
THE INSTA-POCALYPSE SURVIVAL GUIDE

Stay Calm & We'll Overcome the Algorithm Together



GRAB YOUR BUG OUT BAG

THE INSTA-POCALYPSE IS UPON US

STAY CALM

We decided to be a bit cheekier than usual with the title of our “Insta-pocalypse Survival Guide” because the truth of the matter is... a strong business should never rely on any single marketing channel for success. The upcoming changes in Instagram’s algorithm should be a wake up call to all creative entrepreneurs.

It is time to diversify your marketing channels and pursue a more dynamic approach to acquiring customers and spreading the word about your company. Social media is a means to an end. It is not an indication of your overall success, but rather a tool to help you achieve those goals to build a thriving business.

BACK TO THE BASICS

On the following pages, we’ll be sharing tips and tricks specifically related to the upcoming algorithm changes, however it’s important to remember that being consistent and strategic are two of the primary keys to success.

We aren’t the first to tell you that consistency is key. This concept applies to all aspects of how you utilize the platform: your interaction with your audience, how often you’re posting, and what type of content you are sharing regularly.

This is especially relevant in regard to the

images that you’re sharing. Creating clean and consistent photographs with a similar editing style each time, helps to define the overall aesthetic of your feed and offers your viewers an idea of what to expect in the future. Consistency builds trust, demonstrates professionalism, reinforces brand values, and eliminates confusion - All of which sets the groundwork for a strong following.

STRATEGY, STRATEGY, STRATEGY

Being strategic with your Social Media sharing is a multi-faceted solution. The primary things to consider when developing your marketing strategy are: scheduling posts to achieve optimum viewership, taking advantage of collaborations, initiating relevant conversation with your audience, and curating quality content to build excitement.

Strategy is best developed over time and through analyzing the needs and desires of your audience. Never lose sight of who your ideal clients are, what they need, and how to best reach them.

At the end of the day, don’t feel overwhelmed by implementing every marketing tip out there, because what matters most is cultivating a feed that represents your brand well and attracts your ideal client. Find your tribe and love them hard.



Five Ways to Survive
THE INSTA-POCALYPSE

- ENCOURAGE POST NOTIFICATIONS
- DEVELOP A HASHTAG STRATEGY
- TAKE PART IN COMMUNITY ACTIVITIES
- CREATE A SOCIAL MEDIA SUPPORT GROUP
- PUT THE SOCIAL BACK IN SOCIAL MEDIA



NUMBER ONE: PUT THE SOCIAL BACK IN SOCIAL MEDIA

According to TechCrunch, once Instagram stops abiding by chronological order, individual posts will be ranked “based on the likelihood you’ll be interested in the content, your relationship with the person posting and the timeliness of the post.”

The first two metrics are incredibly interesting because they involve a theoretical social contract that we often fail to pay much attention to on a platform like Instagram. Often relevance is correlated with: social connections (do you have friends in common), recency and frequency of previous interactions (when is the last time they engaged with your content), and the amount of interaction a particular post generates proportional to the amount of time it has been live.

By intentionally approaching Instagram as the social platform it was designed to be you can greatly increase the likelihood of your content being deemed ‘relevant’ and making its way up the ranks of the algorithmic hierarchy.

