Instagram for Creatives

By Erika Holley
How to use hashtags for your creative business
How to create effective content
How to increase engagement
How to understand Instagram Insights
Tips, Tricks and Tools to make Instagram better
Hashtags

#denverartist
Followed by redlinedenver

#denverartist
460.9K posts

#denverartistcommunity
108K posts

#denverartiststola
Fewer than 100 posts

#denverartiststoschool
Fewer than 100 posts

#denverartiststerior
Fewer than 100 posts

#denverartiststicentcontrol
Fewer than 100 posts

#denverartiststirefund
Fewer than 100 posts

#denverartistry
Fewer than 100 posts

#denverartiststas
Fewer than 100 posts

Related: #coloradoartist #cincinnatiartist #texasartist

Top

Recent

Related: #coloradoartist #cincinnatiartist #texasartist

Top

Recent
#hashtags
Common Hashtags

- Location
  - #denverco (247k)
  - #denvercolorado (1.2M)
  - #denver (12.3M)

- Location plus industry
  - #denverartist (287k)
  - #denverartists (46.2k)

- Trending topics

- Type of art or medium
  - #contemporaryart (35.6M)
  - #contemporarysculpture (587k)
  - #contemporarydance (1.9M)
  - #contemporarydancer (121k)
#hashtags Dos and Don’ts

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**Dos**

- Be as relevant to your content as possible
- Add a variety of relevant hashtags to every post
- Use hashtags users are likely to follow
- Use hashtags in stories
- Use hashtags for location, community, event, audience, product, niche
- Follow and research hashtags that is relevant to you and your audience
hashtags Dos and Don’ts

Don’ts

- #susanalbumparty
content
Create Content for Your Audience

Persona Name:

Interests:
1.
2.
3.
4.

Hashtags they follow:
#  
#  
#  
#

Accounts they follow:
@  
@  
@  
@

Demographics:
Age range:
Location(s):
Gender Split:

Outline your goals here:
#content Dos and Don’ts

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Dos

- Stage it - make a very intentional scene with your art
- Create a visual style and stick with it - colors, photo filters
- Use very aesthetically pleasing images
- Give your audience what they want - stay relevant
- Ask for User Generated Content (USG)
- Contests
- Tell a story
- Create a content calendar and strategy - create in advance
#content Dos and Don’ts

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**Don’ts**

- Use blurry images
- Post images with too many words on them
- Post photos directly from Facebook without knowing if they’ll crop correctly
- Be overly promotional or salesy
- Post inappropriate images or text - use discretion with art
Aesthetically themed content: Canva
graystreet.studio Time. That’s the prompt for today’s #marchmeetthemaker challenge. Time management has always been a tricky thing for me. I often tell people that my mind is like a tangled ball of string when there’s a lot going on. I need sticky notes and to do lists to keep myself on track! Does this sound familiar to any other creatives? Or is it just me?! *this mug is still available*

#marchmeetthemaker2020day3 #marchmeetthemaker2020 #timemanagementskills #timeisoftheessence #muglovers #unique#mug #coffeebeforetalkie #coffeemuglove #bouldermaker #boulderartist #alittleaboutme #abstractartisoninstagram #creativehappylife #newandabstract #whattoread2020 #readingandcoffee #whattoreadwednesday #denverartists #denvermaker #shoplocaldenver #shoplocalcolorado #coloradolifeisgood #caffeineandlipstick

Aesthetically themed content: @graystreet.studio
Aesthetically themed content: @graystreet.studio
#engagement
#engagement Dos and Don’ts

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**Dos**

- Like and follow accounts that are similar, relevant, local
- Post to stories - daily
- Mix it up with videos
- Schedule posts at the best time for reaching your audience
- Respond as quickly as possible
- Actually engage with others - proactively
#engagement Dos and Don’ts

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**Don’ts**

- Expect everyone to like everything
- Let messages go unresponded to
- Post unrelated images and content
- Ignore your insights and metrics
#insights
#insights

- Reach - metric reflects the number of unique views on a post
- Impressions - metric reflects the total number of views on a post
- Saves - users “bookmarking” the post
- Engagement Rate - Likes + Comments / Followers x 100
- Audience - Best Time to Post
- Growth - Difference between Follower and Unfollows
- Traffic - driving users to your website
Insights

speniabletoketo

Content  Activity  Audience

**Discovery**

3,434 Accounts reached from Feb 03 - Feb 09

<table>
<thead>
<tr>
<th>Day</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon</td>
<td>154</td>
</tr>
<tr>
<td>Tue</td>
<td>907</td>
</tr>
<tr>
<td>Wed</td>
<td>1.2K</td>
</tr>
<tr>
<td>Thu</td>
<td>454</td>
</tr>
<tr>
<td>Fri</td>
<td>699</td>
</tr>
<tr>
<td>Sat</td>
<td>1.4K</td>
</tr>
<tr>
<td>Sun</td>
<td>1.7K</td>
</tr>
</tbody>
</table>

Reach +189 vs. Jan 27 - Feb 2

Impressions +4771 vs. Jan 27 - Feb 2

**Interactions**

536 Actions taken on your account from Feb 03 - Feb 09
#tipsandtricks
● Respond to comments with more than three words
● Use combination of stories, photos and videos
● Post directly to Twitter and Facebook from Instagram
● Make sure you’re setup as a BUSINESS Account
● Leverage your archives to highlight and share more information
● Collect your favorite posts – reshare!
TOP RESULTS FOR DENVERART

Matching hashtags were found based on your search criteria. To generate new hashtags, just use the hashtag generator form again or scroll down to the “Similar Hashtags” and let yourself be inspired.

BEST 11 #DENVERART HASHTAGS

Here you can find the 30 relevant hashtags based on your searching key. Instagram allows max. 30 Hashtags/Post.

SIMILAR HASHTAGS LIKE #DENVERART

Hashtags that are similar to your keyword. They contain your keyword and show you other examples and variations of your word.
Instagram Hashtags for art

Art on Instagram can be broken down into sub topics, for example, drawing, graphic design, painting etc. You should narrow your topic down into a sub topic, then use the Hashtag generator to add your hashtags.

Hashtags for art:

- #art
- #arty
- #artoftheday
- #art_spotlight
- #illustrationartists
- #artistoninstagram
- #artgallery
- #instaart
- #digitalart
- #arttagram
- #artist
- #artistsoninstagram
- #artwork
- #arty
- #artlovers
- #nailsart
- #artistsofinstagram
- #artofvisuals
- #artists
- #foodart
- #makeupartist
- #arte
- #arts
- #artistic
- #artofinstagram
- #nailart
- #streetart
- #makeupartistsworldwide
- #worldofartists
- #abstractart
# Profile Summary

<table>
<thead>
<tr>
<th>TOTAL POSTS</th>
<th>FOLLOWERS</th>
<th>FOLLOWING</th>
</tr>
</thead>
<tbody>
<tr>
<td>87</td>
<td>1,243</td>
<td>2,948</td>
</tr>
</tbody>
</table>

# Profile Growth & Discovery

See insights on how your profile has grown and changed over time.

- Collected Data
- No Data

- 7 Days
- 1 Month
- 3 Months
- Jan 10, 2020 - Feb 10, 2020

**FOLLOWERS**

Data collection started January 22, 2020.

- Why is my data not displaying?

![Graph showing follower growth](image URL)
Aesthetically themed content: Canva
#q&a
Contact Me!

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