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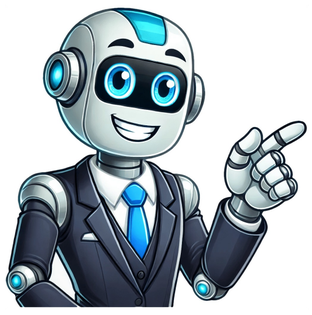

Want to get more Likes on Instagram for your business? This article shows you 25 proven ways to get more Likes and followers on IG (without spending too much time or money). — Question: Are you getting maximum Likes on your Instagram posts right now? For most businesses, the answer is NO! Because if your Likes aren't increasing post by post over time, then your business is missing out on a HUGE amount of potential exposure. But don't worry — it's not a lost cause. You can use strategies to get more Likes on Instagram INSTANTLY. This article will share our top 25 proven tips to get more Instagram likes AND followers. 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. So they try different things that they HOPE will get them more likes. Unfortunately, businesses don't grow on HOPE. They thrive on KNOWLEDGE and ACTION. We and countless other businesses have tested these 25 tips, and we don't HOPE they work for you. We KNOW they'll work for you just like they've worked for everyone else. Learning how to get more likes and followers on Instagram is a science. Your likes and followers will grow steadily if you prioritize following these tips. Why Likes and engagement are important Is it that big a deal if you aren't getting many likes? Is it worth your time to work on your Instagram likes and followers? YES X2! Your social media presence is one of the first impressions people have of your business. 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 profile! Increasing Instagram followers and likes starts a beautiful, business-growing cycle of exposure. Let's look at that cycle and show you how it can help your business grow. 1. 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. That means you just got a FREE word-of-mouth referral because your business's Instagram page was full of likes and engagement. If that sounds like a long shot, it isn't. Social media profiles are like snowballs. First, they have to gain momentum to get started. But once they get started, they multiply. 2. Get more followers What happens when your followers share your page with their followers and friends? 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. We'll discuss why near the end of this article). This natural growth due to engagement is both sustainable and beneficial. When you get followers because of referrals, they're primed and ready to be interested in the content on your page. 3. Repeat Once this snowball gets started, it picks up the pace quickly. Likes bring in followers... Those followers like your posts and engage with them... Those likes bring in MORE followers. 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. We'll show you how to tap into this exposure cycle to grow your followers quickly. Before long, your Instagram likes and followers will be growing faster than you've ever seen! How to get more Likes on Instagram: 25 killer tips Now that you're familiar with the benefits of increasing your Instagram Likes let's talk about how to do it. These tips will help you improve your Instagram strategy and each post individually. If you can consistently put all 25 of these tips into practice, you should quickly boost your Instagram followers and Likes. After we've gone through our top tips to get more Likes on Instagram, we'll also give you some tips on things to AVOID on Instagram. (You don't want to waste all that hard work and ruin your profile!) Let's jump in! 1. Use hashtags There's a strong correlation between the level of engagement and the number of hashtags used on Instagram images. 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. Instagram itself recommends using 3-5 hashtags per post, but social media experts recommend using as many as possible. However, it's essential to recognize that using irrelevant hashtags just to get to 30 won't help you. You should stick to hashtags that are directly relevant to your post. 2. Don't use filters Do you plan to filter your next Instagram photo? Don't do it!! Studies show that Instagram images — particularly selfies — with filters result in FEWER likes than those without filters. Why? People want to feel like they're getting to know the real you through your Instagram account. Photos with filters seem disingenuous, which results in fewer likes. 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). 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. 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" got 2,194% more comments! And no, that doesn't mean your caption should just say, "Like, Comment." Instead, use your caption as a call to action. You don't just have to encourage likes and comments. You should also promote tagging and sharing! The best way to do this is to leave a standard caption. Then, under it, add a new line saying something like, "Comment your favorite [fill in the blank with whatever your post was about]!" 4. Don't over-edit Don't over-edit your Instagram photos! We've all seen the Instagram pictures that have been edited beyond recognition. They usually catch your attention, but they don't hold it for very long. Overedited pictures (especially oversaturated pictures) can be hard to look at. It can even be hard to tell what it's a photo of. To avoid this mistake, keep your editing to a minimum. You want your pictures to look natural to get the most Likes possible. 