Instagram Tips & Tricks

Simple ideas and everyday comparisons anyone can use

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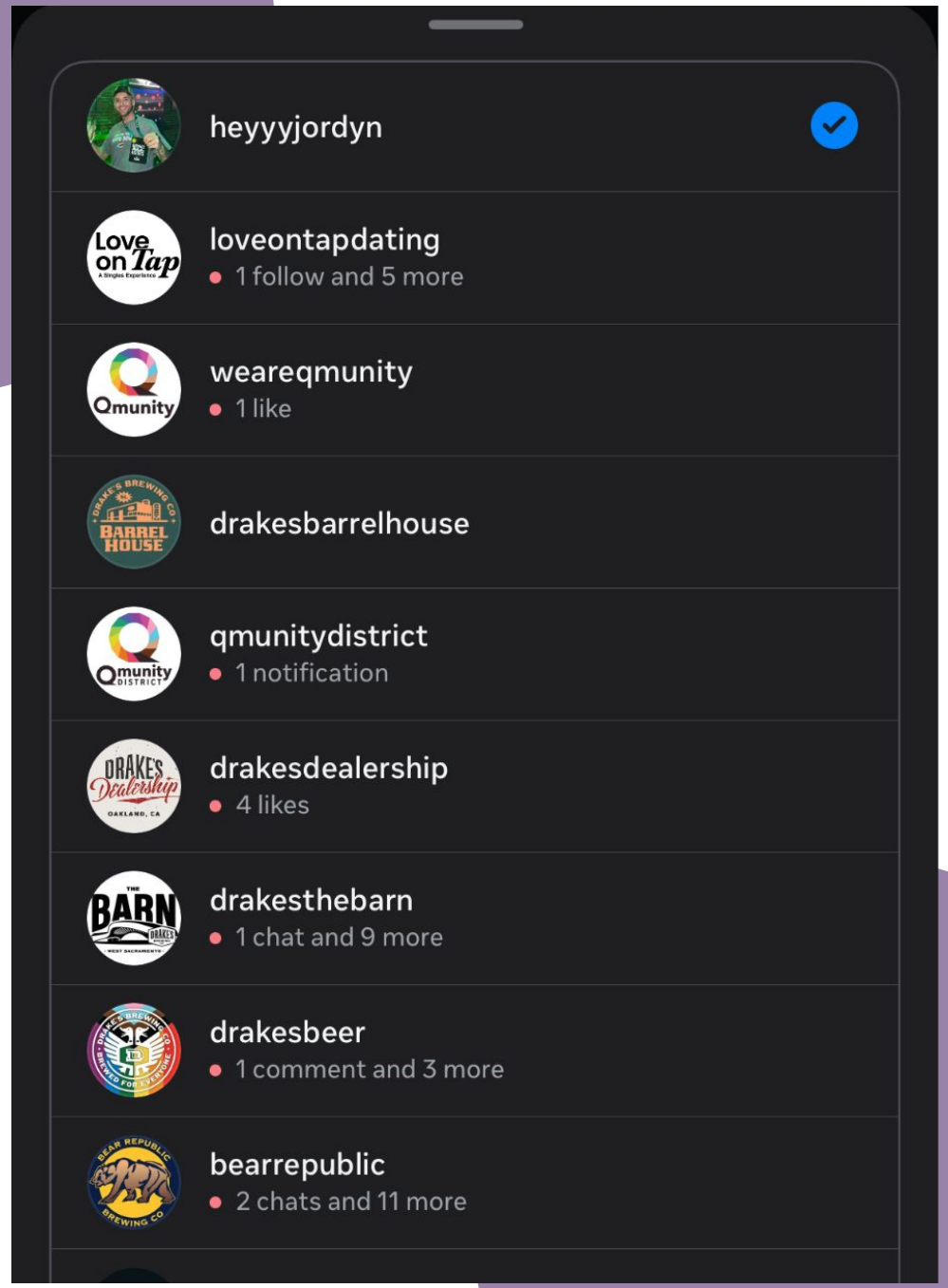
My credentials



What We're Covering

Eight simple ideas, explained with things you already know

01 **Bio Optimization**

Your profile is a store window

02 **The Modern Algorithm**

Likes are applause, shares are gold

03 **Strategic Content Placement**

Right tool for the right job

04 **Capturing Retention**

Stopping the channel-flip

05 **Search & Local Discovery**

A talent show anyone can win

06 **The DM Conversion Funnel**

Talk after class, not during it

07 **Sustainable Consistency**

Pack your lunches on Sunday

08 **Bonus Tip: Linktree**

My favorite tool right now

QUESTION 01

Bio Optimization

“Think of your bio like a store window. If someone walks by, can they tell what you sell in 3 seconds — or do they just keep walking?”

Write it like a sign in the window

“I help [who] get [result] → [what to do next]” — like a sign that says “COOKIES HERE, DOOR ON LEFT.”

Put the important word in your name

Not just your @handle — e.g. “Jane | Wedding Florist.” That's like putting “BAKERY” on the actual window.

Only point to one door

Your bio link should lead to just one place — don't make people guess which door to walk through.

If people have to step inside just to figure out what you sell, they've already walked away.

QUESTION 02

The Modern Algorithm

“Likes are like applause — nice, but they don't pay rent. What really gets Instagram to show your posts to new people?”

Sharing it like a note in class

When someone sends your post to a friend, that's the strongest “this is good” signal there is.

Saving it for later

Like bookmarking a page in a book — it tells Instagram “this is worth keeping.”

