


How to produce engaging content and grow your Instagram audience

10/11: Digital Culture Network

Today you will learn

- How to create engaging, valuable content that gets shared far and wide
- How to encourage your followers to interact with your content
- How to use Instagram insights to grow your following
- How to use the newer releases on Instagram to stay ahead





How to create engaging, valuable content that gets shared far and wide

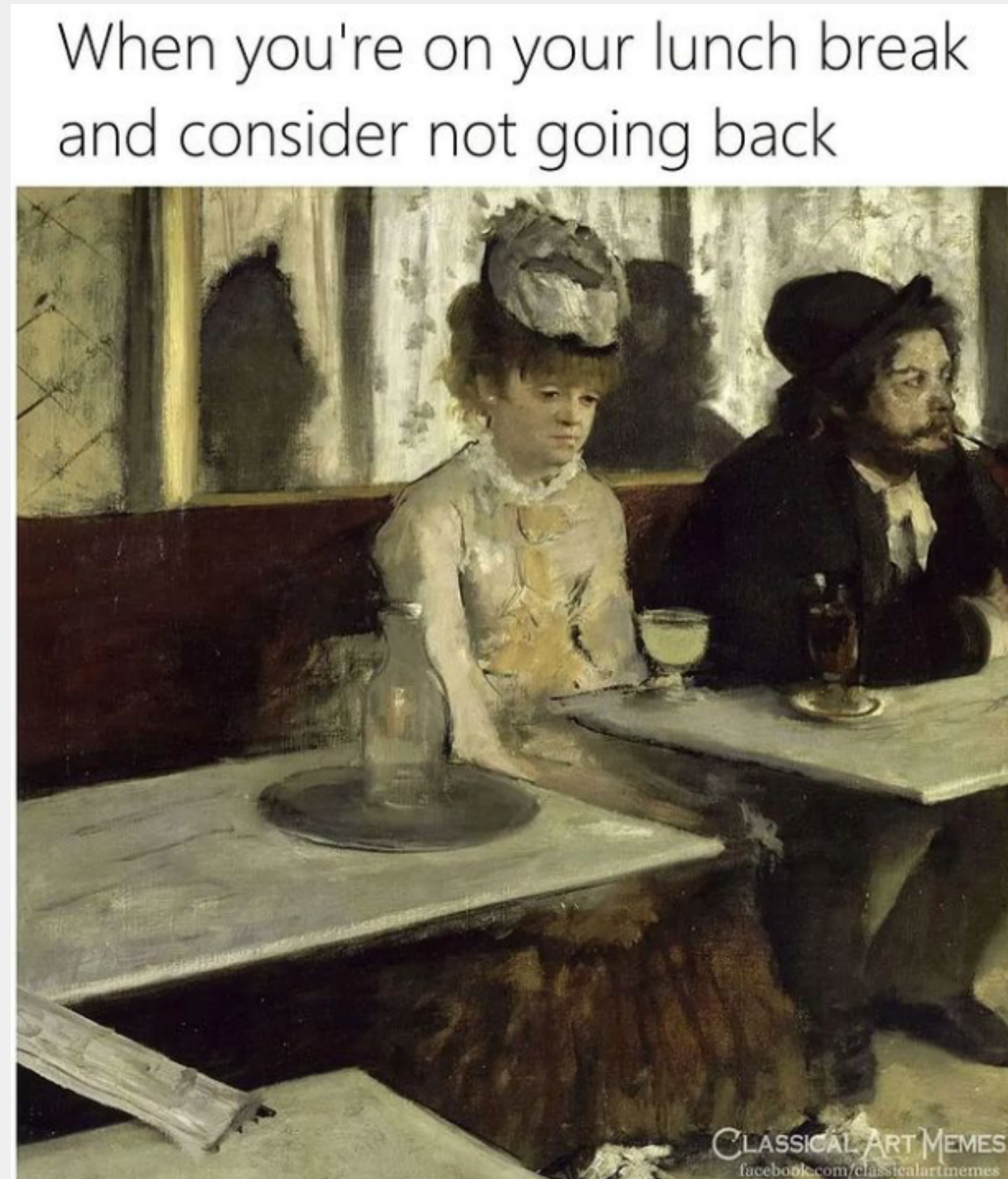
- 'Valuable' Instagram content either **educates**, **entertains** or **inspires**
- 'Engaging' content makes people immediately want to comment, share, save and like it – think about the last piece of content you engaged with – what made you take that action?
- People share content that makes them look intelligent, that they relate to, that they find funny, that expresses something they couldn't have otherwise put into words
- Your content shouldn't just be about you, but should be adding value to your followers instead

