

# RELATIONSHIPS

The Instagram algorithm (the order of what posts get seen the most in peoples feeds) is based dominantly on two different factors with one of these being 'Relationships', Instagram wants to show you content from people you care about – therefore it is important to establish a 'relationship' with your new followers so your posts are appearing more frequently and higher in their feed. This is done through 'engagement' aka likes and comments.

If you are the worlds biggest Beyonce fan and are always engaging on her posts you can bet you won't miss a single one – they will be right at the top of your home page time and time again. This is why it is important that you are encouraging your new followers to comment on and like your posts so you are not lost forever in their feeds! But how exactly do we get them to engage?

#1. Ask questions in your captions. Comments = engagements.

#2. Run a tag Giveaway. Your new followers obviously LOVE giveaways so we recommend running a little 'tag to enter' giveaway of your own!

#3. Share an authentic video to your stories that encourages your followers to head over to your latest post and comment. For example 'We are looking at stocking some new brands, comment on our latest post your faves and we will check them out!'.  
comment on our latest post your faves and we will check them out!'

#4. Ensure you are responding to your comments. Your comment also counts towards engagement!

## RELATABLE CONTENT

The second key factor in the algorithm is 'relatable content'. Instagram will show you more posts on content they feel you are interested in based on your previous activity. If you start commenting on photos of Home Decor and one of your followers makes a post about their new Knit Throw chances are it will appear towards the top of your feed as Instagram has predicted that this will be of interest.

Surprisingly most people that choose to unfollow after a giveaway do so as they felt the content posted was spammy or unrelatable (and we thought it was because they were grumpy they didn't win). This is why it's important to only join giveaways within your niche. If you sell pet products we don't suggest joining a kids and baby giveaway as your new followers will most likely feel your content is not relevant to their interests therefore they will not engage, won't see your posts and will most likely unfollow.

Check out our Building Follower Trust resource for some easy tips on how you can increase your engagement to ensure you are working WITH the Insta algorithm, not against it!