



20 MOVES TO WIN ON INSTAGRAM

Your Guide to Showing Up, Standing Out
and Scaling Up

INSIDE THE INSTAGRAM REELS ALGORITHM

WHAT REALLY HAPPENS AFTER YOU HIT POST.

Reels are recommended based on :

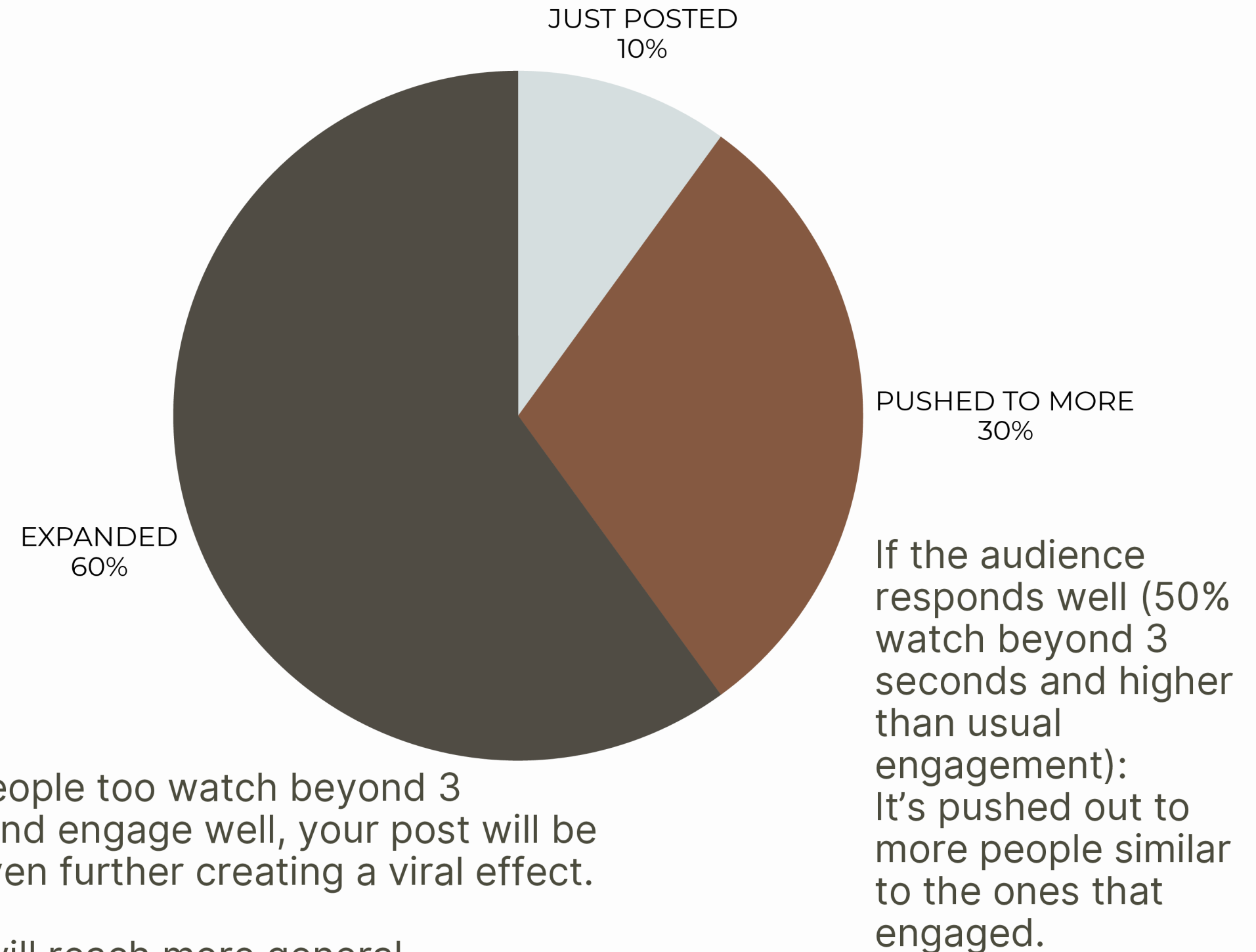
- % of who watch beyond 3 seconds
- Total watch time
- Completion rate
- Shares, saves, likes, comments

This means the number of followers you have doesn't matter: creating equal opportunity for all account sizes.

