

Instagram for Creatives

By Erika Holley

Instagram

for creatives

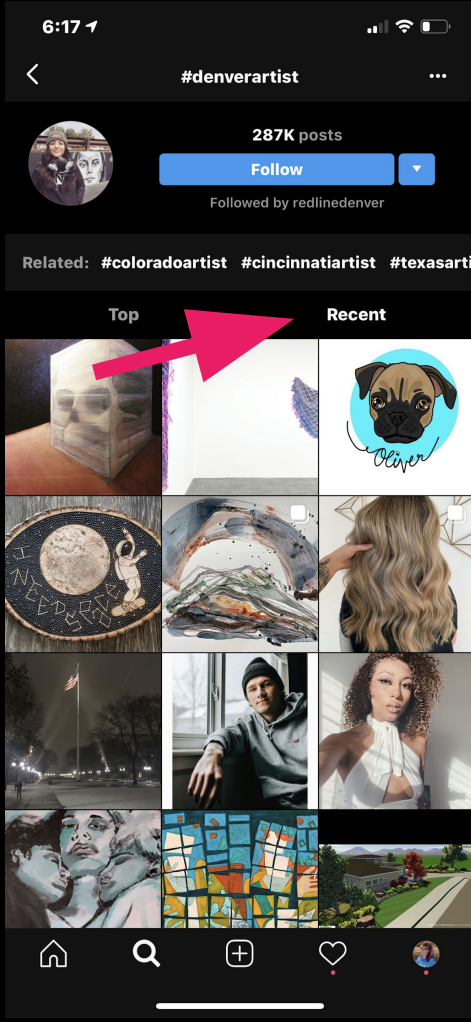
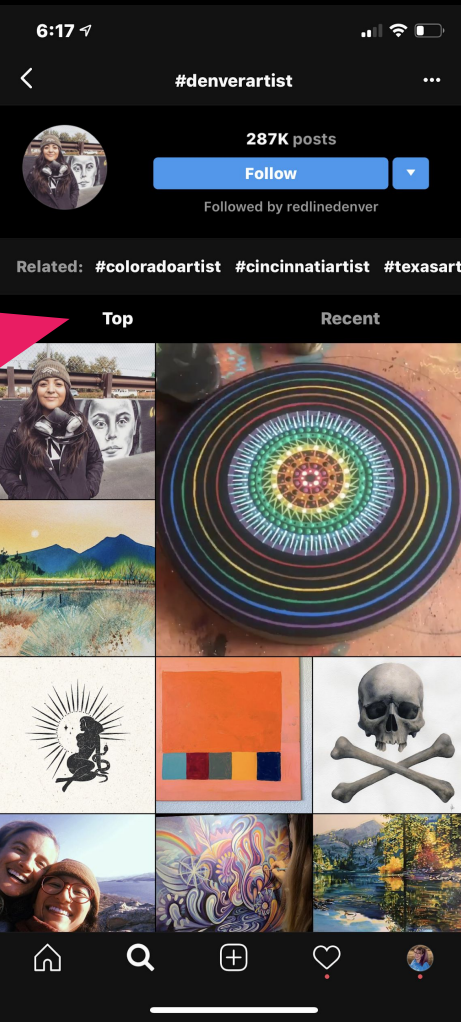
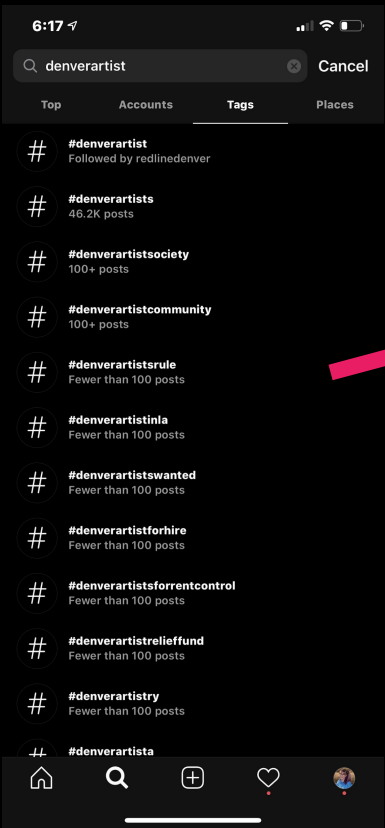
- *How to use hashtags for your creative business*
- *How to create effective content*
- *How to increase engagement*
- *How to understand Instagram Insights*
- *Tips, Tricks and Tools to make Instagram better*



