

Instagram Insights: post workshop notes

Tools

- [LinkTree](#) - Have multiple links housed in one link with [Linktr.ee](#). You can use this free tool to direct people to your blog, event, partner page and your website. You can include something like “*click the link in our bio for more details*” OR “*click the link for event information*”.
- [Hashtag Expert for IG](#) - This is one of my favorite hashtag tools. It’s a great tool to help you find the right hashtags to use for your content ... based on the keywords you provide.
- [PLANOLY](#) - This platform helps you visually plan, manage and schedule your Instagram. It’s a robust platform, but very easy to navigate and available on your phone and computer. They also have some great resources, ideas, inspiration and tutorials!

Tips for Optimizing Your Content

- **Hashtags**
Take time to research and experiment with hashtags. Look at what hashtags your competitors are using, use the “explore” feature in Instagram and search for hashtags, use a hashtag tool (Hashtag Expert for IG), use a balance of hashtags (#’s with millions of photos and #’s with 10K+ photos). Save your hashtag groups that you’ve used in your phone so you can use/ paste them again. Don’t forget to use #RNDD
- **Mention/ Tag other accounts**
You can mention them in your posts by doing @username and also by tagging them in the photo. Instagram will populate the usernames, just make sure you use the right one.
- **Tag your location**

Dig into your brand story

- What are your brand passions?
- How does your brand stand out?
- How can your brand resonate with people?

Know when your audience is online

You can use your Instagram Insights (analytics) to see when your audience is most active.

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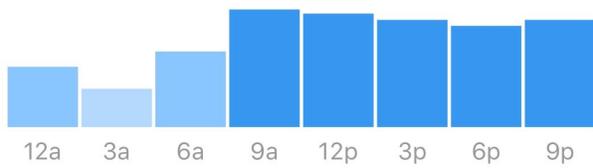
- Open the Instagram app and click your profile.
- Go to your insights by clicking the 3 lines (in the upper right corner)
- Click Audience. This will essentially show you your instagram demographics.
- Scroll down to where it says “*followers.*”

This will display the average times your followers are on Instagram. You can access by the day or by the hour. You can click the day or time to get additional insights. The darker blue indicates the most active.

Followers ⓘ

Hours Days

< Wednesdays >



Followers ⓘ

Hours Days

