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[Join the Creative Revolution](#)

*Engagement Writing On One of the
World's Best Social Media Platforms*

BLOGGING ON INSTAGRAM



A FEW TIPS FROM
TERRI NAKAMURA

SOME TIPS FROM THE BOOK:

GET NOTICED!

How to write a compelling bio that attracts followers 

- Choose a good profile photo.
- Make your username easy to spell and remember.
- Write a short description about who you are, what you're interested in and where you're located.
- Include a link to your website or another social channel.
- Use hashtags and emojis.
- Include a "CTA" or "call to action."

Read more in Chapter 8.

GET DISCOVERED!

How geotagging, or identifying your photos' locations, makes a difference

- Tag locations and people.
- Your post could surface when the post location is searched.
- When your post location is discovered, some users will click on it so they can see the location on a map and view other photos taken at the location.
- If you're in the same city or state, they might follow you!

Read more in Chapter 9.

GET BETTER!



How to improve the quality of your photos or videos

If you're unsure about the quality of your photos and videos, a few tips can make a big difference:

- Tap the focus circle or box on your camera or device to make sure your shot is in focus.
- Shooting in available light will produce a nicer image.
- Check to see if your photo or video is straight (not askew).
- Use Instagram to improve colors, contrast, cropping, and details.
- Experiment with filters to find your own signature style.
- Experiment with apps to enhance your images.

Learn more in Chapter 9.

GET LIKES AND COMMENTS



How to write captions so your followers will engage with your posts!

Since the publication of *Blogging on Instagram*, more social media channels are embracing long-format written content.

Start with a good image, then to get more interaction:

- Write an intriguing “hook” in the first line of your post.
- Invite your audience to interact. You can ask a question or ask for an opinion, or ask readers to share their experiences.
- Use hashtags to help non-followers see your content, like it and sometimes become followers.

The goal is to get your audience to like, respond, save or share.

Learn more in Chapter 5.

GET CREATIVE



How to create visual content even if you aren't visual

Inspirational quotes, handwritten copy and other options exist for users who enjoy writing but aren't necessarily artistic.

- Ready-made quotes can be found on the web
- Find stock photos that are free, beautiful and are available to use.
- Design your own content, combining words and images using free online resources.

See more in Chapter 12.

GET FOLLOWED



How to grow your audience organically

When you're starting on Instagram, the fastest way to kick start your community is to connect your Facebook.

Other ways include:

- Follow those who post similar visual content.
- Follow users who employ hashtags that interest you.
- Notice active engagers and if you like their content, follow, like and comment.
- Follow friends of friends.

Read more in Chapter 14.



GET BLOGGING ON INSTAGRAM

Available in paperback and eBook on Amazon, Barnes & Nobel, Kobo,
and other online and brick-and-mortar retailers.

The hardbound edition, including bonus content, will be available March 1, 2022.

**Special thanks to Begoña Pino
for inviting me to participate in her podcast:**

<https://www.youtube.com/c/JointhePlayfulRevolution>

Check out her book:

JOIN THE PLAYFUL REVOLUTION

Find more information on creativesensei.com

and

jointheplayfulrevolution.com

For links to Terri Nakamura interviews, social media accounts and content:

<https://linktr.ee/terrinakamura>