5. Share "edgy" photos No, we don't mean edgy in the traditional sense (you should probably avoid edgy memes that might offend your followers). We mean pictures with lots of edges in them! The more edges and structures you have in your photos, the better. This may seem like strange, black magic, but it isn't. Studies have shown that pictures with more edges in them perform better! When your picture has edges, it takes the viewer a moment to process the image, meaning they dwell on your picture longer. When they sit and 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 picture. Instead, try incorporating buildings and structures in your pictures in intriguing ways. 6. Use the right colors Did you know that specific colors perform better on Instagram? Avoid yellow, orange & pink. Photos with grays, blues & greens get the most engagement 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. However, using bluer images, in general, will help you get more likes on Instagram. Here's an important note: If you're choosing between a worse picture that's bluer and a better picture that's pinker, you should still select the better picture. Even if it's at the wrong end of the color spectrum, you should always prefer a better picture. 7. Keep photos bright People don't see well in the dark (duh!). By extension, people don't log onto Instagram to look at dark pictures! Brighter pictures consistently get more likes than darker ones. If your picture is dark, try using an editing app to brighten it up. If you have a brighter image, you'll get more likes and followers. For example, this photo is too dark! Brighten those bad boys up if you want your page to grow quickly! 8. 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. People like people, and they like to see people. One study showed that people are 38% more likely to Like a picture online if it includes human faces. Yes, I said HUMAN faces. As much as people like to see your hamster Fido, they also want to see a human face. This research means that you should include a variety of faces in your Instagram strategy–not just your own. Selfies (they still work!) Your coworkers Your happy customers 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. Use stories often Instagram used to just be pictures (back in the dark ages). But now, 500 MILLION stories are uploaded to Instagram worldwide. Your Instagram story gives you the chance to keep your followers up-to-date on what's happening with you. They create interest in your profile, leading to more likes and followers on Instagram. They also give you the chance to get more time in front of your followers' eyes! Try to keep your story on Instagram active and up-to-date to get more likes! 10. Post at the right times A post is a post, right? Not exactly! Even the same picture can get different results depending on the time of day you posted it. There are 2 ways you can discover the best time to post. Use the "experts'" recommendations. Use your audience analytics. Social media experts have TONS of conflicting information about the best time to post. For example, some say the best time to post on Instagram is Friday at 8 AM. Others say post on Mondays at 3 PM. Why do they all get different answers? They're working with different audiences! To figure out what's best for you, look at your post analytics to see which times are getting more likes, then post at those times! 11. Vary your content Nobody likes going to an Instagram profile only to discover that it's all selfies, food pics, or self-promotion. And that doesn't mean those types of posts are BAD. It just means that nobody wants to see the same kind of post repeatedly. To avoid that problem on your page, just make sure that you vary the type of content you're posting. Mix in a variety of pictures: Memes Selfies Business pictures Advertisement Customer stories Random funny pictures Boredom with the content you're posting causes people to unfollow you. Mixing it up and keeping them on their toes will keep the likes rolling in. 12. Link to your Instagram on your websites We usually talk about using social media to refer people to your website, but it works the opposite way. Your website should also be pushing people to your social media. Getting people to follow you on social media begins a long-term relationship with them. In other words, it increases the chances that they'll go BACK to your website in the future. It also increases the chances that they'll follow you and like your photos, which helps get the "snowball" rolling. It's easy to push your Instagram from your website. Just add a "Follow Us" button that links to your Instagram page. Most web-hosting services make this extremely easy to set up. 13. Leverage your other social media Each of your social media accounts should also push your followers to your other social media profiles. For example, you should use your Facebook and Twitter as Instagram referral tools. Your Instagram and Twitter should be Facebook referral tools. And so on. One great way to accomplish this is to use your bio or About page to link to your other social media. Facebook even gives you a special place to link to your other social media profiles. There's no reason NOT to take advantage of every possible resource you have online to get more followers and likes on Instagram! 14. Give your followers a look "behind the scenes" We mentioned earlier that your followers want to get to know you. 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. What exactly does that mean? It means that you give your followers a chance to see how your business runs: Who do you work with? What does your neighborhood look like? What does your office look like? Do you work at home? If so, show your pets and your at-home work setup. 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. 15. Use influencers Do you know who the influencers in your niche are? If not, you should. Not only should you know who they are, but you should probably be working with them. Influencers have some incredibly high engagement rates — especially micro-influencers. Nearly 4% of micro-influencers' followers regularly engage with their content. What does that mean for you? If you can work with a micro-influencer to promote your page, you will almost certainly see an increase in likes and followers. 