

# WAYS TO INCREASE YOUR INSTAGRAM ENGAGEMENT

## SAY 'HI'!

Let new followers know you're paying attention and say 'Hi' once they follow your page. You can do this by commenting on what they post about.



## DOUBLE TAP

It's important to like other users and pages photos. This helps make those pages aware of your presence and in turn, have them checking out your page as well.



## TAG YOUR IT

Tagging instagram users in your posts or comments is a great way to include them in your message. It's also a great way to direct people to another account that has something great to offer your audience.



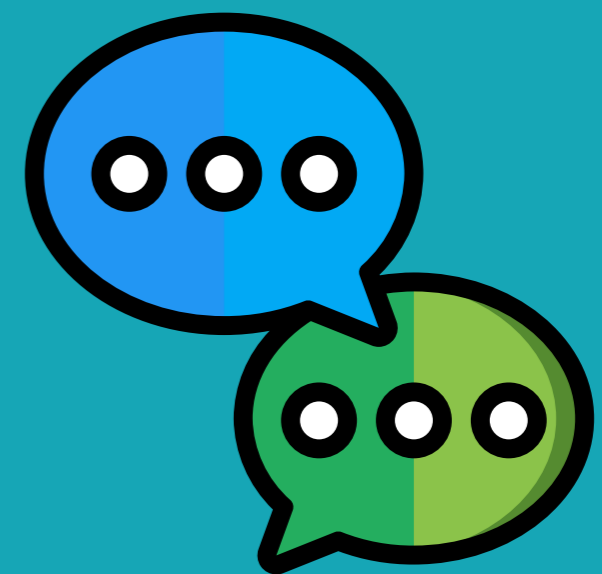
## ASK AWAY

Ask your followers questions! You may not always get a response, but questions that require even one or two words are likely to get answered.



## RESPOND

Respond to all comments! Responding helps make your fans more likely to comment in the future, and it shows that you're listening. If you engage, they'll engage.



## MEAN IT

Try not to respond to every comment the exact same way. Your fans are looking for a genuine connection and if they get the same, "Thanks for the comment!" that everyone else is getting, they'll notice.

## TELL THEM WHAT TO DO

Should they sign up for your e-newsletter or share the post with friends? Get in the habit of including a call to action. If they don't know what to do, they won't do it.