If those people too watch beyond 3 seconds and engage well, your post will be pushed even further creating a viral effect.

Plus you will reach more general categories!

The post is first shown to a very small group of non-followers Instagram thinks are related to your account.



01 CHANGE YOUR PROFILE PICTURE

Your profile picture is your storefront — and first impressions matter. A bright, high-contrast image (bonus points if it's your brand color) stops scrollers mid-scroll.

Test a few variations over time to see which one gets the best profile visits.



02 ADD A CTA TO YOUR BIO

Your bio should make visitors instantly know why they should follow you.

End with a direct call-to-action: “Follow for easy weeknight recipes” or “Follow for daily social media hacks.” Specific > vague.

03 CREATE A “START HERE” HIGHLIGHT

Don't make new followers dig for your story — serve it on a platter.

Use a “Start Here” highlight to introduce who you are, what you post and why following you will make their feed better.

Think of it as your personal trailer.



04 ENGAGE WITH 10 LEADERS IN YOUR NICHE

Follow and genuinely interact with 10 established accounts in your niche.

Comment thoughtfully (not just “Love this!”) so you're noticed by both them and their audience.

This builds recognition and authority.

05 ENGAGE BEFORE POSTING

Instagram loves active users. Spend 10–15 minutes engaging with others before posting — it's like priming the pump so your content gets a boost right out of the gate.



06 REPLY TO COMMENTS QUICKLY

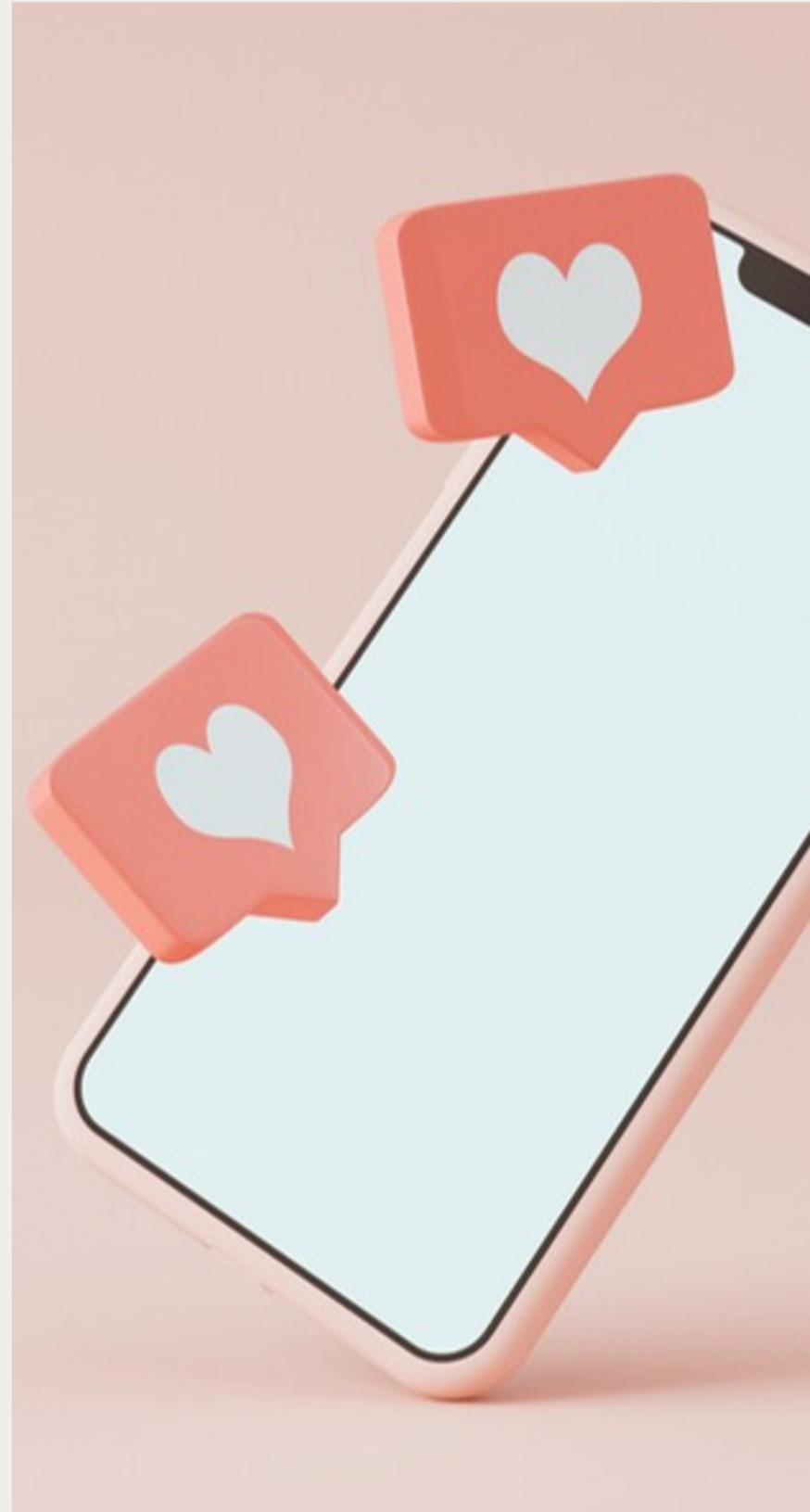
The faster you reply, the more likely the conversation keeps going.

