

FAST AND HOT INSTAGRAM GROWTH TIPS

2026 EDITION

1.

HELP YOUR FANS FIND YOU!

Use the same username across all platforms! This might feel super obvious, but you'd be surprised how many people have this problem.

2.

ENGAGE with the Community you want to Build

Make sure you're leaving *thoughtful* comments on other people's posts within your niche! Be human! Don't ChatGPT this. And no self-promotion.

3.

Only have ONE link in your Instagram Bio

No messy multi-links in your bio! **Ideal:** Make a webpage on your site to display all your links in one place. **Also Good:** Use LinkTree or Beacons.

4.

Keywords > Hashtags

Hashtags are so 2018. Instead of relying on hashtags, find ways to naturally include important keywords in your post descriptions.

5.

Don't be obsessed with Virality or Follower count!

Always Remember: Views \neq Sales. Instead of desperately scrambling for followers or chasing virality, work on cultivating an *engaged audience*.

6.

ABCB: Always Be Content Banking

Capture everything (product photos, process videos, collaborator selfies, pics from special events, etc.) and store it in an organized folder so you're constantly building a library of content you can reuse later.



7.

Carousel Posts & Reels for Discovery

Reels and carousel posts currently outperform single-image posts. Important Note: Viewers may encounter your reels “in the wild,” so create them assuming the audience doesn’t yet know who you are.

8.

Cross-Promote & Collab whenever possible

Share important posts across your other platforms, broadcast channels, and Instagram Story. AND, when it makes sense, use the collab feature, so the post appears on multiple accounts and reaches a wider audience.

9.

DON'T BE PRECIOUS!

Skip the over-produced templates and influencer theatrics. Instead, talk to your audience like a human. Posting consistently matters far more than posting perfectly. Don't overthink it, just click post!

10.

Encourage (and Respond to) Comments

Make posts that invite conversation, respond to every comment, and ask follow-up questions. Comments boost reach in the algorithm and help build a real, engaged community around your work.

Your Friendly Neighbourhood Social Media Manager

