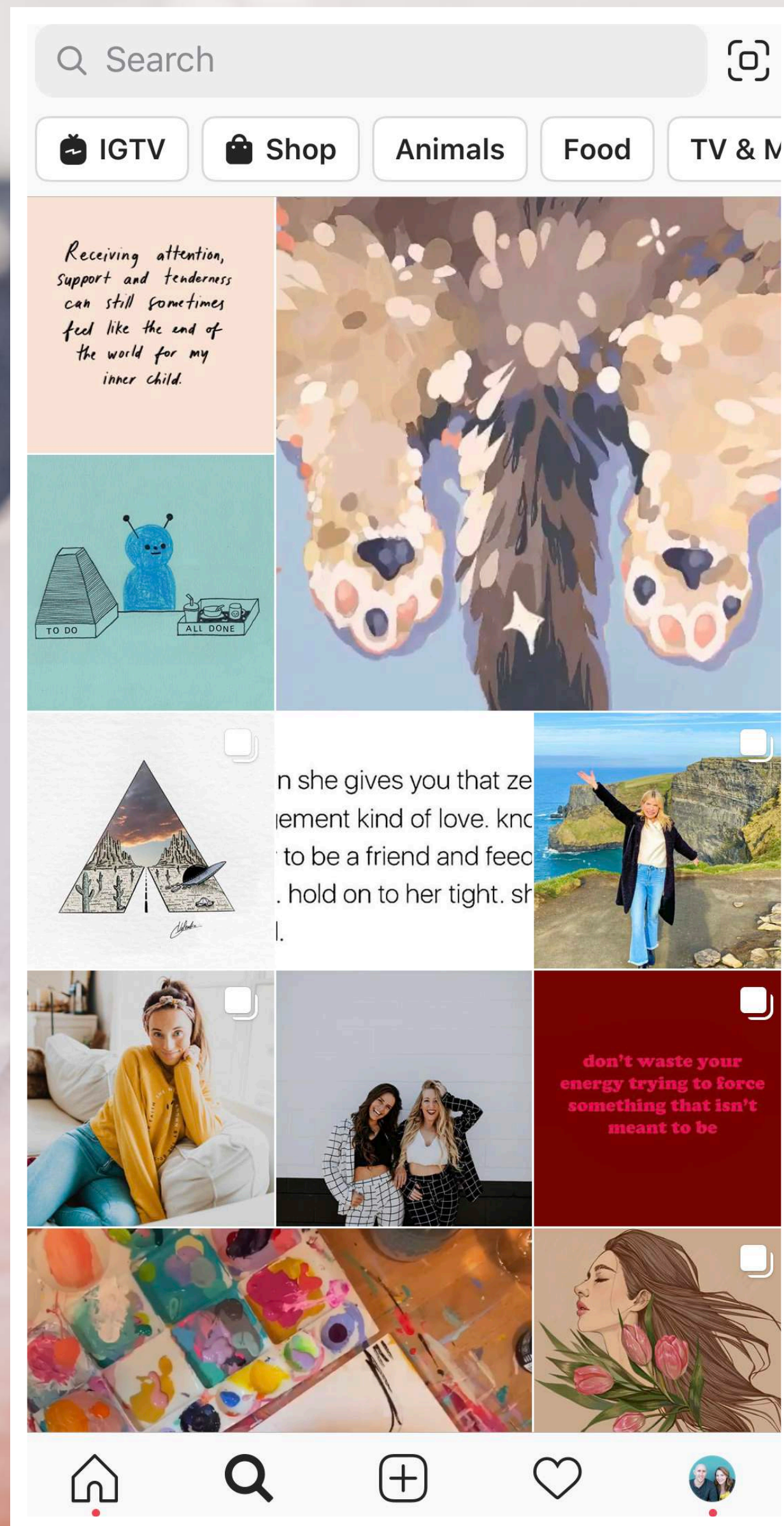


## WORKING THE ALGORITHM: PART 1

**1. Use the Explore feed as inspiration to boost your discoverability & engagement.**

# The Explore page is how most people people discover new accounts

“When users engage with your posts, your content has a better chance of showing up in the Explore Page of *their* followers, creating a **chain-reaction of brand reach**. It also has a better chance of showing up in the Explore Page of those interested in your niche area.”





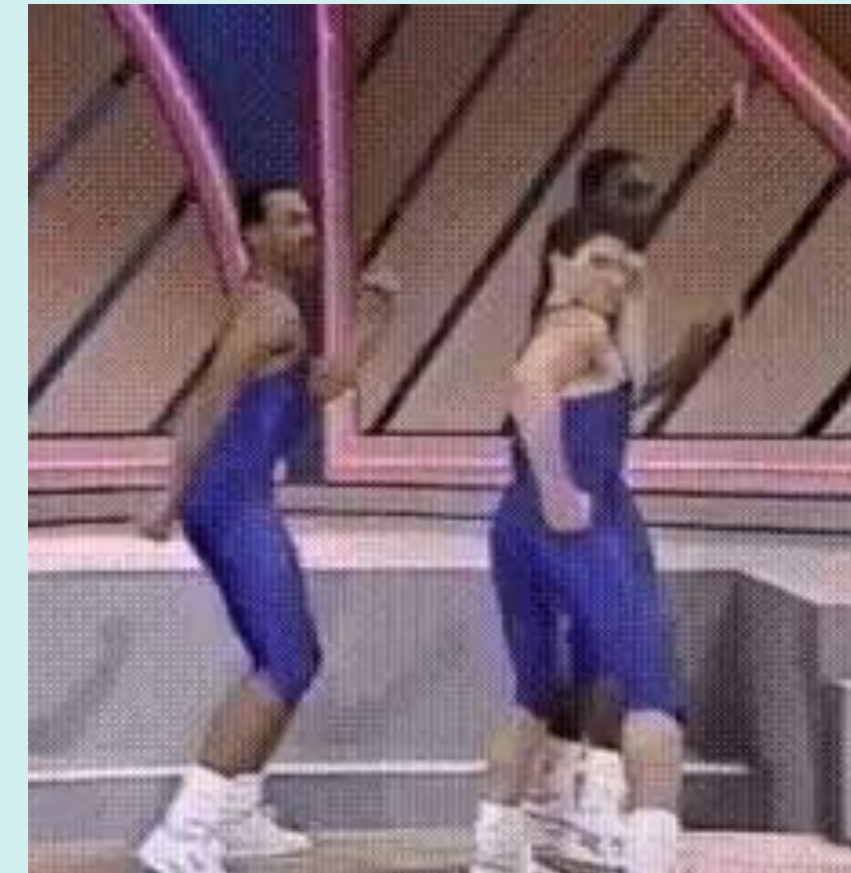
AI takes notice of what posts get the most engagement and sends them to the Explore page of related users



To the Explore page 👉



**Puppies!**



**Gym bros!**



**Babies!**



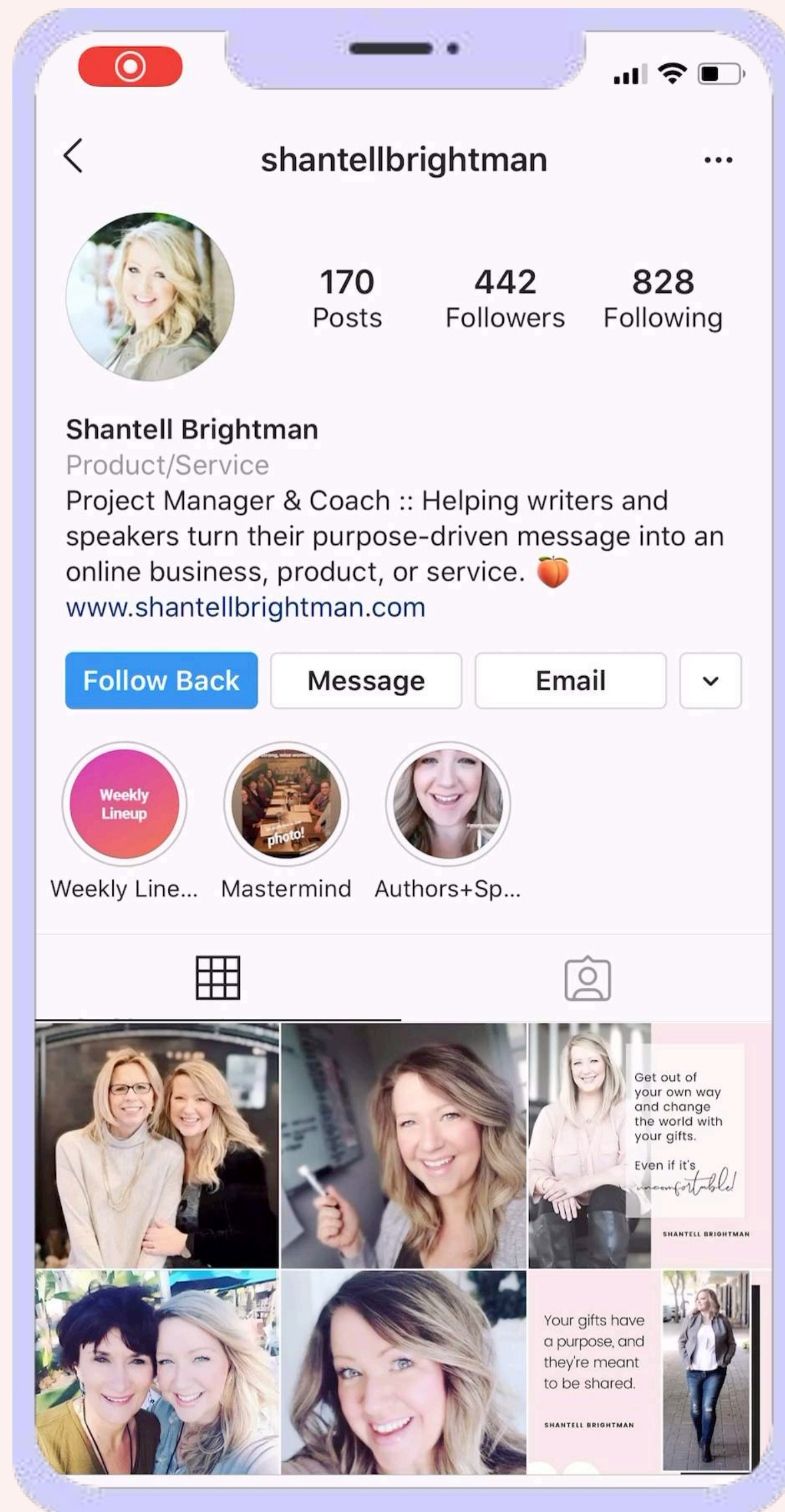
# **Time to put our research hat on.**



**Remember, Instagram isn't just great for TALKING, it's also great for listening.**

People forget it can be a powerful customer research tool.