Reply within 10 minutes, ask a question back, and encourage continued interaction — which signals value to the algorithm.

07 LIKE OLD COMMENTS AFTER POSTING

Once you hit “Share,” visit your older posts and start liking past comments.

This re-triggers notifications for people who already engaged with you, bringing them back to check your new post.



08 ALWAYS USE A CALL-TO-ACTION (CTA)

Never leave your audience wondering what to do next.

Whether it’s “Save this for later” or “Tag a friend who needs this tip,” your CTA gives direction — and drives more engagement.

09 CHANGE YOUR POSTING FREQUENCY

If your reach has stalled, switch it up.

Post more often to increase touchpoints — or post less to create scarcity.

Either way, breaking your routine can reset how the algorithm sees you.



10 BORROW INSPIRATION FROM COMPETITORS

Study your competitors' top-performing content (using tools like Not Just Analytics or simply their feed) and reimagine it in your own style.

You're not copying — you're building on proven ideas with your unique voice.

11 BE (STRATEGICALLY) CONTROVERSIAL

Have an opinion and share it
— respectfully.

Challenging a common belief
in your niche can spark
debate and comments, which
boosts visibility.

Just ensure you can back up
your stance.



12 SHARE HIGHLY ACTIONABLE CONTENT

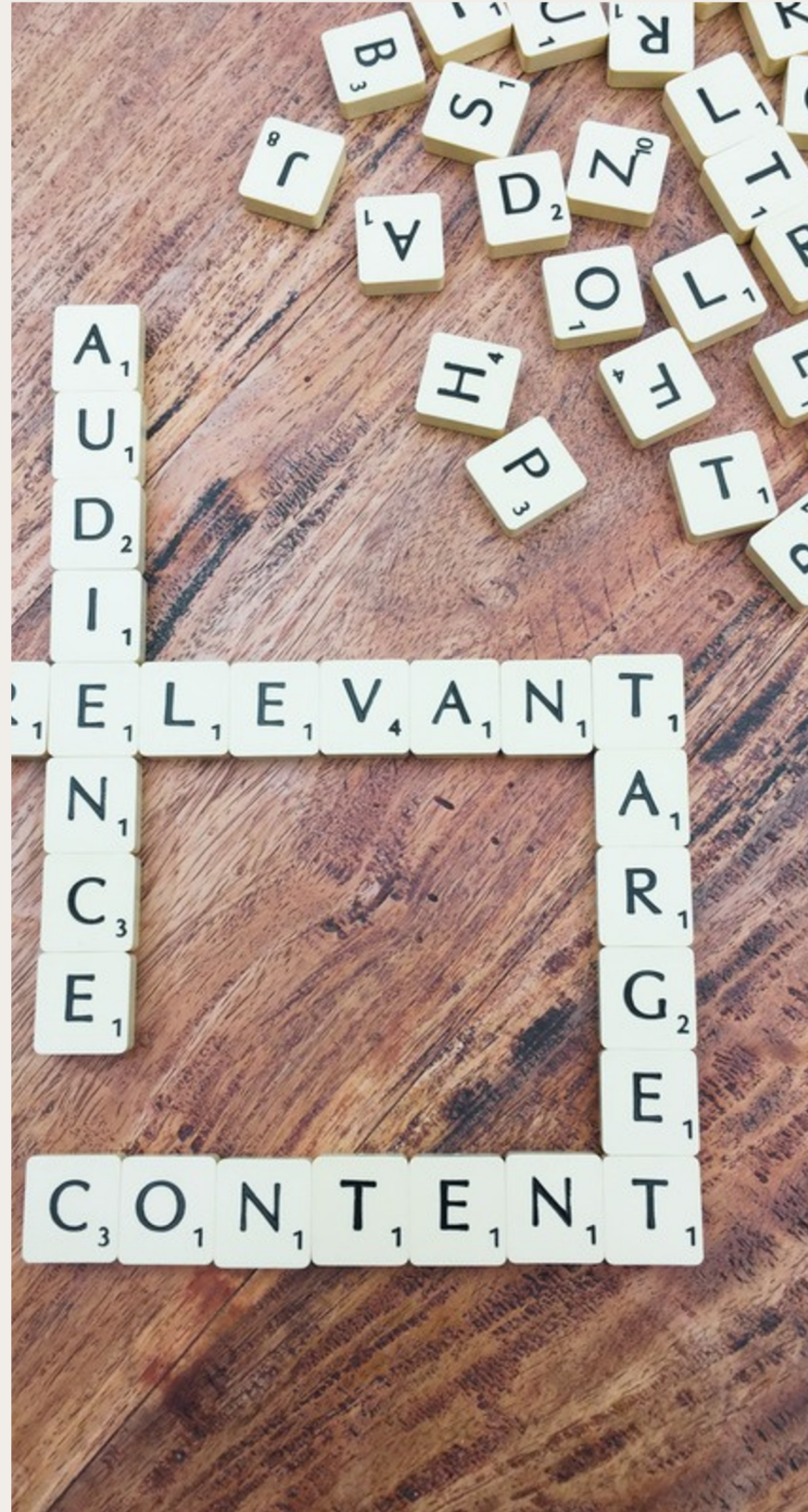
Give your audience
something they can use
immediately.

Step-by-step guides, quick
hacks, or “3 things to try
today” perform well because
people save and share them.

13 TRY NEW CONTENT FORMATS

