My Instagram Workflow
AKA
Things to Do AFTER You Post

This is my method of prioritizing my Instagram time, so that I am not on there getting sucked into mindless scrolling. Because let's face it, Instagram is a glorious time suck. But if you are like me, you have other things to do with your day! This is my way to help you prioritize your time on the app. I usually set aside 30 minutes to an hour a DAY for this.

This doesn't mean I'm not on Instagram at other times! What this means is this is my way of prioritizing WORK on Instagram.

A few things before we get started!

- I usually break that hour up into 2 slots per day. But there are days when I stay on the entire hour at once.
- As I stated before, this is WORK time. So I do not scroll Instagram randomly at this time.

- Set a timer if you have time management issues. It will be an incentive to keep you going and to cut you off when your time is done.

My Workflow

00:00-00:10 :Post to Instagram

I usually have my post written, hashtags chosen and ready to be posted. I don't use automatic posting, BUT I have the entire post written out in iconosquare, to plan out my feed. I know which hashtags I want to use and have them cued up in my notes section.

- after I post, I add my hashtags immediately in the first comment (personal preference)
- Then I share the post to my stories, but add a call to action with a new post sticker to encourage people to go visit the post on my feed.

Click on a few of the hashtags I used for the posts and engage with RECENT posts that catch my attention (like and leave a relevant comment)

I click on the recent tab because these folks are most likely still online having just posted. They are more likely to see my comment and like and/or comment back.

00:10-00:15 Reply to the first few comments

As I'm going through my hashtags, when I see new comments, I respond quickly to them.

If I have time, I head over to the first five commenters pages and engage and comment with with content.

00:15 -00:20 Catchup with the people I follow

Head over to my notifications and switch to following and refresh.

I tend to go to these folks pages and like and maybe leave a relevant comments.

I do it this way because these folks are online and more likely to see my comments and likes.

00:20-00:25 Reply to more comments and answer DM's

Instagram stories are highly engaged, and if you've done it right, you should have messages or DM's. (don't worry, we will go over this more in the Instagram Stories section!)

00:25- 00:30 Engage with my Core/most active followers.

Under my saves, I have folders labeled with the days of the week
In each group, I have a list of most active followers. No more than 10-15 a day. I go into this list on the right day and engage with their content. I like I comment, I watch stories and comment answer polls etc.

Note: I don't follow all of these people.

STOP. Time's Up!

Note this was just 30 minutes of my hour. If I posted in the morning, then in the evening time, I skip the first step and spread my time out over the other tasks.

Sometimes, the comments are coming in to fast and too soon for me to get to anything but that.

Remember: this is not the only time I am on Insta.

I might get to my saved list in the car pool line, or in the line at Target.

I scroll instagram randomly for fun (and like a user not a creator) while watching the news, drinking coffee etc.

But this is my basic workflow for every single time I post.