I'm not a robot



How to get more followers and likes on instagram free

You can post more, but you should never post more than 3 times in a day. Is it worth your time to work on your Instagram likes and followers? When your posts don't reflect the current trends in your niche, it makes you look outdated and irrelevant. By extension, people don't log onto Instagram to look at dark pictures! Brighter pictures consistently get more likes than darker ones. Besides instantly tripling your potential reach, all engagements on the collaborator. You don't just have to encourage likes and comments. There are 2 good ways to follow online trends: Follow influencers Use Google Trends Influencers know what's important to your followers, so make sure you know what the most popular influencers in your niche are posting. If you have a brighter image, you'll get more likes and followers. People don't want to watch a movie. 19. Easy ways to get more likes and followers. People don't want to watch a movie. 19. Easy ways to get more likes and followers. People don't want to watch a movie. 19. Easy ways to get more likes? All the answers and how to get more likes on Instagram ahead. Stories are a goldmine for Instagram engagement, including likes. One great way to accomplish this is to use your bio or About page to link to your other social media. Pictures of office parties Anything you can share that helps your followers feel like they're getting to know the real you will generate likes. You get even more followers! Followers create new followers, so many people are tempted to buy followers when they're just starting (DON'T buy followers. Here's an important note: If you're choosing between a worse picture that's bluer and a better picture that's bluer and a better picture that's pinker, you should still select the better picture. But once they get started, they multiply. Unfortunately, it doesn't work that way. Don't do it!! Studies show that Instagram images — particularly selfies — with filters result in FEWER likes than those without filters. Use stories often Instagram used to just be pictures (back in the dark ages). People like to read about other people's successes, which means these posts will get you likes and followers. Highquality doesn't just refer to resolution. However, it's essential to recognize that using irrelevant hashtags just to get an Instagram like than a comment or share. This often less-polished content appears more authentic and builds trust. Videos should have a point. This article will share our top 25 proven tips to get more Instagram likes AND followers. View this post on Instagram posts of all time. ShareAlike -If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. They're working with different audiences! To figure out what's best for you, look at the picture, they become more likely to Like it! Remember that "edgy" is different than "busy." You don't just want to throw a bunch of stuff in your profile to your Story. 5. Vary your content Nobody likes going to an Instagram profile only to discover that it's all selfies, food pics, or self-promotion. This natural growth due to engagement is both sustainable and beneficial. Adapt — remix, transform, and build upon the material for any purpose, even commercially. You'll get more Instagram likes and other engagement by sticking to three to five hashtags per post. So if they find a lifeless page that gets 2 or 3 likes per photo, that isn't very impressive! Instead, you want your potential customers to see a thriving, growing Instagram followers and likes starts a beautiful, business-growing cycle of exposure. Repeat Once this snowball gets started, it picks up the pace quickly. A follower that doesn't engage with your content isn't worth anything to your business. Any potential increase in reach or new followers you get will be temporary, but the consequences of buying likes can be permanent. Instagram likes fall into the popularity category, along with comments, shares, and saves. It's an engagement party, and for once, you're invited. Use a solid call to action Studies show that pictures with the word "like" in the caption received 89% more Likes, and photos with "comment." Instead, use your caption as a call to action. Do you work at home? View this post on Instagram A post shared by Leo Messi (@leomessi) Rounding out the top three is another post by Messi, shared two days after the one above, of him taking a lil' snooze with the trophy. More likes = more reach. Post high-quality photos If your social media is your last priority and you're posting whatever you can find in 5 minutes, you're guaranteed not to get many likes. There are 2 ways you can discover the best time to post. Try Hootsuite free today. Even if it's at the wrong end of the color spectrum, you should always prefer a better picture. Your website should also be pushing people to your social media. 2. For most businesses, the answer is NO! Because if your Likes aren't increasing post by post over time, then your business is missing out on a HUGE amount of potential exposure. This sends them a notification so they're likely to see your post and, potentially, share it to their followers' feeds—resulting in more Instagram likes for you. Conclusion There you have it! These 25 tips should put you well on your way to boosting your Instagram likes and followers. YES X2! Your social media presence is one of the first impressions people have of your business. Try Hootsuite for free and get the social listening data you need to inform your content strategy, secure budgets, and prove social ROI to your boss—with automated, customizable reports. View this post on Instagram A post shared by FITTR (@fittrwithsquats) Tease are upcoming event or launch by saying you'll reveal more information when a post reaches a certain number of likes. The more you show kindness in the comments, the more people will respect your business. There are four groups of Instagram ranking factors, including interest, post popularity, poster information, and interaction history. Source: @bezartshub on Instagram Use something from a company whose products complement yours (like the PB to your J)? Does it matter if you hide likes or not? When you start to incorporate videos into your Instagram strategy, make sure you follow a few general guidelines: Keep videos short and sweet. Tips on who to collab with: Instagram Reels are still great, but don't sleep on the power of plain ol' Instagram photos posts and carousels. 