16. Use videos If a picture is worth a thousand words, then a video is worth a million. With short videos on Instagram, you can capture your audience's attention and slow down their scroll. That's why videos are growing so quickly on Instagram — they work. When you start to incorporate videos into your Instagram strategy, make sure you follow a few general guidelines: Keep videos short and sweet. People don't want to watch a movie. Videos should be high-quality and well-produced. Videos should have a point. Don't just make a video because we said so. Make them because they'll add to your follower's experience of your page. 17. Post customer stories If you aren't using your Instagram to share 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. People like to read about other people's successes, which means these posts will get you likes and followers. Before you use any customer's story publicly, make sure to ask for their permission. It'd be VERY awkward to share a happy customer story only to make them an angry customer. 18. 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. EVERYTHING your business puts out online should be high-quality. It is often the first thing a potential customer will see from your business, so you want to make a good impression. People are also much more likely to Like and follow when you post high-quality images. High-quality doesn't just refer to resolution. It also relates to the content. Don't post content that isn't: Helpful Informative Entertaining If YOU wouldn't like to see it, neither will your followers. If they don't want to see it, they won't Like it. 19. Engage with your followers If you want your followers to engage with your posts, you need to engage with them. 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. Instead, you should think of it as a platform to build relationships with your customers and followers. 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. 20. 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. 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. Make sure you SHARE a picture of the winner with your followers, so they know you followed through! These giveaways always generate many new likes and followers, so they're a great way to give your page some momentum. 21. Curate great content Do you struggle to find great content to share with your Instagram followers? We talked about posting high-quality content, but how do you find it? There are 2 ways: Create all of your posts. Mix in posts from around the web. It's a good idea to create some of your posts, but sharing content from around the web can boost your content strategy. 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. It can even automate the posting process, giving you more time to engage your followers in the comments. We highly recommend giving a curating tool a try. Try signing up for Post Planner's free trial and see how much it can help you get more Likes. 22. Follow online trends Your followers are interested in your niche (if they weren't, they wouldn't be following you). 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. When your posts don't reflect the current trends in your niche, it makes you look outdated and irrelevant. 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. Google Trends is a great tool for keyword research and for figuring out the current trends. When your posts line up with what your followers are currently interested in, you'll get more likes on Instagram! 23. Post consistently How often do you post on Instagram? Many businesses don't realize that they aren't posting enough. You need to post enough that your followers are looking at your content consistently. The more they look at your content, the more likely they are to Like and engage. Just how much should you post? In general, you should post once per day on Instagram. You can post more, but you should never post more than 3 times in a day. Likewise, you should never NOT post in a day. In other words, 1 post per day is a MINIMUM! 24. Deal with haters Do you get nasty comments on your Instagram posts? What should you do with them? Ignore them? Block them? Post a nasty response? Haters are an excellent opportunity to show what your business is all about. You can take the opportunity to show kindness — people will often be impressed. The more you show kindness in the comments, the more people will respect your business. Respect will often lead to higher engagement. 25. Develop an image You've probably heard the word "aesthetic" describing Instagram accounts. Developing an aesthetic means having an image that remains consistent from post to post. It DOESN'T mean that every post is the same. It simply means you decide what your business should look like on Instagram, and then you make your posts consistent with that image. Developing an image helps people resonate with your account. It also encourages them to engage with you as they get to know your image better. 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, let's talk about how NOT to do it. If you've made these errors — don't worry. It isn't too late for your account. It may just be time to reset and try a new strategy. DON'T buy followers Many people starting on Instagram think that buying followers might give them the push they need. Unfortunately, it doesn't work that way. Instead, purchasing followers results in low-quality followers that don't care about your content. When people don't care about your content (or worse, they're bots), they won't engage with it. A follower that doesn't engage with your content isn't worth anything to your business. Even worse, purchasing followers can get your Instagram account suspended or banned. 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. However, you shouldn't expect your next post to go viral — even if you follow all these tips. You'll likely see a slight uptick in engagement immediately, but it'll take time to grow your page significantly. In the meantime, don't get discouraged. Instead, stick to your social media plan and keep posting consistently. The likes will continue to roll in. Conclusion There you have it! These 25 tips should put you well on your way to boosting your Instagram likes and followers. 