MCNUTT & PARTNERS' GUIDE TO POSTING ON INSTAGRAM

INSTAGRAM HAS ITS OWN SET OF RULES WHEN IT COMES TO POSTING!
HERE ARE A FEW BEST PRACTICES FOR POSTING TO INSTAGRAM.
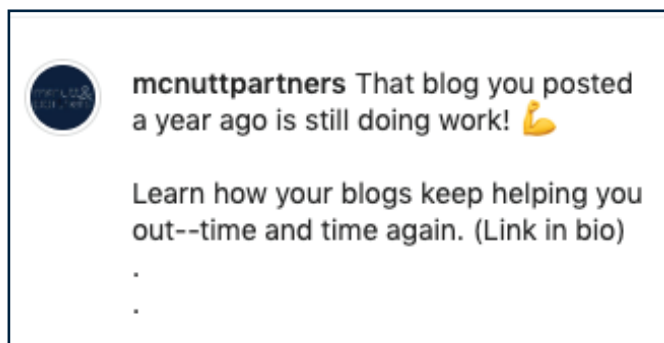
1) **Images should be sized in a square format.**

Images on Instagram should be square in size and measure 1080 px x 1080 px, or a 1:1 aspect ratio. Otherwise, critical information could get cut off.

2) **Avoid using links in copy.**

Instagram does not support links in post copy. Instead, direct followers to the link in your bio with text like "Link in bio" or "Click the link in our bio!"


mcnuttpartners That blog you posted a year ago is still doing work! 💪

Learn how your blogs keep helping you out--time and time again. (Link in bio)

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3) **Maximize hashtag use in copy.**

Instagram post copy supports up to 30 hashtags per post. Identify a set of standard hashtags to use with every post, and then add hashtags relevant to specific posts each time.

. #blog #blogging #seo #searchengine
#searchengines
#searchengineoptimization
#graphicdesign #webdesign
#digitalmedia #socialmedia
#socialmediamarketing
#digitalmarketing #marketing
#advertising #advertisingagency
#advertisingmomentum #McP
#McNuttPartners

4) **Use a cover image when necessary**

If you are posting something off-brand, use a branded cover image along with it. That way, your grid will still appear consistent with your branding.
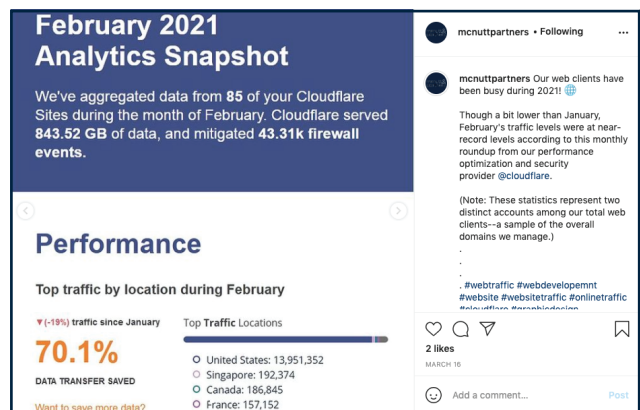
5) Keep branding consistent.

Instagram is a highly visual platform. Keep your graphics simple and on brand. We suggest using no more than three different font types in a single graphic and always sticking to your brand's color scheme.

6) Use Instagram stories to your advantage.

Instagram's algorithm may limit how effectively your feed content reaches your followers. Content posted to the "story" section, however, is not subject to Instagram's algorithm.