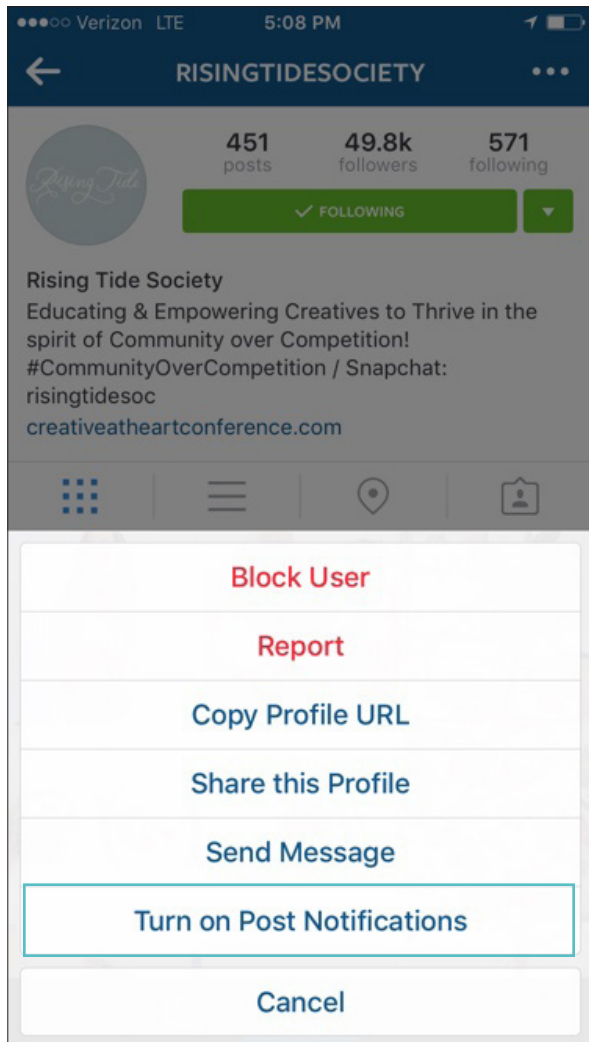
Some Quick Tips:

Comment on at least 10 posts for every one post you share

Comment on relevant brands, businesses and people you want to work with

Engage with your commenters and follow them back if you like their feed

NUMBER TWO: ENCOURAGE NOTIFICATIONS



One of the most overlooked features of Instagram is the Post Notifications option. If you select, “Turn on Post Notifications” for any given account, you will receive specific updates whenever that person shares new content.

STEPS TO TURN ON NOTIFICATIONS

- Go to the Instagram Account’s Profile Page.
- Click on the three dots in the righthand corner.
- Choose Turn on Post Notifications from the menu.

You can find ways to strategically encourage your audience to ‘Turn on Post Notifications’ whenever you are releasing an upcoming product, launching a new website, revealing an exciting offer, or starting a giveaway.

Example: Be sure to Turn on Post Notifications to get alerted when our product launches in the shop!

You can also be straight forward with your audience and ask them to turn on Post Notifications to be sure that they don’t miss any of your new content once the new Instagram algorithm takes effect.



240 likes

1d

[risingtidesociety](#) You got this. It's time for your [#MyMondayMugshot](#) and a weekly dose of camaraderie + inspiration. 🍷📖
"There's lots of bad reasons to start a company. But there's only one good, legitimate reason, and I think you know what it is: it's to change the world." - Phil Libin, CEO of Evernote

[risingtidesociety](#) [#communityovercompetiti](#)
[on #risingtidesociety #calledtobecreative](#)
[#thehappynew #pursuepretty](#)
[#flashesofdelight #lifeofaphotographer](#)
[#thatsdarling #ohwoyees](#)

[luluedward](#) That mug!! 🥰

[cranecreekphotography](#) ❤️

[paintedplanks](#) Just lovely. 🍷

[howertonwooten](#) I love how you guys are changing the industry. And, I really like the [#MondayMugshot](#) hashtag! I might have to add that to the hashtag repertoire!

[levanamelamed](#) 🍷 one shot at a time!

NUMBER THREE: DEVELOP A HASHTAG STRATEGY

With the upcoming algorithm changes, it may be harder for your current followers to see your content. Using hashtags allows you to connect with other users who are searching for or engaging with particular categories of content. It also begins to identify your content as relevant to specific groups of people, depending on which hashtags you use.

Currently, Instagram only allows a maximum of thirty hashtags per post and we have yet to see whether the algorithms will penalize users for including as many hashtags as possible on a given piece of content. Our suggestion? Be intentional about the hashtags that you're using. Choose hashtags that resonate with your audience or allow your images to be discovered by your ideal client.

