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# Exploring the Best Practices for Instagram Engagement in 2024



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[Instagram Marketing](#) - 7 min read



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Be honest, how many times have you scrolled through Instagram, wondering how it is that some people seem to have tons of engagement while your account seems to be struggling? Don't worry, we're all guilty of comparing ourselves to others. Why do some people get

popular right away? Is there something that they know and we don't? Have they hacked the Instagram mainframe?

Most likely, that's not the case. We all know that boosting your engagement is about so much more than just your ego; generating clicks, shares, and comments can connect you with potential opportunities and grow your business.

So how do you bend the algorithm to your will? Well... you don't.

Look at it like this: Instagram is in the business of keeping eyeballs on their app for as long as possible. According to this article from [Loomly](#), they're constantly changing the algorithm, and just like KFC, they're not dishing out that recipe anytime soon. However, the good news is that you already have something that the algorithm is looking to

promote — you!

Audiences are looking to connect with genuine, original, and relatable creators, so it's important to focus on amplifying your account to make it easier for that dreaded algorithm to snap you up and pull you into the arms of all your soon-to-be followers.

With that in mind, here are five best practices for boosting your Instagram engagement in 2024:



## Define your brand and build your account around it

Quick! If someone trapped you in an elevator and asked you to define your Instagram account in just a few sentences, how would you describe it? Ok, forget about the horrible lighting, the bad music, and the (shiver) space constraints for a minute, and think about the people you engage with online and why. There are a million people who are funny, share good recipes, or vlog about their lives, so why do you follow those particular people? There's a good chance you're drawn to them because of their personality, their style, and you're interested in their specific niche of the internet.

Now take a good, hard look at what you're bringing to Instagram. We're talking about outlining your brand and what it offers. Is it a fresh new take on fashion for older men? What's special about your comedic voice? Are you a millennial looking for alternatives to conventional housing?

Next, take an honest look at your account and ask yourself if that's what a stranger would think.

**TIP:** Here's where you can tag in that brutally honest friend to give you feedback.

- Does your handle describe your brand, attitude, or business?
- Does your profile picture communicate your amazing personality?
- Do your highlighted Stories help define your brand? Could you make some?
- Do your pinned posts feel like they really represent you?
- Does your bio have all the relevant information people would need to learn more?

**TIP:** If you're creating content that clashes with [Instagram's Community Guidelines](#), you're not getting far, no matter what you do. That includes content that seems spammy, fake, or features audiences full of bots.





## Find a posting schedule you'll actually stick to

When it comes to generating engagement, quality rules over quantity. That being said, you need to add to the conversation in order to get anything out of it! While you need to post regularly, focus on a schedule that will allow you to create content you feel good about. According to this [Hootsuite Blog](#), it's best to aim for 3 to 5 times a week.

You don't need to sweat over making Hollywood-level or super-elaborate productions. Start off by aiming to post three times a week, and really focus on making sure everything you put out matches the brand guides you created earlier. Here are some other things to keep in mind while you're plotting your next post:

- Eliminate some of the stress of posting by having content brainstorming sessions and scheduling your posts in advance.
- Make sure you're including hashtags and other SEO terms in your captions!
- Take a look at your Instagram Insights (only available on the app for now) to see when your audience is most active and time your posts for then.

Once you're comfortable posting three times a week, start throwing in Instagram Stories a few times a week, and then posting up to five times a week. You've got this! We're just waiting to like your next post.



## Focus on the right kind of content

Considering the popularity of TikTok and easily scrollable videos (and how they're fed into the Instagram Explore feature), it makes sense that Reels are the best way to

connect with those people who don't already follow. Both [Loomly](#) and [Later](#) agree that if pictures are worth a thousand words, videos are worth twenty of your most flattering, best angle, most envy-inducing selfies.

But ideally, you should be keeping it short and sweet. Capping your videos at 90 seconds will be your key to funneling eyeballs and collecting clicks. And don't rule out photos just yet! Carousels tend to perform way better than standalones. Your audience wants to see the before AND after, the progress shots, and the goofy take at the end of your posh photoshoot. It's like getting to make a slideshow that everyone will actually want to click through!



## Foster the conversation

Have you ever been at a dinner with an acquaintance who's using the occasion to monologue their life story and won't let you get a word in? Us too, and we've never been so excited to get the check. The point is, nobody likes a one-way conversation, so invite your fans and followers (and soon-to-be's) to chime in! Like [Later](#) says, it costs engagement to get engagement.

- Use stickers to set up polls and Q&As on your Stories to drive engagement (and take the opportunity to respond on upcoming Stories and Reels!).
- If it matches your brand, organize giveaways or special prizes that people can sign up for through commenting and sharing.
- Find opportunities to connect with people IRL by organizing events, promoting your shows, and reaching out to collaborate with other creators (following all safety standards, please and thank you!).
- Encourage people to share their own thoughts, ideas, experiences, or questions below your post.
- Include CTAs (or calls to action) in your posts.

To keep your engagement going and growing, don't forget to respond to the comments you get on your posts. That activity will help show the algorithm that you are an active account!





# Follow trends... when it makes sense to

Treat your scrolling sessions (no judgment, we do it, too!) like research. Keep a note of what's trending out there on the World Wide Web. What are the popular songs right now? Are there trending hashtags that you could relate to your work? How about video setups or reenactments that you could put your spin on? Do you have commentary on a trend that's been sweeping all the platforms?

While you're brainstorming the content you plan to make, don't forget to keep your branding in mind like a North Star. While trends are fun, they can get tired really fast, and people can smell content that feels forced a mile away. So, jump on the trends that you connect with, and let the others float on by. Besides, the trend cycle regenerates so quickly that there'll probably be a whole new trend popping up tomorrow.

## Conclusion

Following these best practices in boosting engagement will take your Instagram account a long way, and most importantly, help you create content that you're proud of. But while Instagram's algorithm keeps changing, you need to be consistent in your posting schedule and in how you represent your brand. Your online community is out there, waiting to engage with you, so focus on promoting your extremely likable personality (if we do say so ourselves!), and create opportunities for people to engage with you!



**Erika Lindquist**



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