

**HOW TO GET MORE  
FOLLOWERS ON  
INSTAGRAM:  
FROM 0 TO 10K FOLLOWERS**

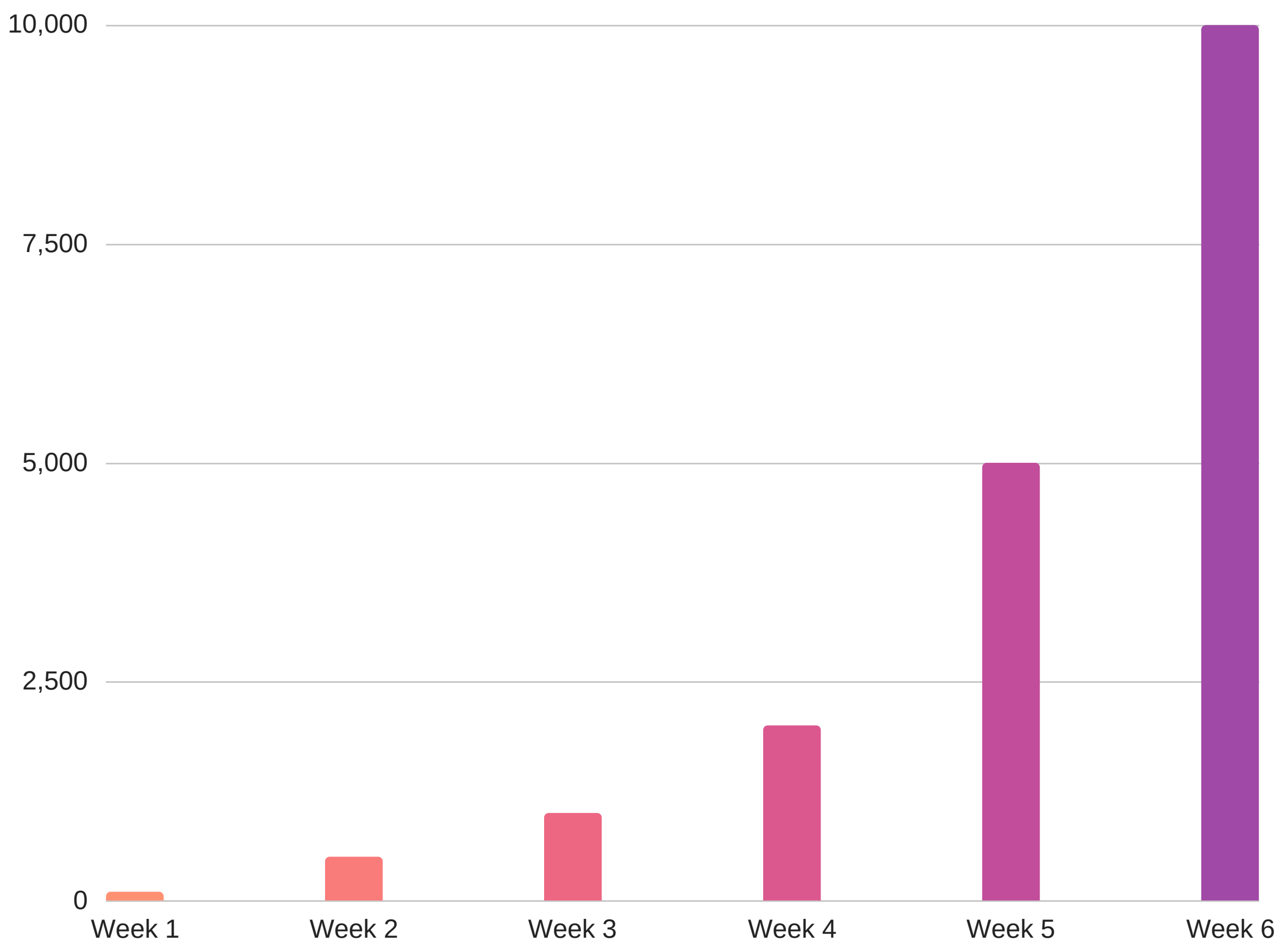
**GET  
FAMOUS**



**GROW YOUR FOLLOWERS  
ORGANICALLY**

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# 25 TIPS TO GET MORE FOLLOWERS AND GROW ORGANICALLY ON INSTAGRAM



If your likes are lower than ever, if your engagement is dropping and decreasing it's probably not your fault, you're probably not doing anything wrong at all and the reason for it is that back in June 2016 Instagram rolled out a new feature "the non chronological feed" and what that did is it jumbled old and new photos together and their mysterious algorithm now determines which photo show up first on your feed and that can be really bad for us and another reason why people are struggling on Instagram is the platforms insane popularity. Everyday there are new people coming to Instagram, posting pictures, some of which are really stunning so it's becoming harder and harder to stand out and according to recent studies, the average users of Instagram followers 822 other users. So you're competing with 821 users for space in that news feed that is non chronological so if you're not getting many likes obviously it's very difficult for you to succeed and to show up that at all. But you guys know by now, my 25 genuine useful tips are going to help you beat the algorithm.

