

# TARYN HART

## 10 Tips to Beat the Algorithm

### SET YOUR GOAL

Only 3% of Americans have written goals, and only 1% review them every day. It is SO important to have a goal, especially on Instagram. What are you wanting? A certain number of followers? Is it to work with a certain brand? Is it to be paid a specific amount for a post? If you don't know exactly where you're wanting to go, you won't have any clue what to do, how to get anywhere, and you may grow a little, but not consistently and productively. If you know what you want, you can figure out how to attain it much easier.

### BE YOURSELF

Be yourself on Instagram, I know this sounds cheesy, but it's true. Don't look at another influencer's Instagram page and try to copy their aesthetic, the brands they work with, how they pose, what they wear, because you like what they do. There's already one of them! Users would have no reason to follow you if they're already getting the same, exact thing from someone else! No one can be just like you, so find what makes YOU unique and stick to that niche, you can't appeal to everyone, but if you stick to a niche and target those type of followers, they will be loyal and engaging followers that want to buy what you're selling!

### BE CLICKABLE

The Instagram algorithms ALL about engagement and clicks. That means, the more times your posts are clicked on, liked, commented on, saved, etc., the more they will be shown to your followers and on the explore page. To be "clickable" means to post things that are attractive to potential followers. Posting is all about quality over quantity on Instagram, have a feed that is pleasing to the eye using a preset, have different types of posts and not just photos of you in different outfits in front of your garage. BE DIFFERENT and BE NOTICEABLE!

### KEEP LEARNING

I wish I could say I knew EVERY detail about the Instagram algorithm, but it's impossible as it changes EVERYDAY! So, you can't be stationary in how you grow, one day a method could help you grow by 100 followers in a day, the next it could cause you to get blocked for 24 hours by Instagram! Instagram is the trickiest of all of social media, as it is the most popular right now, so you have to stay on your toes! Do your research, read about Instagram and how it's changing, take an online Instagram course, or find a resource/ Instagram expert that does the research for you and can help you navigate the current algorithms! Like me!

### INVEST IN YOURSELF

No Instagram expert, huge social media influencer, travel blogger, etc. got to where they are without spending a dime, it doesn't work like that! You have to invest money to make money but make smart investments. (DON'T INVEST IN BUYING FAKE FOLLOWERS: Instagram will flag your account, you won't receive any engagement, your real followers won't trust you and brands won't work with you) Invest in online courses that are rated well or recommended by a trusted source (I will make a blog post about my personal favorite courses) from other bloggers and influencers! But take the leap to invest in learning more about the industry and for tools that will help you! ie. presets, content calendar templates, etc.

[@tarynhart](https://www.instagram.com/tarynhart) | [taryn@tarynhart.com](mailto:taryn@tarynhart.com)

# TARYN HART

## 10 Tips to Beat the Algorithm

### UTILIZE INSTAGRAM'S TOOLS

Utilize Instagram's tools such as: Hashtags, Location Tags, Tagging other accounts, etc. on your posts. You want your post to be seen as many times as possible! Every time you use a hashtag, location tag, or a brand tag, it can put SO many more eyes on your post. Utilize the right hashtags (will write a blog post about this). When people look up a hashtag or a location and see a great quality, pleasing photo, it will draw them to your page and get the clicks you need!

### ENGAGE WITH YOUR FOLLOWERS

It is SO important to engage with your followers. This means responding to their answers to questions in your stories, responding to their comments, and responding to their DM's. For a few reasons: one being it helps when brands want to work with you, they see that you CARE about your followers and not just the number of them. You care about their needs and it shows they trust you! Second, it makes your followers want to keep coming to YOU for help and keep coming to your page. Lastly, when those followers comment on your posts or respond to your questions, it shows Instagram that those people WANT to see your posts, thus the Instagram algorithm will show your posts more often on their feeds!

### ENGAGE WITH ACCOUNTS LIKE YOURS

Comment on other influencer and blogger's pictures that are similar to yours. This will cause their followers to click on your page, and if they're interested in the other account, they will most likely be interested in yours and follow you as well! Typically influencers and bloggers like to support each other, so if you go and comment genuine things and like a bunch of photos from an influencer, odds are, they'll return the favor and help boost your numbers.

### BE INTERACTIVE

On your posts, make it something that GIVES something to your followers: an idea, a deal, inspiration, a how-to, etc. And be INTERACTIVE in your posts. By this I mean, ask your followers questions in your captions! Even if it's as simple as "How was your day? Tell me about it in the comments!" This give your audience a chance to talk about THEMSELVES... and NEWS FLASH... your page is not about you... I know, crazy! People are more likely to comment about themselves rather than about you in your pictures, and that gives you a chance to make connections with your followers, thus keeping them around!

### USE CALL TO ACTION TOOLS ON YOUR STORIES

Instagram gives you SO many tools to be interactive with your followers! ESPECIALLY IN STORIES! Utilizing polls, questions, slide bars, etc. in stories is SO crucial! When your audience interacts with your stories through polls, questions and slide bars, it shows Instagram that they are actually paying attention to your stories instead of just clicking through.