



THIRDWUNDER GUIDES

# Anatomy of an Instagram Post

# So, what exactly are we talking about?

## I. **Anatomy of an Instagram post** ⇒ [Jump to section]

A detailed look at what makes up an Instagram Post

## II. **Creating content** ⇒

What to include when creating original content for your audience

## III. **Connecting with your community** ⇒

How to build authentic relationships with your audience

# But wait, isn't there more?



You might have noticed that we're not talking about Stories, Live Videos, or Reels in this guide.

Those topics need a *little* extra explanation, so stay tuned for guides on these IG features in the future! 👁️👁️



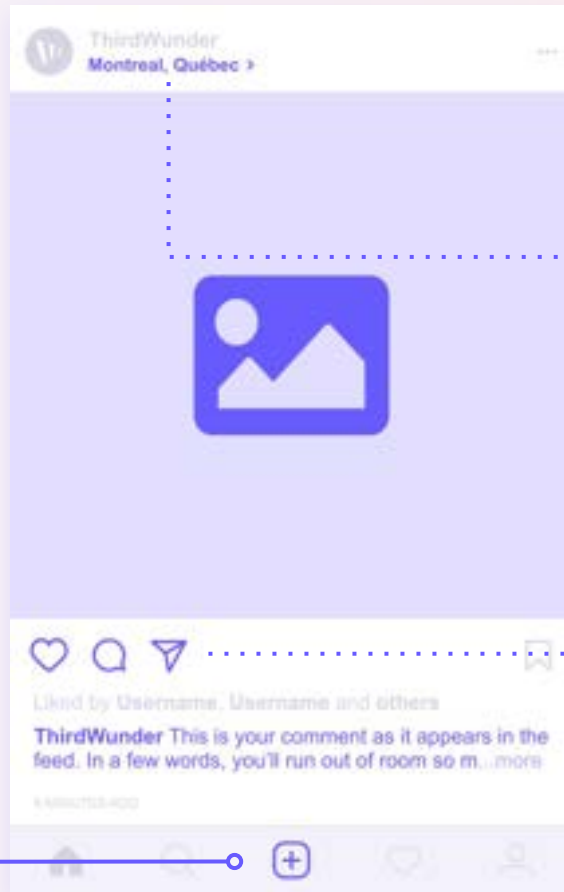
# Anatomy of an Instagram post

What exactly *is* an Instagram post? And how do I make one?

# What's in a Post?

An Instagram post is an image or video that is displayed on **your profile**. Shortly after you've published it, your post will also appear **in your follower's feed**.

*Tap + to create a new post*



## Instagram Post

Posts can be an Image, Multiple Images, or a Video. This is how you catch your audience's eye

## Location & Tagging

Boost visibility and connect with nearby users by tagging users & locations

## Post Caption

This is where you get your message across to your audience. You can also add Hashtags and Mentions