PHOEBE PARKE

Educate



PHOEBE PARKE

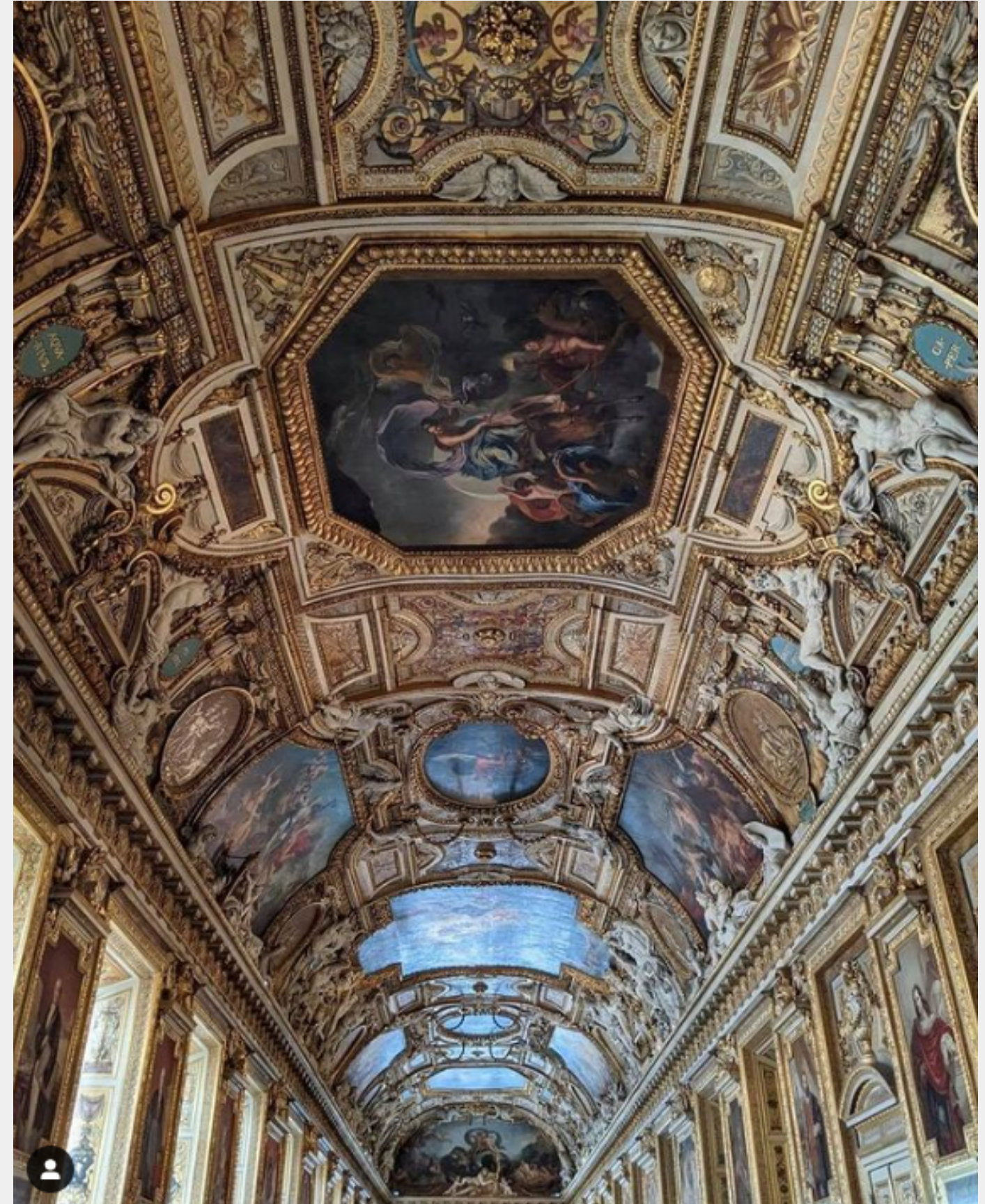


PHOEBE PARKE

○○○

+

Inspire



How do you make content shareable?