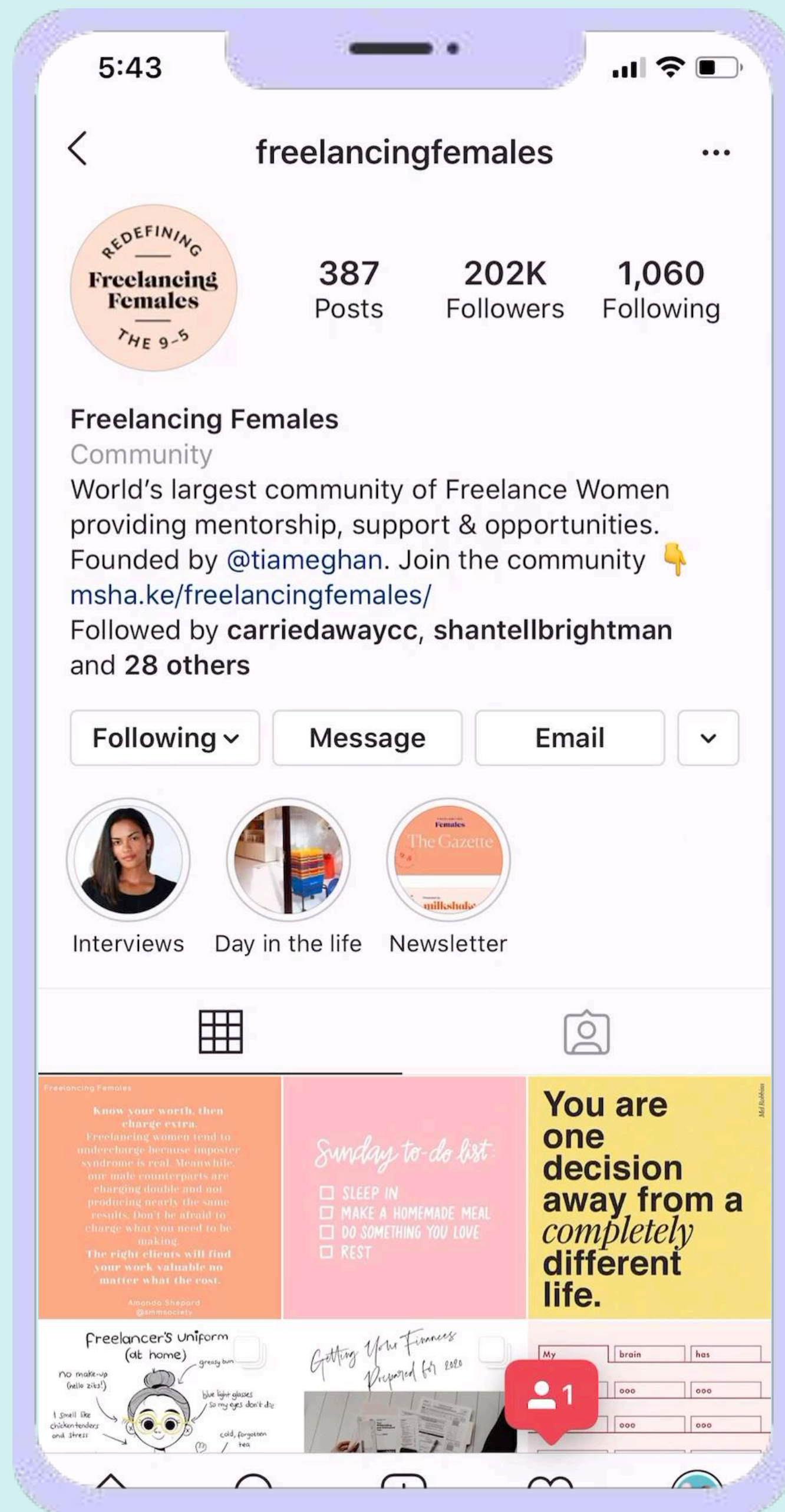


## EXPLORE PAGE RESEARCH

# Step 1: Get to know your followers.

- Set aside one hour to go through your followers and check out their accounts.
- Based on their bio, try to identify which followers fit in to your business's **target audience**.
- Then, take note of who else they're **following** besides you.





## EXPLORE PAGE RESEARCH

# Step 2: Get to know who your followers **FOLLOW**.

- You'll start to get a sense of what type of accounts your target likes.
- If you see big accounts that pop up again and again, go check out their page see what kind of content they post.
- Take note of what in their feed gets the highest interaction.
- When you do this, be sure to LIKE and SAVE the posts that have the highest interaction. Why?

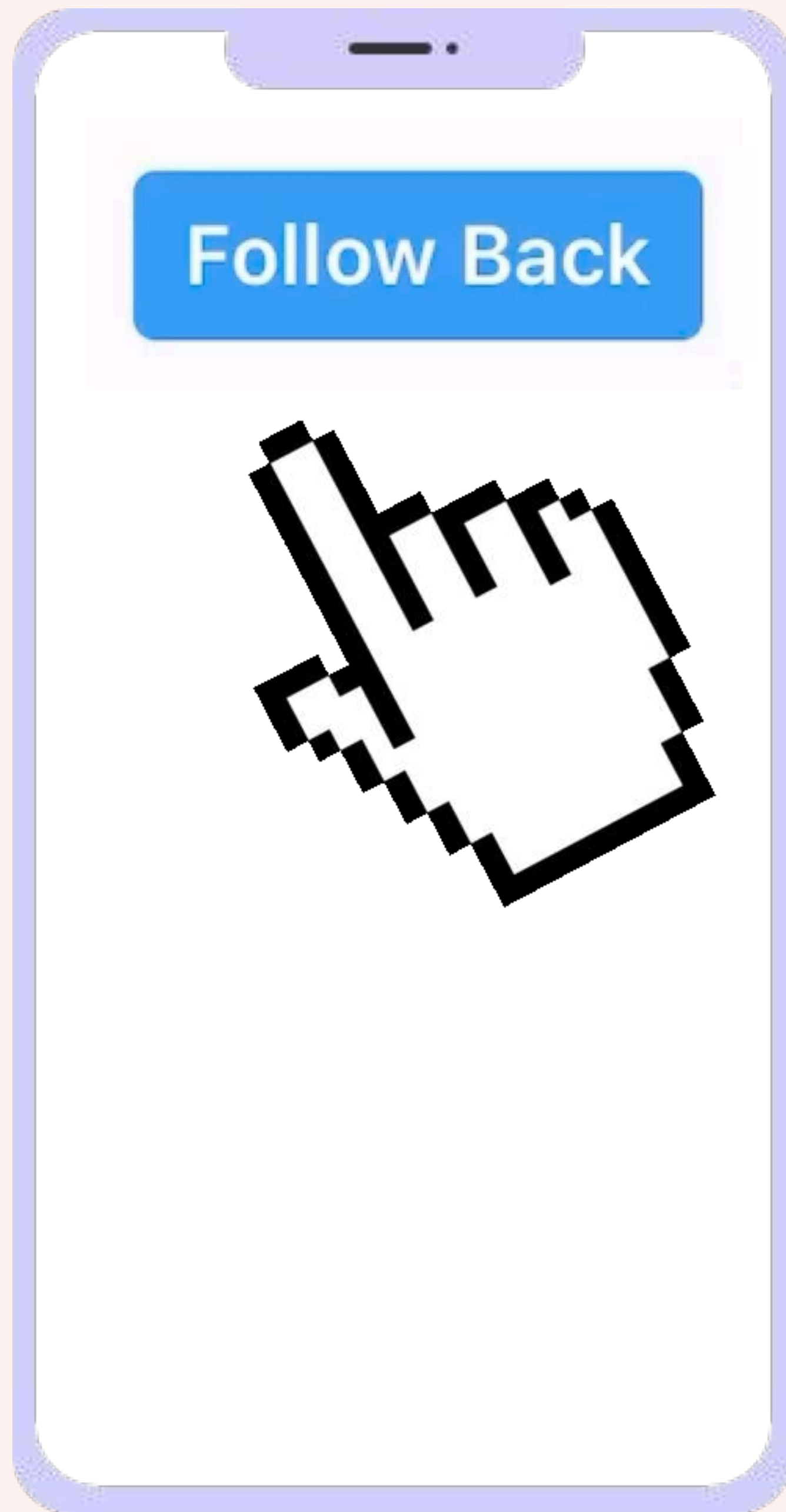


## EXPLORE PAGE RESEARCH

# Step 2: Get to know who your followers **FOLLOW**.

- **SAVE** because now you'll have an **inspiration board** of what kind of content to test on your account.
- **LIKE** because this will start to fill **your Explore page** with similar content to what your audience is most into. (More on that in a second.)





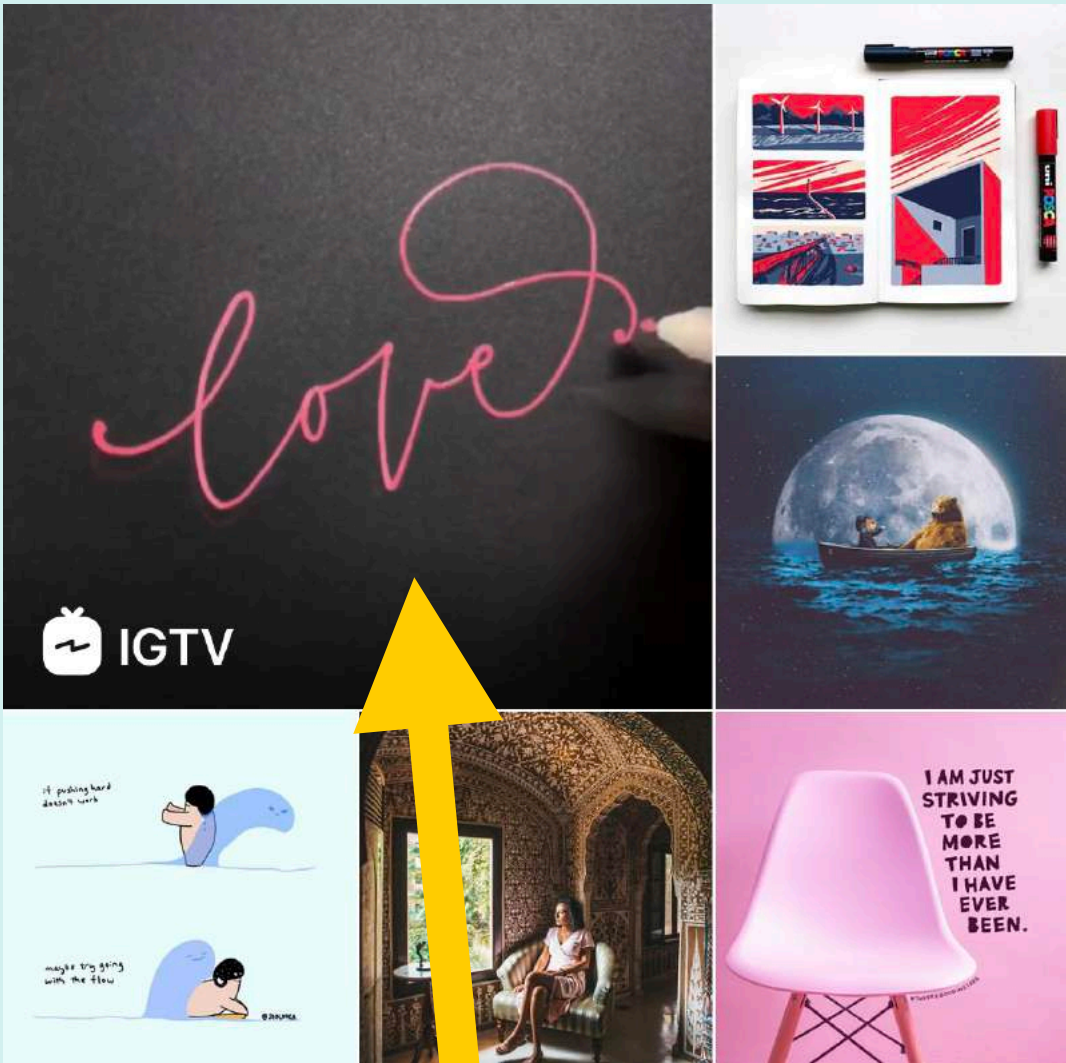
## EXPLORE PAGE RESEARCH

# Step 3: **Follow** your ideal customers.

- This will start to fill your feed with posts from your ideal audience. It's like a constant feed of what your audience is talking about & what they care about!
- Hot dang! You just turned your business account feed into a steady stream of customer and content research! 🔥 🔥 🔥



