



You know you need to understand the algorithm.

Now, what should you post? What do you do about your content

I'm going to step on a few toes here.....

Since a post circulated a few weeks ago where it revealed that Instagram thinks the curated feed doesn't get as many likes anymore, people have been quick to boast that they

- "keep it real" on their Instagram,
- that they have no "plan",

- that they "go with the flow" and " post when they want to"
- that they want Instagram to still be "fun".

But then these same people wonder why they don't grow and why none of their followers are seeing their content.....

Ladies and gentleman, if you are using Instagram for business, that ship has sailed! I'm not saying you have to have this perfectly planned out feed,(because that ship has sailed too) or that you can't have fun with your content.

**The trick is to stop thinking curated and start thinking cohesive.**

Stop thinking of your feed as a individual posts and start thinking of it as a whole.

To grow your influence on Instagram and to stand out, you need to be consistent and post images that fit your niche or brand.

**You need to have a plan.**

Gone are the days when you can post on a Wednesday and not post again until that next Friday and still keep your audience engaged and interested.

Now, you must be consistent so that Instagram can categorize your account as active and engaged and show it to your followers so THEY can engage with your content so that Instagram will show it to NEW users so that THEY can engage with your content. Remember, it's a cycle.

Stay ready so you don't have to GET ready.

It's time to plan.