- Make it relatable to your audience; run a series of polls, do a formal questionnaire or use trial and error to figure out who your typical follower is; how old are they, what do they enjoy about the arts, what do they do at the weekend etc.
- Select images and create graphics with this typical follower in mind. What kind of language do they use? Your Instagram account should have a specific tone of voice
- Think about the first slide of the carousel, first line of the caption and first 15 seconds of the video – are these optimised for sharing?


How do you make content shareable?

- Ask people to share either on the graphic itself or in your caption and thank them for sharing
- Memes and helpful infographics are some of the top-performing pieces of content at the moment – how can you use these trends for your audience?
- Helpful and useful content might be more basic than you think e.g. the best way to enjoy an exhibition or tips for first time gallery visitors
- Where possible use a neutral colour palette for infographics, that way people who are worried about their aesthetic won't be put off sharing

Examples of shareable content

*Everything
you need to
know about
cleansing*

(There's lots to dig into!)



glossier

✓

...




glossier

✓

There are *hundreds* of face cleansers on the market, but really only two categories: cleansers that clean your face, and cleansers that do a little something extra. Both are important—scroll to learn everything you need to know (h/t to @alioshinsky for the knowledge)

13w



liana_scott_

Such a cool info to learn 🥰

13w

Reply



lovenicegabby

but when are we









13,311 likes

APRIL 29



Add a comment...

Post





How to encourage your followers to interact with your content

- Your Instagram post is only half the conversation, once you've posted the rest of the content is in the comments – don't post and ghost!
- Figure out which one action you want people to take and ask them do it! e.g. TAG someone who this reminds you of or TAG the person who comes to mind when you see this image – or your call to action could be to TAP the link in bio to buy a ticket to this exhibition/class/opening
- Ask questions in your captions e.g. When do you think this photo was taken? COMMENT with your best guesses – make it into a game!

