

THE ULTIMATE GUIDE TO

INCREASING INSTAGRAM ENGAGEMENT

INSTAGRAM IS BOOMING

GET YOUR ACCOUNT BOOMING TOO!

400,000,000

400 MILLION

ACTIVE MONTHLY USERS

75,000,000

75 MILLION

ACTIVE DAILY USERS

1 in 5

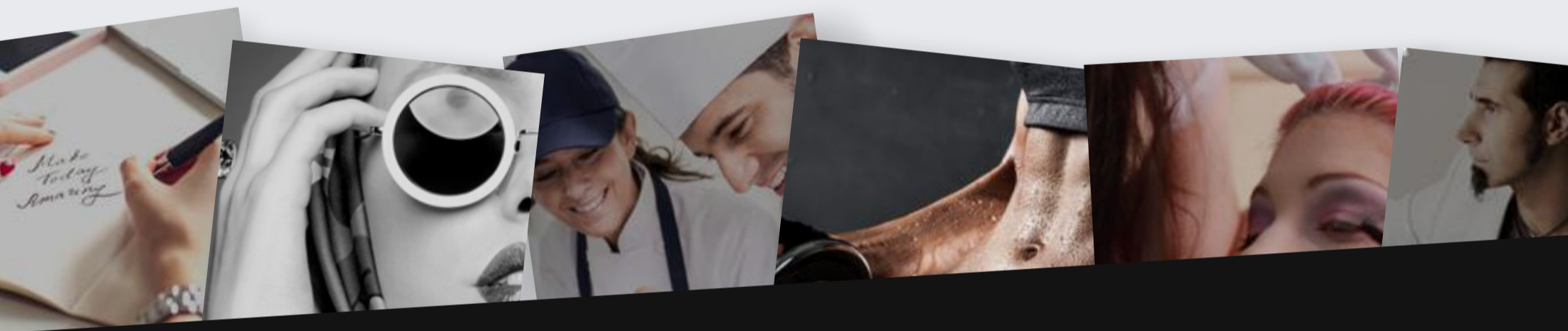
1 IN 5 PEOPLE

WHO USE THE INTERNET
USE INSTAGRAM

14%

14% OF DRIVERS

ADMITTED TO USING INSTAGRAM
WHILE DRIVING (DON'T DO THIS!)



This guide will cover the 3 main elements that make an
instagram account successful

... and here is the TL;DR (Too Long; Didn't Read) version:

1

FOLLOWERS

The result of good networking and
organic placement on the explore
page of Instagram.

4

LIKES

The result of awesome images
& videos.

5

COMMENTS

The result of consistent correct
hashtags & exciting captions.



INCREASE FOLLOWERS

There are so many ways to gain followers, legitimately and illegitimately. These are the Legit and Un-Legit ways when looking to increase your following.

LEGIT

Make sure your account is public.

On the profile page tap the settings cog and make sure "Private Account" is turned off

Genuinely follow other interesting accounts that you are interested in.

A healthy community of like-minded people will keep your instagram game on point. PLUS you develop relationships with other accounts for future collaboration.

Post Regularly.

At least 3 times per day. This will make sure that you keep current followers engaged and fresh content let's new followers know that you are active.

UN-LEGIT

Mass follow and unfollow.

This is a common practice to get followers fast. It's generally accepted that if someone follows you, you follow them back. So mass following people DOES increase your following. Here is the issue: a) they aren't genuinely interested in you. They are following you, because you followed them first. b) They don't engage with your posts. So there isn't much purpose to their follow. c) You can get your account in BIG trouble with instagram.

We have seen some really big accounts permanently suspended!

PROTIP: IF IT IS NATURAL, IT IS GOOD.
IF IT IS UNNATURAL, IT IS NOT GOOD

WHAT ABOUT BUYING FOLLOWERS?

Great Question, I'm glad you asked. This all depends on the supplier. There are a few trusted Instagram Follower Suppliers and HEAPS of dodgy ones. Remember: If it is natural, it is good. If it is unnatural, it is NOT good.