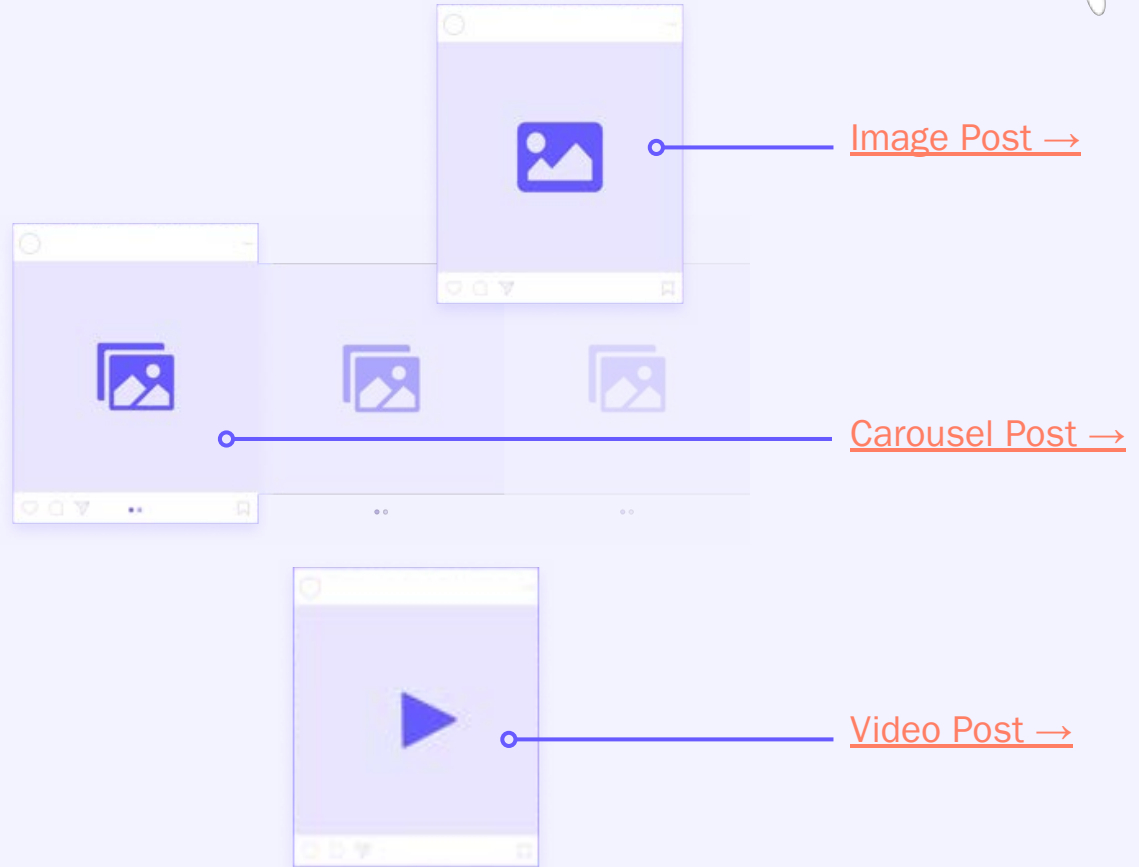
## Sharing & Engagement

Receive live feedback, connect with your audience, and grow your community. Users can like, share & leave comments on your posts

# Types of Instagram posts

When publishing content, there are 3 types of posts to choose from:  
**Images, Videos/Reels & Carousels**

These are our tips on how to make sure you're uploading your content correctly & strategically.



## TYPES OF INSTAGRAM POSTS

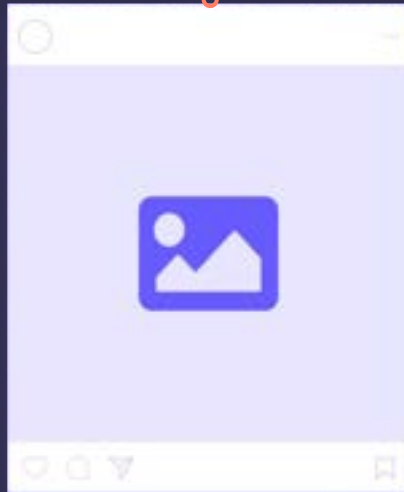
# Image post

An Image post is a single image posted to your profile that will appear in the home feed.

Typically, an image post should be:

- ❑ **1:1** / 1:91:1 / 4.5
- ❑ Resolution: 1080 X 1080 px (square), 1080 X 566px (landscape) , 1080 X 1350px (portrait).

[Jump to Creating Images for Instagram →](#)



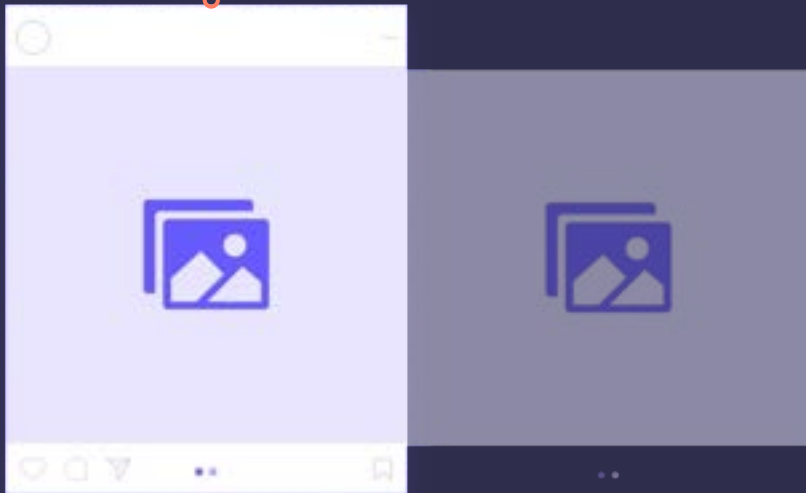
## TYPES OF INSTAGRAM POSTS

# Image Carousel

Carousels allow you to post up to 10 images and videos in a slider posted to your profile and appearing in the news feed.