Captions that convert followers into customers

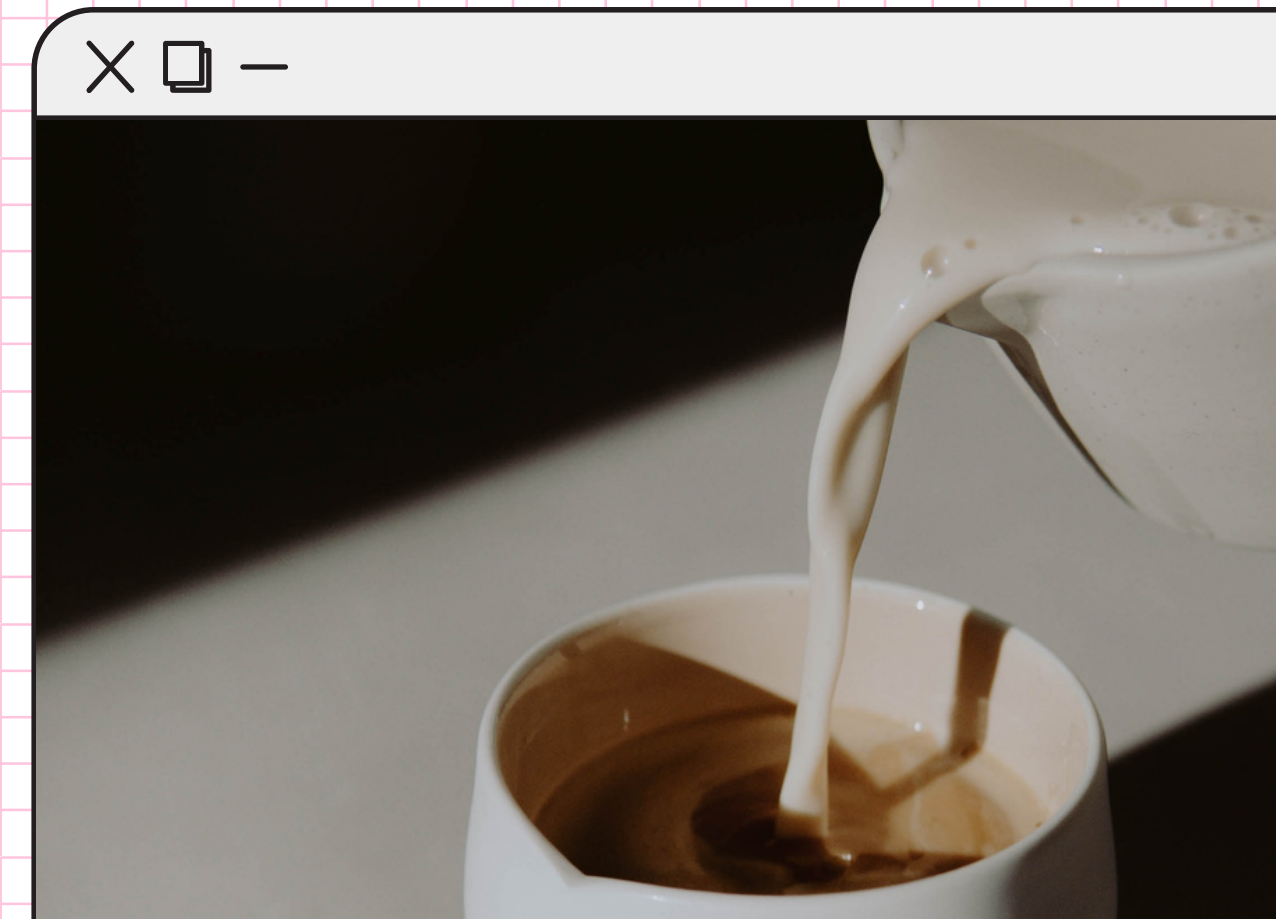
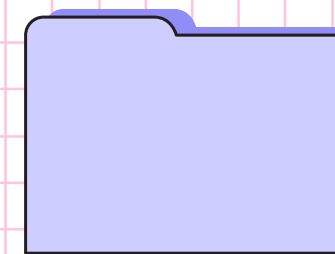
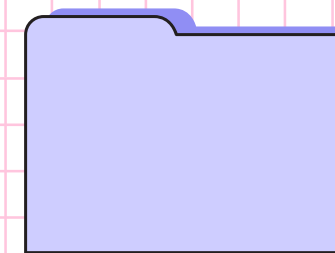
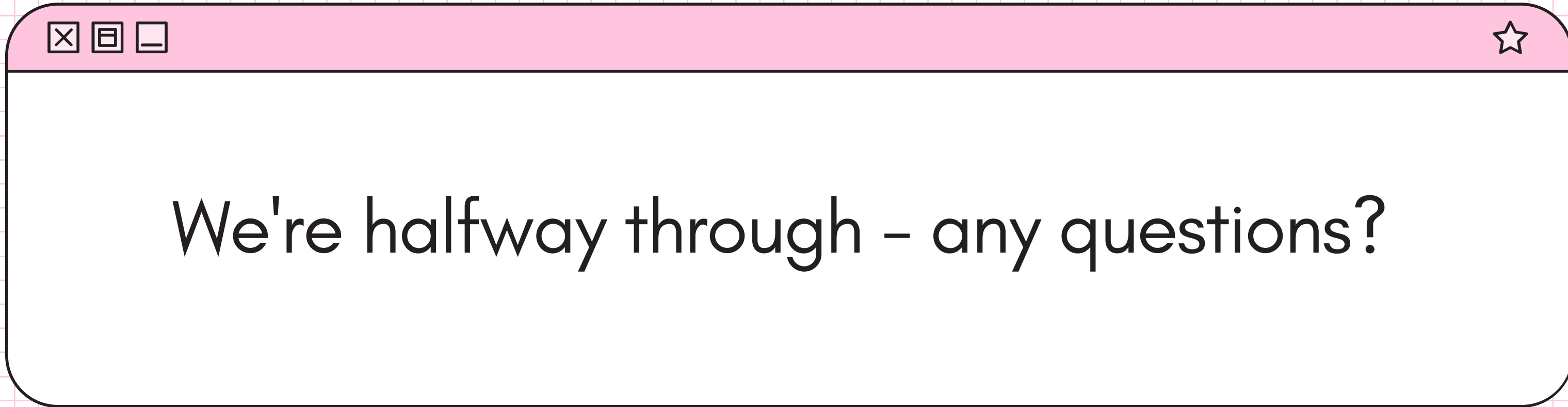