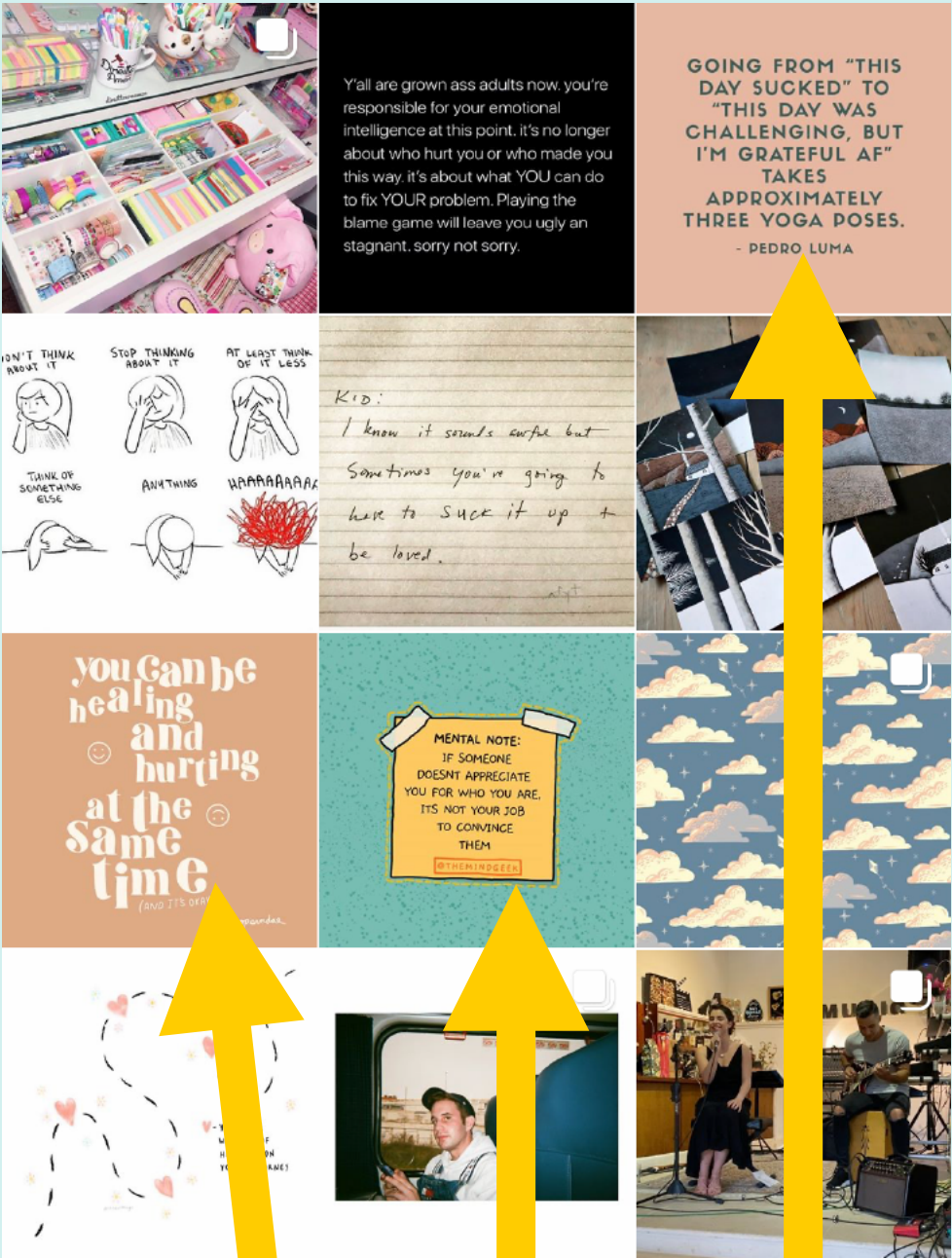
Once you've curated your feed, what do you now see on your own Explore page?



Process videos



Tactical Sliders



Creatively designed quotes & illustrations

The key to discovering your most shareable content lies in two crucial things:

**Experimentation and Listening**



This is a fancy way of saying...

**Try things.**

**Pay attention to what works  
and what doesn't.**

**Evolve accordingly.**



EXPLORE PAGE INSPO



wanderingaimfully





...

#WAIM TACTICAL TUESDAYS

FIVE KEY QUESTIONS to ask yourself when choosing your next product idea



@wanderingaimfully

Post Insights			
			
64	3	2	45
18 Profile Visits		783 Reach	





wanderingaimfully

...

You aren't getting the number of clients or customers you want.

SO WHAT DO YOU DO TO FIX THIS?

@wanderingaimfully

Post Insights			
			
60	2	8	27
14 Profile Visits		886 Reach	

wanderingaimfully





...

BECOME A WEBSITE WIZARD!

How to make your home page clear and compelling

@wanderingaimfully



Post Insights			
			
97	6	12	94
31 Profile Visits		1,038 Reach	

wanderingaimfully

...

1/9





Our 3-part recipe for developing a content strategy

THAT SUPPORTS SALES

@wanderi



Simple as a salad

Post Insights			
			
142	10	23	164
53 Profile Visits		1,432 Reach	



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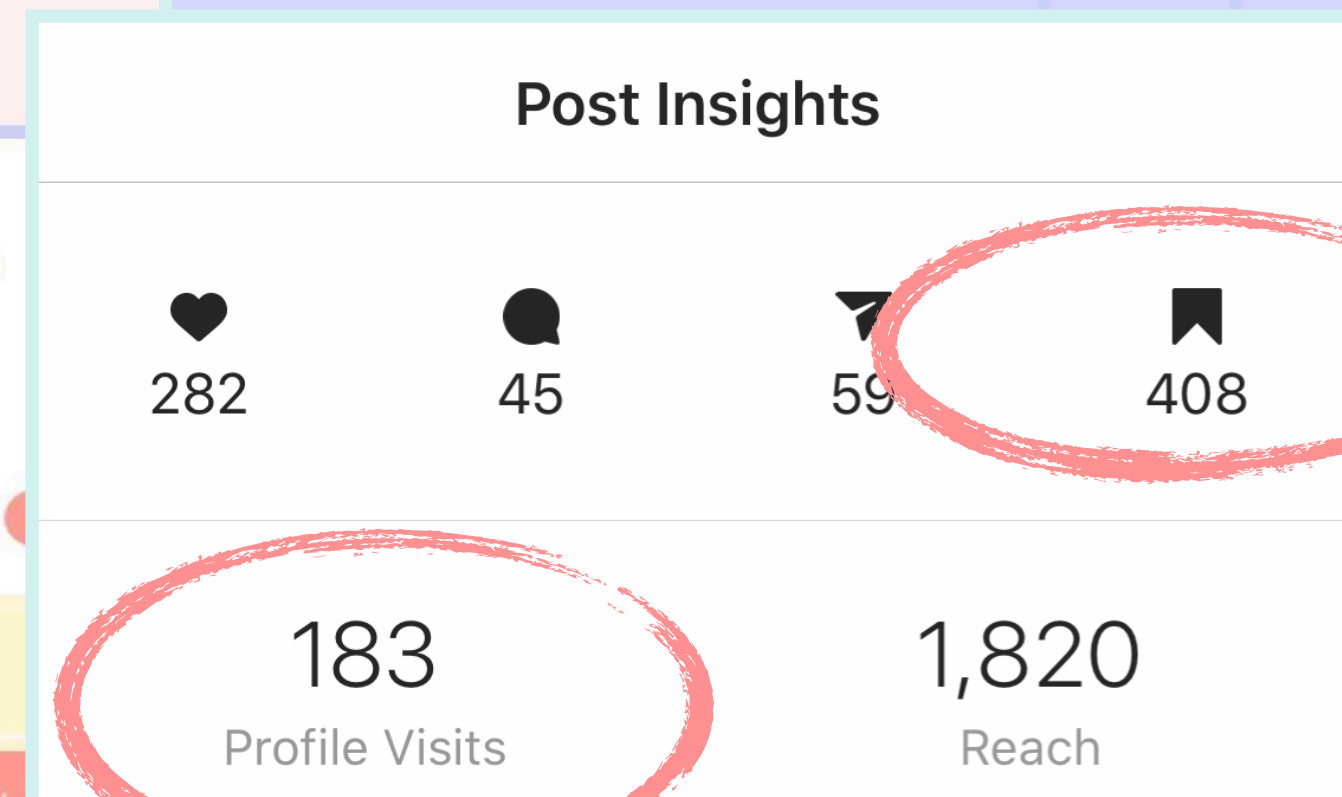
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14 ideas for Instagram graphics to diversify your feed

If you want to experiment with content to reinvigorate your audience OR if you're just drawing a blank on content ideas, here are 12 types of graphics to get the wheels turning!

Let's get swiping!

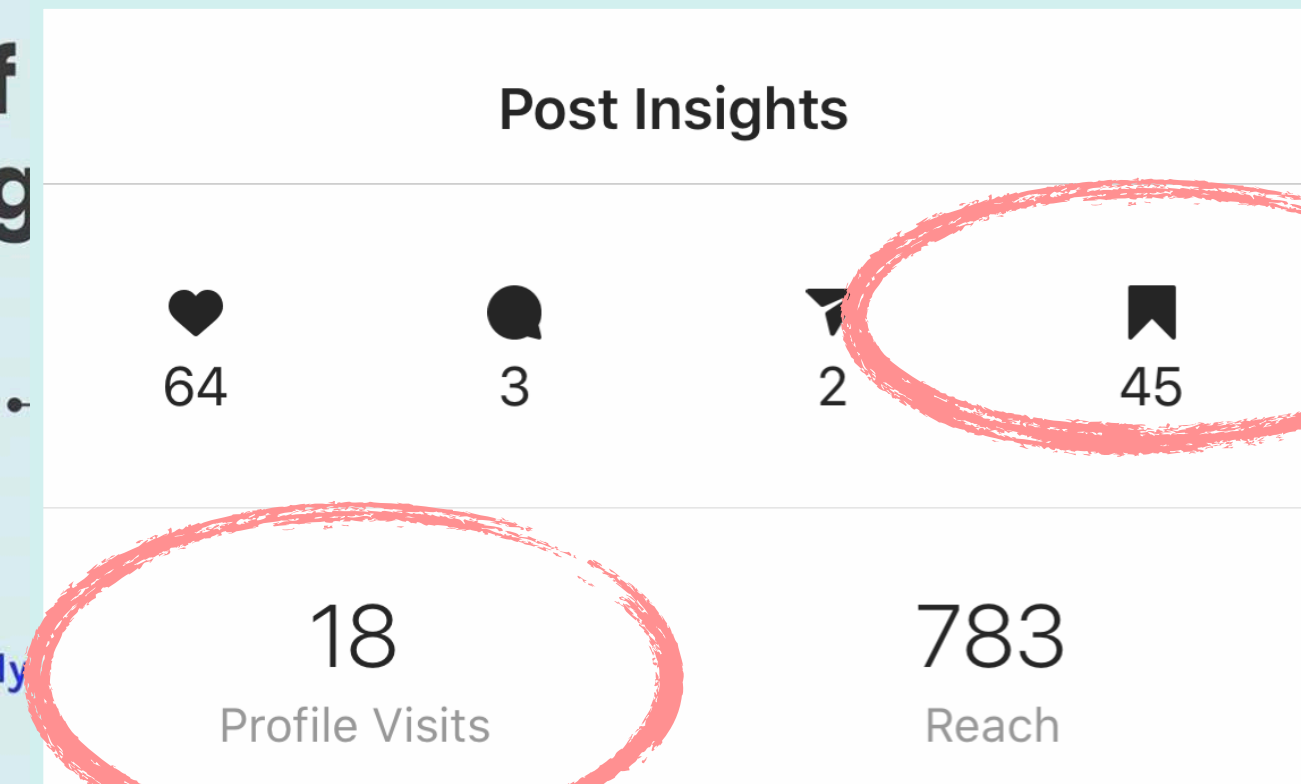


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#WAIM TACTICAL TUESDAYS



FIVE KEY QUESTIONS to ask yourself when choosing your next product idea

@wanderingaimfully







We've also experimented with IGTV because Instagram gives massive real estate to IGTV on the Explore page.