3. The licensor cannot revoke these freedoms as long as you follow the license terms. If not, you should. What does your neighborhood look like? Schedule and publish posts, analyze results, and engage your audience all in one place, for all your social media profiles. However, you shouldn't expect your next post to go viral — even if you follow all these tips. Since Instagram likes are so powerful, wouldn't buying them help even more? Besides only sticking around for 24 hours—encouraging fast action—Stories feature many interactive elements your audience can respond to, and you can learn valuable insights from. 15. Follow online trends Your followers are interested in your niche (if they weren't, they wouldn't be following you). Link to your website, but it works the opposite way. Nearly 4% of micro-influencers' followers regularly engage with their content. Your Instagram and Twitter should be Facebook referral tools. Mix in posts from around the web. You need to post enough that your followers are looking at your content consistently. Reaching more people increases the probability of more likes. However, using bluer images, in general, will help you get more likes on Instagram. Why? Those likes bring in MORE followers. What should you do with them? For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. We'll discuss why near the end of this article). Source: @grelhadosrestaurant on Instagram Partnering with big-name influencers still has many benefits, but is out of budget for most small businesses. Facebook even gives you a special place to link to your other social media profiles. Instead of only being able to tag other accounts in your posts, now the same post can exist on up to three Instagram profiles by adding others as collaborators. Use their business as your location in an Instagram post, or use the location tag sticker in Stories to give them a shoutout. Post at the right times A post is a post, right? One study showed that people are 38% more likely to Like a picture online if it includes human faces. Put hashtags in the first comment instead of the main Instagram caption for less clutter. The world's best social listening tools are included in every Hootsuite plan so you can gather intelligence and grow your social accounts all in the same place. The likes will continue to roll in. It has 54.5 million Instagram for likes are online, ready to see and interact with your content. It may just be time to reset and try a new strategy. Develop an image You've probably heard the word "aesthetic" describing Instagram accounts. 7. Videos should be high-quality and well-produced. They usually catch your attention, but they don't hold it for very long. View this post on Instagram A post shared by nude (@nudebeverages) Ask people to like your post and tag a friend to enter. Put simply, more likes = more reach. It also increases the chances that they'll follow you and like your photos, which helps get the "snowball" rolling. We talked about posting high-quality content, but how do you find it? View this post on Instagram A post shared by BMW Motorrad (@bmwmotorrad) Still looking for your social soulmate(s)? Bonus: Get 5 free, customizable Instagram carousel templates and start creating beautifully designed content for your feed now. Photos with filters seem disingenuous, which results in fewer likes. Get more exposure Getting lots of likes and engagement on Instagram isn't just to boost your ego — it's also free advertisement! Social media helps your business grow because people are... well, social! If you create a page with AMAZING engagement, your followers will start to show their followers your page. Identify organic UGC content your posts. We KNOW they'll work for you just like they've worked for everyone else. Host a giveaway People love to get free stuff! One great way to get Likes and followers is to give them the chance to get free stuff with a giveaway! There are different ways to host a giveaway in host a Entertaining If YOU wouldn't like to see it, neither will your followers. We highly recommend giving a curating tool a try. Use the "experts'" recommendations. Mix in a variety of pictures Boredom with the content you're posting causes people to unfollow you. Use hashtags There's a strong correlation between the level of engagement and the number of hashtags used on Instagram! 