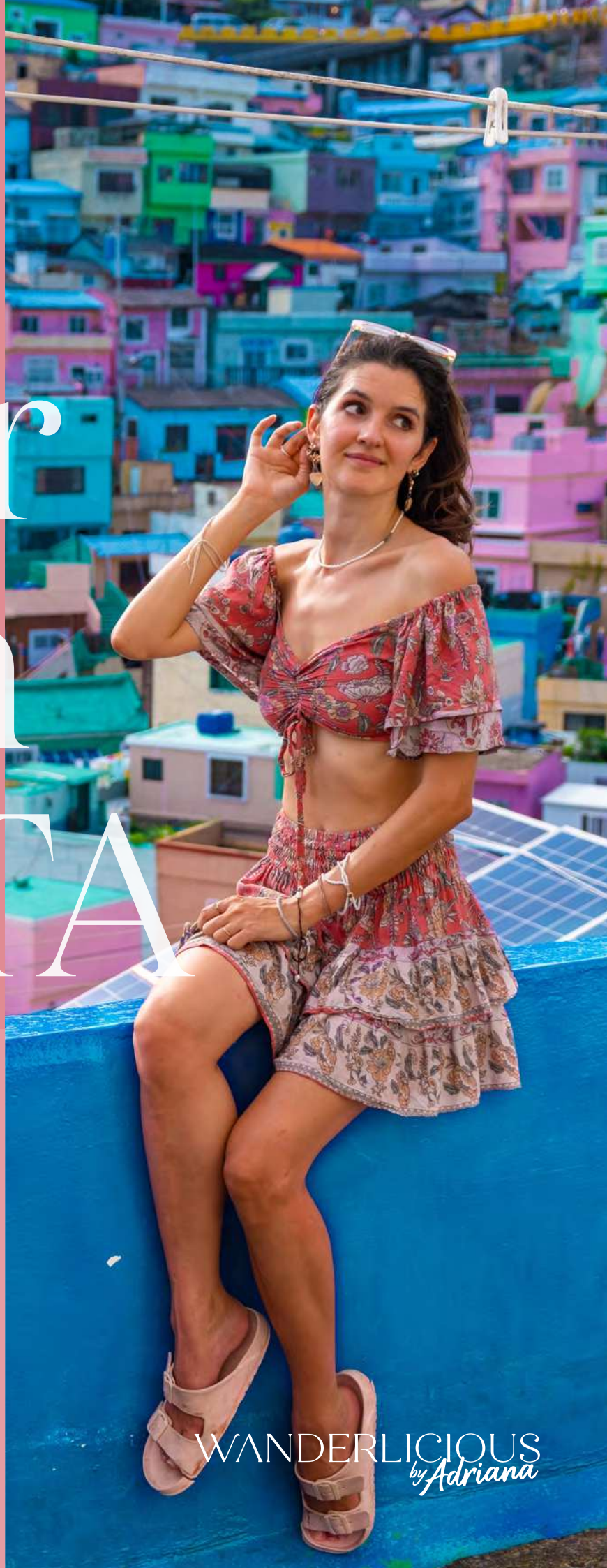


An hour with META

I was selected by META to join their creator programme: They suggested the latest tips and tricks on how to make reels viral and get the most out of Instagram's algorithm. I've added my own tips to create this guide for you.



WANDERLICIOUS
by Adriana

Hi Everyone!

As promised, I would pull together a list of recommendations from the **meeting I had direct with Instagram (Meta)** from their creator programme. I have also decided to add in my own advice from my years of creating content to help you on your blogging journey.

and it is helping!

I have been **using the advice from Meta** with success.

My reach for the last 3 months have been 11 million views, 10 million views, and 8 million views.

Whilst there's a lot of factors that making reels go viral, the tips and tricks definitely helped!



First up

Don't think that you can't be a creator because you don't look a certain way, or don't act a certain way. There's a space for everyone on the internet. Instagram used to be very curated and 'perfect', and in my opinion, it's becoming more realistic these days which can only be a good thing. People are interested in real life content, or inspirational content. Some of my friends blog about moving abroad, they blog about gardening, about how to pose in pictures... whatever it is, post on things that you're passionate about as social media will come a lot easier to you! Which leads me to the first point!