Typically, images in a carousel post should be:

- ❑ Aspect ratios: (square) 1:1, (landscape) 1:91:1, (portrait) 4:5.
- ❑ Resolution: 1080 X 1080 px, 1080 X 566px, 1080 X 1350px.
- ❑ Added in your desired order  
(The images show a numerical order icon when selecting them)



*\* It is important to keep in mind that carousels post must be uniform in size. The size that you choose for the first slide will also apply to the rest of the slides*



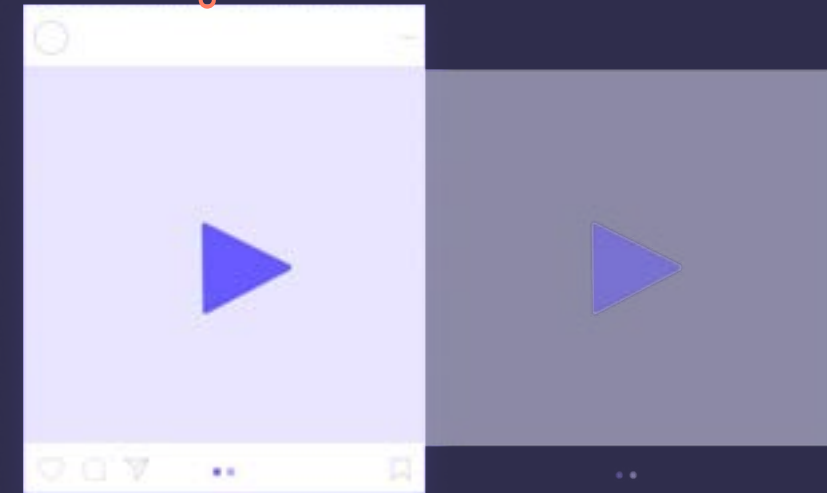
## TYPES OF INSTAGRAM POSTS

# Video Carousel

Carousels are a great add to your overall instagram marketing strategy and increases your chances of generating a high organic engagement rate and will put you on the algorithms good side.

**Typically, Videos in a carousel post should be:**

- ❑ Length: from 3 to 60 seconds per slide
- ❑ Recommended formats include but are not limited to MP4 and .MOV
- ❑ Aspect ratios : landscape (1.91:1), square (1:1), vertical (4:5)
- ❑ Maximum video size: 4gb



**Pro tip:** Don't be afraid to post a mix of videos and images in your carousels to create a more engaging experience for your audience.

## TYPES OF INSTAGRAM POSTS

# Video post

A Video post on Instagram is a video that you can upload to your profile and appears in the feed. Videos can be shared in both portrait or landscape orientation and includes an option for users to navigate to a specific point in the video using scrubbing. Video posts also support adding filters, location, and text to the videos as well.

Instagram allows 15-minute long videos for regular users, and up to 60 minutes long for blue checkmark-verified users.

### Typically, a video post should be:

- Aspect Ratio: 1:1, 1.91:1, 9:16
- Resolution:
- MP4, MOV, GIF
- 15-minute for regular users, 60 minutes for verified users
- 650MB for content that is 10mn or less and 3.6GB for those that are up to 60 mns
- 1080 px Wide (Max)

[Jump to Creating videos for Instagram →](#)



**Note:** Previously, Instagram had videos and reels as separate content formats. However, as of July 2022, Instagram decided to merge all video content posts into one format, and consolidate the Video tab (replacing the former IGTV) and Reels tab to create a single **Reels** tab for all of your feed videos.

## TYPES OF INSTAGRAM POSTS

# Reel post

A Reel post on Instagram is a vertical video that you can upload to your profile and appears in the feed. Reels allow you to record and edit short videos up to 90 seconds in the Instagram Camera. It allows you to add effects and music to your reel or use your own original audio.

