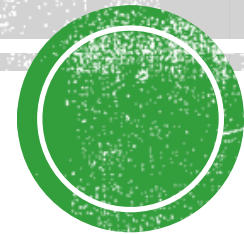


# Practical engagement techniques



# First: A few best practices.

- Use an @mention in the caption
  - Can increase engagement up to an average of 56%
- Adding a location tag
  - Can up engagement by an average of 79%
- Minimize steps users have to take to interact with you
- Don't expect your audience to do all the work
- Use branded hashtags

# Give people something special

- A peek behind the scenes
- Exclusive content
- “Firsts”
- An experience that feels personal

# Engage with your community.

- Celebrate or feature creators and community members
- Tap into relevant, trending hashtags
- Talk to people, not at people
- Encourage audience involvement
- Respond to comments

# A quick note: “Link in bio!”

Show me **all** projects on **Earth** tagged with **Instagram** sorted by **newest**

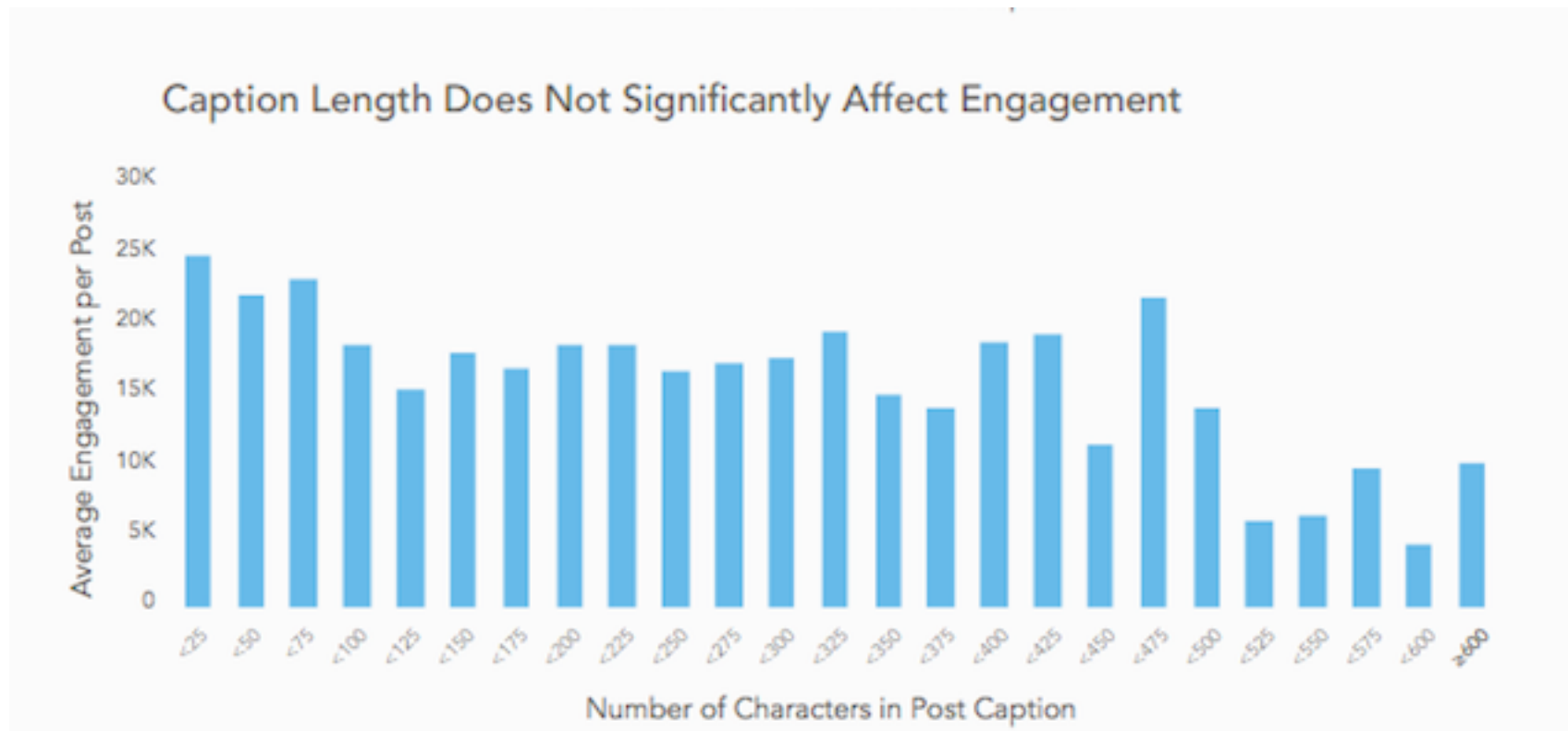
Advanced

Explore 141 projects

<p><b>MOMENT: A Book by Satsuki Shibuya</b> Satsuki Shibuya Los Angeles, CA 154% \$23,116 funded pledged 12 days to go Katie and Alfie, and 2 more are backers.</p>	<p><b>The First Desktop Waterjet Cutter WAZER</b> Bronx, NY 1243% \$1,243,081 funded pledged 38 days to go Marissa and Katie, and 3 more are backers.</p>	<p><b>The Sikh Project Book</b> Amit and Naroop Shot over 3 years in the London, UK 16% £7,588 funded pledged 6 days to go Susan and chase, and 3 more are backers.</p>	<p><b>Modern Knitting Kits and Handmade Knitwear</b> The Rare Creations New York, NY 69% \$10,353 funded pledged 4 days to go Stephanie is a backer.</p>
<p><b>WELCOME HOME // a multipath photobook by Judith Stenneken</b> Judith Stenneken New York, NY</p>	<p><b>The Cyclone-LEGO® Compatible Roller Coaster Construction Toy</b> Elkton, VA</p>	<p><b>boom saloon magazine: democratising creativity for good</b> Rachel Arthur Edinburgh, UK</p>	<p><b>The Lomo'Instant Automat Camera</b> Lomography New York, NY</p>

- Use it wisely
- Hack a gallery
- Consider software like Have2Have.it
- Try search terms in caption copy
- Use easy-to-remember links in your copy

P.S.



via [sproutsocial.com](https://sproutsocial.com)