 **creators**   
Instagram New York

[View Profile](#)




 **IGTV VIDEOS APPEAR**



**LARGER THAN PHOTOS  
ON EXPLORE.**

 @CREATORS

[View More on Instagram](#)

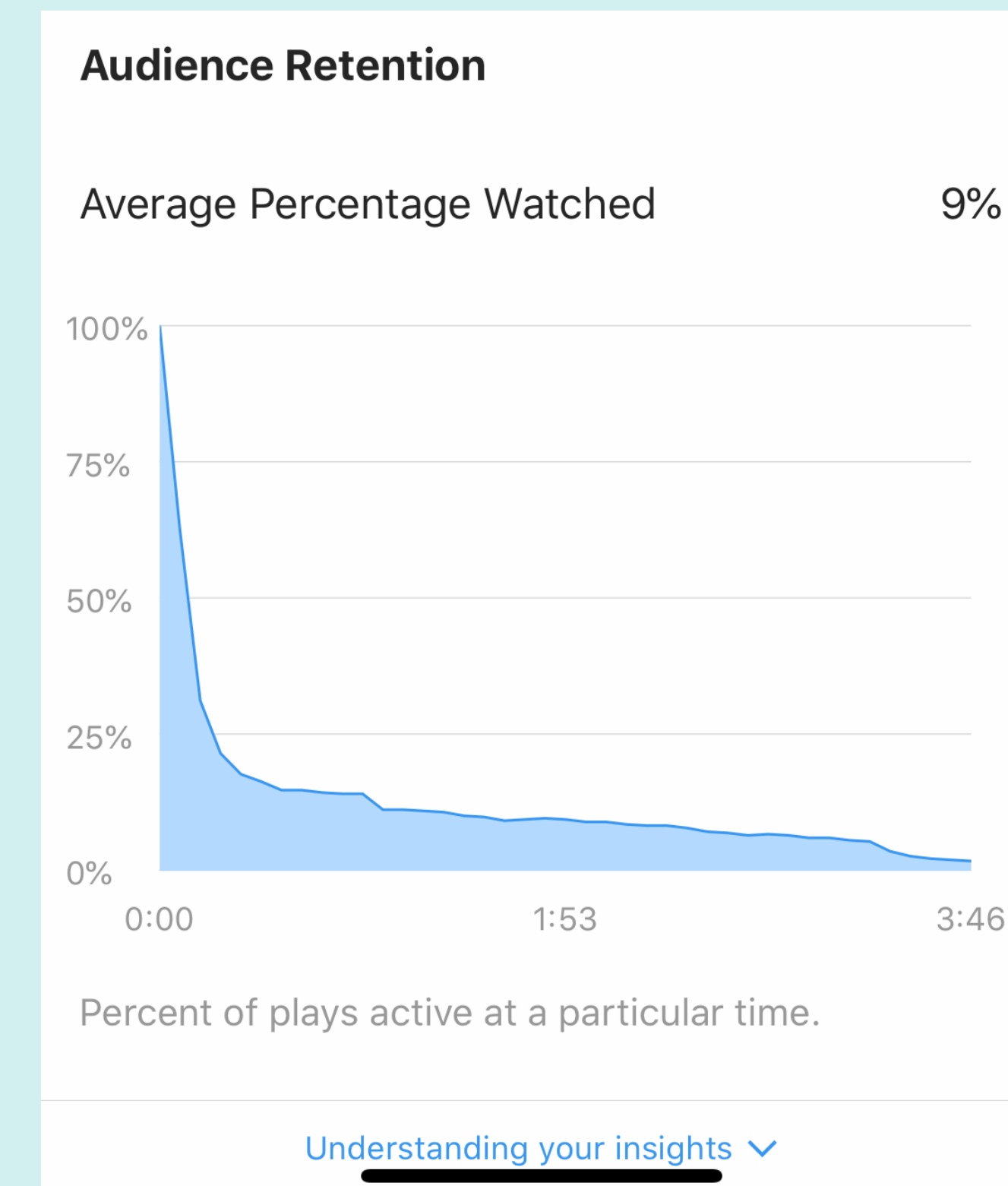
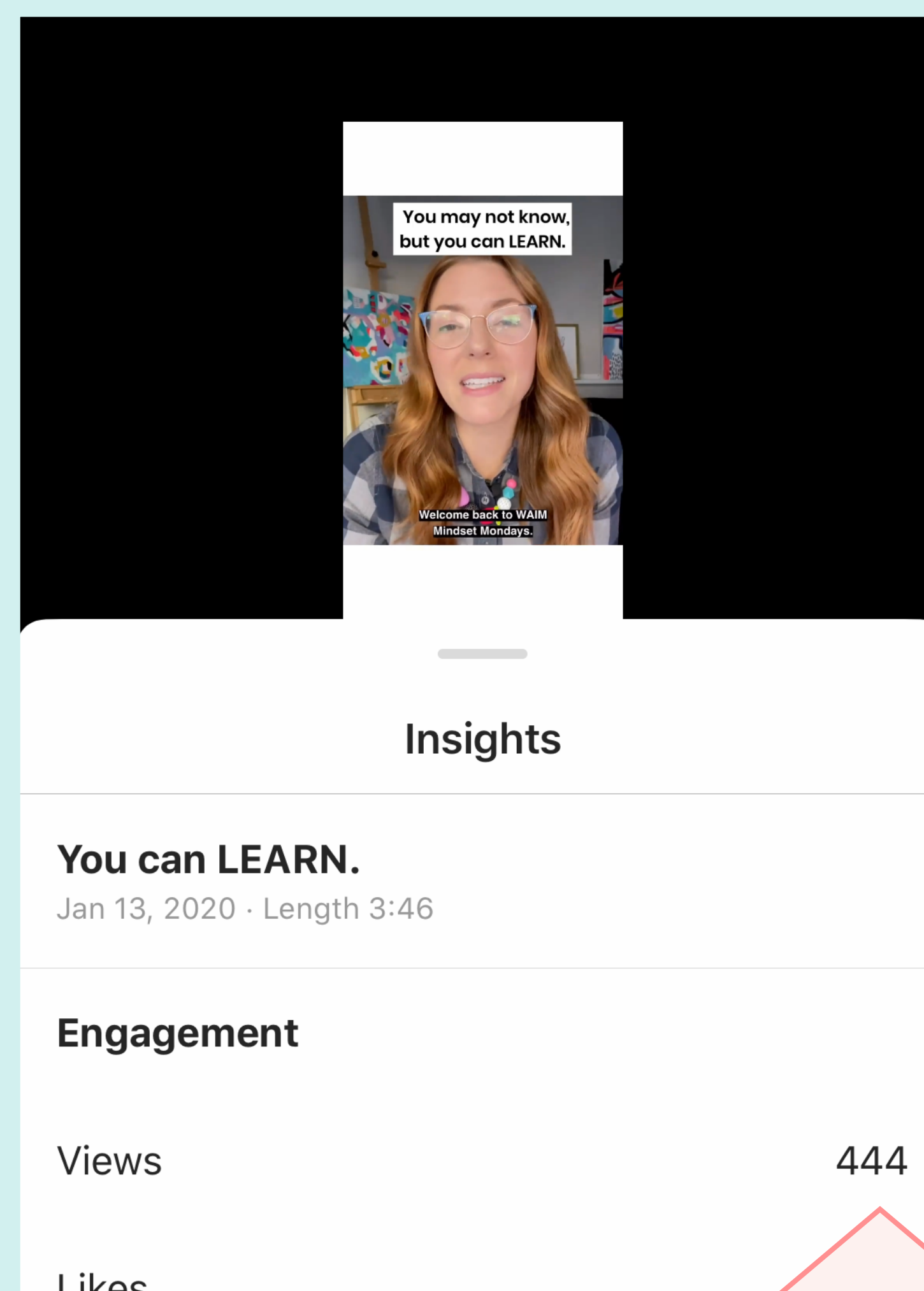
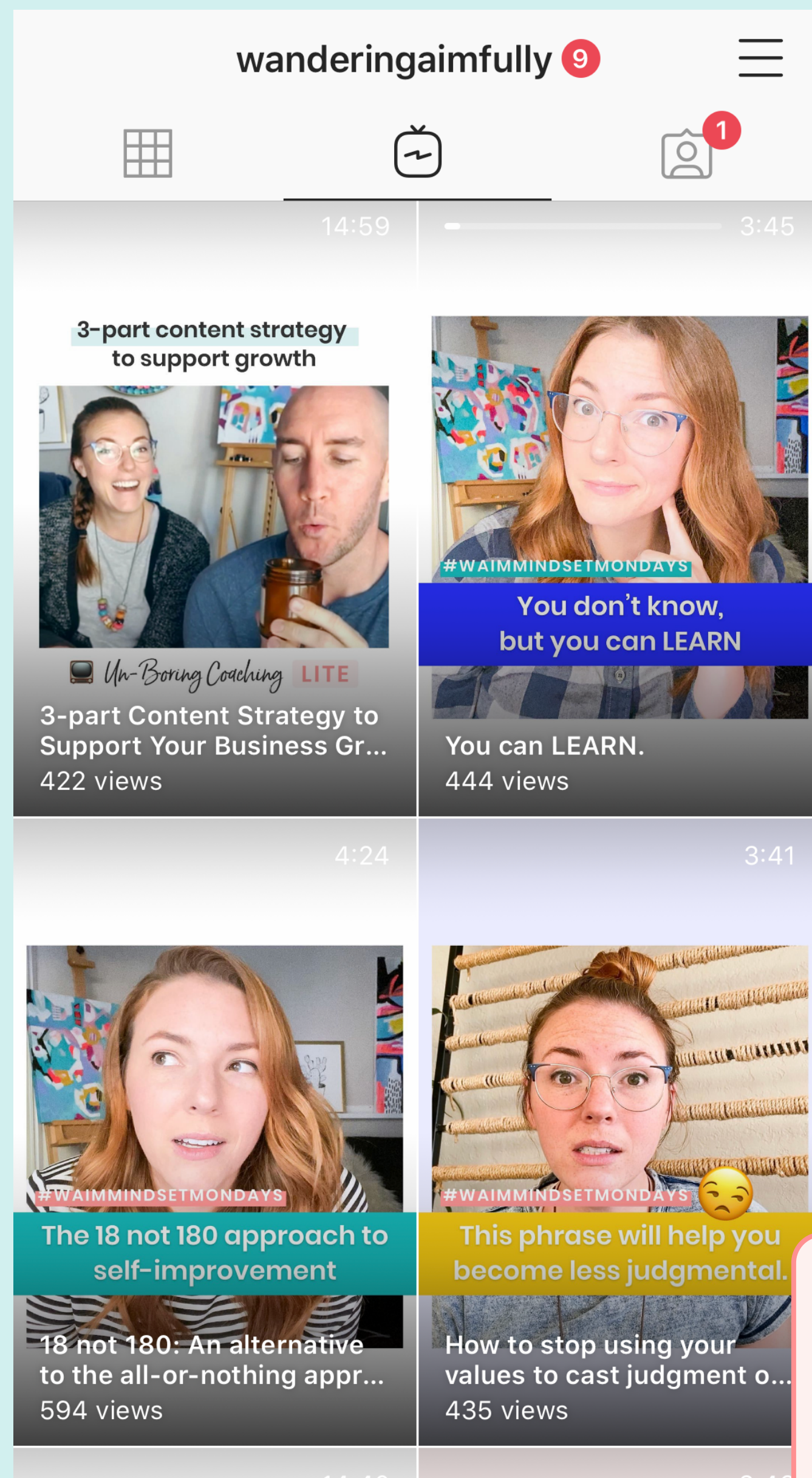
  

2,922 likes

creators

More real estate on Explore = more chances that people will discover your content. 🙄 (BRB, running to film a video for IGTV) 🏃 #IGCreatorInsights





PS: A “view” just means they watched more than 3 seconds



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1

14:593:45

3-part content strategy to support growth

Un-Boring Coaching LITE

3-part Content Strategy to Support Your Business Gr...

422 views

#WAIMMINDSETMONDAYS

You don't know, but you can LEARN

You can LEARN.

444 views

4:243:41

#WAIMMINDSETMONDAYS

The 18 not 180 approach to self-improvement

18 not 180: An alternative to the all-or-nothing appr...

594 views

#WAIMMINDSETMONDAYS

This phrase will help you become less judgmental.

