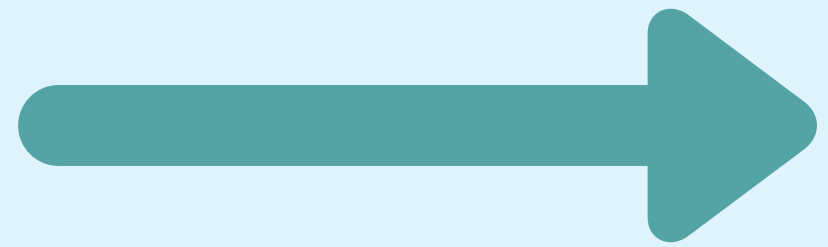
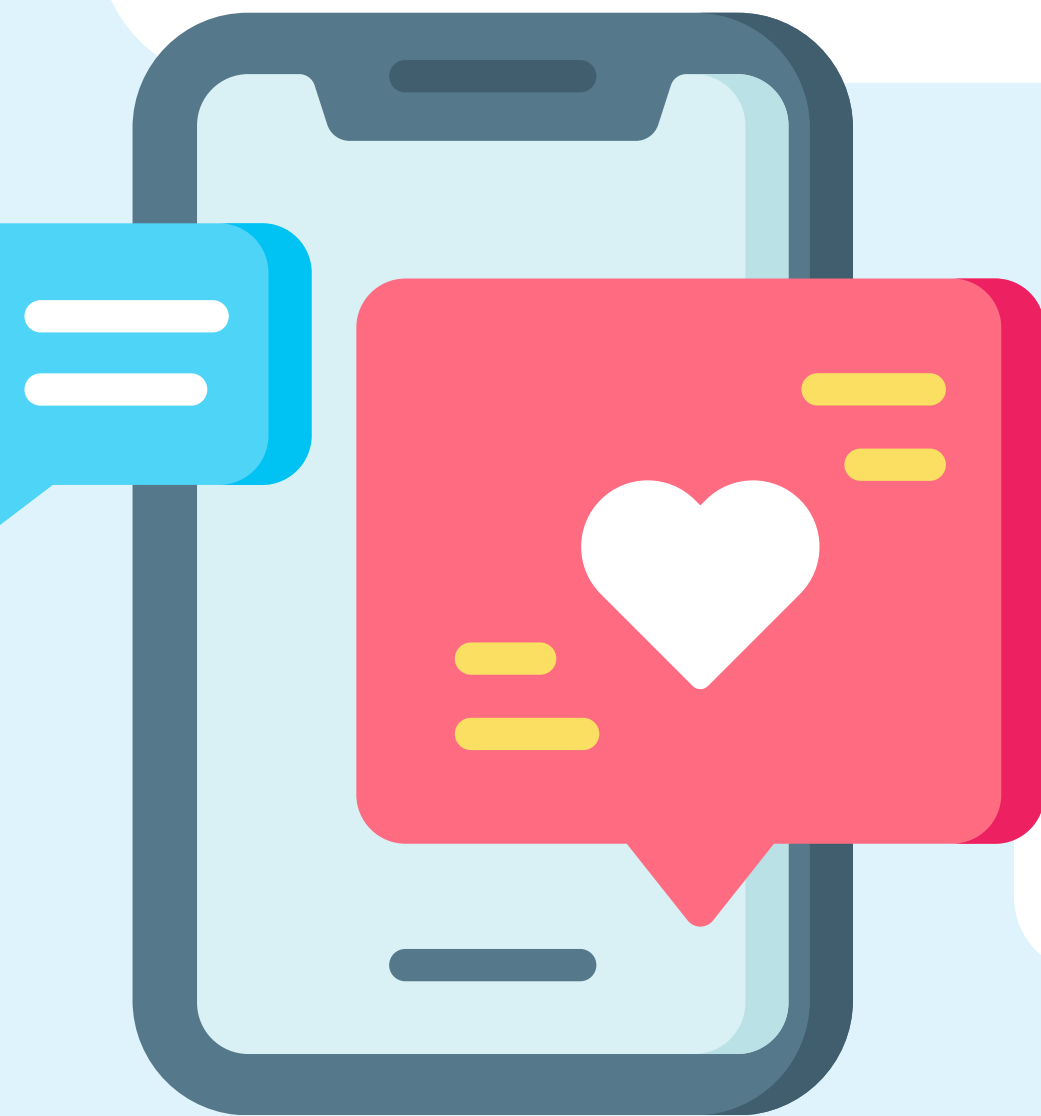




golden rules **of building your** **instagram following**



With **500 million** people active on Instagram daily, and **79%** of them searching for a product or service, for some businesses it is vital to have a presence.