Watching the whole thing

If people watch your video all the way (or rewatch it), that proves it was actually interesting.

Real comments, not just emojis

A real conversation counts for more than a quick thumbs-up.

Likes are just applause. Shares and saves are what get you invited to the next show.

QUESTION 03

Strategic Content Placement

“Using the wrong content type is like bringing a fishing pole to a basketball game. Are you using the right tool for the job?”

Pick the right tool for the job

What you want	Best Tool	Like...
Meet new people	**Reels**	Like waving at strangers passing by — Instagram shows these to non-followers
Earn trust	**Carousels**	Like flipping through a photo album together — people linger and save
Get found nearby	**Posts + keywords**	Like showing up in a phone book search
Stay close with friends	**Stories**	Like texting a quick update — casual and frequent

Bringing the wrong tool to the job means working hard for nothing. Match your goal to the right format.

QUESTION 04

Capturing Retention

“Scrolling is like flipping TV channels. If the first second is boring, people flip again. How do you make them stop flipping?”

Start with something surprising

Movement, big text, or a statement piece — like a magician saying “watch THIS” before the trick.

Show the exciting part first

“Here's the mistake costing you clients” beats “Hey guys, today I wanted to talk about...”

Put words on the screen right away

Most people scroll with the sound off, like watching TV on mute in a waiting room.

Keep up with viral trends

Great way to keep up with the times and capitalize on a viral moment

Ask: if someone only watched the first second, would they still want to see more?

QUESTION 05

Search & Local Discovery

“This is like a talent show where anyone can win — not just the popular kids. How can a small shop outshine a giant one for free?”

Use the exact words people type

Say “San Jose wedding florist,” not just “florist” — like labeling your lemonade stand “OAK STREET LEMONADE” so neighbors find you.

Tag your location & local pages every time

Like putting a pin on a map so people nearby can find you.

Describe your pictures

Alt text is a free, easy way to help Instagram understand and show your photos.

Get local people to save & share

Instagram notices when your neighbors like what you post.

A giant store with a boring name can lose to a small shop that's clear and specific.

QUESTION 06

The DM Conversion Funnel

“It's like inviting someone to talk after class instead of shouting your pitch in front of everyone. How do you move them to a private chat?”

1

Ask them to comment one word

“Comment ‘PRICE’ and I'll send you the guide” — like passing a note to raise your hand.

2

A private message shows up instantly

It hands over the info, no hard sell yet — like a helpful note back.

3

Keep chatting like a real person

Ask a genuine question back — don't sound like a robot reading a script.

4

Only then, make your offer

After a friendly back-and-forth, invite them to buy — like finishing the conversation, not starting with it.

The mistake: pitching in message one. Warm it up like you would talking to a new friend.

QUESTION 07

Sustainable Consistency

“It's like packing school lunches on Sunday instead of scrambling every morning. How do you stay consistent with only a few hours a week?”

Make a bunch of posts in one sitting

Film or write a week or two of posts at once — like packing five lunches on Sunday.

Make a simple list of go-to ideas

A tip, a compliment from a customer, a behind-the-scenes photo, a deal, a Q&A — like a rotating lunch menu.

Let a tool do the posting

Schedule it ahead so you don't have to remember every day.

Use one idea many ways

One idea becomes a Reel, a carousel, and a few Stories — like leftovers becoming a new meal.

It's not about doing more — it's about not disappearing long enough for people to forget you.

BONUS TIP

Linktree

“My new favorite feature to use with Instagram. Linktree has grown into a lot more than a link in your bio — and it's become one of my go-to tools.”

It's your one link that does everything

Instead of one boring link, it's a whole page — like a table of contents for your business that you can rearrange anytime.

It used to be just a link page...

...but Linktree has quietly added scheduling, automation, and shortening tools that turn it into a real command center for your Instagram.

Free to start, grows with you

You can begin on the free plan and add paid features only once you actually need them.

Next slide: the 3 newer Linktree features worth knowing about.

BONUS TIP

3 Linktree Features to Try

“Linktree's newer tools go way beyond the link page — here are three worth adding to your toolkit.”

Plann — social post scheduling

Plan and auto-post to Instagram, TikTok, Facebook, LinkedIn, Pinterest, and YouTube Shorts from one visual calendar — including Reels, Stories, and carousels.

Instagram auto-reply

Someone comments a keyword on your post or Reel, and Linktree automatically DMs them a link — like a helper who hands out flyers the second someone raises their hand.

Tr.ee link shortener

Turn long, messy links into clean, branded short links with click tracking — handy for Stories, email, or anywhere a link needs to look tidy.

One tool, less app-switching — that's the whole appeal.

364
81

Interactions	**1,120**
Followers	6.1%
Non-followers	93.9%
Post interactions	**1,120**
Shares	580
Likes	364
Saves	86
Comments	81
Accounts engaged	**832**

Profile

Profile activity	**206**
Profile visits	127
External link taps	56
Business address taps	0
Follows	23

Ad

Boost this post

364
81

Views

Views	70,356
Followers	4%
Non-followers	96%
From Home	66,148
From Other	2,668
From Profile	1,540
Accounts reached	26,220

Interactions

Interactions	1,120
Followers	6.1%
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Pick One Thing This Week

Fix your store-window bio. Post one Reel. Try one DM keyword. Small steps, done often, beat big bursts once in a while.

Thank you!

Rainbow Chamber of Commerce — Instagram Tips & Tricks