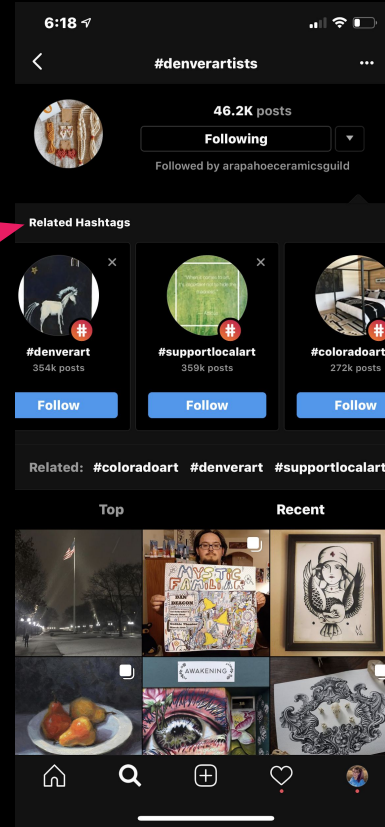
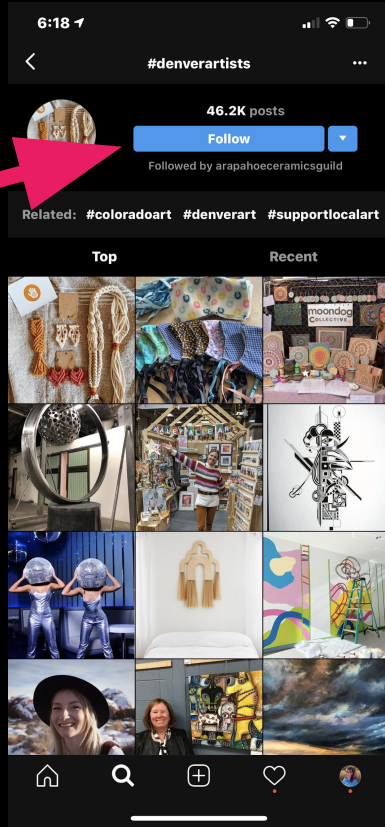
#aboutme



#hashtags



#hashtags



#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

— — —

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

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Don'ts

- #susanaibumparty



Susan Boyle @SusanBoyleHQ

1h

Susan will be answering your questions at her exclusive album listening party on Saturday. Send in your questions