So what are the
golden rules?

#1 Post at the right times

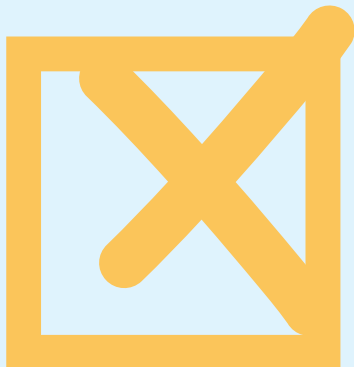


The best times to post for travel & tourism brands, are:

Best day is
Thursday

Best times: Thursday 7 a.m.,
Monday 11 a.m.–3 p.m.

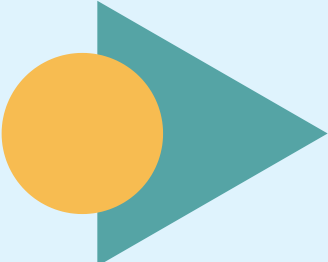
Worst day is
Saturday & Sunday



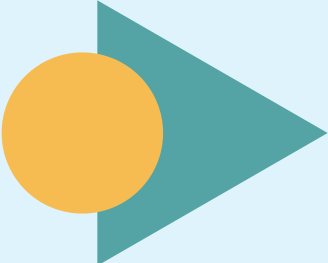
#2 Utilize hashtags

**#We #All #Know #Someone #Who #Posts
#Like #This, so don't be that person.**

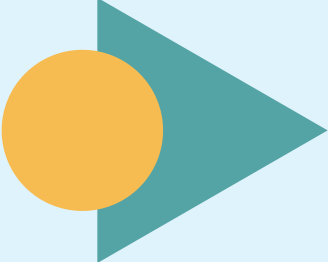
#ANNOYING!