# 1. Don't cheat the system

This is the most important one is do not try to cheat the system and i know this makes me sound a bit of a downer but i promise you that if you buy followers or if you buy likes, if you play the follow on follow games it will bite you in the butt and Instagram is really cracking down on shitty activity right now so if you get caught in that web you might have your account disabled or deleted and its really not worth it and even if you do succeed, somehow, by buying likes, buying followers you will not feel good about yourself at the end of the day and other Instagrammers know their stuff and they will know that you did that and nobody in the industry will respect you so it's really not worth at all.

## 2. Improve your photography

This is not a very popular tip because it sounds so obvious but Instagram is such a visual platform that if your photos aren't beautiful then you are probably never going to succeed. So you don't need a bulky DSLR to succeed on Instagram even though that will help you just need a smartphone and a bit of understanding of how likes works, how image compensation works, and just a little bit of knowledge about editing and that's really it and by the way for a lot of niches it's really useful to include yourself in the photos, so if you're comfortable doing that, that will probably help you if you're a travel Instagrammer for example.

# 3. Develop a consistent style

Develop a consistent editing style and this goes back to what we discussed. We need to learn more about image editing if you want to succeed on Instagram and its very very simple actually you can do in a light room if you have that software on your computer but you can just do it on your smartphones so you can get these apps like vsco cam or my favourite colour story and in these apps you can save different presets so then you have this filters that feels very you and you can just apply it to whatever image you put into that app. So that way you will get very cohesive look that's going to look like a really gallery and that's what people are Instagram really enjoy. It needs to have your mark on it, yourself, so you can decide whether that's black and white images or if that's like soft and dreamy or if it's very HDR(high dynamic range) images. So decide what your setting is and you will grow into this. Don't be afraid of experimenting in the beginning.

# 4. Be an active Instagrammer

What I mean by that is not just post every day what i really mean is comment on other people's picture and interact with them and you shouldn't just comment in a spammy fashion or just say LOL or great image whatever or any emoji. So leave well thought or meaningful comments on other people's images and it will really help kick start your progress on Instagram and i mean if you don't enjoy using the platform then why even bother trying to grow on there.

# 5. Interact with the right people

Find people that are most likely to be interested in the topics you're interested in and that you're posting about. For example, for me i will target #dream traveller or #photography or #fashion. These are hashtags that a lot of people are using and they are kind of people that will be interested in my content. So figure out what those hashtags are for you and then interact with people that are posting on those hashtags.



# 6. Change your profile picture

Now, obviously this will not apply to everyone, some of you I'm sure have amazing profile pictures but if your picture doesn't look great in Instagram then why can't we click on profile pictures it's very frustrating. You need to pick an image that represent who you are, what your Instagram is about that looks very enticing, people wanna click on your profile and yes that looks great in your profile picture as well.

# 7. Optimise your bio

Your bio is the first thing that people see when they come to your profile (side from your images, of course) and you really need it to represent who you are and what you post on Instagram. So make it fun, make it memorable, make it snappy, think of something creative but just really make it sure that it represent who you are and what you post about.

# 8. Use all the hashtags

If someone handed you 30 lottery tickets today what would you do? Would you play 3 or 4 or would you use all of them ? Exactly, but when it comes to Instagram why would you shit yourself in the foot and not give yourself every opportunity to succeed. So use all 30 and by the way there are tricks and tips on how you can use 60 but don't do that because if you do that it will rendered all your hashtags invalid.

# 9. Use the right hashtags

This is where a little bit of research comes into play but trust me the time spend during that is really worth it because using the right hashtags is one of the best ways right now to grow on Instagram. So i highly recommend you to do a research and if you're not sure how to find the best hashtags then go to the website ([www.insidea.com](http://www.insidea.com)) where you can download tons of free hashtags.

# 10. Geotag your images

Tag your images because it will really help you grow. Studies show that images with location included can perform up to 79% better so just do it.

# 11. Experiment with captions

Don't be afraid to make your captions longer or shorter than usual. Just don't be afraid to experiment a little bit. There are no stats really about how captions length impacts your engagement levels but from my personal experience if I write a good captions that really connects with people, if I ask them a great question then i will get so many more comments and people really engaged with me on like a personal level not just engagement on the internet but real engagement they really share their stories as well. Think about your captions don't just pop 3 emojis down.

# 12. Include a call to action

So we just touched on it now, but basically don't be afraid to ask questions in your captions even if you're a small Instagrammer and you're kind of worried about not getting a response **JUST DO IT** and another way to include a call to action is asking people to tag a friend.

# 13. Tag other accounts

Tag other people in your images. Now you really don't wanna overdo this because this will become very very annoying but if there is a featured account that your photo is relevant to for example, you're travelling to Italy and you're in Venice so you are going to tag the tourism board of Italy and Venice that's totally fine and they will probably appreciate and they might repost your image. So in that case it can be very useful.



