

What should you be posting on Instagram right now?



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“We’ve been having issues with Instagrams algorithm not sharing our content to our followers - any tips on how to mitigate this issue beyond looking into the recommendation guidelines?”

There are a number of things you can trial to boost your posts and get the algorithm back on your side.

Firstly, as of now, Instagram is heavily pushing **video content**, this means that **reels** are in top favour for the algorithm. If you are not already, experimenting with reels and using any video content to your **advantage** is a smart move to get your posts pushed towards your followers while also reaching other accounts outside your following too.

Stories can also be powerful for ensuring that your followers are receiving your content.

A story posted on the same day as a grid post gives your grid post a boost. Since stories are more widely consumed on a day-to-day basis than grid posts, simply re-sharing your grid post to your story can be a useful way to **direct** your followers towards your content.

Finally, using stories to **connect** with your audience such as setting up polls, asking questions or even hosting live-streams are all likely to attract **audience engagement** with your page and content. This increase in engagement should help to push your content to your followers more regularly.

“For people who schedule 90% of their content, do you use business suite or content creator?”

At HdK we use a range of systems across our clients including **Hootsuite, Falcon** and **Later**.

We also have a blog post that details more information about Facebook's new **'Meta Business Suite'** system, find it [here](#).

“Is it possible to schedule reels?”

Yes, you can schedule reels through most systems such as **Hootsuite** or **Later**, as well as Meta's new **Creator Studio App**.

“Hashtags in captions or in comments? Is there a difference?”

Instagram has stated that your hashtags remain effective in **either** the captions or comments, so it's up to personal preference. You should consider, however, that you want your hashtags to go out **as soon as you post** so the algorithm can circulate it to your targeted audience. Therefore it might be smoother to have the hashtags in the captions, depending on your time capacity.

“My organisation has multiple Instagram accounts for each of our projects, what advice do you have on creating Reels and IG content that feels distinctive to each project whilst remaining holistic to the parent organisation?”

Finding small ways to create a sense of **coherence** that is **visual** and instantly recognisable across each project and the parent organisation can be very effective.

Instagram is a visual platform and our brains are wired to respond to visual signals such as a repeated logo, consistent font, colours, graphics.

If the visual style and logos cannot be matched, **tone of voice** is another way to tie the accounts together. This can be through caption copy, maybe it's the use of emojis or language, or perhaps it's how you talk to your audiences in stories and reels.

Another option might be to create content that **reflects** and **points towards** the other platforms such as a carousel, reels or stories series every month that keeps your audiences up to date on what to be excited about or what's on at the rest of the affiliated organisations.

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