



The Explore Page

The explore page is always changing, but the basics remain the same.

As you know, the explore page is different for every user. So when one of your followers likes a post of yours, your post has a chance of showing up on the explore page of *their* followers.

So What is the Explore Page?

The Explore page is an update of the original Popular page that was introduced when Instagram first started. [According to Instagram 's FAQ page](#), posts are selected automatically based on things like the people you follow or the posts you like. The algorithm watches how you interact in the Instagram ecosystem and generates content specifically based on how you use Instagram.

So how can you get on the explore page?

Tip #1 Curate the Right Followers

Remember that the posts that are on the Explore page are based on what other people who are in your network view and how relevant that content is to the people who are following you. So that means you need to know who your target followers are, and what kind of content those followers are looking for. (ie what kind of content do they like, what do they comment on, who do they follow, what kind of stuff do THEY post)

Tip #2 Make sure you are using Location tags and Hashtags.

Remember hashtags and now location stickers are like advertising on instagram. They introduce you to new audiences and make your content more discoverable. But don't overdo it! Make sure the hashtags fit your content and the audience you are trying to engage. Make sure you combine popular hashtags, branded ones (for your brand), and niche hashtags to get the most bang for your hashtag buck.

Tips #3 Engage

Instagram is a SOCIAL network above all else. Instagram wants you to stay on the app as long as possible, so it really rewards engaging behavior. So to boost your chances of appearing on the Explore page, your goal should be to get as much engagement as possible on your posts. That means using Call to actions asking your followers to do something (double tap on this post, ask a question, ask their opinion), responding to comments, and engaging with the posts of your followers. Basically, BUILD YOUR COMMUNITY. The more comments and likes that you get, the more likely you are to have your posts show up on the Explore page.

So hacking the explore page isn't hard. It's all about sharing the right content with the right people at the right time. When you do this, it

expands the reach of your post to the Explore page.