BE STRATEGIC

Be intentional about the location of where you're placing your hashtags and how many you choose to use. Whenever there is a hashtag that you want your audience to see, place it in the Image Caption right below the introductory text. This hashtag is called

the "Overt Hashtag" because it will always remain visible above the latest likes and comments that follow. Hashtags placed in the Image Caption are often relevant to current conversation or intended to direct the audience to an online portfolio. This is incredibly useful to photographers who want to group together their professional images or bloggers who want to highlight a body of content.

For Strategic Categorical and Searchable Hashtags or "Covert Hashtags" as they have come to be known, be sure to post these hashtags directly into the first comment below the caption. Why, you may be wondering? When comments follow in the minutes and hours after the post, Instagram will hide the original comments and only displays the three to four most recent comments on any particular image.

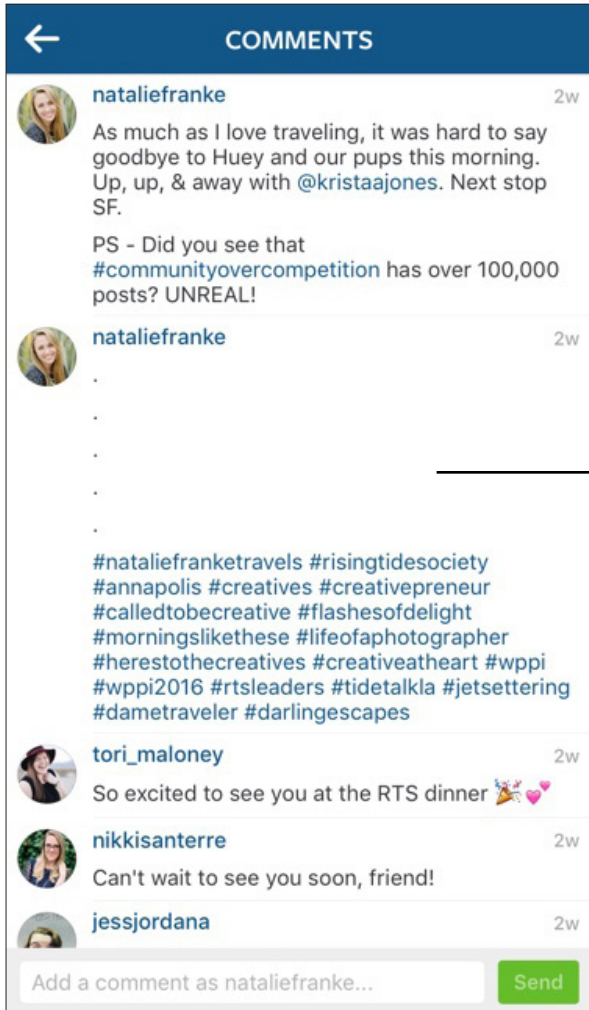
This means that once subsequent comments are posted on that particular image, the long list of hashtags you shared in the first comment disappears discreetly!



OVERT HASHTAGS

Whenever there is a hashtag that you want your audience to see, place it in the image caption right below the introductory text.

These overt hashtags will always remain visible above the latest likes and comments that follow. Hashtags placed in the image caption are often relevant to current conversation or intended to direct the audience to an online portfolio.



COVERT HASHTAGS

Strategic categorical and searchable hashtags or “Covert Hashtags” as they have come to be known, be sure to post these hashtags directly into the first comment below the caption.

Why, you may be wondering? When comments follow in the minutes and hours after the post, Instagram will hide the original comments and only displays the three to four most recent comments on any particular image.

You can also reduce the appearance of covert hashtags by using five full stops each positioned on a new line before your list of hashtags. This forces Instagram to generate a [...] symbol instead of a long body of text.



NUMBER FOUR: TAKE PART IN COMMUNITY ACTIVITIES

LEVERAGE WHAT'S TRENDING

A simple and strategic way to increase engagement and get more eyes on your content is to take part in community activities such as #MakeWavesMonday or the RTS Instagram Challenge.