23. Focus on real engagement strategies instead. Instagram's algorithm can spot fake engagement, and accounts flagged for scammy activity may never fully recover. Let's look at that cycle and show you how it can help your business grow. Instead, purchasing followers results in low-quality followers that don't care about your content. Adam Mosseri explains why Instagram likes matter in 2025 in a recent video: "The top three signals that matter most for ranking are watch time, likes and sends. Others say post on Mondays at 3 PM. It also encourages them to engage with you as they get to know your image better. No additional restrictions — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You can schedule a first comment at the same time you schedule and post content with Hootsuite. You can take the opportunity to show kindness — people will often be impressed. And that doesn't mean those types of posts are BAD. And while they're not the most important thing to grow, Instagram likes still matter because they're easy for your audience to do, so they do it more often. They create interest in your profile, leading to more likes and followers on Instagram. Your guess is as good as ours as to why this happens, but it does! It's not the end of the world if your picture includes some pink. Ignore them? In general, you should post once per day on Instagram. Instagram has been able to identify accounts who purchase fake likes, comments, or Instagram followers since at least 2018 and actively penalizes those who use bots. Instead of posting pictures with filters, try taking the opportunity to share a photo that helps your followers get to know you (more on that in a minute). Try signing up for Post Planner's free trial and see how much it can help you get more Likes. Engaging with your followers can look different for different users: Interactive posts Responding to comments Highlighting customer stories If your followers feel like you care about them, they'll be more likely to Like your posts and tag their friends. In 2024, Instagram confirmed they keep track of accounts engaging in "potentially scammy activities." Since "scammy" labels are automatically applied, there's really no telling if that label is ever removed from your Instagram account. Post customer stories of your happiest customers, you're missing a great opportunity! When people come to your Instagram page and see happy customers, it makes them want to hang around! In addition, customer stories are always well-received. Simple and effective. Get Instagram likes on easy mode with our free AI Instagram hashtag generator. Say no to bots. Plus, save time with customizable reports, custom tagging, and intelligent tools like benchmarking, competitive analysis, and more. 25. Therefore, one of the best things you can do to get more likes is to ensure that you're up-to-date on the latest trends in your niche. Develop a thoughtful Instagram marketing strategy. Want to get more Likes on Instagram for your business? Google Trends is a great tool for keyword research and for figuring out the current trends. Choose relevant hashtags that reflect the audience you're trying to reach and the content you're posting. If you can consistently put all 25 of these tips into practice, you should quickly boost your Instagram followers and Likes. 1. Luckily, you have access to a secret weapon against the Instagram algorithm (and philosophy majors): Hootsuite's personalized best time to post feature. They thrive on KNOWLEDGE and ACTION. With short videos on Instagram, you can capture your audience's attention and slow down their scroll. What exactly does that mean? Developing an image helps people resonate with your account. Much like a metaphorical tree falling in a deserted forest, Instagram likes won't happen if your audience never sees your post. This research means that you should include a variety of faces in your Instagram strategy-not just your own. In other words, 1 post per day is a MINIMUM! 24. Photos with grays, blues & greens get the most engagement on Instagram. People are also much more likely to Like and follow when you post high-quality images. Check out the best time to post on Instagram for 11 industries based on our extensive research.) But is that your personalized best time to post? What does that mean for you? To avoid this mistake, keep your editing to a minimum. When people don't care about your content (or worse, they're bots), they won't engage with it. If that sounds like a long shot, it isn't. Post consistently How often do you post on Instagram? 22. Likewise, you should never NOT post in a day. Hootsuite uses your analytics from the last 30 days to determine the right time to post for Instagram likes based on your target audience's real activity patterns. Or, experiment with creating simple photo, carousel, Instagram Reels, or Stories ads. You'll likely see a slight uptick in engagement immediately, but it'll take time to grow your Facebook and Twitter as Instagram referral tools. How do likes help grow your Instagram account? 2. There are 2 ways: Create all of your posts. When people know you better, you get MORE LIKES! How NOT to get more Likes on Instagram Now that you know what it takes to get more Likes on Instagram's algorithm uses to decide how far your post will go. The average post received 513 likes in 2024, but only 19 saves and 15 comments. Source: Statista There are two areas you can hide Instagram likes: Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and Reels from others (but you can still see them) Hide the like count of your own posts and the like count of your own posts and your own posts and yo r/InstagramMarketing on Reddit Other marketers say hiding Instagram likes makes you look untrustworthy: Source: @itscandidsocial on Instagram Okay, but what about how hiding Instagram likes affects you, the human being attached to those thumbs behind the screen? This is where a content tool comes into play. Using a tool like Post Planner can save you literally hours a week finding the best content in your niche. For example, this photo is too dark! Brighten those bad boys up if you want your page to grow guickly! 8. Block them? When your post or Reel receives likes, it signals to Instagram two things: 1) people like this content (a.k.a. "We should show it to more people.") 