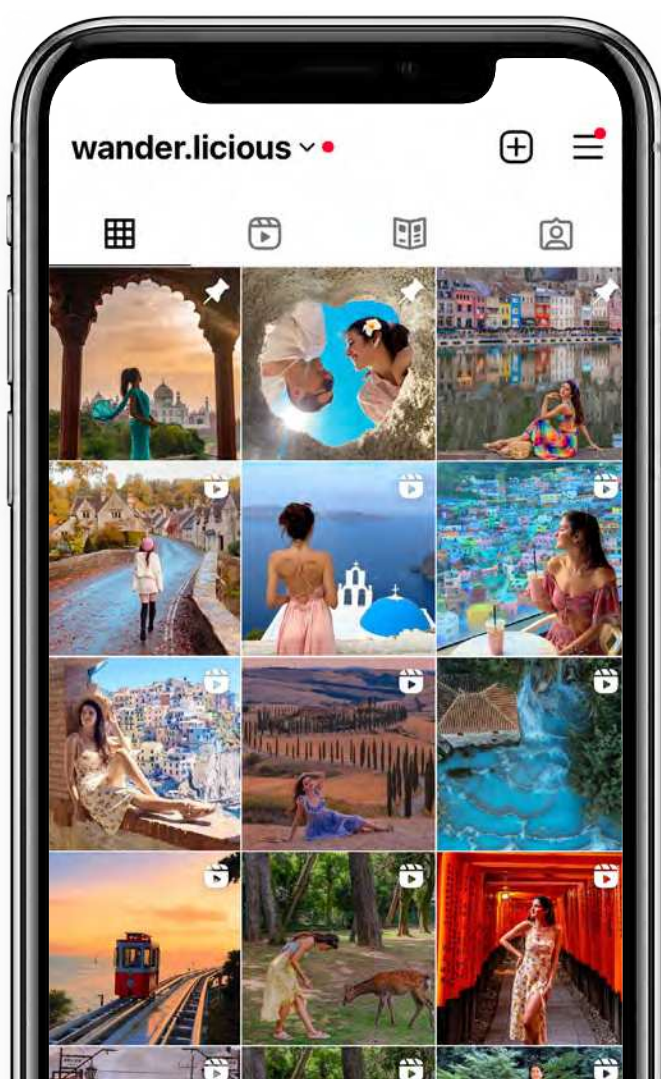
“There’s a space for everyone’s blog on the internet... from gardening to moving abroad travel...”

Reels: Do's and Dont's

Reels can help you grow your community by making your content discoverable to a wider audience. Here are some best practices for reels on Instagram:

Do's

Post things you actually enjoy! - This is the biggest factor in a successful online presence is posting about things you enjoy. Post things that make you excited to share content, that make you laugh, that are positive, that share experiences. If you're excited about what you're creating, it will come easier and more naturally to you and your followers will see that.



Post reels to grow your audience -

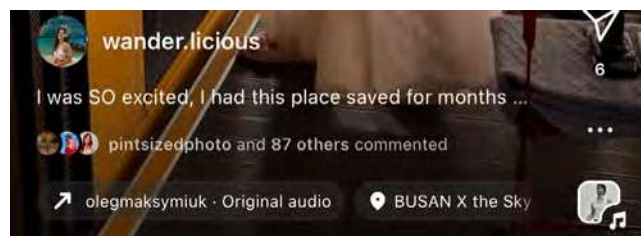
Posting pictures is more to 'entertain' your current audience; photos can be seen by external viewers too but it's less likely to 'go viral'. This advice is direct from Meta.

WANDERLICIOUS
by Adriana

Do's

Post consistently, as frequently as you comfortably can (even if it's just 1 reel a week). Posting consistently can help you get better reach just on its own. Consider scheduling your Reels in advance to make sure you share your content regularly. The creators who see the most growth on their account post 3-5 Reels per week, although I know first hand some of my close friends post only one reel per week (but they are great, informative reels) and they grow lots!

Audio is key: use trending audio, if possible, I prefer to use audio that is trending but doesn't have hundreds of thousands of uses. You can tell if audio is trending when there is a little arrow button next to the audio on the reels tab.



Post when most of your followers are online - Most of my audience are based in Europe & America, so I post at 4/5pm GMT, which is when most people finish work and check their phones on their commute home in Europe, and it is lunch time in America.

Showcase authenticity: focus on situations that people can see themselves in and topics that are relatable. In my opinion, 'Insta perfect' shots with perfect hair, nails, sky, etc. aren't what's needed to go viral. Just be you - if it's raining, storming, or unusual, this can be just as good as picture perfect content.

Interactive content is great too!

Do's

Follow @creators and “Meta For Creators” to learn about latest trends, tips & tricks, and new features.

Remix: create a reel where your video and the original reel play side by side. Recreate the original video, react to it or add your own creative take. You can control whether your reels can be remixed, and disable it at any time from your settings.

