



# TIPS FOR NEW INSTAGRAM USERS

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Instagram is an amazing social media app for mobile devices that has become one of the most popular networking sites in the whole entire world. It has over 700 million active users, no wonder so many people want to gain more followers on this popular site. It has grown so popular that services such as GrowthSilo are now offering [Instagram growth](#) by allowing users to buy followers, which many businesses opt to do to get a head start. Instagram was launched in 2010 and ever since then it has grown rapidly in popularity. This social media app is a great way to share photos with friends and family as well as just post content for people to enjoy. If you are new to Instagram, you might not know what to do in order to grow your follower count, you might even have trouble with posting. If you are one of those people, here is everything that you need to know.

## Use hashtags when you post

Hashtags are at the heart of any social media platform and Instagram is not any different. Hashtags are a word or words that begin with the “#” symbol and using them makes your posts more discoverable and expands your reach which welcomes new followers and boosts your engagement rate. When using hashtags it is important to first research different hashtags and which ones are popular. When you decide to post, choose a hashtag that is relevant and avoid just using any random hashtag. It needs to fit the theme of the photo. You should also not use too many hashtags. Experts say you should stick to between 3-5 hashtags per post. Lastly, avoid hashtags that are too saturated. By using saturated hashtags, you risk your post becoming lost in a sea of other posts with the same hashtag.

## Engage with other users

Engagement is the driving force of Instagram. You cannot run a successful Instagram page if you do not engage with your followers and other users. By engaging you establish a personality online, you [grow your community](#) by inviting more followers and you drive traffic. Instagram offers users many ways to engage including:

- Like
- Comment
- Share
- Direct messages
- Polls
- Questionnaires

The best and easiest way to engage on Instagram is to like, comment and share content. By doing this to boost awareness and expand your reach. This also encourages others to engage with you in return so always remember to engage with your followers and even with those who engage with you but you aren't following.



## Find a niche

There are so many different niches on Instagram and it is important that you find one that fits you because in doing so you will cater to people who are like minded as you and you build a community within your niche. By sticking to a niche you establish an identity, your audience will know who you are, your content will be recognizable and you will cater to your audience's interests. The popular niches on Instagram include:

- Beauty
- Fashion
- Travel
- Lifestyle
- Food
- Fitness
- Music
- Art and décor

You should choose a niche based on your personal interests and once you have chosen a niche, stick with it. By deviating and posting content for a niche outside of the one you have chosen, you will confuse your audience and lose their interest.

## Post consistently

It is very important for you to post consistently on Instagram at all times, at least once per day. Posting consistently has many benefits. Not only does it increase engagement but Instagram's algorithm favors those who post consistently so you will have more visibility. The best times to post are between 10am - 1pm and 4pm-7pm and if you are struggling to be consistent, you can employ the help of a content calendar that will help you stay organized and consistent.

Instagram might seem daunting at first but once you get to know the app you will see that it is not difficult to navigate your way around it. If you are new to the world of Instagram and want to grow your account it takes a strategy and consistency. Remember to always use hashtags whenever you post, engage with other users on Instagram, find your niche and cater to them and post consistently. If you can master these 4 simple tips and tricks, you will definitely see your account grow.