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. What other strategies have helped you get more likes and engagement on Instagram? Let us know in the comments below! Believe it or not, Instagram is one of the most effective marketing tools these days. According to Instagram statistics, one billion people are active on the platform, 90% of them follow at least one business, and Instagram has the best interaction rates. With over 25 million businesses on the platform, the popularity of Instagram is undeniable. No wonder why so many want to know how to get more likes on Instagram. Today, both big and small brands use this platform to reach out to their target audiences, show off products or services, interact with customers, and boost sales. Simply put, Instagram presence matters. However, being on Instagram isn't enough to get results. It's also not enough to post eye-catching photos or videos from time to time. Likes are the currency and all users are obsessed with them. No matter how many followers you have, you want to get more likes on Instagram posts, right? Although Instagram has started hiding likes, we still bother about them. Why? For businesses, the number of likes means user engagement and reach. In this post, you will understand why bother about Instagram likes and find 11 tips on how to get more likes. Let's dive in! Why should you bother about getting more likes if Instagram is making them private? First things first: Although Instagram wants to hide likes from your followers, users will still be able to see how many likes they're getting on posts. Moreover, the number of likes will still affect your user engagement rate that plays a key role in promoting your Instagram account. All in all, getting more likes on Instagram posts is important for three main reasons: Understand your audience loves your content. No matter how informative your Instagram content is, this means nothing unless YOUR target audience finds it useful. Over the last decade, "like" has become a sign of approval. People like your posts when they love your content. Thus, the more likes your post receives, the better as it hints at that you know your audience well. Increase user engagement rate and reach. Not only does the number of likes help to boost engagement, but it also motivates users to promote your brand. If your followers find your account useful, they are more likely to spread the word about your brand. This means positive word of mouth. Since 68% of people share something on social media to give people a better sense of who they are and what they care about, your Instagram content gives them a solid reason to promote your brand which means better reach, more potential followers, and higher engagement rates. Secure collaboration opportunities with other brands. Whether you're an influencer who wants to make money on Instagram or a business owner who craves cross-promotion, getting more likes is a proven way to show that your account is popular and it can help to deliver better business results. After all, most businesses pay attention to engagement rates when it comes to collaborating with someone on Instagram. Now that you know the importance of getting more likes on Instagram posts, let's find out 11 proven tips that encourage users to tap the heard button. With over one billion monthly active users, your target audience is definitely active on Instagram. However, people are different and they have different preferences. It's nearly impossible to create one-size-fits-all content that works well for all customers. Thus, it's important to tailor your content and find what suits your potential customers, so understanding your buyer persona is a must. Ideally, a social media specialist who runs an Instagram business account must know the target audience well. Before creating Instagram posts, you should know what your potential customers love and which references they understand better. Knowing your target audience helps to understand: To understand your Instagram visitors better, you can use Instagram insights to get data on your followers or you can include a lead generation landing page as a bio link and promote it in your posts and stories. Once you know your target audience well, you can create Instagram posts that get more likes. Instagram is all about visual content, so it's no wonder this platform is gaining in popularity. Why? 65% of people are visual learners, so they perceive visual information better than texts. Moreover, with the attention span of 8 seconds, it's more likely your Instagram followers have neither time nor desire to dig deeper into your captions. When it takes time or effort to understand your caption, people lose interest in your brand. In short, you need to pay attention to visuals when planning your Instagram feed. Instagrammers are active on the platform and they upload more than 95 million posts daily. This means users are bombarded with content on Instagram, so it's important to stand out from the crowd to hook your target audience with images and videos. Example? Coca-Cola creates eye-catching visuals that make a cohesive Instagram feed: Or this one from M&M's: If you don't have an in-house team of professional designers, you can use a free graphic design tool like Canva that allows you to drag and drop files like brand logo and fonts and create templates that suit your brand identity. It's an easy yet effective way to create eye-catching visuals that make followers like your content. Instagram marketing is all about a dialogue between your business and customers. If you publish posts, that's great. But if you invite your followers to join a conversation, that's even better. The easiest way to do it is to ask questions and use the calls to action. Once you start interacting with your readers, your engagement starts growing. There's a great variety of ways on how to interact with your readers, but asking them about their preferences is a proven one to get the conversation started. With an open-ended question and several hints on the image, Oreo invites its followers