



How To Increase Instagram Followers

Nan McKay

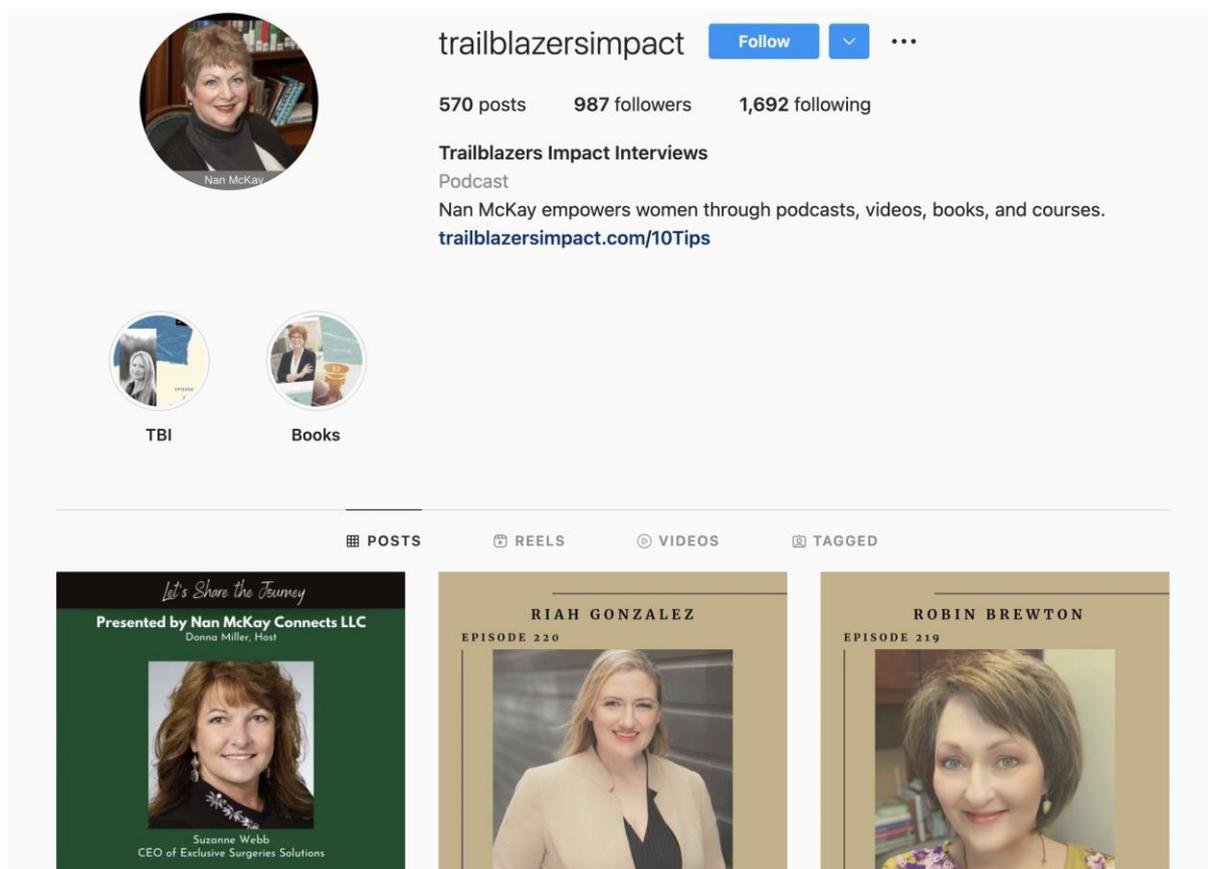
1. Optimize your account

Have a proper profile picture, bio and username that shows your brand identity - let people know what your brand is and what you do.

Your username should be as search-friendly as possible, which means sticking close to your actual brand name so your audience can recognize it. It is best practice to keep it in line with other social media handles you have.

Instagram only allows one link per page so optimizing this is key. The link in your bio will drive people to your site/product page/piece of content you have referenced in your post(s).