### Typically, a video post should be:

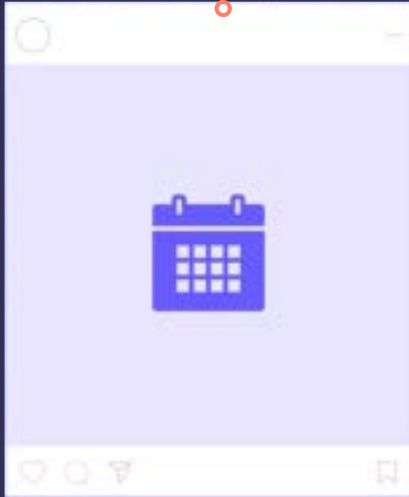
- ❑ 9:16 ratio
- ❑ Full Portrait mode only
- ❑ Between 3 and 90 seconds long
- ❑ 4GB Max
- ❑ 1080 px Wide (Max)
- ❑ Mobile-only (uploading and publishing)



**Note:** Previously, Instagram had videos and reels as separate content formats. However, as of July 2022, Instagram decided to merge all video content posts into one format, and consolidate the Video tab (replacing the former IGTV) and Reels tab to create a single **Reels** tab for all of your feed videos.

# Posting Cadence

The right posting frequency can help you keep your audience engaged. To build a following on Instagram, it is generally recommended to post to your feed 2-3 times per week, and no more than 1x per day.



## SCHEDULING

Instagram now allows you to plan ahead by scheduling reels, photos and carousel posts directly from the app. Scheduling your content can help you save time and stay organized.

This feature can be applied if you have a professional account and are trying to schedule posts and reels on the Instagram mobile app. To learn more about Instagram's scheduling feature [visit the help center](#).



# Creating your content

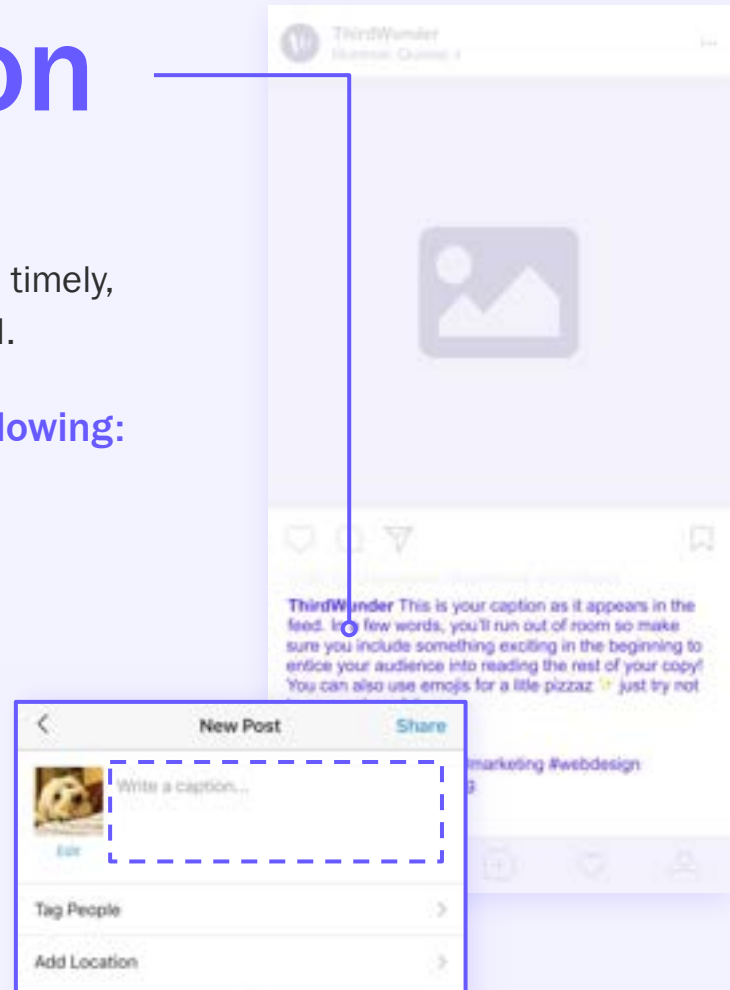
Text, images, designs, videos, and how to make them.

# Writing your caption

The post caption is your first opportunity to engage with your audience. You want to make sure your messaging is relevant, timely, and encourages likes, comments or traffic to another channel.