70% of your captions should include a call to action, here are some of my favourites:

- TAP the first link in bio to shop now
- TAP the link in bio to order your copy
- TAP the image to shop
- SHARE to your story if this helped you
- COMMENT below with your own suggestions

Captions shouldn't:

- Be paragraphs long
- Refer to events happening that day
- Have dots in them
- Be hard to read or have no real purpose
- Be left blank



How to use Instagram insights to grow your following

- The most important information you can find in your insights is how your posts performed by reach, don't bother worrying too much about vanity metrics like how many followers you gained
- Once a week or month go into your insights and check what your top performing pieces of content from the week are by reach – how can you replicate these? What is it about them that made people interact?
- You might also set yourself a target around how many website taps you got, or sales you made

An insights example

Posts

Any

Reach

Last 30 days

14.3K

How to Use Hashtags

14.3K

Things On Instagram That Give Me The Ick

12.6K

Most Common Mistakes People Make On Instagram

12.4K

Create Your Dream Instagram Account

10.2K

09:20 Monday, October 18

10K

Comment on people's Instagram posts in the same way you'd speak to them in person

9,234

Phoebe Parke's Five Rules Of Instagram

9,091

Instagram Goal Ideas For The Month Ahead

WHERE SHOULD YOUR PRIORITIES BE ON INSTAGRAM?

THIS IS WHAT HEALTHY BOUNDARIES ON INSTAGRAM SOUND LIKE

9,366

Love your post! Could you create some content for us? We don't have any budget, but would be great exposure for you!

Thank you so much for considering me for this. I'm unable to take on any unpaid projects at the moment, but if your budget for this changes, please do so touch!

What To Do When It Feels Like Nothing Is Working On Instagram

11.4K

1

Posting filler content with no captions

2

Landscape photos

3

Whimsical Instagram bios

4

Waiting for a few more people to join

5

Asking for a photo

1

Having a vague bio

2

Not picking a niche

3

Ignoring comments

4

Not posting in portrait

5

Using broad hashtags

6

Not adding value

7

Copying content

8

Not having captions

9

Posting inconsistently

10

Being personality

11

Over time

12

Giving up too easily

1

I'm unable to give detailed consultations via DM, but you can sign up for a one-on-one session by going to xxx, alternatively xxx resource might be of use to you!

2

I'm not able to help out this time! I don't think I'm a good fit for this particular project but [insert other expert] might be a good person to speak to!

3

Thanks so much for thinking of me, I'm going to have to pass on this occasion but best of luck with the event!

4

I'll be offline this weekend, but if you send me an email with a request, I'll be back on next week!

5

Thank you so much for the DM, I'll get back to you as soon as I can!

1

Always post in portrait. A simple tweak that makes all the difference; the dimensions are 1080 x 1550

2

Your post isn't complete without a call to action. You can't expect people to take action (comment, share, buy) if you don't prompt them to do so