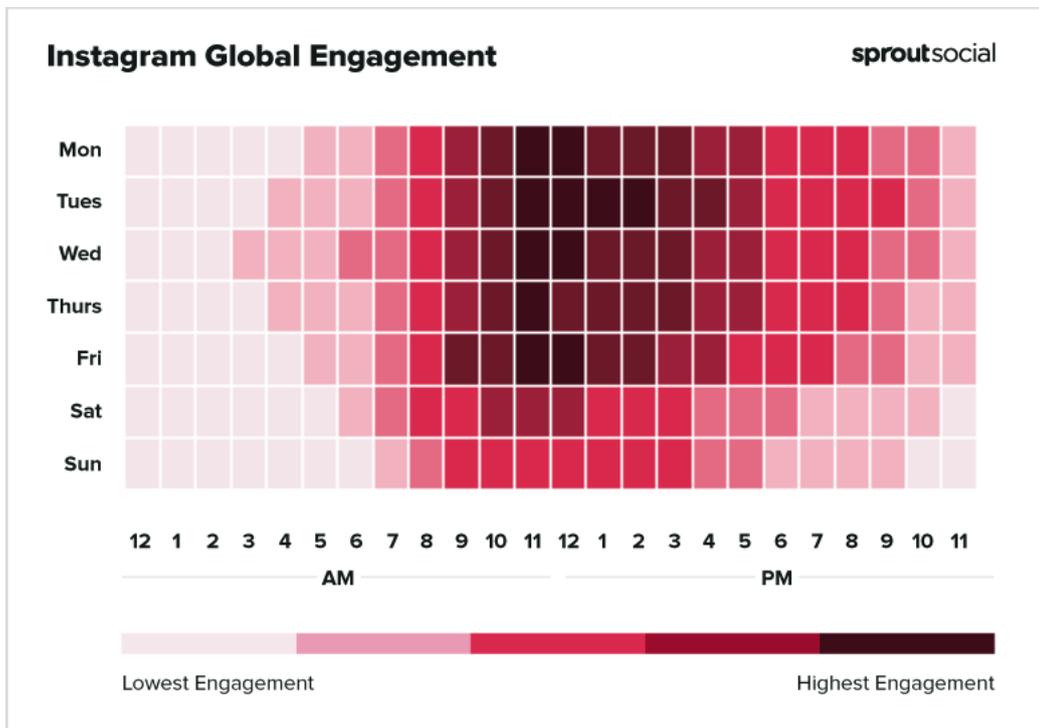
This makes the user experience seamless since they can access relevant links in one place.



2. Have and keep consistent posting times

Don't post content at random. Have a consistent posting schedule. If you use scheduling tools, they will suggest optimal posting times (where there is high engagement) You can check out Sprout's scheduling and optimal times.

<https://sproutsocial.com/insights/best-times-to-post-on-social-media/#instagram>



Scheduling content in advance through a scheduling tool, helps you stay ahead and maintain a consistent flow of content. You will not have to worry about forgetting to post.

3. Turn customers into advocates/get new partners

User Generated Content (UGC) are unsponsored photos or videos that users share to highlight a product/service. They may tag the business in a post/story and the business will repost said content. When other people see that

Contests are becoming popular as a way to engage and get brands out to a larger audience. There are usually rules to enter a contest – either **like, comment or follow/tag a friend/post a photo tagging the brand**

You can also work with individuals/brands in your industry who have a significant following (influencers) so they can share their content with their followers.

4. Avoid fake Instagram followers

Do not purchase followers, however tempting.

You want people to be engaged with your content. Fake followers will not do that.