# 14. Stay on topic

I know this can be difficult for a lot of people because as humans we are very multifaceted, we have many varied interests but on Instagram you really need to narrow it down to 2 to 3 interests that you are gonna be covering on your account and if there is like one that is completely incompatible with those just make it a different account. Honestly, I know it can feel a little bit limiting but it's definitely worth it because if you suddenly start posting photos of sports cars but up until then if you have been sharing photos of your food then people are really going to be confused and they might unfollow you. So it's not just worth doing it.

# 15. Work in trending topics

Work in big trending topics because it can really help other people discover your account. For example, March 8th (Women's Day) you can work into your gallery or December 10th (Human Rights Day) or May 25th (International Towel Day).

# 16. Keep a consistent schedule

So you can post once or twice or three times a day but post at similar times everyday so that your followers know what to expect and when to expect your photos so they can already look forward to it and maybe go to your account. So personally I only post once a day and I post around 6pm Israel time which i have found to be my optimal time.

# 17. Post at the right times

So when it comes to the determining the right time to post you can just use logic as to when do people use Instagram. They use it in the morning at work maybe around lunch time and before going to bed. You can get more scientific about it and you can use data from services like iconosquare or the Instagram business profile.

# 18. Switch to a business account

This is a little bit controversial. A lot of people think or assume that their engagement is gonna drop and some people have experience that, personally when I switch to a business account nothing happened. Nothing changed at all when I switched to a business account except that now I have all these stats and analytics at my fingertips .I am able to determine when is the best time for me to post, who my followers are, where they come from, how old they are, what gender they are but basically it is very very useful. So I would highly recommend doing it. Also, a new feature is that in your Instagram stories you can now include the link so people can swipe up and go directly to that link which has really help me grow traffic.

# 19. Listen to your analytics

I have lots of blogger friends and Instagrammer friends who have business accounts, they pay for their corner square and they end up doing whatever they want. Anyway, you need a little bit of discipline to succeed on Instagram especially when you're starting out.

# 20. Reply to your comments

At the beginning there should be fairly easy but as you begin to grow it will become more and more difficult. So for example, when there are around 60 to 100 comments per image and then its starting to feel little unsustainable, it becomes very difficult to reply to every single one of them but still try to do it. Eventually try to reply to everyone. If somebody took the time to leave a thoughtful comment on your account then I think it's only fair to reply because thats what its about, the engagement and having conversation so social media keep it social.

# 21. Use Instagram stories

Instagram has rolled out loads of different features over the years and they really really want you to use them. So by using Instagram stories you will benefit in several ways and here are two that I think that are most important.

Number 1- you will get more recognition from your existing followers. They gonna see your face as the first thing when they login in to Instagram.

Reason for that is when you go to your feed, up top there is a little row of different people stories and if you keep yours recent then you might just be one of those first 5 people they are gonna see so that's really really useful.

Number 2- I think the algorithm secretly favours people who are really active on Instagram and who use all of its features. So, by using Instagram stories you're sending a signal to the algorithm that you should be ranking higher in the news feed. That's something worked for me.



# 22. Use Instagram live

The reason it's better

a) You have the direct conversation with your followers so that really helps them feel like they know you and that really makes them invested in your account.

b) If you save your Instagram live, you show it for 24 hours kind of in your stories, I guarantee you will be one of the first people on anyone's homepage because that's how it's arranged first the live's and everybody else. So I highly recommend you start doing Instagram live. I know it can be little bit daunting but it's worth it.

# 23. Post more videos

I don't really do this enough myself but I think its another feature that Instagram wants to be use it so posting videos can be a really good way to get to the top of the feed and videos for a lot of people get more views than they normally get likes.

# 24. Promote on social media

Promote your Instagram on other social media networks. It's very self explanatory. Drop a comment about your Instagram on Facebook, or on Twitter. If you already have followers on another network then let them know that you're on Instagram then that should bring them to over. Don't expect hundreds or thousands of people to come over because I had a really big following on Facebook and it was still a slow trickle but every little bit helps but I definitely recommend you to do that.

# 25. Partner with other creators

I know people do it a lot on YouTube but on Instagram people aren't really doing that very much. It's a real shame because that is a really great way to grow not by just being featured by a featured account but by directly one on one working with other Instagrammers that you like and that who is work passionate about and I think this works really well and I wish that more people did this. You could even do something very simple like giving them a shatter in your stories. It doesn't have to be a lot of work and that can be very effective. So I definitely recommend getting in touch with other Instagrammers that are about the same size as you or you know if you know someone who has a bigger following and you're already friends, don't obviously mooch of someone or if you know someone then try to talk to them and make it worthwhile.

**These were 25 tips to get more followers and grow organically on Instagram. I hope this article was really helpful to you.**