to join the conversation and discuss their preferences. Since people are focused on themselves, this tactic works well as people are happy to tell the world about their likes/dislikes, needs, and wants. Just released: my new book to help professionals, entrepreneurs, and business owners maximize LinkedIn for real growth.With years of LinkedIn expertise, Maximizing LinkedIn for Business Growth offers actionable steps to build your brand, expand your network, and drive results. Start leveraging LinkedIn like never before—grab your copy now! Click the cover or button below to buy on Amazon. And here's how Sephora encourages its followers to share their customer experiences. Not only does Sephora ask followers to leave an emoji in the comment section, but it also lists all mask types to show off its collection of products: To get more likes, you need to put your followers first and show customers you really care about them. Thus, your Instagram post should include a call to action that encourages users to join a conversation and therefore feel a connection with your brand that gives them a solid reason to like your content. 4). Mention relevant users in posts It's no secret that most people are focused on themselves and 80% of social media posts are about ourselves. This means users pay close attention to posts that mention them or their favorite brands or influencers somehow. Thus, mention a profile in your post is a great way to get more likes. Whether you publish fan-made content, team up with influencers, or collaborate with other brands, tagging featured accounts in your Instagram posts increases the chances that these mentioned accounts and their followers will see your content. What is more, people are more likely to interact with content that features them which means more likes. If you want to get more likes on your Instagram post, it's important to make sure that not only your followers see it. How? Add geotags and hashtags to help interested users who don't follow you on Instagram discover your content. When done right, your post can also help to get more Instagram followers. At first blush, it seems easy to find a relevant hashtag or geotag and add it to your caption. However, you need to choose these boosters wisely. When you add a hashtag that people use often, your content can get buried in the feed. Thus, you need to create your brand hashtags. Here's how Shake Shack tells its following about the grand opening in Mexico with the right geotags, hashtags, and mentions: No matter what your business niche is, whether you're an ecommerce or a local business, selling on Instagram is possible if you constantly attract new followers who are interested in your content. When you add hashtags and geotags to your caption, your content reaches more people who can become your followers and customers with time. Moreover, when people who don't follow you discover your content and they like it, chances are that these people will be engaged in a conversation with your brand on the platform and like your posts. Whether Instagram has hidden likes in your country or no, you can still see the list of people who like your posts. This gives you an opportunity to show appreciation and establish a long-term connection with your fans. How? Like their posts in return! People are obsessed with likes and they always pay attention to accounts that like their posts. To get better results, interact with accounts who don't have many followers (up to 5000) as it increases your chances to get noticed by these people. When you show interest in your followers and interact with them, chances are that these people will return the favor twice and give you more likes on your posts. The best way to promote your Instagram account and attract more followers who are interested in your content is to team up with niche influencers. Opinion leaders help to spread the word about your company, and it gives results. Modern customers trust opinion leaders more than their friends, and influencer marketing statistics speaks for itself: 40% of millennials feel that social media influencers know them better than their friends 49% of customers depend on influencer recommendations 75% of people trust recommendations they see on social media Since people trust influencers, working with them is a great way to enter an already-established community of your potential followers and attract more fans who are interested in your content. When you team up with the right influencers, your Instagram engagement rate grows which means you get more likes. No matter what your business niche is, Instagram has a solid number of influencers who can help you reach your target audience with ease. For example, here's how Menswear Dog, a pet account with 401k followers, teams up with Poly & Bark to promote its business: Over the last few years, Instagram Stories have become extremely popular. According to Instagram, 500 million people create or watch Stories daily and ⅓ of the most-viewed Stories come from businesses. With a time-limited lifespan of 24 hours, Instagram Stories create a sense of urgency that encourages users to watch your short-lived content in order not to miss out on something important. Moreover, there are many business-friendly features that help to achieve your business goals. For example, if you want to get more likes, you can reshare an Instagram post to Stories and therefore make sure more followers see it. If you use Instagram Stories for business promotion, you stay ahead of your competitors who also hope for the attention of your target audience. Instagram giveaways have been popular among users for a decade. As a marketer, you must know all benefits of social media contests: Whether you want to grow your following, get more likes, or boost sales, Instagram giveaways help you a ton. Want to know the best part? As specified in Tailwind's study, Instagram giveaways get 3.5x more likes on average than regular posts. Free stuff is irresistible, so Instagrammers are ready to