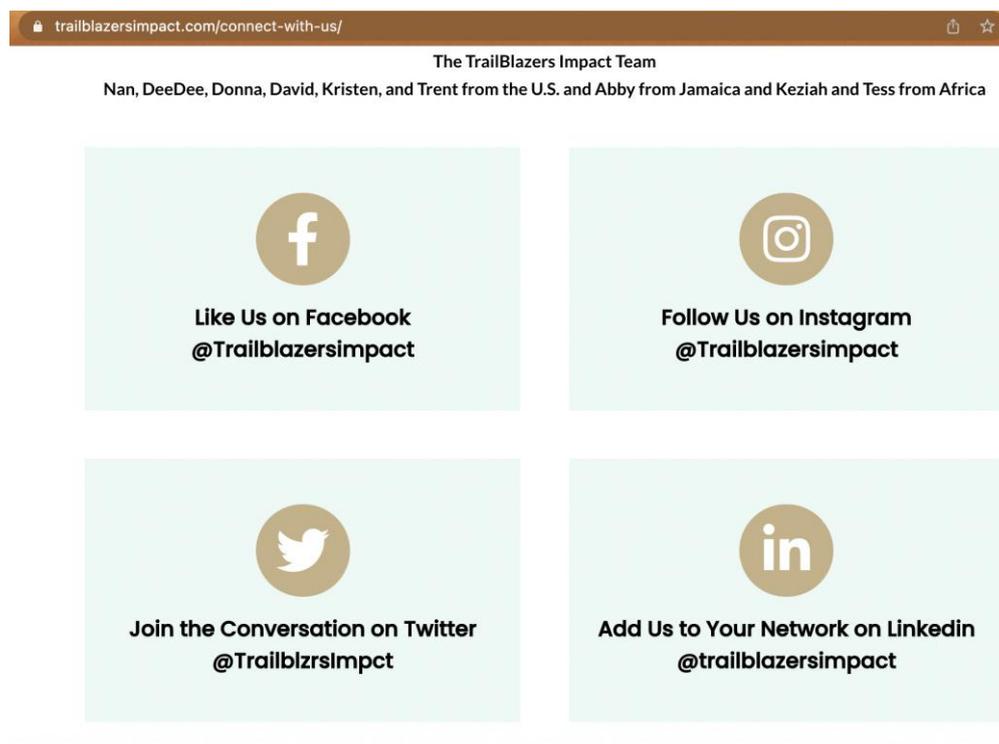


Real people will share, like, comment and engage with your Instagram posts. This is where the real value lies.

5. Promote your Instagram Everywhere

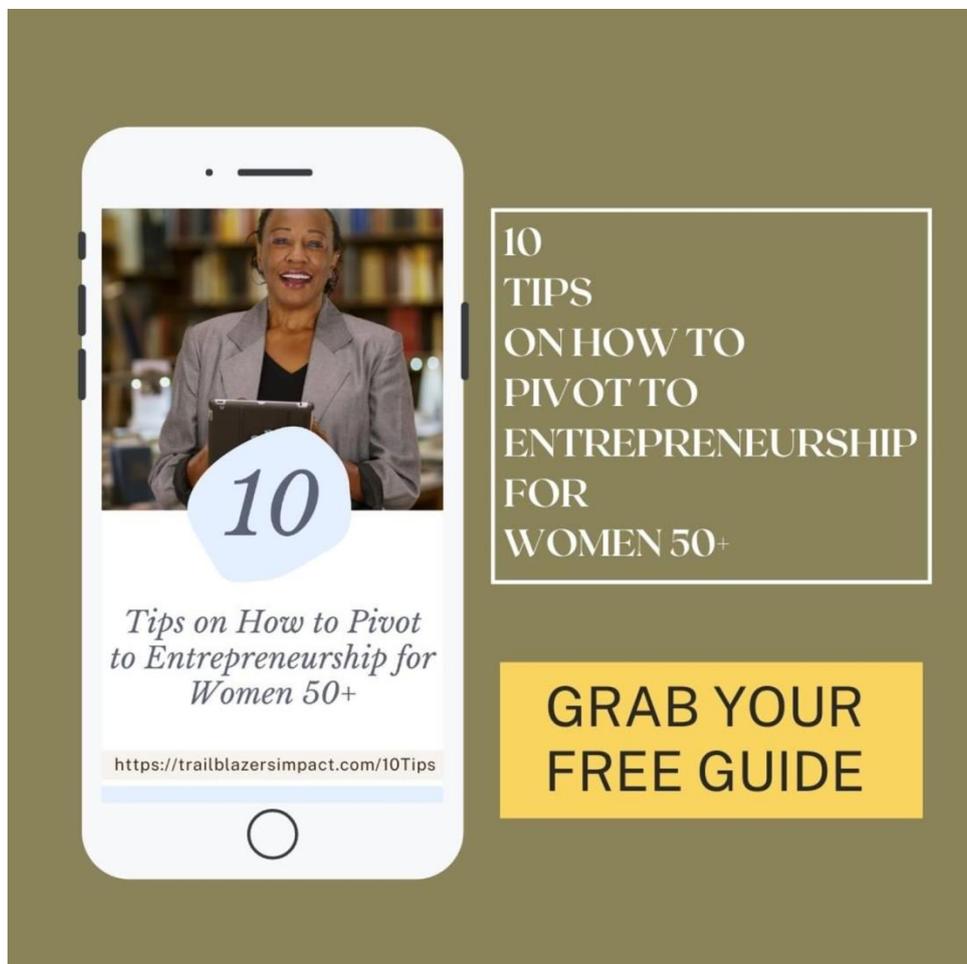
You want to create visibility and awareness. Make sure your Instagram and other socials are listed – on your website, blog, mailing campaigns.

