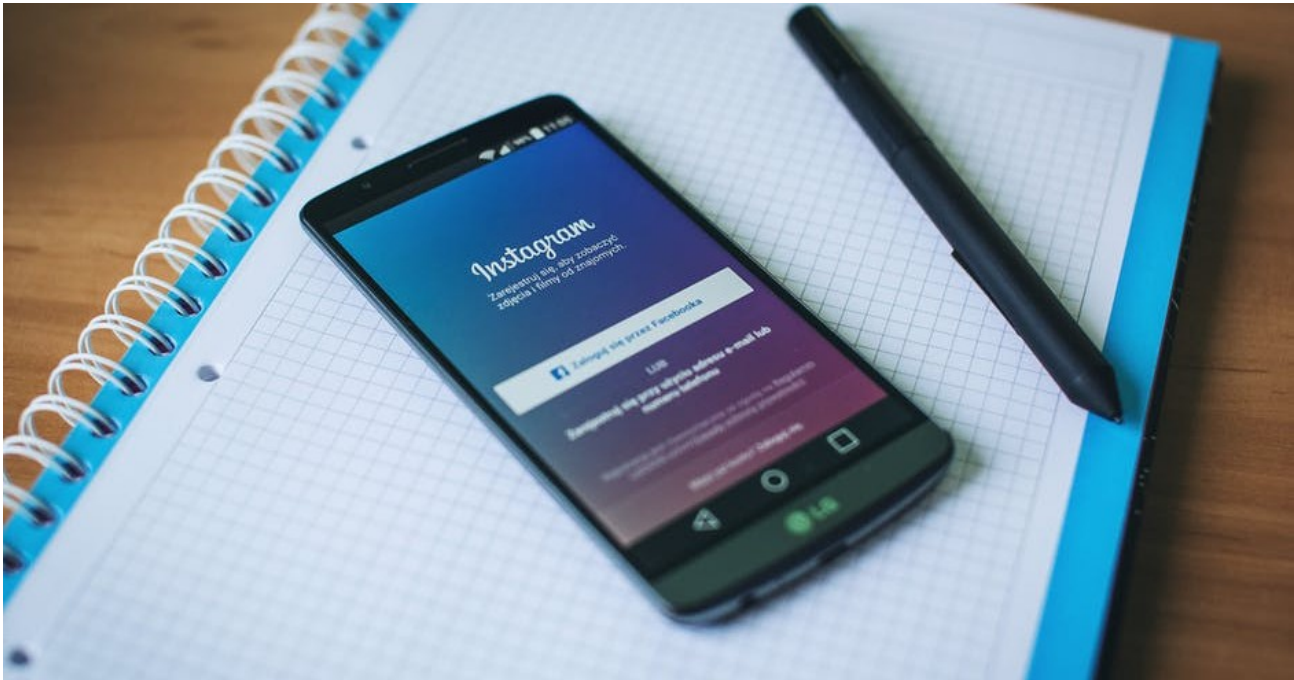


# Grow your following on Instagram

Here's what to do, what not to do, and more you haven't even thought about...



- ☐ Define your audience
- ☐ Follow specific people
- ☐ Offer relevant and wonderful posts for your catered audience
- ☐ Post regularly, roughly 1 post/day
- ☐ Finalize a theme for your feed
- ☐ Be authentic in your posts
- ☐ Be strategic with your posts (be sure of what want to achieve or convey)
- ☐ Don't feel like you need to open up for other market segments - stay focused!
- ☐ Be insightful! Share your story to be relatable
- ☐ Pay attention to times during the day and week that are most conducive to audience engagment