**Your post caption should feature some or all of the following:**

- Impactful/Actionable opening line
- Call to action (CTA)
- Hashtags
- Mentions
- Emojis and special characters for visual interest and emphasis

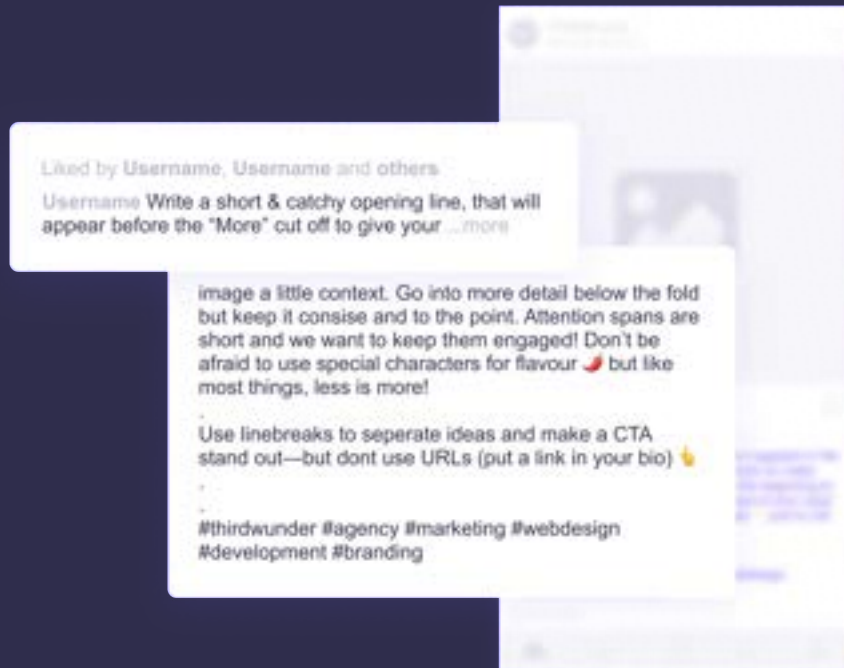


# More than a blurb

Captions should be exciting and relevant to your audience. Provide context for your image and allow your brand's personality to shine through.

## A few things to keep in mind:

- Only the first few lines will be visible “above the fold” on your post, so make sure your message is front-loaded.
- Keep it short and sweet. The most effective posts are 120 characters or less (but the max is 2200 characters if you are a micro-blogger!)
- Only use a few emojis in your copy, too many is distracting and can take away from your authenticity



## WRITING YOUR CAPTION

# The call to action

Not every Instagram post needs one, but the simple act of inviting your audience to take a small action can go a long way.

## Some examples of call to actions that you can suggest to your followers include:

- Visiting your website or other channel
- Reading the article you've written or shared
- Asking to Like, Share or Save if they agree
- Suggesting to tag a friend
- Participating in a giveaway or contest

Liked by Username, Username and others

Username **GIVEAWAY** 🍕 Do you want to eat free pizza for a whole year? Enter for a chance to win ...more

*Try to advertise the reward and action to take in the first line.*

Liked by Username, Username and others

Username We sure love pizza 🍕 Learn how to make your own in the latest recipe on our website. It's ...more

*Drive readers to your blog / website / another channel*

*Simply ask a question!*



Liked by Username, Username and others

Username We can't get enough of these delicious Hawaiian lices of 'za! What's YOUR stance in the great pineapple & pizza debate? 🍕🍍

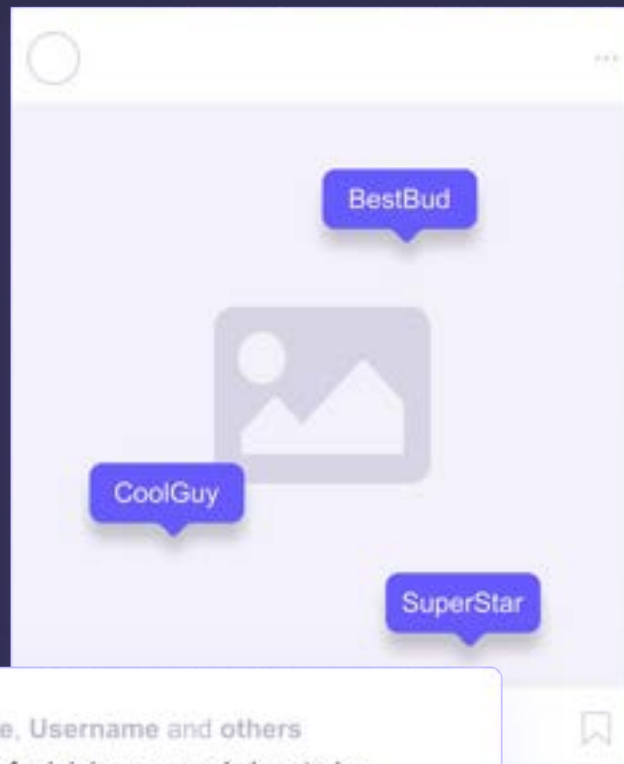
Let us know in the comments!