3

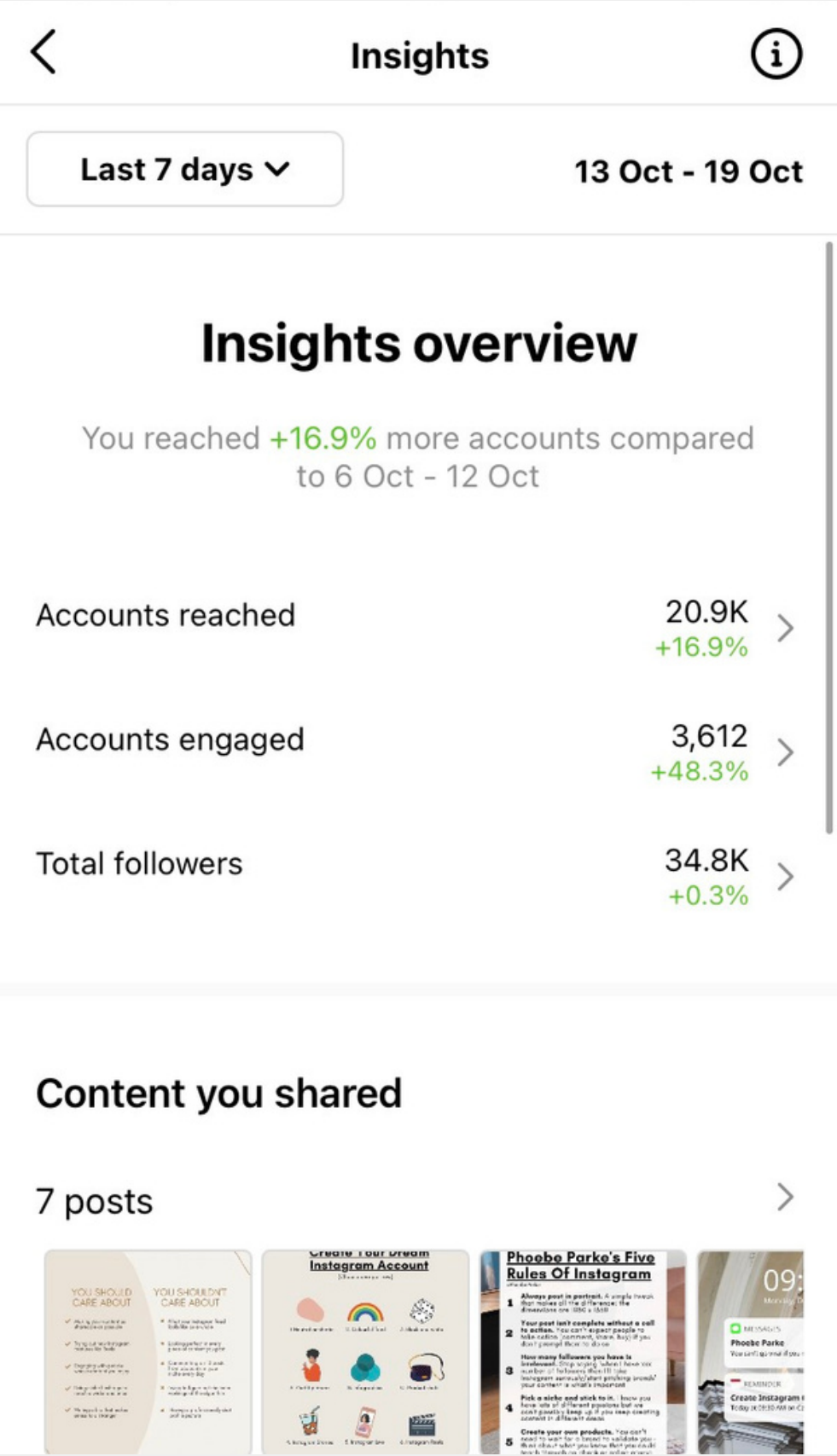
How many followers you have is irrelevant. Stop saying when I have xxx number of followers, then I'll take Instagram seriously/start pushing brands' your content is what's important

4

Pick a niche and stick to it. I know you have lots of different passions but we can't post everything