How to stop using your values to cast judgment o...

435 views

You may not know, but you can LEARN.

Welcome back to WAIM Mindset Mondays.

Insights

You can LEARN.

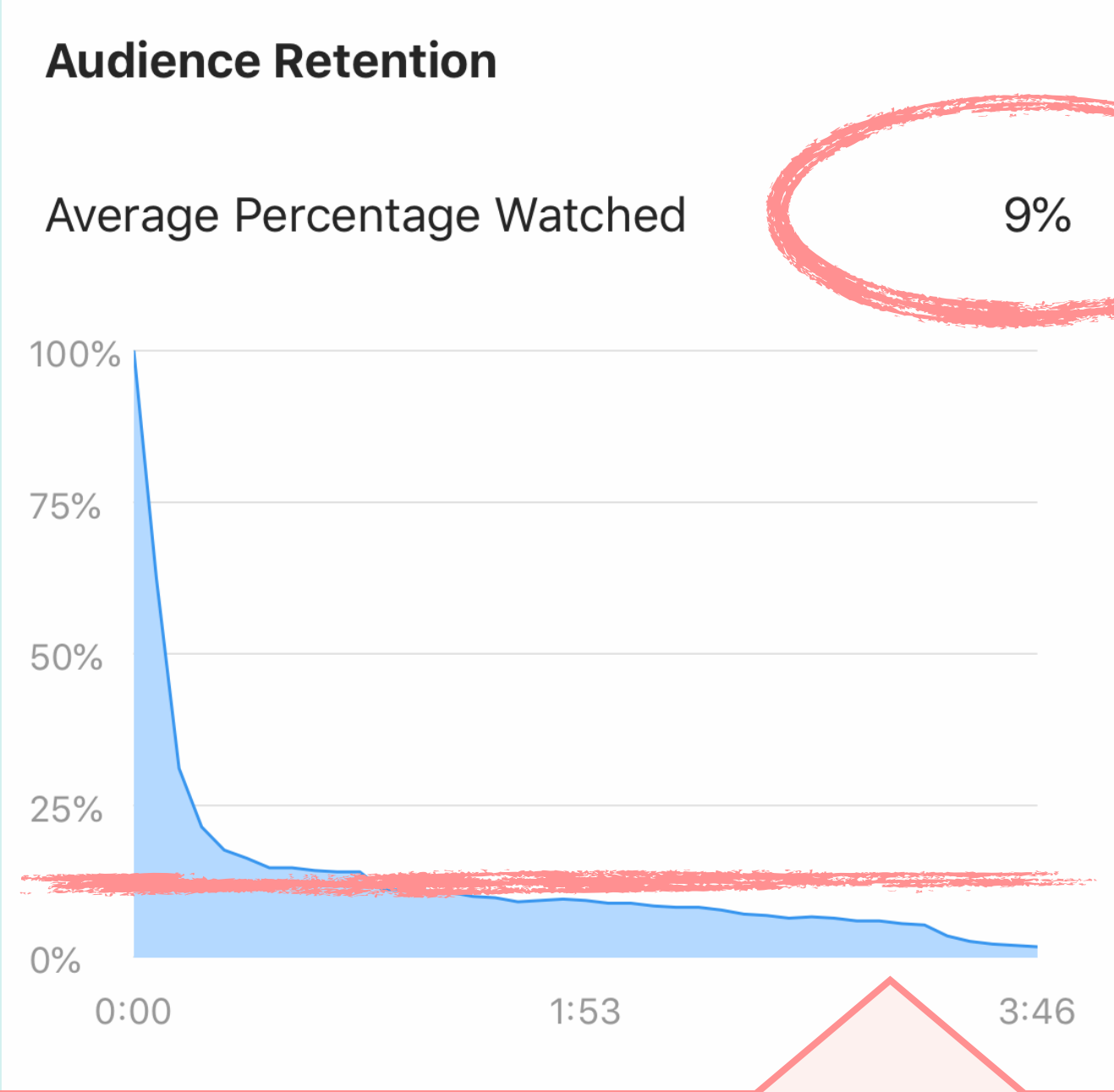
Jan 13, 2020 · Length 3:46

Engagement

Views

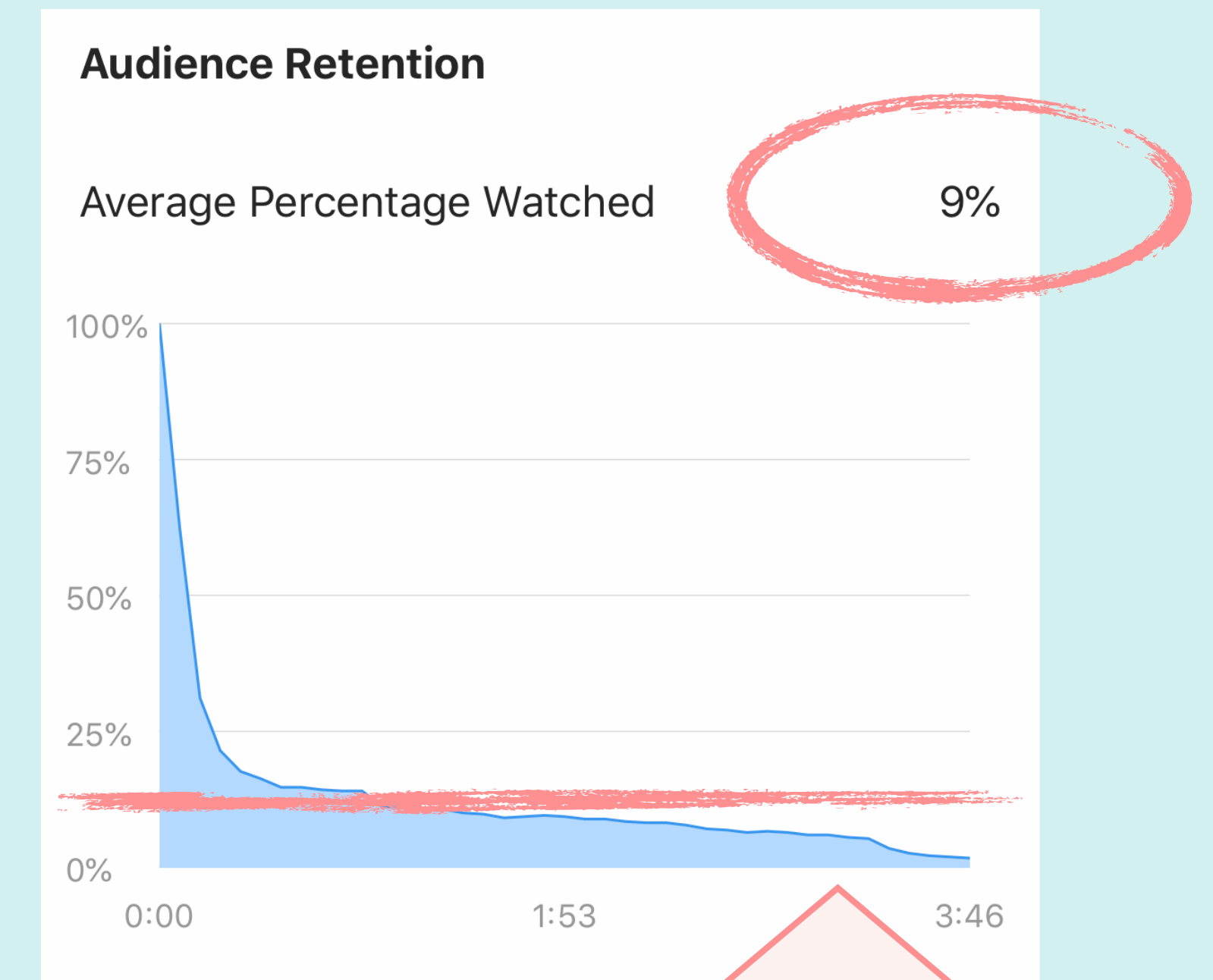
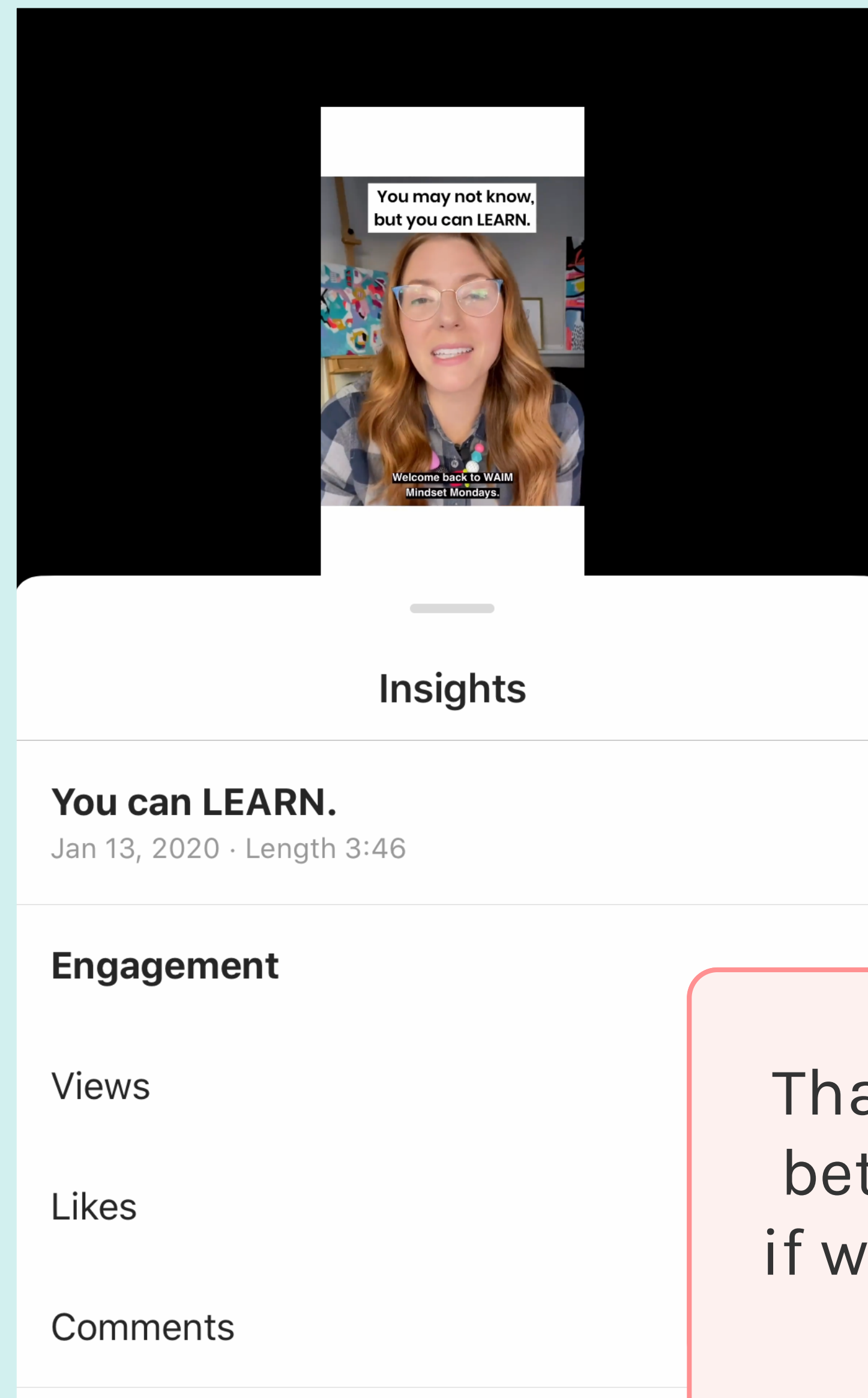
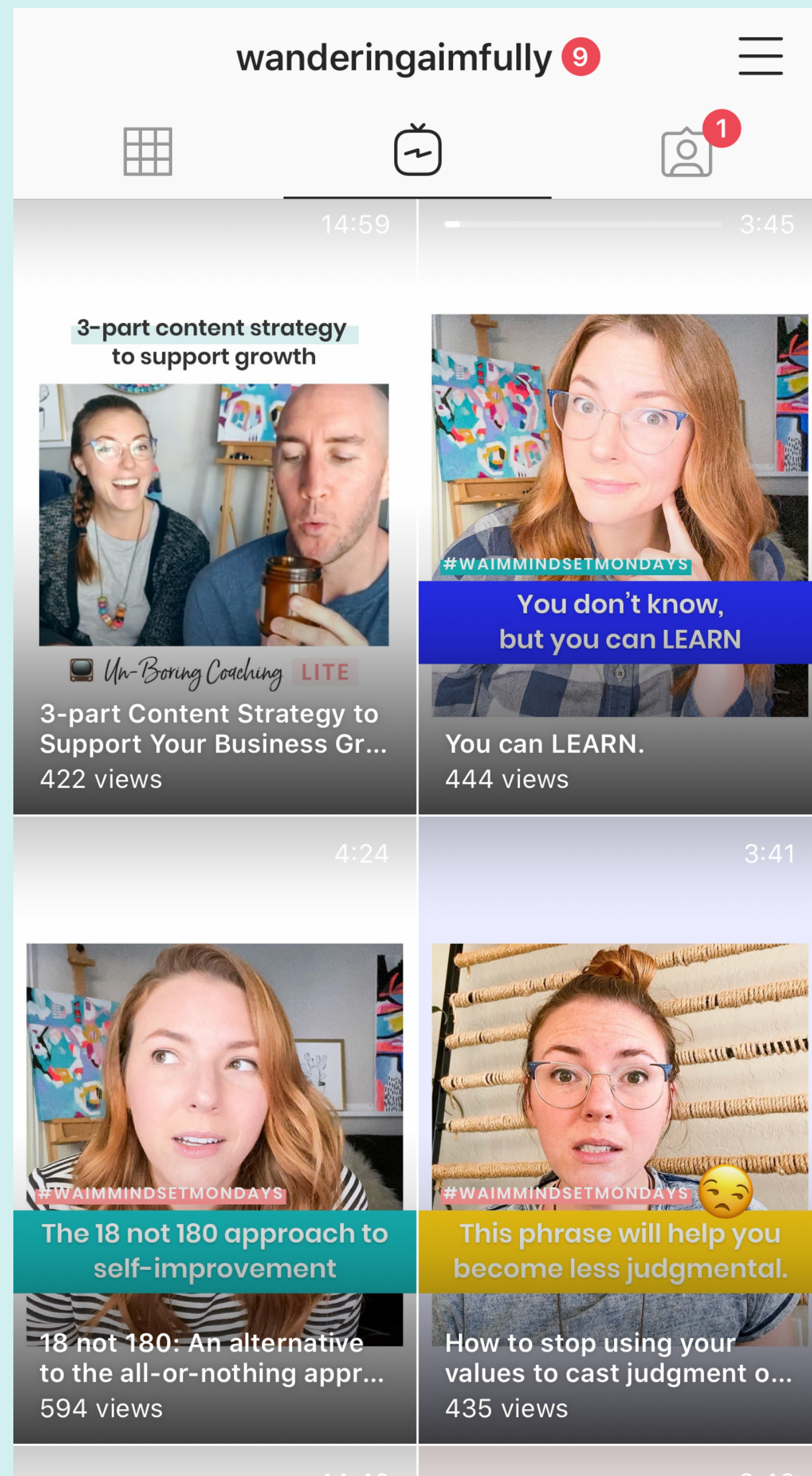
Likes