**Find relevant hashtags using
tools like Webstagram**

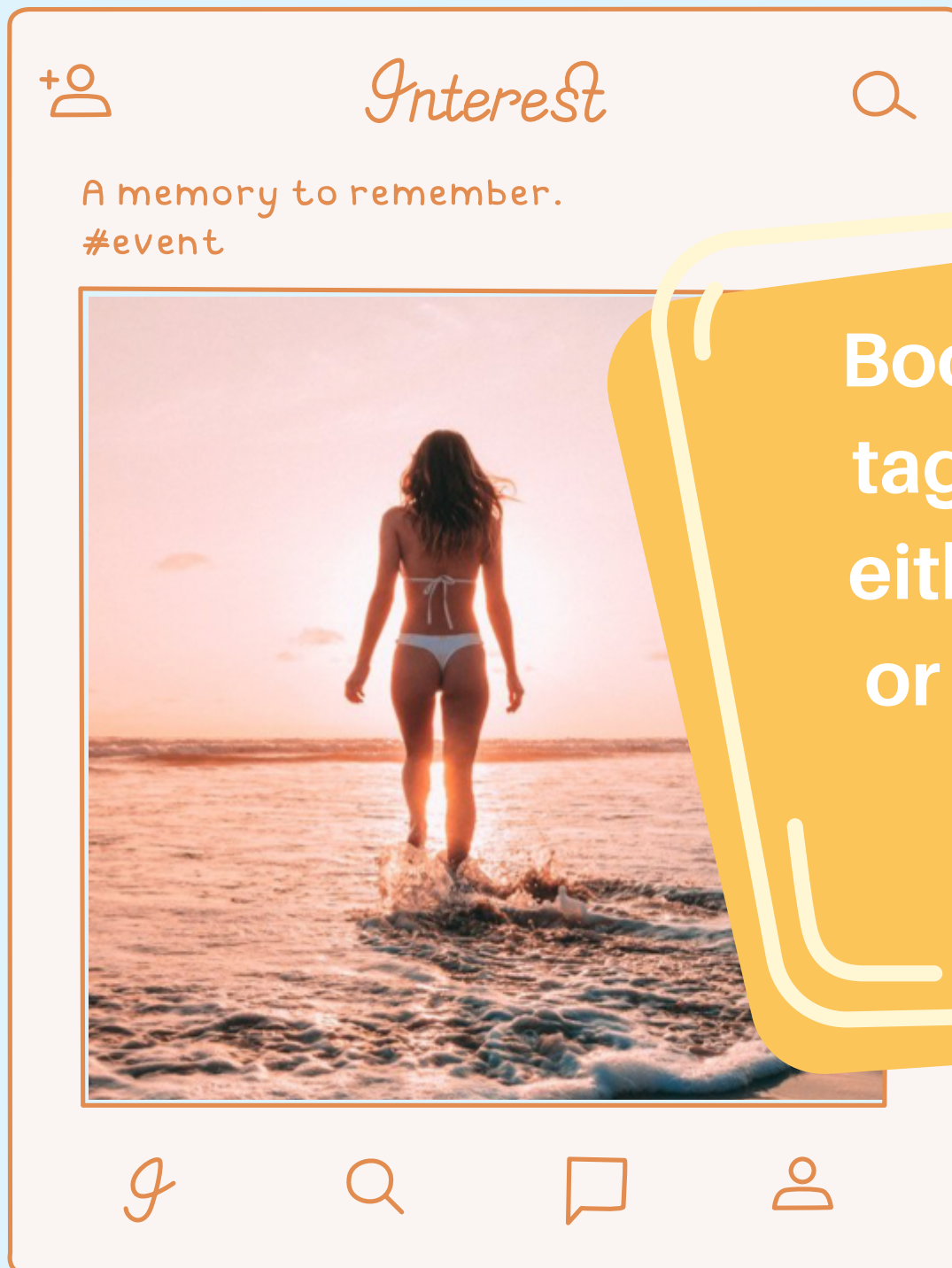


Post hashtags as a comment



Use no more than eight

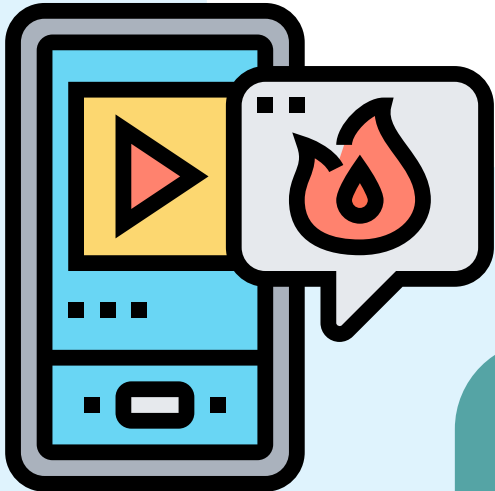
#3 Use geotags to boost local discovery



Boost local discovery by tagging your location—either the city you are in or the venue where the photo was taken.

#4 Hop on trends

....and join the conversation
in a meaningful way.



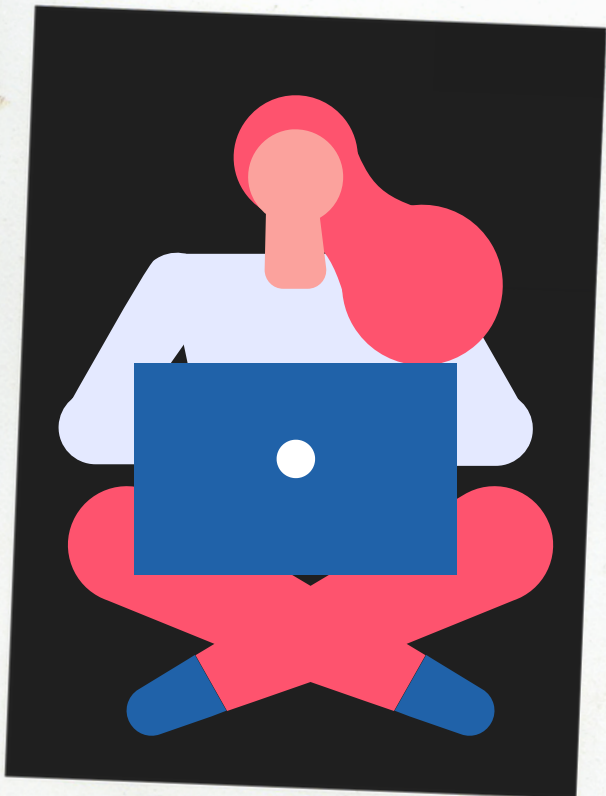
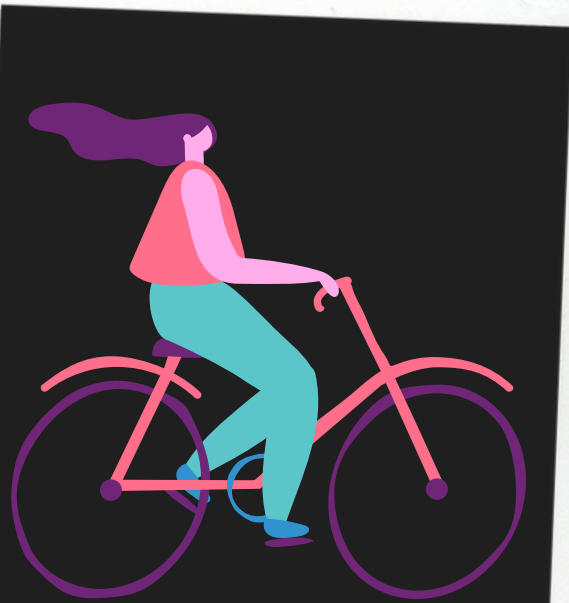
When in doubt, ask yourself, is
this relevant to my target
audience?



