



# THE ANATOMY OF A PERFECT INSTAGRAM POST



## Location

Use an accurate and specific location that people are looking for

## View Product

Use the shop function to sell prints of your images

## Caption

Tell a short story about how the photograph was taken, end with a question to entice comments

## EXIF

If you're followed by mostly photographers, this can be highly appreciated

## @ Tagged Accounts

Tag accounts that may repost your image with credit

## Replying to Comments

Encourage your followers to visit your website



## Beautiful Image

A perfect IG post starts with a stunning image that tells a story

## Theme

This tells your viewers that they'll see more content like this if they follow

## Title

Describe the scene for followers

## # Hashtags for Image

Use up to 30 hashtags to match broad and niche interest related to the photo

## # Hashtags for Competitions

Search for hashtags that automatically enter you into niche specific competitions

## Liking Comments

Let your followers know you appreciate them