



Used correctly, [Instagram](#) can be a highly-targeted, visual advertising channel for your brand. In fact, on average, Instagram provides brands with around 25% more engagement over other social platforms. This means that Instagram is a prime social media platform to showcase your brand, for your business or organisation.

Like any social network out there, there are right ways to use it, wrong ways to use it and clever ways to use it. Here are our hints and tips on how to most effectively use Instagram, to increase engagement and build a genuine following:

- **Use the right hashtags:** Your goal on Instagram is to engage your current audience, while also growing your following. Posting new, interesting and engaging photos will engage your audience, but to begin growing, adding a hashtag to your photos is important. By doing this, it makes your photos easy for people to find, that are searching for those specific terms. Just like with Twitter and other social media platforms, users on Instagram use certain hashtags over others. If you use the right hashtags within your Instagram posts, you are much more likely to reach new users and be discovered.
- **Use the right image filters:** Keyword hashtags are not the only thing you should pay attention to. The Instagram community respond to certain photo filters more favourably than others. The filter can alter the look and colour of your image, which in turn, can have an impact on your engagement. The most popular filters on Instagram include normal (no filter), Clarendon, Gingham, Moon and Lark. Not sure which one to use? Experiment and see which one receives the most engagement!
- **Post when your audience are online:** Beyond adding the appropriate hashtags and using the best filters, you should also be considering the timing of your posts. You can use analytics to see when your audience is most active and online, to help you with this. There are many free Instagram analytic websites available, [including this one](#), which will give you easily understandable data to work with.
- **Instagram is hot right now!** If your organisation is not on Instagram, it should be! [Instagram](#) is beautifully simplistic and one of the most personal of the mobile platforms. It is full of potential, with people eager to connect with your brand on a more intimate and tangible level.

- **Instagram Stories**: This genius feature lets you share all the moments of your day, not just the ones you want to keep on your profile. As you share multiple photos and videos, they appear together in a slideshow format; **your story**. You don't have to worry about over posting. Instead, you can share as much as you want throughout the day, with as much creativity as you want. You can bring your story to life in new ways with text and drawing tools. The photos and videos will disappear after 24 hours and won't appear on your profile. You can showcase your brand and its story, for the world to see!

- **Influencers are key!** Sometimes, the most powerful marketing comes from friends, family, someone you follow, or someone you trust; *we call these people influencers*. To reach the ideal audiences for your brand, you must connect with and utilise these influencers. Influencers have crafted and honed their content to grow the following they have. Given the proper guidelines, they can create content for a product or idea that will resonate with your audience, which will have a lasting impression.

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your social media. You can also email us at marketing@365itsupport.co.uk – we are always happy to help and provide advice for your IT requirements, including your social media.