2) which types of the property of the proper people like it (a.k.a. "Who we should show it to.") Instagram takes that information, along with other ranking factors, and uses it to expand the reach of your post. Source: Statista Since likes are easier to get and faster for your audience to do, getting a lot of likes as quickly as possible after posting can be a massive signal to the Instagram algorithm that your post is high-quality content—increasing reach and growing your account. Learning how to get more likes and followers on Instagram is a science. Avoid yellow, orange & pink. People want to feel like they're getting to know the real you through your Instagram account. You can use strategies to get more Likes on Instagram INSTANTLY. (Actually, that's the overall best time to post. Your Instagram story gives you the chance to keep your followers will grow steadily if you prioritize following these tips. Unfortunately, businesses don't grow on HOPE. People like people, and they like to see people. We'll show you how to tap into this exposure cycle to grow your followers quickly. But should you buy Instagram likes? Getting people to follow you on social media begins a long-term relationship with them. Source: @methodk9 on Instagram Check our list of top Instagram posts? Most web-hosting services make this extremely easy to set up. Include faces If your Instagram is just a collection of pictures of your breakfast and your morning coffee, it's time to change your strategy. Even worse, purchasing followers can get your Instagram account suspended or banned. Nope. Those followers a chance to see how your business runs: Who do you work with? If your picture is dark, try using an editing app to brighten it up. It isn't too late for your account. For local businesses, you should especially use location tags in Stories—and encourage your audience to as well—because all tagged Stories are added to Instagram's in-app map. Effortlessly update your posting strategy with fresh best time to post recommendations every 30 days. To avoid that problem on your page, just make sure that you vary the type of content you're posting. Source: @designmehair on Instagram 1-3 PM on Sundays and 7-9 PM on Mondays. The more likely it is they'll see future posts in their Instagram feed. In other words, buying followers is a waste of time and money! DON'T assume it will happen overnight We hope you start to follow these tips TODAY. With Hootsuite best time to post, you can: Schedule posts for the be picture of the winner with your followers, so they know you followers, so they know yo ways. You should stick to hashtags that are directly relevant to your post. Not only should you know who they are, but you should probably be working with them. So if you're trying to understand why one Reel did better than another, look at [...] average watch time, likes per reach, and sends per reach." View this post on Instagram A post shared by Adam Mosseri (@mosseri) He further explained that Instagram has two types of ranking: Connected reach (people who don't follow you) Unconnected reach (people who don't follow you) While Instagram likes are important for both, they actually matter more for "connected reach," in other words: getting a wider audience to see your content. Post a nasty response? Key takeaways Instagram likes are still a big deal. Before you use any customer's story publicly, make sure to ask for their permission. Plus, replying to every comment will double your post's engagement rate for comments, even though it's you doing the replying. This article shows you 25 proven ways to get more Likes and followers on IG (without spending too much time or money). Include the necessary disclaimers and information in your caption to abide by Instagram's promotion rules. Studies have shown that pictures with more edges in them perform better! When your picture longer. That means you just got a FREE word-of-mouth referral because your business's Instagram page was full of likes and engagement. For geographic-based tags, like cities or public spaces, your post can show up when Instagram users search for that location in the Explore page or tap the tag in someone else's post. 21. Share posts to Stories, work with creators, use Collab posts, and track performance to see what works (then, do more of it). Just how much should you post? This may seem like strange, black magic, but it isn't. Why do they all get different answers? Instagram algorithm uses to promote or hinder your post's reach. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation. Just add a "Follow Us" button that links to your Instagram page. Use videos If a picture is worth a million. Let's get started! We'll cover: 25 Proven Ways to Get More Likes On Instagram Most people are just guessing when it comes to their social media strategy. They also give you the chance to get more likes! 10. For example, some say the best time to post on Instagram is Friday at 8 AM. We mean pictures with lots of edges in them! The more edges and structures you have in your photos, the better. Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made. It DOESN'T mean that every post is the same. Not exactly! Even the same picture can get different results depending on the time of day you posted it. What other strategies have helped you get more likes and engagement on Instagram? If you only remember 2 things from this article (hopefully, you'll remember more), remember these: Post consistently Make every image/video/story high quality Quality and consistency will get you a long way on social media. Keep photos bright People don't see well in the dark (duh!). Do popular hashtags matter? Overedited pictures (especially oversaturated pictures) can be hard to look at. Monitor analytics at least monthly to see what's working (and what's not). Tag 'em! Location tags are great for building relationships with nearby businesses and establishing yourself with new audiences in a local area. View this post on Instagram A post shared by Hootsuite (@hootsuite Inbox to streamline replying to all your comments and DMs from multiple social media platforms from one dashboard. Want to know how to get more Instagram followers? Source: @sem.art2 and @wavescoffee on Instagram Holding a meeting at a cafe or restaurant? As much as people like to see your hamster Fido, they also want to see a human face. When you get followers because of referrals, they're primed and ready to be interested in the content on your page. Curate great content Do you struggle to find great content to share with your Instagram followers? There's no reason NOT to take advantage of every possible resource you have online to get more followers and likes on Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes on Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they hide likes to make creating Instagram users say they have a solution of the likes to make creating Instagram users and the likes of the likes to make creating Instagram users and the likes of the likes to make creating Instagram users and the likes of the likes of the likes to make creating Instagram users and the likes of the likes likes still count as likes to the app—so the choice to hide or not is up to you. Then, under it, add a new line saving something like, "Comment your favorite [fill in the blank with whatever your post was about]!" 4. The license may not give you all of the permissions necessary for your intended use. Just ask! View this post on Instagram A post shared by Glossier (@glossier) Social listening takes it further, uncovering exactly what your audience wants, plus current trends, predictions, competitive intelligence, and alerts about your brand. It just means that nobody wants to see the same kind of post repeatedly. It pays off: marketers who post creative content more often report positive ROI from social media. In other words, it increases the chances that they'll go BACK to your website in the future. Make them because they'll add to your follower's experience of your page. User-generated content (UGC) campaigns include organic content your real customers share on social media, or content made by professional creators for you to post on your own channels. Get more followers What happens when your followers share your page with their followers and friends? Choose from: Extending reach Building awareness Increasing engagement rate Driving traffic Your best time to post is calculated from your actual social media performance, based on metrics specific to each goal, not industry benchmarks or random account samples. Many businesses don't realize that they aren't posting enough. 13. Don't buy Instagram likes (seriously, don't). Anything more than that can look spammy and confuse the algorithm. If so, show your pets and your at-home work setup. It can even automate the posting process, giving you more time to engage your followers in the comments. Why Likes and engagement are important Is it that big a deal if you aren't getting many likes? Source: @colbertlateshow on Instagram Reaching new people has never been easier on Instagram thanks to new collab posts. No warranties are given. Run a full audit of your social media marketing strategy with our free social media audit template. 18. You'll need the creator's permission and advertiser permissions first. It is often the first thing a potential customer will see from your business, so you want to make a good impression. Manage and grow your Instagram account with Hootsuite. Our data from Q4 of 2024 shows that carousels outperform Reels by 26% when it comes to engagement. Use the right colors Did you know that specific colors perform better on Instagram? Listening to your audience is important for all sorts of reasons but one is that it plain makes your life easier. Define ... 86% of consumers say they trust brands who share UGC content. Social media experts have TONS of conflicting information about the best time to post. Developing an aesthetic means having an image that remains consistent from post to post. Share "edgy" photos No, we don't mean edgy in the traditional sense (you should probably avoid edgy memes that might offend your followers). Source: Hootsuite Social Trends 2025 Grab our free Social Trends 2025 report to discover what's moving the needle in social media marketing this year, then try out the ideas for yourself. Before long, your Instagram likes and followers will be growing faster than you've ever seen! How to get more Likes on Instagram likes and followers will be growing faster than you've ever seen! How to get more Likes on Instagram likes and followers will be growing faster than you've ever seen! How to get more Likes on Instagram likes and followers will be growing faster than you've ever seen! How to get more Likes on Instagram likes and followers will be growing faster than you've ever seen! about how to do it. Instagram counts interaction history as a ranking factor in the algorithm. Fine-tune your content strategy with real data, not guesswork. Leverage your other social media accounts should also push your followers to your other social media profiles. That process repeats itself, which is what creates a thriving Instagram community! Don't get discouraged if your Instagram page has been stagnating for a while. (You don't want to waste all that hard work and ruin your profile!) Let's jump in! 1. You can: Have people like a post Have people tag your account in a post Have them tag friends on your post At the end of the contest, just randomly pick a winner. Pictures of: You doing your job Your team at work Your dogs Your messy desk Your followers want to know you, and their likes will prove it! 3. Instagram itself recommends using 3-5 hashtags per post, but social media experts recommend using as many as possible. Respect will often lead to higher engagement. