



## Checklist 24 - Connect and Engage on Instagram

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| 1 Start by entering a hashtag and a keyword such as a topic/interest related to your niche  | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Such as #horseriding<br/>In this example, there are over 2 million #horseriding posts</i>  |                          |                          |
| 2 Find the most popular posts in your niche   | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Take a look the type of images or videos that you find and look how many likes and comments they have received</i>   |                          |                          |
| 3 Find popular hashtags in your niche   | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Click on the image or video and make a note of the hashtags they have used in their post. Using popular hashtags in your own posts will help to get more views and likes from people searching those keywords.</i>   |                          |                          |
| 4 Find Instagram Influencers and connect with them  | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Take a look at the profile of those people with a lot of likes and followers and follow them and even better comment on some of their posts, this will help you stand out from everyone else. Most posts have a lot of likes but very few comments.</i>        |                          |                          |
| 5 Connect with other active users   | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>You may also want to look at the comments and click on the people who have commented and follow them too. It's likely that they may follow you back too (once you have added your profile and a few nice niche related pictures that they might like). You</i> |                          |                          |

Notes

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*need to think, if you are trying to attract a certain audience that all have a particular interest then your posts need to grab their attention and interest them to increase the likelihood of them following you.*

6 Add comments

 

*By adding comments, you will be seen by other users who are looking at the most popular posts in your niche. This will help drive more visitors to your own profile and increase your own followers.*

7 Tag other people

 

*You can tag other people you know or other influencers that may like these posts, this will help create a connection between you and other people and lead to more interactivity or direct conversations.*

8 Structure your own posts

 

*You may want to follow them and create similar posts to them as they are proven to work and generate a lot of interest.*

9 Repurpose content

 

*Remember you can take content from elsewhere and maybe reorganise it or edit it and then use it on Instagram. A great free resource you can use for this would be Canva and they provide Instagram post templates and stock images.*

10 Post regularly

 

*The more you post then the more your posts will be seen and the more followers you will gain. Post at different times of the day and night and make a note of when your posts get the most likes and comments.*

Notes



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*Notes*