

job
Social.

Ultimate
Quick-Guide

TO INSTAGRAM
ENGAGEMENT



Introduction

Thank you for purchasing the JB Social's *Ultimate Quick-Guide to Instagram Engagement*. If you're reading this, you likely already know that Instagram is a critical piece of marketing for any blog or brand. With more than 1 billion active users, Instagram is one of the leading (and most saturated) social media platforms out there today. With such a high volume of content being published every second, the viability of your content being seen by users continues to be challenged. Instagram's routine algorithm updates also require an increased level of strategy in order to connect with your audience.

▷ ▷ But don't worry, increasing engagement is possible (and can be fun, too!)

This e-guide, curated by JB Social founder and owner Jamie Barbary, is complete with step-by-step recommendations for working with the algorithm and alongside your followers to attract and grow an audience that seeks out (and engages with) your content. Over the course of one year, Jamie used the tools outlined in this guide to grow her fashion + lifestyle account ([@speakingofstyledaily](#)) to more than 60k followers.

Get ready to discover:

1. What (and who) to engage with...and when
2. Hashtag strategy
3. Best practices for engagement pods
4. Additional solutions (leveraging Instagram stories, your blog, Pinterest, and more)

We hope you find this guide helpful...happy engaging!

xo,

The JB Social Group

Engagement Strategy

What (and who) to engage with...and when

Instagram engagement is a lot like life. You often get what you give.

If you Google "engagement strategy", you will find articles on articles about who, what, when, where, and why you should be interacting with other accounts to improve your own engagement game. **#overwhelming**

SO, let us break it down for you in a few easy steps.

YOUR CONTENT (TIME SENSITIVE)

Being successful on Instagram requires communication to be a TWO-way street and the best accounts out there are killing their response game. Answer as many comments and DMs from your followers as possible to best establish their connection to you and your brand.

Expert Tip

Commit to staying on Instagram 15-20 minutes after posting and answer comments as they come in. Comments on your own posts count toward your overall engagement.

THE FIRST 15 MINUTES

MORE ACTIVITY = MORE ALGORITHM TRACTION = INCREASED VISIBILITY

FOLLOWER CONTENT

Interact with your followers. Get a new follower that likes a post and leaves a comment? Show you notice them by visiting their account (if it's public) and give them a like or comment back. Also be sure to regularly check your "tagged posts" to see who is tagging you in their content and go comment on their posts! As your audience grows, followers will be increasingly surprised by you paying individual attention to them. Keep it up. The return on loyalty is HUGE.

Loyal followers = engaged followers.

Engagement Strategy

BLOGGER CONTENT

Commenting on other blogger and brand content provides an opportunity for visibility. For example, you comment on a post by @nordstrom and other bloggers/fashion followers see your comment and check out your feed (and hopefully follow/engage with your content if they like it!). Essentially this method is a means of getting your name out there. Commenting on other accounts also builds rapport with your fellow influencer community which is important. Networking can lead to story shout outs/Follow Fridays, brand referrals, sharing of best practices, and more.

Expert Tip

Make your comments meaningful! We cannot stress this one enough. In the age of bots galore, comments like "cute!" are everywhere and can seem disingenuous. Read the caption and respond accordingly; authenticity is striking in this space and other bloggers/brands/followers will take notice!



Hashtag Strategy

Did you know you can use up to 30 hashtags on each post? We recommend you take advantage of using all of them! Why? Because every hashtag is an opportunity to be seen, followed and engaged with. We recommend you use a mix of small, medium and large hashtags to diversify your hashtag presence. Often times we intuitively choose to use large hashtags exclusively, because human nature is "bigger is better". That said, content is easily lost in the shuffle of the hundreds of posts per minute that get published to large hashtags, so again, diversifying is key. Here are popular hashtags for you to use (in the small, medium and large category)!

SMALL HASTAGS

UNDER 100k

#fblogger #fbloggerstyle #ontheblogtoday
 #newfashionblogger #newstyleblogger
 #stylishblogger #whatimwearingnow
 #anotheroutfitpost #ootdbloggers #ootdearth
 #fashioninspired #fashioninspirations
 #fashioninspirationdaily #fashioninfluencers
 #styleinfluencers #igstylediaries #igstyles
 #igstyleblogger #lookoftoday #instastylelover
 #styleagram#styleadvice #greatstyle #salealert
 #americanstyles #stylishbloggers #scsister
 #scsisters #scsisterlove #stylecollectivesisters
 #stylecollectivesister #Itkit #liketoknowitunder50
 #liketoknowitunder100 #liketkitstyletip
 #liketkitunder100 #liketkitunder50
 #liketkitsalealert #rewardstyle
 #rewardstyleblogger #rewardstyleloggers #rstyle

MEDIUM HASTAGS

100K-999k

#stylefile #stylegoals #stylepost #ootdsubmit
 #stylewatch #liketoknowit #stylefile #ootdmag
 #todayiwore #fblogs #fashionbloggerstyle
 #newblogger #outfitideas4you #outfitideas
 #fashionblog #ootdgals #fashioninfluencer
 #styleinfluencer #instastyles #womenwithstyle
 #styletips #bloggerbabe #bloggerbabes #styletip
 #fashionlookbook #stylecollective

LARGE HASTAGS

1M-10M

#fashionaddict #styleblog #styleblogger
 #fashioninspo #wiwt #americanstyle #wiw
 #whatiworetoday #ootd #stylediaries
 #currentlywearing #fblogger #lifestyleblogger
 #fbloggers #stylish #whatiwore #fashionblog
 #outfitideas #fashionblogger
 #whatimwearingtoday #fashionlover
 #lifestyleblog #fashionaddict #styleblog
 #fashiondiaries#outfitpost #lookoftheday
 #outfitinspo #instastyle#outfitinspiration
 #instafashion#style diary #whatiwore
 #fashioninspiration #whatiworetoday
 #fashioninspo #fashionpost#styleinspiration
 #styleinspo #aboutalook #igstyle
 #womensstyle

Engagement Pods

If you've been in the game for a while you have probably heard of (or participated in) engagement groups (sometimes called pods). If you haven't heard of them, here is a quick overview. You join an engagement pod to share links to your Instagram posts. Depending on the group's rules, after you share your link, the other members of the group like and/or comment on your post –increasing your engagement stats. The catch? In order to share the link to your post, you must first engage with other members' shared links within the group (you usually have to engage with links posted 12-24 hours before you post your link).