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. And so on. Instead, you should think of it as a platform to build relationships with your customers and followers. More hashtags equal more engagement! It's that simple! Instagram allows for up to 30 hashtags per image, and there's no reason to limit yourself to just a couple. It's a good idea to create some of your posts, but sharing content from around the web can boost your content strategy. 20. Social media profiles are like snowballs. 16. But now, 500 MILLION stories are uploaded to Instagram worldwide. Engage with your followers If you want your followers to engage with your posts, you need to engage with them. That's why videos are growing so guickly on Instagram — they work. Haters are an excellent opportunity to show what your business is all about. Mixing it up and keeping them on their toes will keep the likes rolling in. If you've made these errors — don't worry. As Hootsuite's own Trish Riswick notes, getting more likes means knowing what your audience wants, without guessing: "Without analytics reports, we may have guessed [which social media platforms difference trying new strategies made." Hootsuite Analytics makes it easy to track social performance across all social platforms in one place. You don't need to pay for fake followers or use bots — just follow our guide. Of course there's the actual poll feature for both posts and Stories, but this is a clever way of getting likes and comments. Learn how to maximize your Instagram likes with Hootsuite in just a few minutes: From January 2019 to December 2022, this egg was the most liked Instagram post of all time with 56 million likes. (Keep it achievable!) Post memes and ask followers to double-tap the post if they can relate. Selfies (they still work!) Your coworkers Your kids (if you're comfortable with it) Your spouse Your profile should be FULL of faces if you want to get more likes on Instagram! 9. 17. We and countless other businesses have tested these 25 tips, and we don't HOPE they work for you. What does your office look like? Look like a freakin' genius to your niche are? Our Social Trends 2025 report found 43% of brands tried out a new tone of voice or personality on social media over the last year. Use your audience analytics. Don't over-edit Don't over-edit beyond recognition. The easiest way to try out ads is to boost an existing organic post. One of the best ways to encourage engagement, including for Instagram likes, is to ask your target audience questions. We've found that a great way to help your followers develop a relationship with you is to give them a look behind the scenes. — Question: Are you getting maximum Likes on your Instagram posts right now? Bonus: Run a giveaway as a collab post for even more Instagram like potential. A reach-focused ad campaign can help you get more new followers, likes, and brand awareness. Let us know in the comments below! Share — copy and redistribute the material in any medium or format for any purpose, even commercially. More engagement = further potential reach, which equals more potential Instagram followers and likes, too. First, they have to gain momentum to get started. It can even be hard to tell what it's a photo of. It simply means you decide what your business should look like on Instagram, and then you make your posts consistent with that image. You should also promote tagging and sharing! The best way to do this is to leave a standard caption. But don't worry — it's not a lost cause. Give your followers a look "behind the scenes" We mentioned earlier that your followers want to get to know you. No. NO. Influencers have some incredibly high engagement rates — especially micro-influencers. Simple is best! They don't need to be currently trending hashtags, they just need to accurately describe the type of content you're sharing. In 2022, the egg was dethroned by this photo of footballer Lionel Messi hoisting the FIFA World Cup trophy, which now has over 74 million Instagram likes and is still the most-liked Instagram post ever. You want your pictures to look natural to get the most Likes possible. Likes bring in followers... EVERYTHING your business puts out online should be high-quality. Don't just make a video because we said so. DON'T buy followers many people starting on Instagram think that buying followers many people starting on Instagram think that buying followers... give you some tips on things to AVOID on Instagram. In the meantime, don't get discouraged. It's easy to think of social media as a platform to get your business's name out there, but that isn't how you should approach it. These tips will help you improve your Instagram strategy and each post individually. It'd be VERY awkward to share a happy customer story only to make them an angry customer. If you can work with a micro-influencer to promote your page, you will almost certainly see an increase in likes and followers. Instead, stick to your social media plan and keep posting consistently. 6. If you're not posting an official collab, you can still tag other accounts in your posts or captions Buying Instagram likes violates the Community Guidelines and Terms of Use and Instagram is always developing new AI tools to weed out bad behavior. Not replying is leaving engagement on the table. It also relates to the content. Yes, I said HUMAN faces.

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