THE CONTENT CREATOR STARTER PACK

YOU



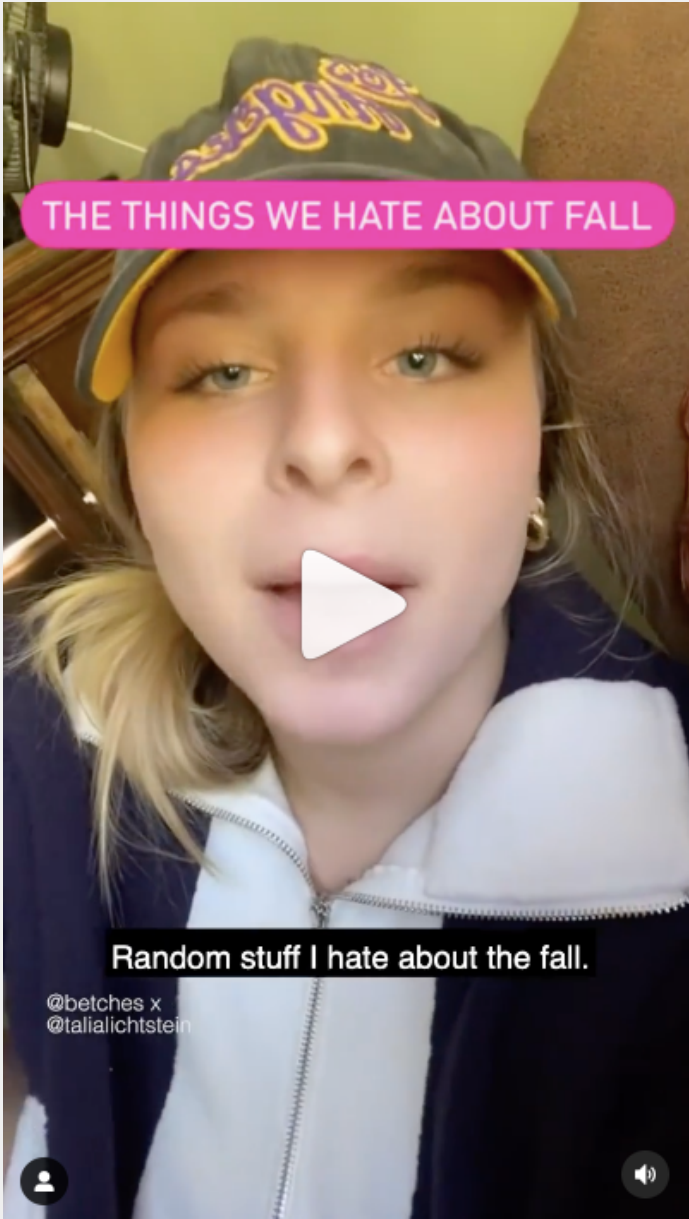
How to use the newer releases on Instagram to stay ahead


- Every time Instagram launches a new feature it's a good idea to be among the first people to try it out. Why? Because as we saw with Instagram Live and Reels – Instagram will always be keen to show off new launches and as a result your content gets a boost

There's still time to make Reels work for your brand, this could be:

- A guided tour of a new exhibition in 60 seconds
- Five things you didn't know about a specific artist
- An oddly satisfying ASMR Reel of paint being spattered or crowds of people moving from space to space as a time lapse

Examples of Reels





Three common mistakes arts organisations make on Instagram and how to avoid them

Just posting pictures

- Your feed should be a mix of different kinds of content types; video, graphics, images
- How can you educate your followers and stand out from every other art account posting amazing images?
- No call to action in the caption, or saying 'buy your ticket' where do they buy from? Make it easy for people

Making it all about you

- Buy this, buy that
- Not answering comments and DMs
- Not doing any research so you have a clear idea of who your target customer is and what they need from you

Three common mistakes arts organisations make on Instagram and how to avoid them

Not producing enough timely, relevant content:

- Needing every post to be perfect before you put it out there – rough and ready unfiltered content is outperforming polished content across social, see: TikTok!
- Posting image sizes that aren't optimum for the platform (landscape flyers created for email banners etc)
- Not tapping into trends, memes and the current news cycle – why does each piece of content need to be posted that day? How is it relevant?

Phoebe Parke's five rules of Instagram

- Always post in portrait (1080 x 1350) the square is dead, long live the rectangle!
- Your post isn't complete without a call to action
- How many followers you have is totally irrelevant
- Pick a niche and stick to it, if you try and be everything to everybody you'll end up being nothing to no one
- Use niche hashtags – between 20k – 50k in size

PHOEBE PARKE

Instagram FAQs

Q: Should I be using Reels? A: Yes!
Free reach!

Q: How do I stay consistent? A:
Create two weeks ahead of time
and get ideas from your followers

Q: Will posting too often annoy my
followers? A: No! If they unfollow they
weren't your people

Q: How often should I post? A: Depends
on your goals, but daily!

Q: How do I get more followers?! A:
Create shareable content and collab
with people in your niche

