



So what CAN you do?

I have said time and time again that you cannot BEAT the algorithm because it is constantly changing. Anyone who tells you different is just trying to get page views and your money.

If you want to increase your engagement, increase your Instagram following and generally win on Instagram, you must understand how the Algorithm works and adjust your strategy.

DO

- Be intentional and niche down. If you are classifying yourself as lifestyle, you might want to stop for a minute, niche down to a more narrow topic and stick to posting just about that.
- Like comment and view content within your chosen niche
- Follow other influencers and accounts in your niche

- Use keywords in your profile and your content: ie travel, mom, Atlanta Blogger, Recipe, food.
- Comment and like photos in hashtags in your niche.

## DONT

- Blindly like and comment on posts that are not in your niche. This includes facebook share threads that includes any and every type of account you can think of.
- Join comment pods that are too general: Lifestyle Bloggers is not niche specific enough ( more on pods and facebook groups in another module)
- Don't follow for follow. Yes, it's nice to do, but what does that cat blogger have to do with your food account that posts recipes. So unless this person is a friend or family member, move on.

**\*\*MORE LIKES IS NOT ALWAYS A GOOD THING IF THEY ARE NOT IN YOUR NICHE.\*\***

If you do this right, Instagram will start to put your account in that niche that you want to be in to get more engagement from accounts in your niche. And when more accounts in your niche ( or targeted audience) start to engage with your account, that is what gets you on the explore page for your niche. And that is what will get you even more likes, comments, and new followers.

