

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. Look at your analytics to find out the best time(s) to post.
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. Get social. IG is looking for folks to be social, so plan to spend a half hour to an hour commenting on other posts.
4. 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.
5. 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.
6. 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.
7. If your art is for sale, post the details about it. You'd be surprised how many folks don't know it's for sale unless you state it. I like to post the dimensions, price and shipping info.
8. Use IG Stories. IG Stories 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 4 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.
9. 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.
10. Use IGTV and Reels. These are two places where you can share more about yourself and your art. IGTV is for videos that are longer than one minute and less than 60 minutes. Any video longer than 10 minutes must be uploaded from your computer. Reels are typically 15 or 30 seconds. Find videos on YouTube on how to use Reels. Since Reels is so new, it's being shown to more folks, so take advantage of that!

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.