

## How Your Behavior is Killing Your Reach

### **Example 1:**

Suzie loves coffee. Her account is: Suzie loves coffee.

Her profile says: I'm bout that Coffee Life: photos of coffee, coffee shots and thoughts on life with coffee.

Suzie posts about coffee:

- Photos of it,
- How to make it photos
- Memes about coffee, etc

Suzie also follows and likes accounts about coffee everyday. She comments on these photos. She uses coffee hashtags.

Instagram shows Suzie more coffee photos on her explore page and Suzie ends of spending HOURS on the explore page, discovering new coffee accounts, liking posts and commenting.

Instagram is happy and so is Suzie.

### **Example 2:**

Becky is a lifestyle Blogger. Her profile says : wifey, mama, lifestyle blogger

She posts about travel, motherhood, fashion, Starbucks runs, Sunday family photos, and..whatever else catches her fancy that day.

Becky spends all day liking photos in Facebook groups, Telegram pods, and commenting on posts in comment pods. Some of these photos are on motherhood, some fashion, some travel, some are strange men from foreign countries, and some hand carved wood items for your desk. She likes and comments on anything so she can get more likes and comments.

Instagram shows Becky any and everything on her explore page. Instagram shows Becky any and everything on her feed. Instagram, not knowing exactly WHAT kind of account/content Becky has, stops showing her to the majority of her audience. Because...Instagram doesn't know how to categorize Becky's account.

Instagram is confused, and Becky doesn't grow and her engagement on her account plummets.

EVERYTHING THAT YOU DO in the Instagram eco-system matters.

## **EVERYTHING.**

When you start your Instagram account, Instagram starts tracking all of your actions to categorize your account.

- What posts you comment on

- What posts you view
- What posts you like
- What kind of accounts like your post
- What kind of accounts comment on you posts
- Who you follow
- Who follows you
- What kind of content you post
- What your captions say
- What hashtags you use

Instagram is basically like big brother and is always watching you. Instagram uses this information in order to categorize your account. To figure out what “niche” you are in.

It's all a cycle.