

Make Your Instagram Account Stand Out With These Awesome Tips

The popularity of the different social media platforms has risen considerably in the past couple of years. However, some platforms are more popular and powerful than others. Instagram is one of the most powerful platforms out there, and its popularity is increasing by the day.

Many use it for business, others for fame, and some people have regular accounts for social usage. You must have noticed that some accounts just stand out and have many followers that are interested in them and the content they offer. Do you want to be one of those people with attractive Instagram accounts and increase the number of your followers? Well, if you do, read on, as we will help you make your Instagram account stand out with these awesome tips.

Picture 1 of Make Your Instagram Account Stand Out With These Awesome Tips

Use Your Real Photographs

If your Instagram account is for your personal use, then use a picture that is really you, not your favorite quote or flower! On the other hand, if it is for business use, then the profile picture should be the logo of your brand, as the profile picture will be seen whenever you comment or someone checks your profile. The more genuine the photograph is, the better. Moreover, the profile picture should be bright enough and of good quality to be seen on cellphones and small screens. It is recommended that you take a photo using a high-quality camera to upload it as your profile picture.

Good Quality Videos

The videos that you post on your Instagram account should be of good quality. Although the social media platform is made in particular to showcase stunning photos, it has added video sharing and IG TV to its features to be able to highlight more content. Photography enthusiasts at chasingheartbeats.com/best-slow-motion-camera/ recommend that you use high-quality footage cameras. This way, people will stay interested and engaged. If you are an influencer, you need a good camera even more than regular users, as you will receive many offers from different brands to advertise for their products, and you would want to look professional. Moreover, if you are a brand, the footage should be authentic and all the details of your product should be clear for your audience as well. Otherwise, you will lose your customers as they didn't receive the exact product they saw in the video you uploaded. Even the slightest change in color can result in the dissatisfaction of your customers.

Interactive Stories

Every day, 500 million Instagram users around the world create new stories! However, if you want to make your stories stand out and be seen more by other users, make them interactive. Interactive stories are more engaging and attract more views. If you hold a business account, make use of the countdown timer or hosting Question and Answer to interact with your viewers in real-time. Business accounts can learn more about their target audience from the different features provided by interactive stories.

Microblogs

If you want to tell deep stories about yourself or your brand, use wordy captions to better express yourself or your brand vision. Moreover, this way, your profile will have an increased level of engagement and interaction! The demand for microblogs has increased in the past couple of years, and it became more popular. That is why famous profiles and businesses use it a lot. You also have to think carefully about the image you will attach to your microblog, as it should match the content and complement its essence.

Create an Interesting Bio

You are only allowed 150 characters to write your bio, so make each one count. Instagram bios are what makes the difference between boring and interesting profiles that compel others to follow them. Your bio should include what you do in life, who you are, and the reason why other users should follow your profile. Moreover, emojis add to the appeal of your bio so make use of them. Don't rush yourself while writing your bio, as you should take your time thinking of an interesting and authentic bio that would attract as many followers as possible.

Instagram's influence and popularity are on the rise, and more people are using it for business and personal use more than ever nowadays. It might sound easy to create an account on it and get followed by some people, which is true. However, if you want your profile to stand out and attract many followers, and maybe attract brands to have you advertise their products, there are a few things that you need to do to make your profile more appealing to your audiences and your target brands. You need to use a clear, high-quality photograph of yourself as a profile picture, post interactive stories and high-quality footage videos, create an interesting bio, and use microblogs. Now, you are ready to stand out among the Instagram crowd.

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