Events such as these generate a large amount of attention, interaction, and traffic on specific days of the week. By taking part in these community activities, your content will naturally get more attention. It's also important to pay it forward and comment on other posts taking part in the activity. As with anything in business: the more you put into it, the more you'll get out of it.

NUMBER FIVE: CREATE A SOCIAL MEDIA SUPPORT

WE RISE BY LIFTING OTHERS

Within your TuesdaysTogether group or within a close group of friends, consider starting a Social Media Support Group. Every day, post a link to your newest content and support one another by leaving thoughtful comments and sharing relevant posts.

Most algorithms, such as the ones used by Instagram's parent company: Facebook, identify certain content to be more "relevant" based on the amount of attention it receives in the form of likes and comments. By spreading the love and intentionally 'boosting' other creatives images, you can create a support group that lifts one another up in the spirit of community over competition.

A RISING TIDE SOCIETY BONUS:

hashtag glossary

FOR ALL CREATIVES

#COMMUNITYOVERCOMPETITION // @risingtidesociety

To inspire Creative Entrepreneurs to overcome comparison and rally in support of one another as we all strive to create thriving businesses. The hashtag that kickstarted the movement.

#FLASHESOFDELIGHT // @glitterguide

To engage with their readers, the Glitter Guide uses the Flashes of Delight hashtag that incorporates user-generated imagery relevant to living a life full of sparkle. From gorgeous home decor to styled breakfasts, the editors select their favorite images to repost on their home account which boasts over three hundred thousand followers.

#TASTEINTRAVEL // @ctraveler

The epitome of stylish exploration, Conde Nast has created the ultimate collection of beautiful sights and delicious looking meals around the globe through the Taste in Travel hashtag.

#THEEVERYDAYPROJECT // @annapolisandco

Created to celebrate the beauty in everyday moments, it's easy to fall in love with The Everyday Project hashtag! With over seventy thousand posts, daily life is being documented around the globe through a simple hashtag and beautiful mission!

#TUESDAYSTOGETHER // @risingtidesociety

On the second Tuesday of the month, creatives gather in the spirit of Community Over Competition to share ideas, make friends, connect offline, and discuss an overarching topic. Gatherings are hosted by the Rising Tide Society.

FOR WEDDING PROS

[#HOWHEASKED](#) // [@howheasked](#)

For surprise proposals and engagement stories with the opportunity to be reposted or picked up for publication on the How He Asked blog!

[#THEDAILYWEDDING](#) // [@thedailywedding](#)

Featuring images from the best wedding photographers on Instagram to inspire engaged couples through their hashtag!

[#THEKNOT](#) // [@theknot](#)

Share professional wedding photographs for a chance to be reposted by The Knot's National Instagram Account!

[#THEKNOTRINGS](#) // [@theknot](#)

For the gorgeous bling and engagement ring inspiration that The Knot can repost and share with their audience!

VIRAL HASHTAGS WE LOVE TOO!

[#calledtobecreative](#) [#chasinglight](#) [#creativepreneur](#) [#creativityfound](#)
[#designisinthedetails](#) [#dowhatyoulove](#) [#exploretocreate](#) [#entrepreneurlife](#)
[#fromwhereistand](#) [#justgoshoot](#) [#lifeofanartist](#) [#lifeofaphotographer](#)
[#liveauthentic](#) [#livefolk](#) [#livefullyalive](#) [#lookslikefilm](#) [#makeithappen](#)
[#makersgonnamake](#) [#makersmovement](#) [#makersvillage](#) [#morningslikethese](#)
[#nothingisordinary_](#) [#ontheroadtofulltime](#) [#portraitcollective](#) [#pursuepretty](#)
[#sayyestosuccess](#) [#solopreneur](#) [#thehappynow](#) [#villagesociety](#) [#visualcreators](#)

Rising Tide