Comments



At best, we're talking about 40 people who are really interested in the content.





That's not nothing, but we could do better with engagement and reach if we shared the same message in a slider or a Story

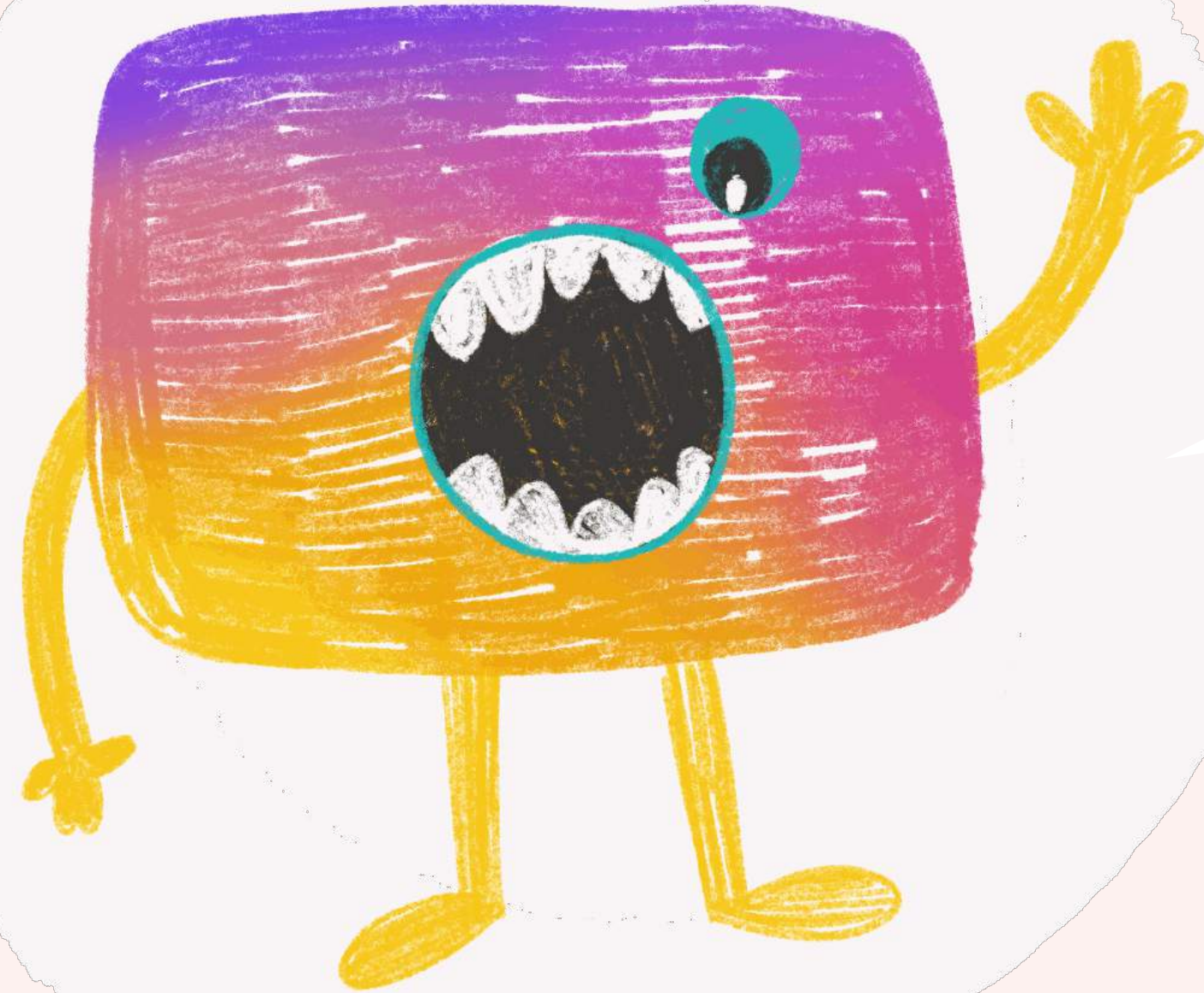


Even if you don't ever actually hit the Explore page,  
you're being strategic by modeling your content after  
what the platform is rewarding.

## **2. Optimize your content creation for engagement.**



AI says...



**The more engagement each  
of your posts has, the more your  
posts will show up in your  
followers' feed.**

# **So, what counts as engagement?**

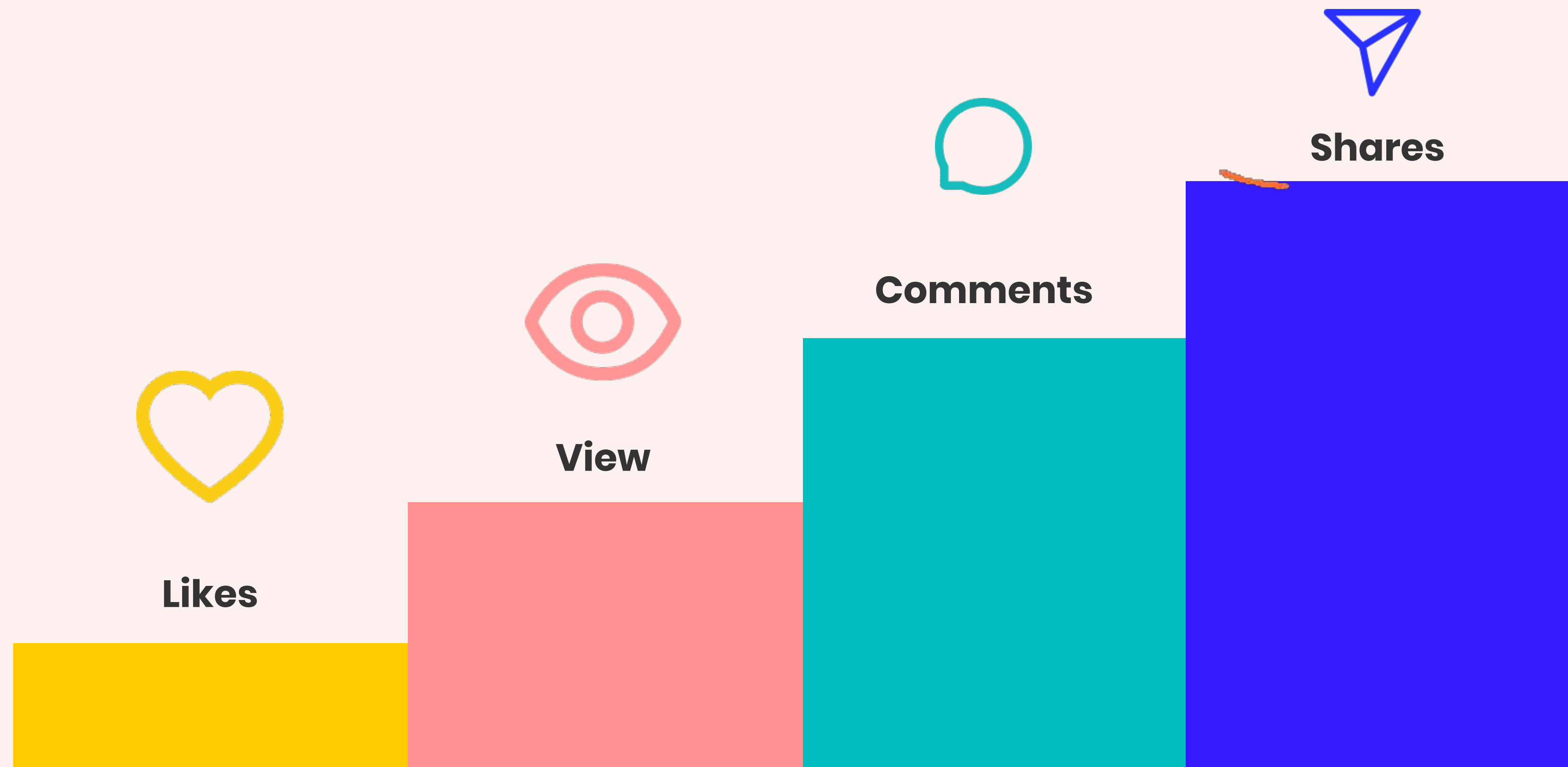
According to the latest from Instagram:

Likes, views, comments & shares.



# Likes, comments, views, shares

It's clear that more of any of these will help your account show up more in someone's feed. But let's rank these interactions in terms of what will get you the biggest bang for your buck.