#5 Post user-generated content

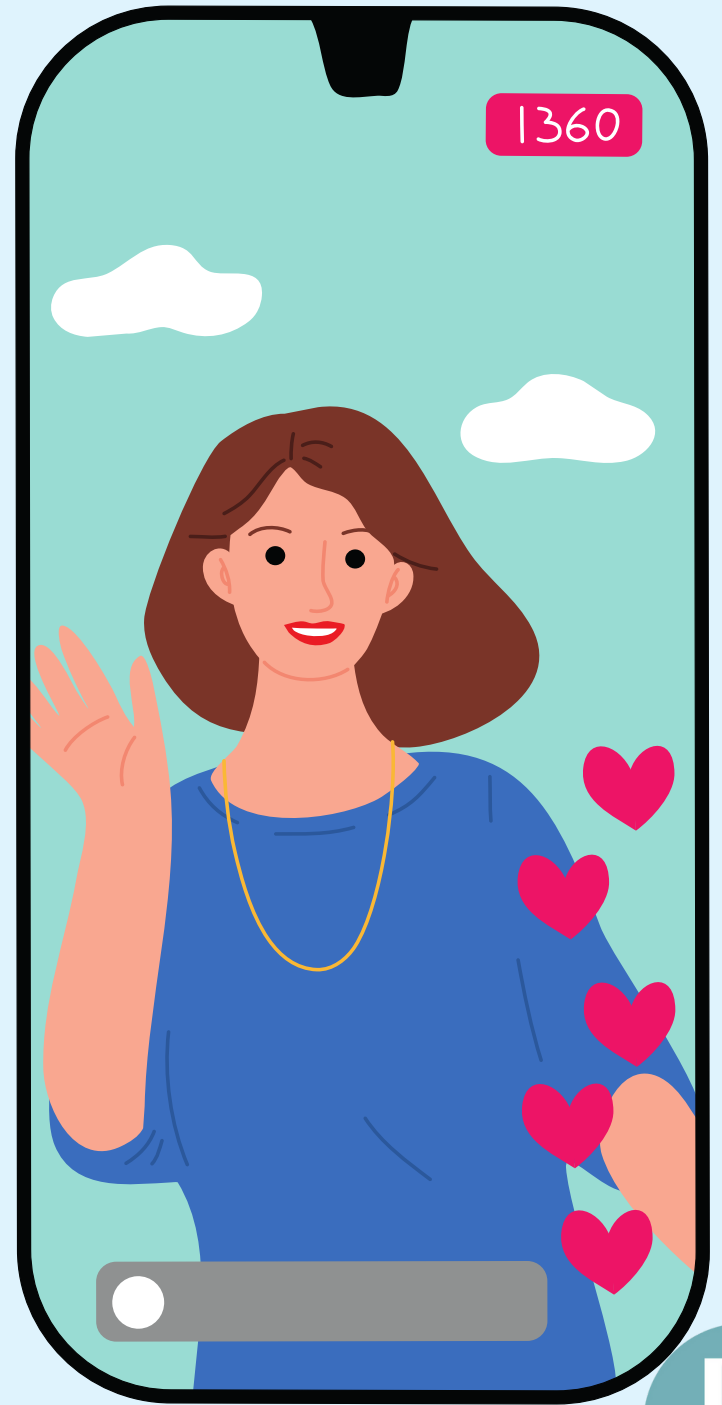


It will help
humanize your
brand, with real
stories, that shows
your product in
real life.



#6 Work with influencers

Just make sure
they are
relevant to your
brand!



**Interested in building
your Instagram presence?
Get in touch:**

info@p1communications.com



COMMUNICATIONS