

Interaction guidelines

for instagram



WHAT DO I MEAN BY INTERACTION

Interaction means connecting through likes, comments, and DM's with your audience & potential followers

WHY DO YOU NEED TO INTERACT?

The build it and they will come mindset doesn't work on Instagram. Interacting is crucial for increasing your following and growing your online presence. Instagram (and from what I see, many using the platform) is really trying to bring back “authentic” engagement & they’re building this into the algorithm. For example, they try to determine “relationships” between people. Someone’s top “relationships” will be shown first in their feed. This means commenting, DM’s, shares, saves and interacting with people’s stories signals that there is a relationship.



WHEN SHOULD I INTERACT?

You can interact at any time. But, if you want to maximize your gains, focus on interacting for at least 30 minutes to one hour after you post something.

HOW LONG SHOULD I INTERACT FOR?

I recommend interacting as much as you can. Around 1-3 hours per day will generate better results.

TIP: You can give this guide to your front desk person (or a teenager 😊) and ask them to interact for you.

WHO TO INTERACT WITH AND THE STRATEGY BEHIND IT

COMMENTERS ON YOUR PROFILE

Build that relationship
& encourage people to
comment more.

RECENT FOLLOWERS OF INFLUENCER

If they recently followed an
another influencer in your
field, they might be
interested in following
you too ;)

PEOPLE THAT COMMENT ON INFLUENCERS

People that comment on
instagram are usually very active
on the platform, you want to
bring them to comment on your
profile.

COMMENTERS ON YOUR PROFILE

STEP BY STEP

BUILD THAT RELATIONSHIP
& ENCOURAGE PEOPLE TO
COMMENT MORE.

1. OPEN YOUR RECENT POSTS

And please, answer every
comment you got, even
the emoji ones

2. GO TO A PROFILE THAT COMMENTED

You don't need to go to
spammy commenting
profiles.

3. LIKE 3-6 POSTS & WATCH STORIES

A big plus is to reply to their
stories, even a simple emoji
counts 😊

4. DROP A HEART FELT COMMENT

Don't be spammy, but
feel free to compliment
on something.

RECENT FOLLOWERS OF INFLUENCER

STEP BY STEP

IF THEY RECENTLY
FOLLOWED AN ANOTHER
INFLUENCER IN YOUR FIELD,
THEY MIGHT BE INTERESTED
IN FOLLOWING YOU TOO ;)

1. GO TO AN INFLUENCER'S PROFILE

TIP: Create a list of 5-10
influencers in your niche.
Make sure they have a
similar follower count
(~5000+)

2. CLICK ON "FOLLOWERS"

The most recent
followers will show up
on the top of that list.
Click on recent followers
profiles.

3. LIKE 3-6 POSTS & WATCH STORIES

A big plus is to reply to their
stories, even a simple emoji
counts 😊

4. DROP A HEART FELT COMMENT

Don't be spammy, but
feel free to compliment
on something.

PEOPLE THAT COMMENT ON INFLUENCERS

STEP BY STEP

PEOPLE THAT COMMENT ON INSTAGRAM ARE USUALLY VERY ACTIVE ON THE PLATFORM, YOU WANT TO BRING THEM TO COMMENT ON YOUR PROFILE.

1. GO TO AN INFLUENCER'S PROFILE

TIP: Create a list of influencers in your field

2. OPEN A RECENT POST

Check the comments and open their profiles.

TIP: Remember to like the comments.

3. LIKE 3-6 POSTS & WATCH STORIES

A big plus is to reply to their stories, even a simple emoji counts 😊

4. DROP A HEART FELT COMMENT

Don't be spammy, but feel free to compliment on something.

BONUS TIPS

- Watch + reply to **stories** (even an emoji counts 🥰);
- Find 5 **hashtags** in your niche to interact with using the above principles. (Note: make sure they are general users using the hashtag, and not other health providers.;
- Create a folder of "**saved**" content from each influencer to easily access to interact;
- You can also interact from your **computer**...it can be easier!;

INTERACTION CHEAT SHEET

(print this out & keep it on your desk)

5 INFLUENCERS IN MY NICHE

- 1.
- 2.
- 3.
- 4.
- 5.

5 HASHTAGS IN MY NICHE

- 1.
- 2.
- 3.
- 4.
- 5.

I COMMIT TO INTERACTING ON THESE DAYS/TIMES...

Monday:

Tuesday:

Wednesday:

Thursday:

Friday:

Saturday:

Sunday:

**I COMMIT TO INTERACTING
ON THESE DAYS/TIMES...**

[illegible]

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