# Give credit where it's due

Interlinking isn't only for articles! **If you are using content made by another creator/brand, or featuring someone who has an instagram account, be sure to tag them.** They will be notified, and might even share the post, giving you even more visibility.

Use the tag feature and highlight them in your post AND copy. If you mention their name in your post, be sure to add an @ in front of their name or page, then select the name from the list that appears.

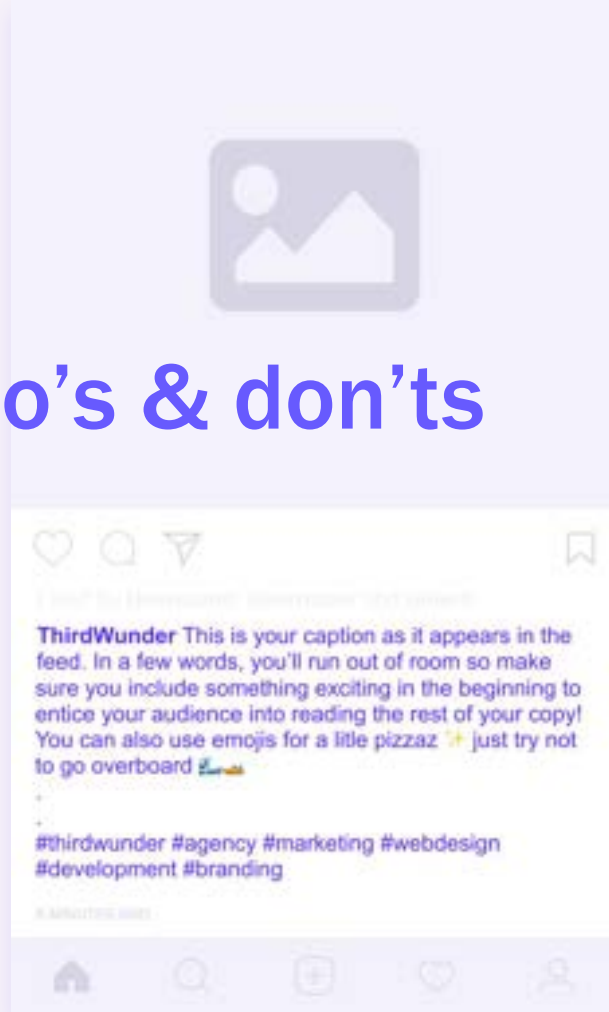


# Hashtag-ing like a pro

Hashtags on Instagram are like labels that **connect different posts related to the same topic** together. Think of them as a bulletin board, where hashtags **connect your post** to a specific thread, linking it to other related content.

- ❑ Use a branded hashtag like #yourbrandname on all posts
- ❑ Don't use hashtags in post copy unless it's a campaign hashtag like #Çavabienaller, it muddies up your message
- ❑ Keep in mind that the most popular hashtags are not necessarily the most effective. Use a combination a popular and niche hashtags to reach your desired audiences.
- ❑ You can include up to 30 hashtags on a post and 10 on a story. The most common hashtags to use on a post is between 3-5 but don't be afraid to experiment with what works best for you.

# Caption do's & don'ts



- ✗ Don't go overboard with emojis 🌊🌊🌊
- ✓ Only use a few emojis to add pizzazz ✨
  
- ✗ Don't post URLs directly in the caption
- ✓ Instead, update the link in your profile, and refer to "[Link in bio](#)" in the caption
  
- ✗ Don't mix hashtags into your description, it muddies up the text and makes it hard to read!
- ✓ Instead, make a tidy list of hashtags at the *end* of your post or in the comments
  
- ✗ Don't leave your caption blank
- ✓ Instead, use it as an opportunity to connect with your audience



