

FREE INSTAGRAM HACKS ANYONE CAN USE

1

SWITCH TO A BUSINESS ACCOUNT FOR FREE

Being an official business on Instagram is free, easy, and helpful to in many ways

2

OPTIMIZE YOUR PROFILE

You have five seconds to tell me who you are, what you do, and what you want me to do on your profile. Can you do it?

3

ADD SPECIAL FONTS TO YOUR BIO

Special fonts can help you stand out from other Instagram Accounts

4

REMOVE OLD POSTS

You can remove old posts without deleting them forever, simply go to the post you don't want seen and archive them

5

USE HIGHLIGHTS TO MAXIMIZE YOUR STORIES

Canva is an awesome free tool to make your Highlights pretty, just go to [Canva.com](https://www.canva.com)

6

TAG YOUR LOCATION

Tagging your location helps you gain local exposure. Make sure to tag location in your posts and in your stories

7

USE 10 MINUTES A DAY TO ENGAGE

Use the Explore section to find Tags and Places to follow and engage with. Think about where your audience lives, what they like, and where they go.

8

SET UP NOTIFICATIONS ON ACCOUNTS YOU WANT TO SUPPORT

Get notified when an account you support posts, this is an easy way you can immediately go to their post

9

GET REEL

Instagram wants to promote Reels so Reels are favored over other content by the Instagram algorithm. I challenge you to create a Reel today and tag me! @innovate.kate

10

USE INSIGHTS

Insights are only available for Business & Creator accounts. Set a reminder for yourself once a week or month to review your Insights. Even if you only spend 5 minutes, it'll be worth it!