Use creative tools such as text, filters or camera effects to stand out from the crowd. Meta suggests you should use Stickers to encourage your community to engage with your content. I've not done this yet, but maybe it's worth a try.

Collaborative posts - Meta suggests collaborating with other creators is meant to be a great way to grow and become more involved with your community.

Respond to questions, answer people honestly - social media is all about connections after all! It's VERY obvious when people are disingenous online, and doesn't create trust between yourself and your audience.



Have a good cover photo on your reels - Make sure each cover photo is clean and interesting.



Be yourself, as they say. Be honest! It's how people connect with you. If something is hard, fun, easy, great... share away! Here I am, obsed with Korean Shaved Ice and I get a tonne of responses from people agreeing!

DONT's

Watermarks: don't upload a Reel that is visibly recycled from other apps (like TikTok), IG will penalise your content!!!

Don't use 30 hashtags! Less is more. Posting too many hashtags 'confuse' the algorithm, because it doesn't know which way to send your reel and it can take longer for the algorithm to push it out to audiences. If you are posting about travel content, consider hashtags that are broad like 'travel', and then niche down into where you are / what you're doing / the food you're eating etc. I would definitely not use more than 10-15 hashtags.

Too much text on the actual video:

don't post a Reel that has the majority of the image covered by text. I've seen this work a few times, but generally, it's good to see what you're looking at.

Borders: don't upload a Reel with a border around it.

Poor quality/resolution: don't post a Reel that is blurry due to low resolution unless it's something beyond epic like meeting an alien for the first time and shaking hands.

Horizontal posting: this format is typically not as easy to recreate (9:16 is the recommended aspect ratio).

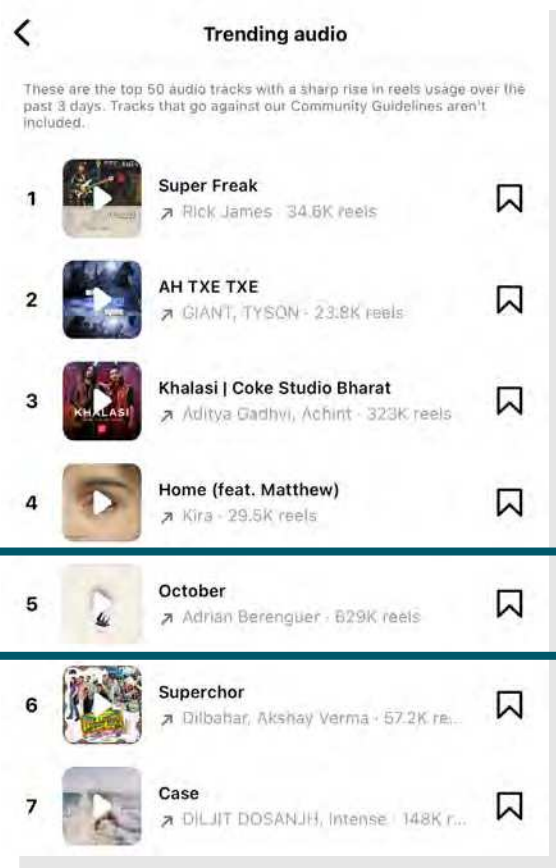


#lahangansweet #balitraveldestin
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#weliketotravel #adventuretillwed
#discoverbali #traveltoexplore #h
#girlsmeeetglobe #wanderess #gir
#travelfriends #instaplaces #suns
#travelhappy

DONT's

Audio: don't add music that's not in the Instagram music library unless you have obtained the appropriate license.

Overused audio - When chatting to my contact at Meta, they told me that overused audio can make people 'scroll' because they are sick of hearing the same song used over and over again - e.g. the song 'October' on the right has 600k uses. I agree, I always try to use audio that's not overdone, or newly trending (look for the little arrow sign).



Old trends - Honestly, I wouldn't bother doing an old trend. Trends are fun but fickle - if I'm not one of the first few people to do a trend, then I don't bother. Think about it: if there are 100,000 other creators making the exact same video trend, will yours stand out? If so, great! If not, don't bother!

Content Standards: don't create content that violates Community Standards and Guidelines.

Other tips and myths

Rumours about Instagram negatively impacting your account:

There are a lot of rumours about the Instagram algorithm negatively impacting your account if you do X, Y or Z. This is simply not true. Instagram have said they want the best content to be shown to the most amount of people, so if your content is interesting, funny, informative, helpful... then it will get shown to people! They WANT the best content to be shown.

Have fun with your content and don't take life too seriously!

Enjoy,

Adriana



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If you found this guide helpful, **consider reading my guide on Increasing Instagram story views** and how to make money through stories.

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