follow your requirements for a chance to win something valuable. If you want to get more likes, you can add "like this photo" as one of the participation requirements, just like in the example below: Starting out on Instagram can be daunting in 2020. If you're not one of the most popular brands like Nike, Sephora, or Levi's, it can be difficult to attract an army of fans who are not greedy for likes. The competition is high on Instagram and users are demanding, so it takes time and effort to find the right audience who is interested in your content. What is more, people tend to like posts when they see these posts get likes from other users, and it seems to be a closed circle. That's why you need to use Instagram marketing tools to better understand your audience, content, and hashtags to increase the chance you get more likes on Instagram. Some of these tools include Tailwind, Later, and Flick. Doubtless, Instagram is a great marketing tool, so it attracts more and more businesses that want to reach their target audience and promote products in-app. Today, 25 million businesses are active on the platform, so it's no wonder that over 2 million advertisers run paid ads to cut through the noise and reach their potential customers. With paid ads, you can set up your target audience and therefore reach more users who are interested in your content. Not only does it help to drive awareness of your business, but it also helps to find people who can like your content. Instagram posts bombard users from all sides, so it's no wonder that Instagrammers have become demanding in what they want to consume. At the same time, likes are a proven way to show support and appreciation if followers find Instagram posts useful. Even though Instagram is hiding likes, they are not going anywhere as likes will still affect user engagement rates. Thus, brands should produce posts that encourage followers and visitors to like your content. So, what helps you get more likes on Instagram posts? Tell us in the comment section below. Photo by Georgia de Lotz on Unsplash Notice a sudden drop in Instagram engagement lately? You're not alone. Accounts all over the platform are experiencing fewer likes due to recent algorithmic changes and a shifting content mix. In this post, we're digging into the reason why this is happening and what you can do about it. Why are you getting fewer likes on Instagram?Here's the deal. You may be covering all your bases– posting high-quality, interesting content consistently with engaging captions, all at times when your audience is paying attention according to your analytics. Sometimes, that's not enough to keep your engagement up. Video is a must Instagram has been pretty clear on its video-first, photography always mantra, and for good reason– the data shows that video is performing best on the platform. People are trending toward engaging with video more than any other content format. If you aren't posting Reels, you could be missing out on likes simply because your followers engage more with video than photos these days. In most cases, Instagram introduces new features because they promote user engagement. After all, holding our attention is the platform's money maker. When they release a new feature, don't hesitate. Just use it. Play your cards right, and you'll get a positive response from your audience and the algorithm. Do Story Likes Impact Instagram Engagement?Story Likes hit the platform this past Valentine's Day ❤. Mosseri introduced this feature as another way for users to engage with creators without cluttering up the DMs. It actually makes a lot of sense when you think about Instagram's main goals as a platform. They want the platform to be a place where users can interact with friends and family and consume creator content– ideally, one will not distract from the other. Responding to creator Stories with a message clutters the DMs, which makes it harder for users to see messages from friends and family. The likes feature bypasses this by allowing users to show creators appreciation without clogging their DMs with yet another message.There isn't any info about Story likes as a ranking signal so far. We do know that Stories are ranked by who the viewer interacts with the most. The algorithm for Feed Posts is separate from that of Stories, though. Based on what we know so far, Stories likes shouldn't impact your Feed engagement. What About Shadowbanning? Shadowbanning isn't formally recognized by Instagram as something that actually happens. It does negatively impact engagement anecdotally, however. Regardless of whether or not the concept is legit, follow the best practices below to avoid the unnecessary engagement drop:No spam: Avoid spammy behavior like using blocked hashtags, liking a bunch of posts/following a bunch of accounts at a time, using bots, or buying followers/engagement. It does way more harm than good.Intentional hashtags: Be intentional with your hashtags. Stick to the ones you believe will be most effective (less competition, more relevancy). Engage authentically: Even using automated tools to engage with other users' posts can negatively impact your engagement rates. How to Boost Engagement on Instagram 2022#1 Create High-Quality ContentContent standards are on the rise. Free editing tools + amazing smartphone video/photo quality means anyone can create high-quality content at home. If you post content that looks like it was filmed on a potato, expect your audience to be stingy with their likes. #2 Post ReelsCan we say this enough, ever? Your audience loves Reels, the algorithm loves Reels, and they aren't that hard to make. Take advantage.#3 Use Relevant HashtagsThe days of commenting with every hashtag you can possibly think of are behind us. Work on your hashtag strategy. Only post what's relevant to your specific piece of content. Every photo and video is unique. Posting the same hashtags every time without stopping to think about how to make it as easy as possible for new users to find your specific posts is a missed opportunity. #4 Incorporate MemesMemes are fun and relatable. They carry the relatable humor from Reels into the photo side of Instagram, which makes them super engaging.