Your audience's attention is fragile.

Test new content types — whiteboard explainers, split-screen commentary, AI voiceovers — to keep things fresh and see what resonates.



14 NAIL YOUR HOOK

The first 3 seconds decide whether people keep watching.

Use curiosity-driven text like “Most people get this wrong...” or unexpected visuals to pull viewers in instantly.

15 REPOST HIGH-PERFORMING CONTENT

Great posts don't expire. If something worked well 3+ months ago, repost it with a fresh caption or updated visuals.

Many in your audience didn't see it the first time.



16 USE TRENDING SOUNDS EARLY

Trending audio can rocket your reach — but only if you jump in before it's saturated.

Look for sounds with fewer than 10K uses for the best shot at visibility.

17 COLLABORATE WITH OTHER CREATORS

Cross-pollinate audiences with a collab.

Both accounts get fresh eyes, and the shared post appears on both profiles for double exposure.



18 POST AT PEAK TIMES

Check your Insights to see when your audience is most active — then post just before those times.

This maximizes immediate engagement, which helps push your post further.

19 ADD KEYWORDS TO CAPTIONS

Instagram is a search engine now.

Weave relevant keywords naturally into your captions so you show up in search results.

Bonus: say them out loud in your video for even more search relevance.



20 POST AN INTERACTIVE STORY AFTER 48 HOURS

Once all stories expire, post an interactive poll or quiz.

This re-engages your audience and can give you a strong starting point for the next content push.