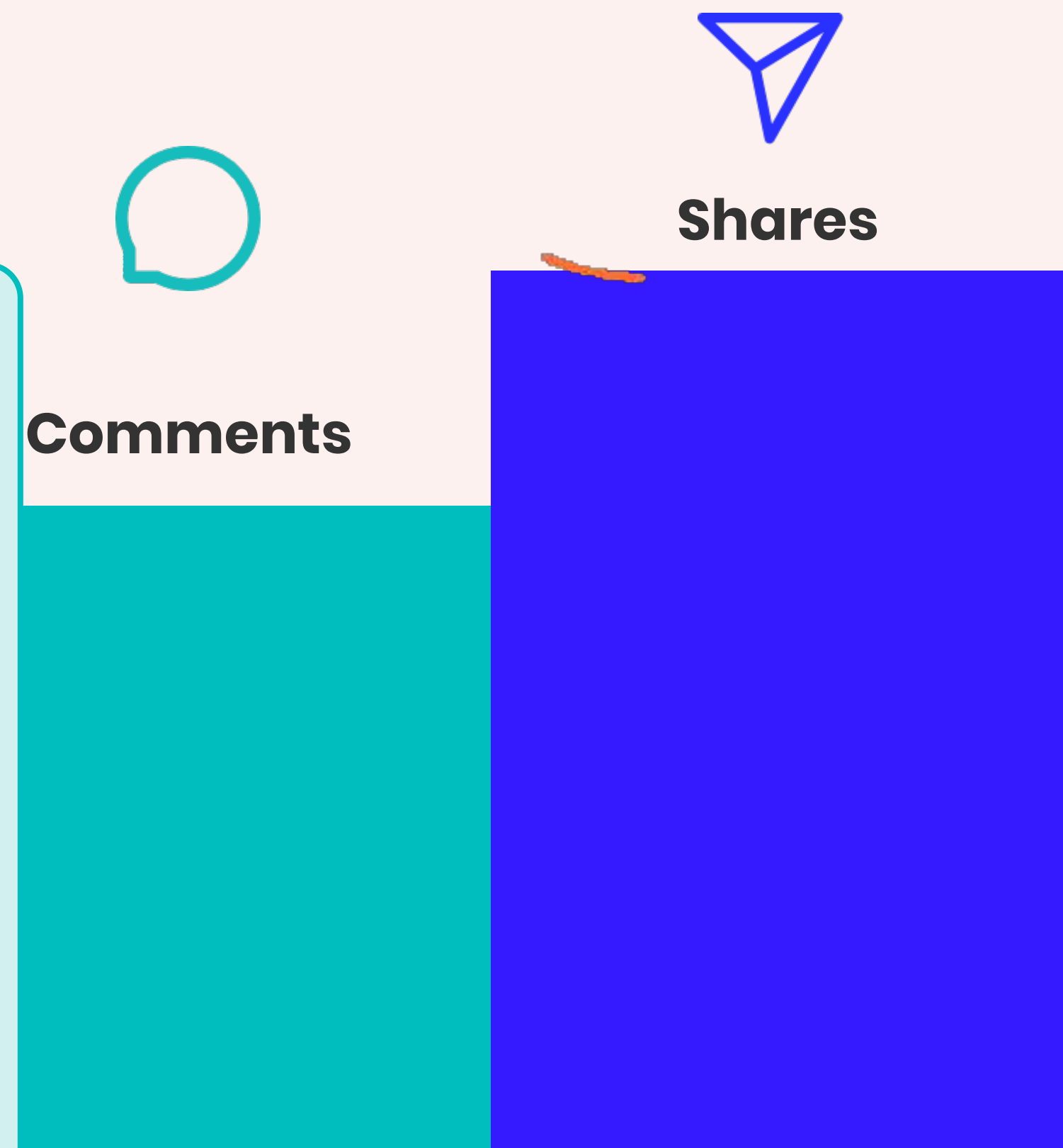


# Likes, comments, views, shares

It's clear that more of any of these will help your account show up more in someone's feed. But let's rank these interactions in terms of what will get you the biggest bang for your buck.

## What about saves?

Instagram didn't list saves as important to engagement BUT our experience shows that posts with high saves correlate to higher engagement with the other metrics, which leads to higher discoverability.





**THEN THE BIG QUESTION IS...**

**How do you optimize your content for  
engagement?**

How do you get more likes, views, comments, shares or saves?

# For starters, don't be afraid to encourage engagement in your caption.

**wanderingaimfully** Be honest, do you ever have that pang of guilt hit you because you \*want\* to be more visible on Instagram but you haven't posted in days (or weeks!) because you're just stumped on what to post? 🤔

Honestly, I (Caroline here 🧑) used to kind of resent the fact that I was "supposed" to post consistently on Instagram to promote our business.

It wasn't until I actually started having FUN with my graphics and giving myself permission to experiment that I started to actually look forward to creating content consistently.

Our Un-Borning Coaching Program theme for February is how to use Instagram for maximum impact and minimal FOMO!

We want to encourage you to find a way to post because you want to, not just because you feel you have to.

Hopefully this slider will give you some fresh ideas! Save this post for later or send it to a fellow business owner who wants to up their Instagram game!

💡 Which one of these ideas are you most excited to try out?! Featuring:

@amyyoungco  
@arabella.rollison  
@over  
@refinery29  
@artsyaffirmations  
@thegalshir  
@thechrisdo  
@golivehq

- Remind people to save your post for later
- Encourage them to send to a friend who might find it interesting
- Ask them to tag a friend in the comments
- Ask a question to prompt comments
- Consider featuring another account and tagging them in the comments (they might just reshare)

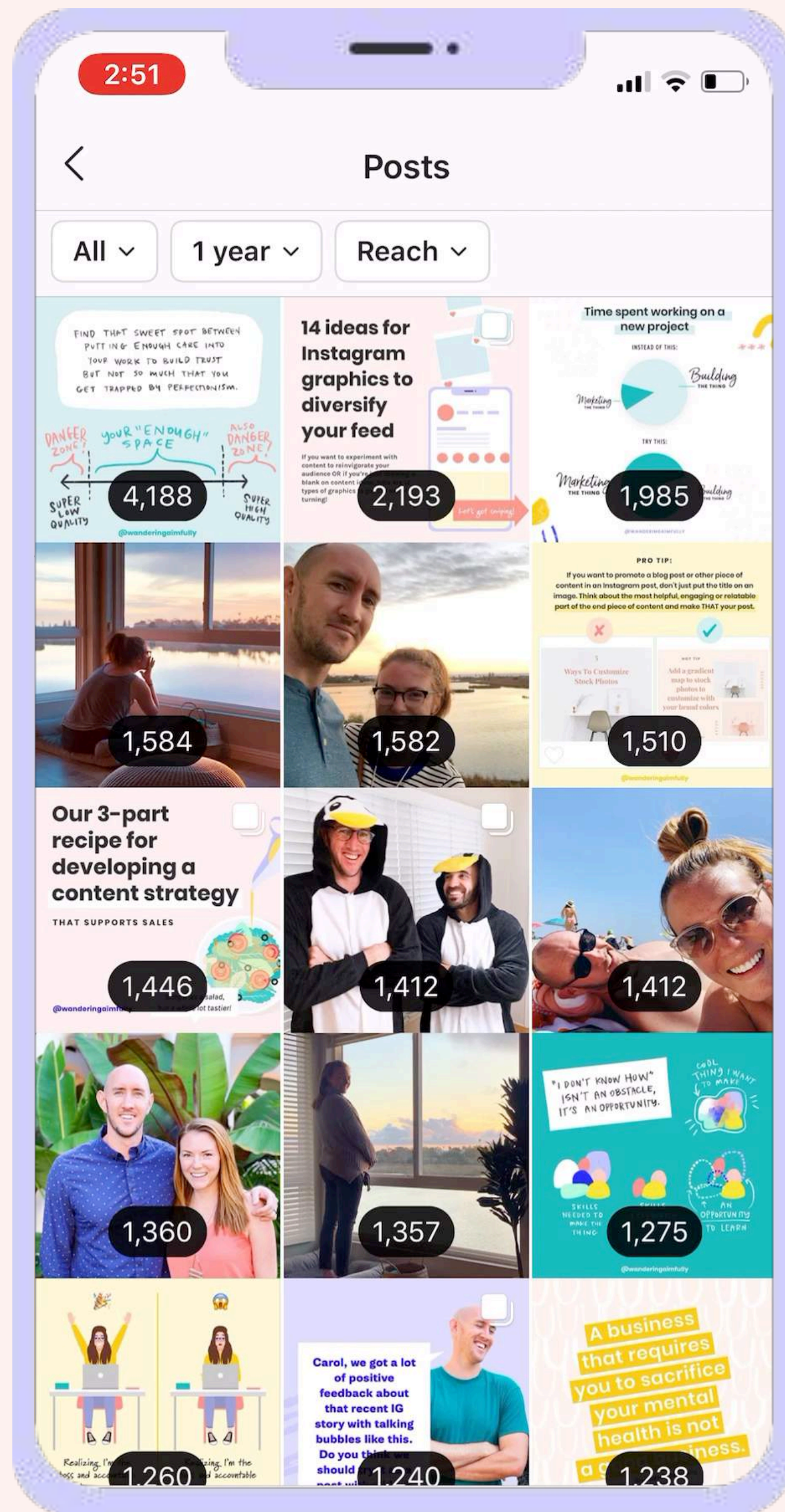


**BUT IT'S ALSO ABOUT**

**Figuring out what content  
resonates best with your audience.**

How do you figure that out? More research!



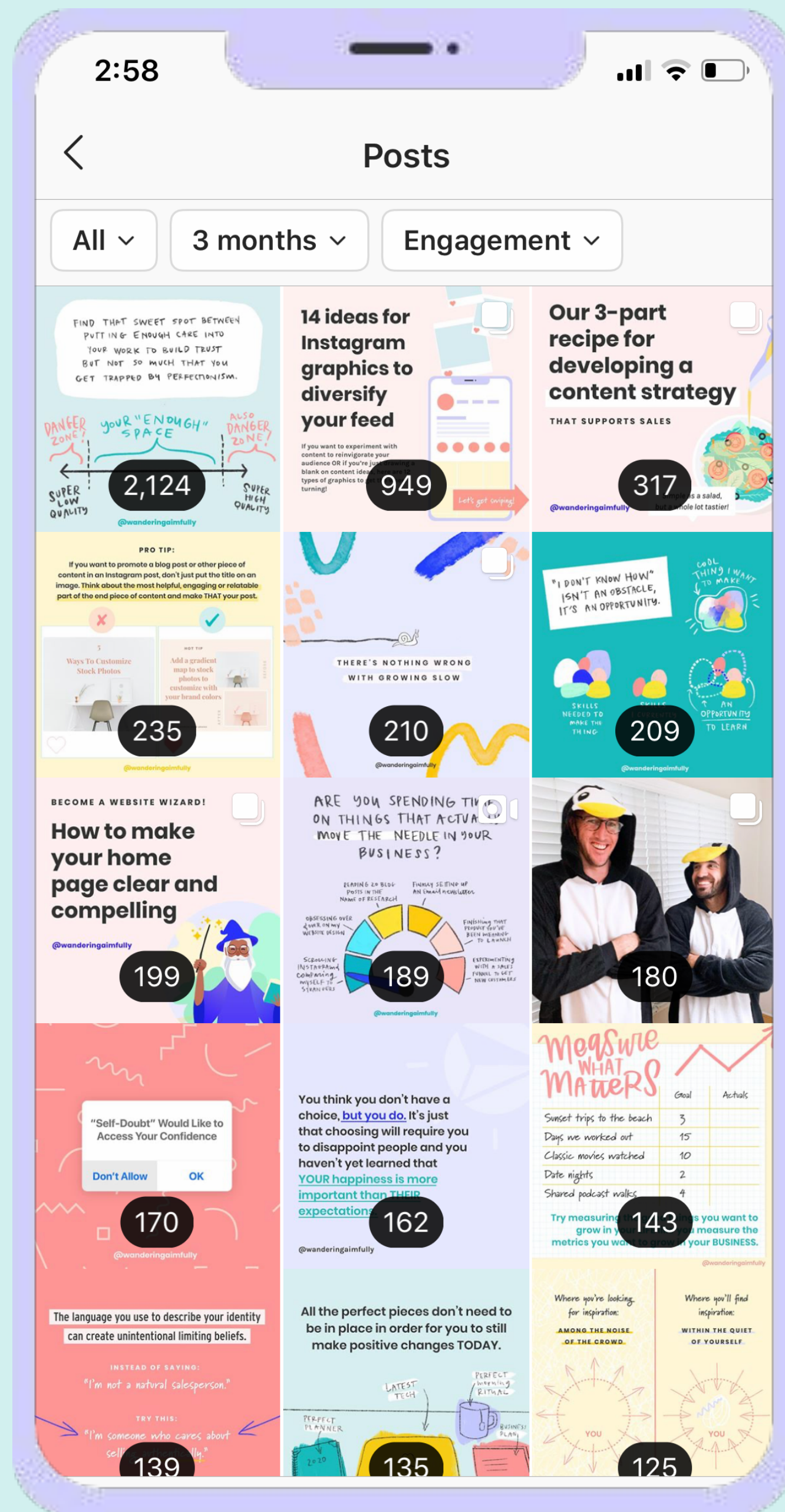


## ENGAGEMENT RESEARCH

# Step 1: Check your content Insights.

- From your profile, select the menu in the upper right corner to get to your **Insights**
- Then go to **Content** and click **See All**
- We use the sort feature to look at the past 3 months, and see what posts have the highest Engagement