#5 Engage Via Instagram StoriesThere are so many ways for users to connect with you through your Stories. Take the features at your disposal (like link stickers, question boxes, polls, etc.) and use them to boost Story engagement. Even if Story engagement doesn't directly impact your Feed engagement (we don't know the answer to this yet), increasing Story engagement still strengthens relationships between you and your followers which increases the likelihood that they engage in the Feed.#6 Add CTAs to Instagram CaptionsDon't be afraid to ask for engagement. A tactful CTA can go a long way.#7 Prioritize "Savability"Likes and comments aren't the only forms of engagement on the Feed. If you create content that users want to share or revisit later, they'll hit the Save button. Try cute graphics, informative videos, and funny Reels.#8 Stay On Top of AnalyticsYour analytics show you what content gets the best engagement, as well as when your audience is most likely to engage. This data is gold. Head to our ANALYZE feature and use it to inform your content strategy.#9 Schedule Posts to Stay ConsistentThe algorithm loves consistency. Post on a regular cadence and you'll likely be rewarded with better engagement, among other boosted metrics. Pro tip: fill up your content calendar in PLANOLY and schedule posts to go live based on what days and times your audience is most likely to be online. #10 Avoid Spammy Behavior This probably goes without saying, but don't give the algorithm the chance to hurt your metrics by partaking in spammy behavior. As a parting note, remember this– likes aren't everything. There are other forms of engagement. If they're working well for you, keep doing what you're doing. You got this! sHARE THIS POST! Share — copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt — remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution — You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. 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 . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Want to know how you can get more Instagram likes on your posts? I bet you do! The answer is simple: whatever you do, don't buy them. Seriously, don't. When you buy likes, you're violating Instagram's Terms of Service, which can get your account flagged, or even suspended. Instead, take your time to create high-quality content that your target audience is willing to double-tap. But it takes a lot of work to make posts that people value, so we're giving you 12 tips to help you get your Like count up. Dive right in, and find out how to get legit Instagram likes. Do Instagram likes still matter? Short answer: Yes. If you have an Instagram account, likes matter a lot. In 2019, Instagram started experimenting with not showing the number of likes a post got (i.e. like counts) in certain regions. Adam Mosseri, the Head of Instagram, said that this decision was part of Instagram's effort to protect the mental health of its users. By not showing like counts, Instagram strove to make the user experience on the platform less competitive and healthier. According to Instagram, they "want your friends to focus on the photos and videos you share, not how many likes they get." This decision had mixed reactions: some users felt that not knowing the like counts of other users relieved the pressure to keep up, while others felt like they were being shut out from popular things. So, in May 2021, Instagram decided to give users the option to hide their like counts—either on all posts or on just their own feed. The thing is, whether we can see Instagram likes or not, the Instagram algorithm will continue to push posts that have a ton of engagement (including likes). So, if you want more people to click the like button on your Instagram posts, here are 12 things you can try. If you're not a huge fan of articles, check out this video that summarizes most of the tips in this list: 1. Use the right hashtags Instagram hashtags are a great way to increase your reach and grow your Instagram audience. When you use a hashtag, your post (or Story) will appear on that hashtag's page. It can also show up in the feeds of the people who follow that hashtag (even if those people don't follow you—yet!). Cartoon Network tagged this post with hashtags like #mychildhood and #nostalgia. Not only are these hashtags relevant, but the post will also appear on the respective hashtag pages. Whether you're using product hashtags, acronym hashtags, or seasonal hashtags, experts agree that you shouldn't use more than 10-11 hashtags per post. 2. Write compelling captions Instagram has a very generous 2,200 character limit, but this doesn't mean you should max it out. You can go for a mysterious one-liner or a short tagline that summarizes what your brand is about. But if maxing it out works better for you, go for it! The thing is, no matter the length of your Instagram captions, they need to be engaging enough for users to 'like' the post. Great Instagram captions are filled with relevant information and personality that compels your audience to take action when they see it. National Geographic pens the most enthralling lengthy Instagram captions for each of their posts. The vivid way they provide context to their images, while teaching their audience something new can help drive engagement rates. View this post on Instagram A post shared by National Geographic (@natgeo) This Hootsuite post compiles 264 examples of compelling Instagram captions to inspire you. 3. Tag relevant users Whether you're tagging a brand you're wearing, a collaborator, a friend, or a person you look up to, the intent is to show how much you value them. When you tag a person/brand on your Instagram posts, it's not only your audience that will see it. Sometimes, that person's (or brand's) audience