

# TOP 10 THINGS TO DO

## TO GET MORE FOLLOWERS AND INCREASE SALES

### ON INSTAGRAM

1. Post daily. I can't stress this enough. You want to be seen, right? So, you'll want to reward your followers with daily posts at about the same time. Try between 10 and noon PST and, if you want, again between 8-10 PM PST.
2. Post a variety. Some days you're not creating something and that's ok. We all need a break. Add some variety to your feed by posting different aspects of your creativity. Here are 7 examples, one for each day of the week:
  - Work in progress
  - Close up/detail pic
  - Pic of you working on your art (from the back or side view is ok) or holding completed artwork
  - Your tools/paints
  - Your art in a room setting (using an app)
  - Short video clip (up to one minute) of you creating
  - Completed artwork
3. Share your story. Tell us about you and what inspires you. You don't need to do this in every post. Once or twice a week is good. People connect with people and when they do, they're more willing to purchase your art. It's not about selling to people, it's more about creating a relationship.
4. Respond to comments. When someone comments, especially within the first hour of posting, respond with either a comment or, if they're only using emoticons, use emoticons. I try to respond to everyone during the first day of posting. After that, I often will just "heart" the comment unless they're asking a specific question, or they've taken the time to write a long comment.
5. Use hashtags. Use up to 30 hashtags per post. Create your hashtags and save them to your clipboard (or anywhere else on your phone) and copy/paste. Change out at least a quarter of your hashtags every month. I use 4-5 different lists so that I'm always using slightly different hashtags for each post.
6. Create a hashtag for yourself. Create at least one hashtag that is uniquely you. For example, I use #bettykrauseart. This will allow folks to see all your art in one hashtag (in addition to going to your feed) and folks will be able to use it if they tag you in a post.
7. Use IG Stories. IG Stories is becoming more and more popular and it's a great place to post behind the scenes pics/videos (studio/workspace, etc.) and it's how folks can get to know you better. Post pics about your life (events, food, hobbies, trips, etc.). As I mentioned in number 3 above, people want to get to know you and the more they know you, the more likely they'll buy from you or at least follow you.
8. Tagging. Within your posts or Stories, tag folks where it's appropriate and use hashtags. Tagging appropriately lets the person know you mentioned them. Using hashtags increases your discoverability in that hashtag.
9. Use IGTV. With the latest improvements, now your video on IGTV is shown in your feed and then after a minute, it takes the view to your IGTV channel to continue watching. Viewership has drastically increased since they implemented the improvement. You can upload a video from your phone that is up to 10 minutes long. Anything more than 10 minutes (and less than an hour) is uploaded via your computer. Show how you're working on a piece or tell us how you're using certain tools or paints, etc. You can speed up your video, but I've found that I get more engagement when I just let it play at normal speed.
10. Have fun! Show us you have a sense of humor. Don't take posting seriously. I truly believe that IG is the best place for creatives. It's a visual place where you can curate your feed and enjoy seeing art, as well as a place to be seen and sell your art.