Use your other social media accounts to promote your Instagram



6. Post content relevant to your followers

Not all content will perform well and this will give you an indicator of what your followers want to see.



Monitoring is important. Instagram shows you analytics where you can see which of your content is performing best. There are also many Instagram analytics tools to use as well.

You can then adjust your content based on the results – you may change your caption, hashtags or post times.

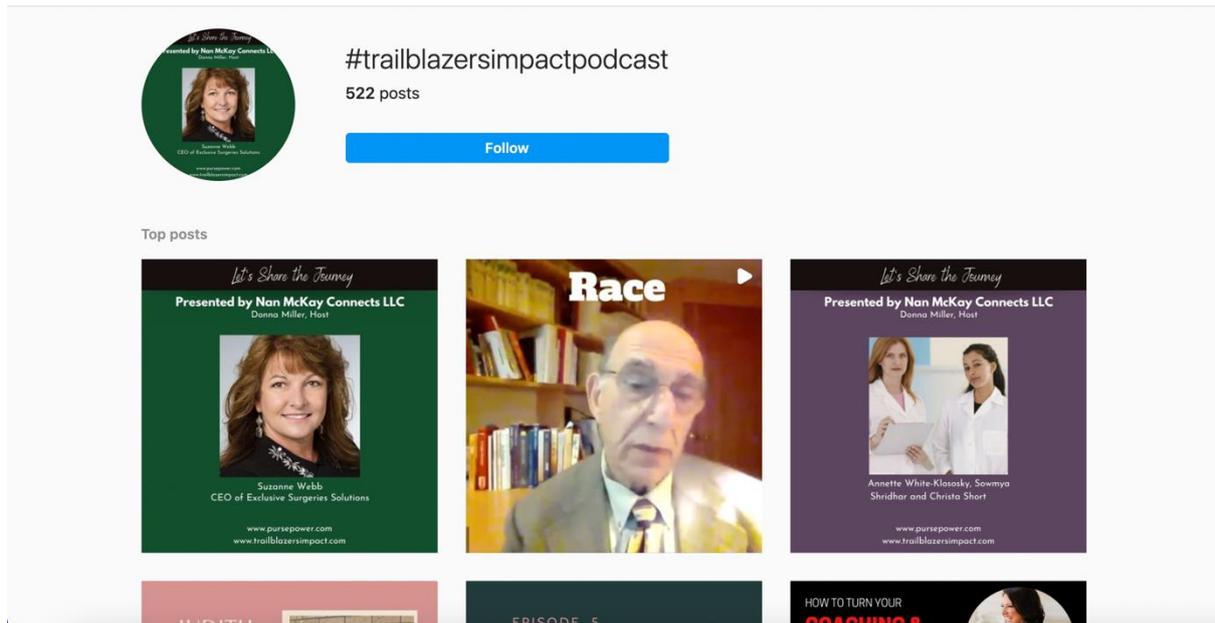
Keep up to date with Instagram trends as well