#susanaibumparty Susan HQ

Expand



#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

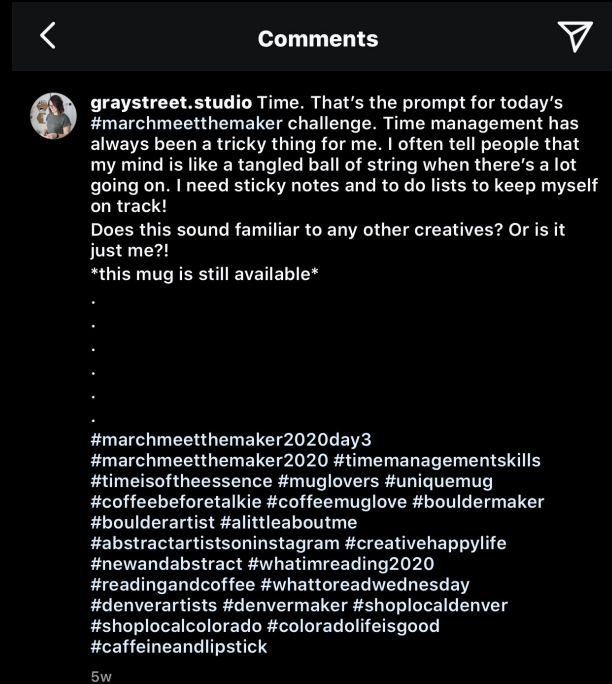
#content Dos and Don'ts

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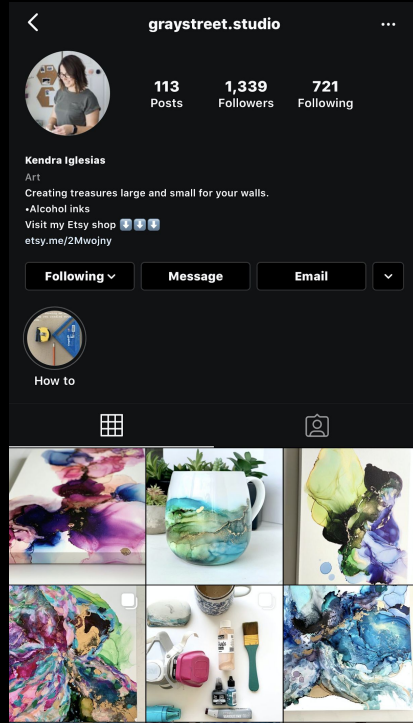
Don'ts

- 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



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

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- 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 - $\frac{\text{Likes} + \text{Comments}}{\text{Followers}} \times 100$
- Audience - Best Time to Post
- Growth - Difference between Follower and Unfollows
- Traffic - driving users to your website



Insights

#tipsandtricks

#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.

▼ Best **top** hashtags 11 #Hashtags

#denverart #denverartist #denverartmuseum #denverartists #Denverarts
#denverartgallery #denverartdistrict #denverartsweek #denverartgalleries
#denverartscene #denverartweekend

Copy Hashtags

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.

▼ Best **similar** hashtags 10 #Hashtags

#denverartist #denverartmuseum #denverartists #Denverarts #denverartgallery #denverartdistrict #denverartsweek #denverartgalleries #denverartscene
#denverartweekend

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 | ✓ #artist | ✓ #makeupartist |
| ✓ #artsy | ✓ #artistsoninstagram | ✓ #arte |
| ✓ #artoftheday | ✓ #artwork | ✓ #arts |
| ✓ #art_spotlight | ✓ #arty | ✓ #artistic |
| ✓ #illustrationartists | ✓ #artlovers | ✓ #artofinstagram |
| ✓ #artistoninstagram | ✓ #nailsart | ✓ #nailart |
| ✓ #artgallery | ✓ #artistsofinstagram | ✓ #streetart |
| ✓ #instaart | ✓ #artofvisuals | ✓ #makeupartistsworldwide |
| ✓ #digitalart | ✓ #artists | ✓ #worldofartists |
| ✓ #artstagram | ✓ #foodart | ✓ #abstractart |



- Calendar
- Media Library
- Conversations
- Analytics
- Collect Media
- Search by Hashtag
- Add from URL
- Mentions
- Tags
- Contributors
- Linkinbio

Analytics

@sparklesneatoketo
Instagram

- Overview
- Audience
- Post Performance
- Story Performance
- Hashtag Analytics

Profile Summary

87 TOTAL POSTS	1,243 FOLLOWERS	2,948 FOLLOWING
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Profile Growth & Discovery

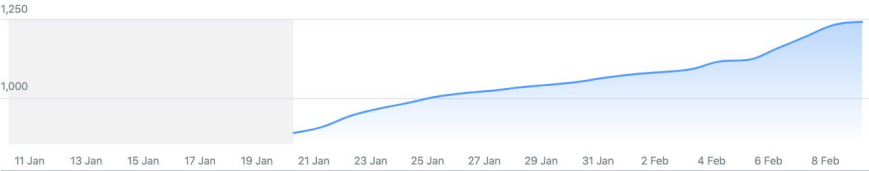
See insights on how your profile has grown and changed over time.

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?](#)



Aesthetically themed content: Canva

#q&a

Contact Me!

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@sparklesneatoketo