## ENGAGEMENT RESEARCH

# Step 2: Sort by highest engagement

- Pay attention to what type of content received the most engagement
- If you want to dig in deeper, you can use the toggle at the top to sort by likes, shares, etc. and look for patterns

**3. Prioritize engaging  
authentically with your audience.**





The more people see Y0U engaging in your comments, the more your followers will feel compelled to comment.

# Things to keep in mind with comments:

- Comment length doesn't matter to the algorithm, only “authenticity” (long live emoji replies!) 👍🙏
- Not exactly clear what Instagram means by authenticity, but I imagine it penalizes copy/paste or repeat responses, bots and “comment pods”
- Basically, don't try to game the system. Carve out time to truly engage with your followers.





# 3 things that help us reply to comments without losing our minds



## No notifications

We haven't had Instagram mobile notifications on for years and this is the only way we get anything done!



## Pre-defined check in times

We check posts roughly 10 min after, 30 min after and then at the end of the day.



## Using a web-based app like Later or the Instagram Creator Studio

Replying in browser helps us not get sucked into the feed

**BONUS!**

**Quick Wins!**  
**Do's and Don'ts**  
**to guide your posts**



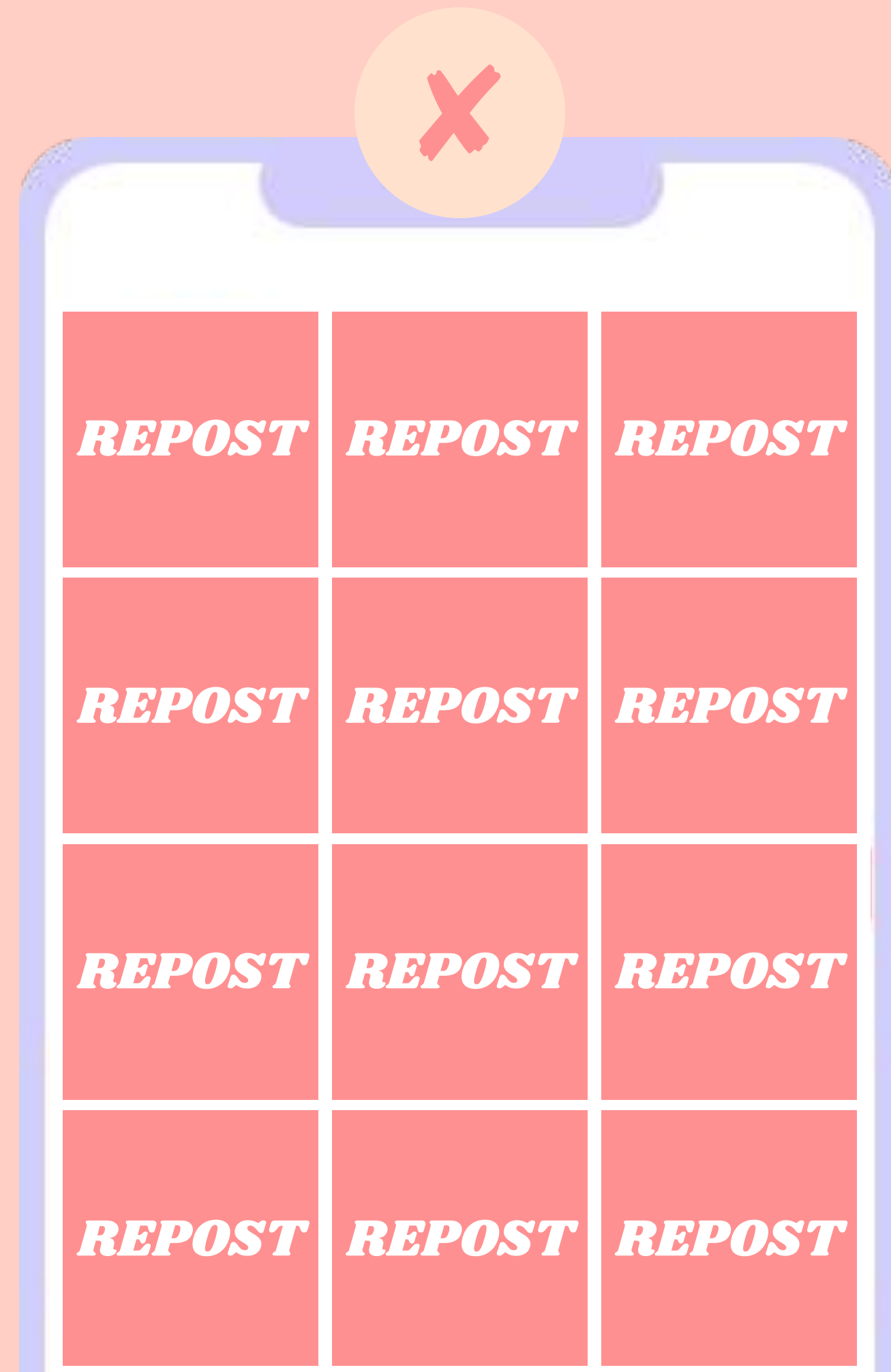
**DON'T** just slap the title of your blog post on an image and expect to get engagement.



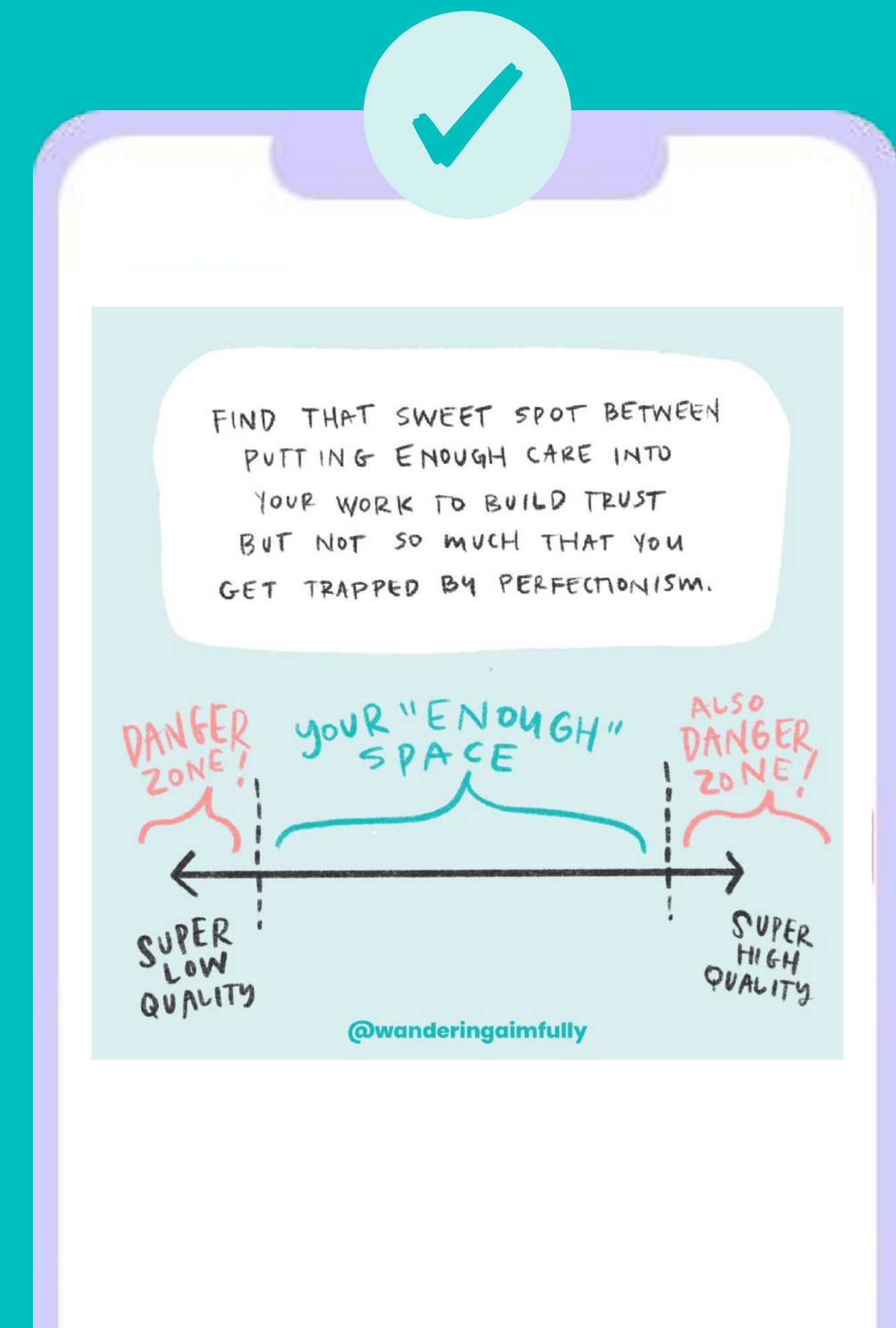
**DO** think about the most helpful, engaging or relatable part of the piece of content you're promoting and make **THAT** your post.



**DON'T** just fill your feed with reposted content from popular accounts.



**DO** think about how you can take what's working for others and create with your OWN original voice.





**DON'T write long captions without line breaks or spacing.**



**wanderingaimfully** Have I mentioned I'm currently studying to be a UI designer? 🤔 In case you didn't know, in addition to our main coaching business, Jason also founded a software company years ago called Teachery. It's a course platform for creative people to earn a living by creating simple, customizable online courses. One of our goals for 2020 was to bring me (Caroline 🧑!) on board to help grow the business this year. We have a lot of plans on the docket but priority 1 is to update the branding and user interface of the app to bring it up to date. So, here I am learning a new design program (Figma) and teaching myself design for software apps. And I'm LOVING it. As I was deep in learning mode this past weekend, it occurred to me that all of my self-taught design skills to this date stem from one moment in 2010 when I started my first Blogger website. I wanted to customize my template so I learned Photoshop to make fun banners and basic html/css to make my blog look "pretty." 🧐



**DO use a tool like Instagram Line Break Generator or Later to format your long caption with breaks.**



**wanderingaimfully** Have I mentioned I'm currently studying to be a UI designer? 🤔

In case you didn't know, in addition to our main coaching business, Jason also founded a software company years ago called Teachery. It's a course platform for creative people to earn a living by creating simple, customizable online courses.

One of our goals for 2020 was to bring me (Caroline 🧑!) on board to help grow the business this year. We have a lot of plans on the docket but priority 1 is to update the branding and user interface of the app to bring it up to date.

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**...and that's all folks!**