



# INSTAGRAM ENGAGEMENT GUIDE

WARNING: ONLY USE THIS GUIDE IF  
YOU WANT TO BUILD MEANINGFUL  
RELATIONSHIPS THAT HELP YOUR  
BUSINESS GROW ON SOCIAL MEDIA.



Hi, Friend!

I'm Mallery, small business hype-woman and founder of Simply Social Team, a boutique agency for small businesses looking to amplify their presence online.

I believe in the power of social media. It's a world of endless possibilities! Instagram has led me to my favorite hair salon and photographer, influenced me to buy many (many!) things, helped me discover the best gluten-free eats, and introduced me to some of my closest friends across the country.

Instagram is a place where *businesses and entrepreneurs can thrive*.

The secret? Remembering that Instagram is meant to be **social**.

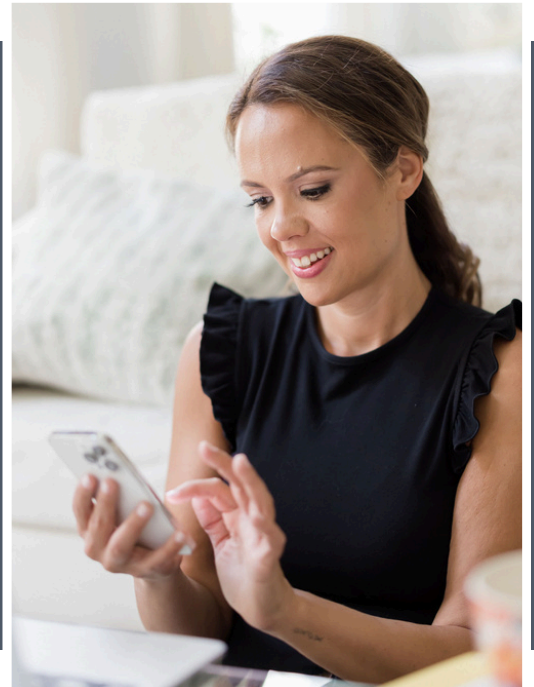
These steps are the same ones my team and I follow for our full-service social media management clients. Tried, tested, and true—ready for you to implement.

WE'VE GOT YOU

In today's digital world, it's not enough to just post pretty pictures and hope for the best. If you want to build a thriving community and get your content in front of more eyes, you've got to put in a little extra effort and be **social** with others!

But why is engagement so important, you ask? First off, the more you engage with others on Instagram, the more the algorithm takes notice.

Instagram's algorithm prioritizes content from accounts that consistently engage with others. By regularly interacting with other users' posts, you signal to the algorithm that you're an active and valuable member of the community. As a result, your own content is more likely to appear in your followers' feeds and on the Explore page, increasing your visibility and reach.



AN ADDED BONUS: When you engage with someone's post, your username appears in the list of likes and comments. This exposure can spark the curiosity of other users who may click on your profile to learn more about you. If they find your content interesting and relevant, they may choose to follow you, further expanding your reach and potential for growth.

## BUT ENGAGEMENT ISN'T JUST ABOUT BOOSTING YOUR NUMBERS

It's about building genuine connections. When you take the time to leave thoughtful comments, respond to DMs, and show some love to other accounts, you're creating a sense of community and trust around your brand. People start to see the real you behind the screen, and that's when the magic happens! ✨

We recommend spending ten minutes in each of the following sections of Instagram. ***That's one play of "All Too Well (Taylor's Version)" for our fellow Swifties.***



ON YOUR  
NEWSFEED

ON FOLLOWERS  
STORIES



ON RELEVANT  
HASHTAGS

Here are the step-by-step instructions of what to do →



# ENGAGE WITH POSTS ON YOUR FEED

# HOW

Kick things off by diving into your feed and leaving thoughtful comments on posts that resonate with you. Don't just drop a generic "great post!" – take the time to craft meaningful responses that add value and encourage conversation. **BONUS:** when leaving comments, ask *questions* to keep the convo going. Show your audience that you're invested in their content, and they'll be more likely to return the love!

# ENGAGE WITH FOLLOWERS STORIES

MINI  
BOOK

Stories are where the magic happens, so don't neglect them! Take a few minutes to watch and engage with your followers' Stories. Tap engagements, vote in polls, and use emojis to react. This is also a great place to start conversations by asking questions about things that you see. Show your followers you are interested in what they are up to!

**Pro tip: Instagram showcases Stories based on engagement, so you might be missing out on some gems at the end of your list.** Start from the last Story and work your way backward to catch up with people you haven't interacted with lately.

# ENGAGE WITH HASHTAGS

DM

Choose 2-3 hashtags that your ideal client is likely to use, and explore the latest posts. When you find content that speaks to you, leave a comment, like, or even share it to your Story. If you stumble upon a potential dream client, take a peek at their Stories, find a connection point, and slide into their DMs with a friendly message. Remember, it's not about selling – focus on building a genuine relationship. You could even give them a follow and ask a question about something that caught your eye in their content, like a stunning outfit or a mouthwatering recipe. Show them that you're interested in their world!

By dedicating just 30 minutes to engaging on Instagram, you've not only connected with new people but also shown your existing community some love. The best part? They're likely to reciprocate that love and engagement right back to you!

Remember, consistency is key when it comes to building relationships on Instagram. By making engagement a daily habit, you'll start to see incredible results:

**Increased visibility and reach for your content**

**Stronger, more meaningful connections with your followers**

**A growing, engaged audience that values your presence on the platform**

**More opportunities for collaboration and partnerships**

So, keep up the great work! Continue to dedicate time each day to engaging with your feed, stories, and relevant hashtags. As you do, you'll be amazed at how quickly your Instagram presence flourishes, attracting new followers, fostering a sense of community, and ultimately helping you achieve your business goals.

*You've got this!*

As the founder of Simply Social Team, I'm proud to lead an agency with one goal in mind: helping your business succeed.

Whether you need support, have a question, want to brainstorm a business idea or problem, or just need to chat about the rollercoaster of entrepreneurship, I'm here for you.



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