7. Prioritize engagement

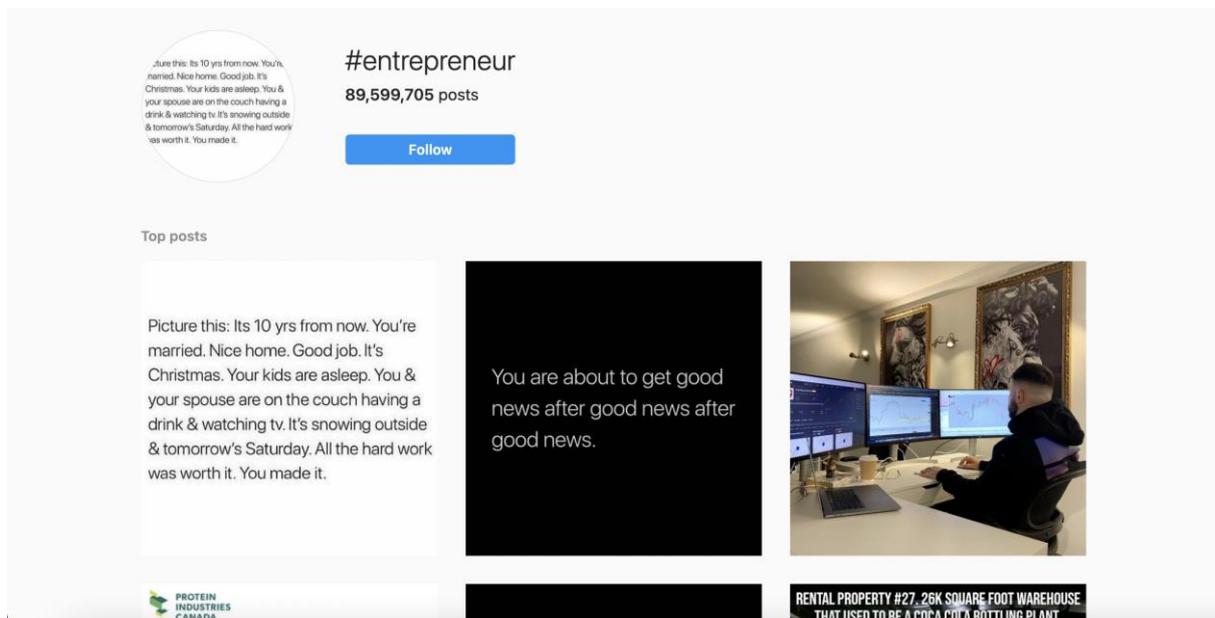
Respond to as many questions/comments/DMs as you can.

8. Use hashtags relevant to your business/

Use hashtags that your target audience is more likely to check.



As opposed to using a hashtag like the one below where your content will be swallowed up in the millions of posts.



There are tools that will analyse your hashtags and you are able to see which perform better.



Nan McKay is Founder and CEO of Nan McKay Connects LLC, a media, training, and coaching company producing videos and podcasts focused on empowering women to reach their highest potential. Having started six businesses, one of which currently has over 4000 employees, Nan McKay is well versed in the entrepreneurial journey. Focusing on women over 50 who want to start a business, NMC produces a podcast, TrailBlazers Impact, and a YouTube channel, TrailBlazers Impact Interviews. The TBI series features women with stories to embolden other women to create their own self-discovery story. TBI features women over 50 saying, “Enough is enough!” who moved forward to live their passions and purpose and bridge from dreams to action to own their future.

As the President of Nan McKay and Associates (NMA), Nan McKay leads a corporation she founded in 1980 that has specialized in providing the largest affordable housing program administration in the country, encompassing over 100,000 subsidized housing units nationwide. NMA is the largest provider of organizational development, consulting, and training to both public and private federally affordable housing sectors with offices in ten cities.

She was selected as 2019 California Woman Business Owner of the Year by the National Association of Women Business Owners and as 2018 San Diego Woman Business Owner of the Year. She has two buildings named after her, the Nan McKay Building, a 132-unit elderly high rise, and McKay Manor, a family housing development in Minnesota.

Visit her website, <https://trailblazersimpact.com> to access her podcast and YouTube channels and her books and courses on her Resource Page.

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