will see it too. Ebonee Davis, a fashion model, tagged her makeup artist and hairstylist that helped her get ready for an event. It was a way to show her gratitude, but there's also a chance that she might get a bit of attention from those Instagram users and their own followers. View this post on Instagram A post shared by Empress E. (@eboneedavis) 4. Tag your location Tagging your location is more than just showing off great places you've visited. Geotagging your location on your posts can also help more people find you. This is even more helpful if your brand has a physical location, as you'll be able to build a community with your (potential) regular customers. The Duppy Share made sure to tag their location in this post about the combination of spiced rum and ginger beer. Who knows what rum and/or beer-lover will visit their bar to get a taste? Note: Make sure your physical coordinates are accurate so that you'll appear on the map. 5. Post at the right time Although Instagram doesn't typically post chronologically, its algorithm favors recency. This means that if you want the right people to see your content, you should know the time they'll be online. The best time to post differs with each brand, so you can take a look at your analytics to know what times you posted content that had great engagement. However, we did a few experiments to find the overall best time to post on Instagram and we found that, in general, 11 am on Wednesdays is a great time to post. You can start there and adjust the times as you figure out what works for your unique audience. 6. Post eye-catching photos Before photography was a marketing tool, it was an art. And sometimes, we aim to post photos that have a higher quality than we're able to capture. That's okay, but Instagram doesn't really care for "decent" shots. You have to up your game. This might require you to take a photography course, spend some money on better equipment or learn some hacks that pro photographers use to get high-quality images. Apple has one of the most visually captivating Instagram profiles I've ever come across. Each stunning image was expertly shot on an iPhone as confirmed by their branded hashtag #ShotoniPhone. View this post on Instagram A post shared by apple (@apple) To help you get started, the team at Hootsuite shared some tips and tools for editing images on Instagram like a pro. 7. Interact with other users Instagram constantly strives to satisfy the needs of its users, so it serves posts from accounts that relate closely with each other. So if you want to grow your audience (and your like count) on Instagram, go out of your way to like, comment, and share posts from other Instagram accounts. 8. Post user-generated content Sharing content created by your followers/fans is an excellent way to generate engagement—and conversions! On the part of the follower, it's thrilling when a brand you like features you on their Instagram account. But for the brand, user-generated content serves as social proof that shows your other followers that your product/service is top-notch. It also shows that you're connected to your community. Much of Fenty Beauty's Instagram profile is made up of reviews and makeup looks created by fans of their products. Just like this one below: 9. Post behind-the-scenes content As you show your followers your shiny new product, it's okay to get vulnerable and show them the work it took to build that product or keep the business running. People like seeing how things are made, so giving your audience a peek into the nitty-gritty aspects of your work—photoshoots, packaging, distribution, etc.—is always a smart choice. In this Reel, Cold Stone Creamery takes their followers behind the scenes to show them how their Oreo® Overload Creation™ iced cream is made. 10. Try some memes Do you like things that make you laugh? If yes, chances are your audience does too. So…make them laugh with funny memes, sayings, comics, and GIFs. You don't have to tell random, disjointed jokes, though. Your memes and GIFs should align with the voice of your brand and the audience you're trying to reach. A company that is great with memes is Wendy's. They expertly weave in brilliant brand-centric memes with official announcements and user-generated content. View this post on Instagram A post shared by Wendy's (@wendys) 11. Watch what your competitors are doing If your Instagram account is set up to see likes, you might be able to see what's working and what isn't for your competitors. If it's working for your competitors, chances are it'll work for you too. That's where social listening and competitive analysis come in. When you do social listening right, you'll be able to identify trends and gauge sentiment across the industry. Apart from hearing what other people think of your brand, you'll also hear what people think of your competitors. This way, you'll be able to step in when your competitors drop the ball. 12. Run a like-to-win contest It can take a lot of time and effort to plan a contest. But if you want to get a ton of engagement within a specific time period, a like-to-win contest is one of the easiest ways to do that. The trick to ensure that you're offering a prize that: Your audience will like Will attract real prospects, not opportunists. So don't give away money, iPhones, Versace bags, or trips to the Maldives. In this contest, Kind of Simple Designs is offering interior design enthusiasts a free gallery wall with print sizes of their own choice. All they have to do is like and follow Kind of Simple Designs Instagram account, and tag their friends. The team over at Hootsuite shared a couple more ideas for Instagram contests in this article, as well as step-by-step guidelines on how to make one a success. Hootsuite is also a great tool to save time managing your Instagram presence. It makes it easy to schedule and publish Instagram posts, interact with your audience, and measure your performance from a single, intuitive dashboard. Try Hootsuite for free today.