

Instagram how to's



Have you ever wondered how your favorite influencers and brands are able to generate so much engagement on their Instagram accounts? Or perhaps you're just starting out as an Instagrammer and want to learn the ropes. In this article, I'll share some of my favorite Instagram tips and tricks to help you build a large and engaged audience.

If you're new to Instagram, you probably wondered what all the hype is about. Instagram is one of the most popular social media sites, and it's used by millions of people around the world. It's a great way to share pictures and videos with friends, family, and the world. Instagram is also great for learning how to take better photos, improve your lifestyle, and build your brand.

Tricks for Instagram

Here are some of my favorite Instagram tips and tricks to help you build an engaged audience and generate more buzz around your brand.

1: Build a strong following on Instagram vernacular such as “likes” and “comments” are the currency of Instagram. If you want people to notice your content, you need to build a large following. The best way to build a large following on Instagram is to post engaging content that your audience will like.

2: Instagram is all about pictures, and there are thousands of ways to take a picture on the platform. The best way to build an audience is to show your best side, and that means showing your best pictures. But what if you don't have the best camera or the most professional lighting? Don't worry - there are lots of free and inexpensive ways to take great pictures on Instagram.

(check out our What is TikTok for a quick guide for inexpensive ways to take great pictures)

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Caption Limit & Hashtags

If you are looking for an Instagram caption word limit checker please be aware that the Instagram caption limit is based on characters and not words. The character limit is 2200 characters which, to give you a rough estimate is about 338 to 440 words. If you need a precise word count please use the character counter on our home page.

You can include up to 30 hashtags on a regular post, and up to 10 hashtags on a Story. If you try to include more, your comment or caption won't post.

1. #love
2. #design
3. #instagood
4. #interiordesign
5. #fashion
6. #inspiration
7. #style
8. #art
9. #smallbusiness
10. #shoplocal
11. #motivation
12. #foodie
13. #homedecor
14. #travel
15. #halloween
16. #photography
17. #beauty
18. #handmade
19. #food
20. #realestate

***Updated November 2021. Data based on usage within the Later app.**

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We look after many businesses for their social media marketing, training in generating leads, business development, turning a lead into a client and return for your investment.

The first consultation usually goes for an hour and this is a complimentary service that we offer you, so we can get more of an understanding of what your business is needing and also offer ideas and solutions.

If you would like to know more, please either contact us on 0420 677 634 or admin@omconsultingandmedia.com.au



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