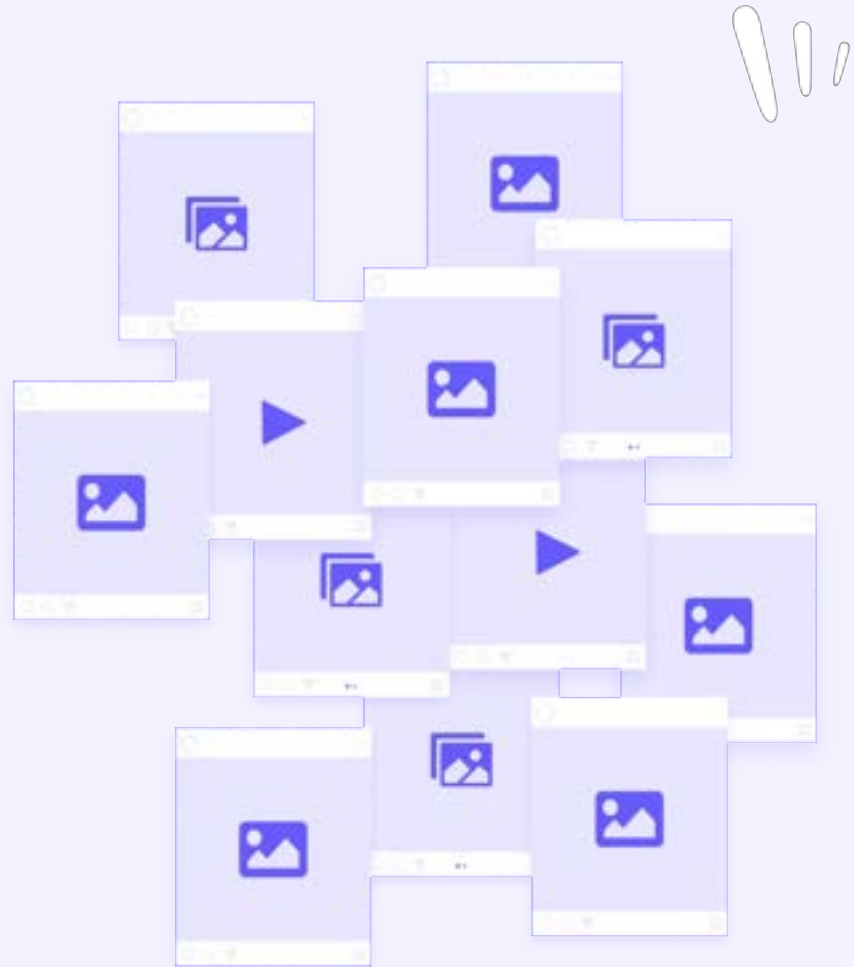
# Creating visually appealing content

Unlike some other social platforms, Instagram is uniquely suited to visual content. As an image-based platform, careful thought should be put into the design and curation of your visuals.

Whether through photography, graphics, or video, aim for quality over quantity by selecting only the most visually striking content you have and working in sync with Instagram's features and framework.

- ❑ **Photographs**
- ❑ **Illustrations**
- ❑ **Video**
- ❑ **Graphics with Text**

*Aim for quality over quantity by selecting only the most visually striking content you have.*





# Creating or selecting images

Before you start posting anything, consider: **what do you want your instagram to look like?** Bonus points if you already have a brand book or mood board, but the point is to establish a look & feel to guide your content creation & selection.

You can **make every image yourself**, or fill in the gaps with [stock photos](#). Either way, make sure they're in line with your look, your brand, and your audience's values.

**As always, remember your context!**  
**Instagram favours square images & original photography.**



*Use images that have centred content (or crop them manually)*



*Select eye-catching images that will give your audience pause*



*Keep things consistent and in context (whether you choose a colour palette, filter setting, templates for images with text)*

*Try to use original imagery as much as possible.*



# Text-based imagery

Including text on your image can be an effective way to get complex messages across to your reader by breaking them down into visually appealing, bite-sized pieces.

## Remember:

- Keep your text simple: aim for 100-200 characters
- Break text up into several carousel images if needed
- Minimum type size should be ~12pt
- Make sure the text is contrasted against the background



*Make sure your text is legible, that it can be read on a phone, and contrasts with the background.*



*Use even textures & background images that aren't busy.*



*Don't overload the image, use simple shapes and background images that don't interfere with the text.*

# Adding videos

## Video is an opportunity to tell a more in-depth story.

- At only 3–60 seconds long, it's important to catch your audience's attention quickly (ideally in the first 5 seconds)
- Videos in the feed will auto-play without sound, so don't rely on your audience hearing your message. Consider using subtitles or animated text in your video.
- Choose an interesting cover photo. This is what your audience will see while scrolling if they don't have autoplay turned on.

### Other video formats on Instagram

Posts aren't the only way to get videos in front of your audience. You can also:

- ↳ Record and publish Reels using trending audios, music clips, filters and templates.
- ↳ Start a Live video on Instagram
- ↳ Record or publish videos with IG stories and save them to your highlights.

