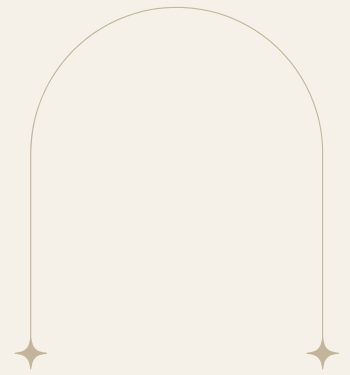


# SOCIAL MEDIA TRAINING

## 8 STEPS TO GROW YOUR INSTAGRAM



From YouTube: How to Grow on Instagram by Jade Beason.

### Step One

#### Add Value

There are four ways to add value:

1. Entertainment
2. Inspirational
3. Educational
4. Relatable

How do you or how do you want to start adding value?

### Step Two

#### Adjust Your Profile

When people come to your profile, the things they will see first are:

1. Profile Photo
2. Your Bio
3. Top 9 Posts

- Your profile photo should be related to your niche in some way. For example, if you are a professional, you'll want a professional looking picture. If you are into fashion, you'll want a photo that represents that.
- Your bio should be relevant and specific. Use key words.
- Top 9 posts - you can pin up to three posts on your profile. Make sure these posts:
  - o Introduces yourself
  - o Showcases your best content (maybe your most liked reel)
  - o Encourages engagement (a post that had a lot of comments, shares, etc.)

*Tip:* You don't need to attract everyone, you only need to attract your audience.

*Tip:* Don't get so lost in growing your followers that you forget about engagement. Healthy engagement leads to quicker growth.

<p><i>Step Three</i></p> <p><i>Content Strategy</i></p>	<ol style="list-style-type: none"> <li>1. Your posting frequency. Posting daily will help you grow and will also help you figure out what content is working.</li> <li>2. Posting format. Share more reels! The algorithm prefers reels.</li> </ol> <p><i>Tip:</i> 80% of your content should be reels.</p> <p><i>Tip:</i> Immerse yourself in your niche. Go through posts that are in your niche from other content creators. Save your favorites to refer back to later.</p>
<p><i>Step Four</i></p> <p><i>Planning Your Content</i></p>	<p>While gathering ideas and planning your content, remember these things:</p> <ul style="list-style-type: none"> <li>• Your value offering</li> <li>• Your ideation (use the ideas and inspiration from the content you saved from other creators in your niche). Make a list of all your ideas.</li> <li>• Loosely schedule and plan your posts - what is going to get posted and when.</li> </ul>
<p><i>Step 5</i></p> <p><i>Batch Create Content</i></p>	<p><u>Flow state</u>: a mental state in which you are completely focused on a single task or activity.</p> <p>Allocate time to batch create (a week's worth, two weeks, etc.). If you set aside time, you'll enter that flow state of creativity and motivation and your posts will flow together.</p> <p>You can set aside time to just work on reels. A separate time to work on quotes, a time for each type of post.</p>
<p><i>Step Six</i></p> <p><i>Time to Officially Schedule it all out</i></p>	<p>If you are using scheduling software, upload your content.</p> <p>If you are not using a scheduling software, use your calendar.</p> <p>Write out your captions.</p>
<p><i>Step Seven</i></p> <p><i>Contextualization</i></p>	<p>Instagram needs to know what your content is about (so they know who to share it with: explore page, post suggestions).</p> <p>How to get IG to share your content:</p>

1. Use relevant descriptive hashtags. 3-5 hashtags per post.
2. Write specific and relevant captions. Remember, people may not read the captions but Instagram does. Make sure to use your key words in your caption.

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*Step Eight*

*Supercharge Your Growth*

1. Go live with someone else or with multiple people (IG allows up to 3).
2. Collaborate with another creator: co-create a post. It will be a shared post, shared across two audiences. Choose someone with a similar audience.
3. Cross promote your Instagram channel on another social media channel (like TikTok, Pinterest).

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*Some steps/processes overlap. Use the flow that works best for you!*