NON-DODGY

Subscription services that offer engagement through legitimate means. E.g. Social Envy (www.socialenvy.co) has a system that has been approved by Instagram. They organically get your account showing on the explore page for users that actively use the hashtags you use. This means that not only are the followers REAL but they are also GENUINELY interested in the content you post and therefore their engagement with your posts are VALUABLE.

DODGY

You can usually tell the dodgy ones, because they will sell you a certain number of instagram followers. E.g. \$9.95 for 1000 followers. It seems like a great deal, but these are normally fake accounts that have been created just to increase the number of followers. They are completely worthless and will not help your instagram account at all. They normally log in to the fake accounts and mass follower. This get's the account banned pretty quick and puts your account in DANGER!

IN SHORT BUY AN INSTAGRAM SERVICE THAT LEGITIMATELY PROMOTES YOUR ACCOUNT,
DON'T JUST "BUY FOLLOWERS"

INCREASE LIKES

It's time to juice up your instagram posts. To attract more engagement! Likes are a result of good imagery. So here are top tips on creating great imagery.



USE FACES

38% more post engagement for images with people in them.

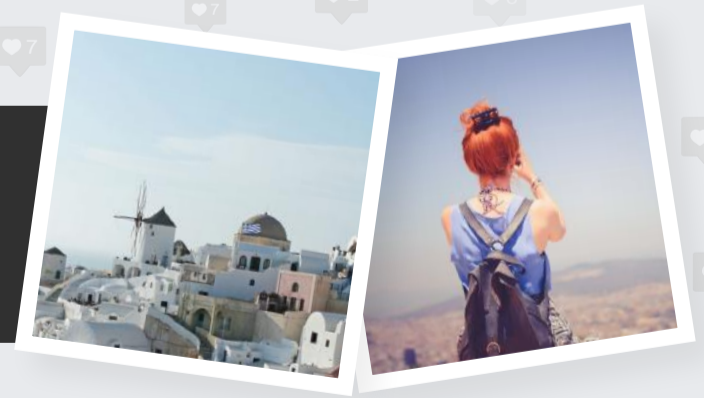
LIGHTEN IMAGES

24% more post engagement for lighter images over darker images.



LEAVE EMPTY SPACE

29% more engagement on posts with a big background vs posts with cluttered content.



QUALITY OVER QUANTITY

Post great images and delete average ones.

PRO TIP:

Because people post the most on a Wednesday, your post gets lost in your followers feed flood, so your engagement is actually lower! On a Sunday however, has a much lower number of posts, so your followers are more likely to see it.



INCREASE COMMENTS

The photo is only 50% of the most, hashtags and the caption for your image or video is almost more important. Especially when encouraging users to engage with you! Comments are a result of good captions & hashtags.

socialenvy #socialenvy athlete @katiejean_health rocking @adctiv are you ready for the #adctiv launch? Limited release pre-order now LINK IN BIO #amped #fitness #undies

DON'T OVERDO #HASHTAGS

Posts saw a higher engagement with 5 or less key hashtags and engagement decreased as the number of hashtags increased.

CALL TO ACTION

Give them something to do. Whether you direct them to the link in your bio (currently the only way to link away from Instagram) or ask them to tag someone who would also like the post.

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ASK QUESTIONS

Humans love answering questions. No idea why, we just do.

BE A LITTLE VAGUE (JUST A DASH)

If you give the user every little detail about the post there is no need for them to engage with the post. Leave them with some questions of their own.

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CONNECT WITH OTHER SOCIAL MEDIA

Connect your Instagram account with your Facebook, Twitter and other social media, to spread your images far and wide! This also let's your following know that you also have an Instagram they can follow!

PRO TIP:

Personally Reply - This is a bit of a catch 22, as your account grows this becomes harder and harder because of the number of comments. However, it also becomes more and more special to receive!



S O C I A L
E N V Y