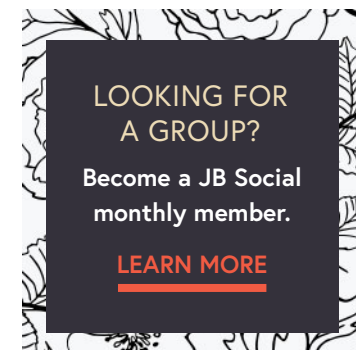
Often misused, these groups can have a bad rap. JB Social takes the stance that engagement pods can be really productive for growth and exposure, but **ONLY** if joined/leveraged correctly. **Read on to learn our best practices!**

PICK YOUR GROUP WISELY

As the saying goes, choose your friends (and engagement pods) wisely. There are many engagement pods out there that are composed of anyone who wants to join and those can get really spammy. You end up in forced, reciprocal engagement activity with accounts that you would likely never interact with IRL. For example, some groups have a mix of men, women, American, international, models (of not always the most-clothed-kind), etc. When picking a group, you want to look for like-minded accounts in your niche.

SHARE YOUR LINK AS SOON AS IT IS LIVE!

One of the benefits of participating in engagement pods is they can help with the algorithm. As we mentioned in the first section, the most critical time to get engagement on your posts is the first 15-20 minutes. Sharing your link to the engagement pod immediately after posting boosts engagement and the algorithm is more apt to be positively triggered to show your content to your followers.



Additional Solutions



MONTHLY ENGAGEMENT CONTESTS

Monthly engagement contests are a relatively new trend in our industry. These contests are typically run solo (and not as a collaboration with other brands/bloggers). At the beginning of the month you share in your Instagram stories and/or in an in-feed post that you are doing a fun giveaway as a "thank you" to your followers. All they have to do to enter is follow you and like all your posts for the rest of the month! At the end of the month you pick a follower who abides by the rules and give them the prize. Announcing the winner on your stories builds credibility and excitement for the following month's contest if you decide to do it again (people feel more incentivized and trusting if they see there is an actual winner and its not just a ploy to get more engagement). You can give a gift card, cash, or a package of items you've been gifted and don't want. The specifics of the giveaway and the prize are totally up to you! Why is this type of contest strategic? From what we know of the algorithm, Instagram shows you the content you like the most (and they determine that by literally what you double tap and "like"). By having your followers engage with your posts to enter the contest they are more likely to see your content in future months to come (again, by liking all the photos from the previous month they have in essence "told" Instagram they want to see your content regularly). These contests also of course help boost your overall engagement rate (that is heavily impacted by the average number of likes your posts receive).



YOUR BLOG

Often times we use our Instagram accounts to promote new blog posts, but do you use your blog to promote your Instagram content? If not, you may be missing out! An easy way to get started is by writing a blog post once a week or once a month with a "round-up" of your Instagram content. Just share all the pictures you posted and if you're on LIKEtoKNOW.it or ShopStyle you can include links to all your outfit details from each Instagram posts. This is a great way to further connect your blog and Instagram, is easy content to pull together because you've already created it on one platform, and is certainly a monetization opportunity!



BRAND ACCOUNTS

Many brands (especially up-and-coming ones) will repost your content if you tag them so always tag and hashtag the brand of clothes/accessories you're wearing.

Expert Tip

Put all the tags in the corner of your photos so followers go to your blog or your LIKEtoKNOW.it page to shop your look. If you tag the brands hovering over each piece, your followers are more likely to just go to their website and you lose out on the potential for commission.

▷ ▷ Brands strongly consider engagement rates when determining who they want to work with and what they are willing to pay for collaborations.

Additional Solutions



INSTAGRAM STORIES

As soon as you publish a new post on Instagram, share it to your stories! You often see bloggers cover the image with a gif to encourage their followers to visit their profile in order to see the new image.



BUSINESS ACCOUNT

Make sure your Instagram is a business account! This allows you to see crucial analytics about who is following you and when they are most active with your content! Being a business account also allows you to put advertising money towards your posts. You can choose the exact demographic you want the ad to be shown to - for example: "females, ages 18-34, United States, interested in fashion".



REPOST ACCOUNTS

Leverage the marketing opportunity of repost accounts! These are accounts that, if tagged, may repost your content on their page and give you credit (driving more followers/engagers your way). At the very least you will show up in their tagged feed.

Here are some of our favorites: @ootdsubmit @americanstyle @liketoknow.it @hairsandstyles @fashionzine



PINTEREST

Are you on Pinterest? This social platform is often the most overlooked network by influencers, but statistically is one of the best for monetizing content! Creating a Pinterest for your blog takes moments, and is a great place to share your content and guide new and existing followers back to your Instagram feed!

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Conclusion

Thank you so much for allowing us to be part of your journey! For more resources you can find us here:

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Tag us using @jbsocialgroup so we can see your posts, follow along, and share you with other JB Social Babes!