We'll have more guides on these Instagram features (and more) in the future—stay tuned!



# Visual do's & don'ts



- ✗ Don't use pixelated or blurry images just because you took them
- ✓ Instead, use stock photos, content from your users (with credit), or create a graphic instead.
- ✗ Don't overload your images with too much text or subjects.
- ✓ Instead, keep for images simple, use short statements and simple imagery



# Take it easy

Instagram can be a powerful tool for connecting with others and sharing information. Use the features and tools that work best for you to avoid feeling overwhelmed.

**Take advantage of some of our tips to make posting on your Instagram a breeze!**

- Don't post too frequently. Understand your audience to find your ideal posting rhythm
- Use automation tools like Buffer or Later to schedule your posts all at once.
- Use image editing tools like **VSCO** to make your photos more striking.
- Take advantage of templates like the ones on **Canva** to speed up your creation time
- It's not always necessary to create your own images. Consider using stock photo resources or reposting content from your audience, as long as you give proper credit.
- Use Link in Bio instead of trying to keep track of which link you're featuring on your profile





# Connecting with your community

Learn to build authentic relationships with your audience.

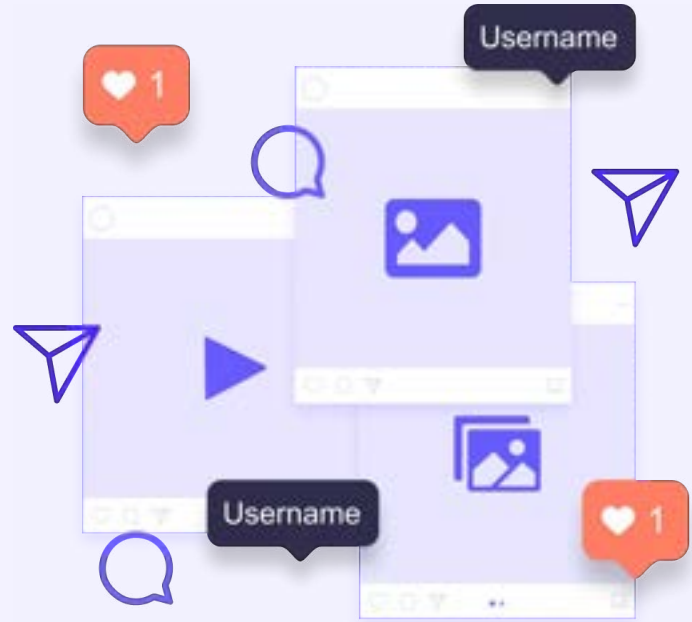


# Why engagement is important

Instagram is a *social* network—to succeed on the platform, **you need to engage with your community** beyond your posts.

## Engagement = Growth

Your content requires engagement from others to become more visible. If you're only interacting with those in your bubble, you won't grow.



“

When it comes to feed performance, we know that the algorithm prioritizes content that receives the most engagement.

**Jillian Warren, Later.com**

[This is How the Instagram Algorithm Works in 2023 →](#)



# Engagement features

Interacting with Instagram and all its features will **generate more engagement and reach** for your content.

There are a ton of different ways to connect your content with others:

- Tagging & Mentions
- Location tags
- Commenting
- Community management

## Our tips for community management

- ❑ Tag any account you mention in post copy (e.g. instructors, brands, artists, organizations, etc.)
- ❑ Tag them in both the post copy (if mentioned) and the image

## Transparency & Authenticity are crucial to quality Community Management

- ✗ Don't delete or ignore negative comments (unless they're using hate speech or any other content that violates Instagram Terms & Conditions)
- ✓ Instead, always respond to comments on your posts in a respectful manner to show followers that you take these comments to heart. Then, DM the user if the comment is something you'd rather deal with privately.

## CONNECTING WITH YOUR COMMUNITY

# Community Management

Effective community management requires more than just posting on Instagram and leaving the engagement to chance. You need to actively monitor and engage with your followers.

If you leave a post without monitoring its engagement, you risk opportunities to grow your connection with your community (you might even miss a negative comment that can get out of hand).

# How to deal with negative comments

**This includes criticism, negative brand experiences and harmful interactions.**

- ❑ You should not delete negative or critical comments (unless they're using hate speech or any other content that violates Instagram Terms & Conditions). Doing so won't make the person go away. But it will make the brand appear untrustworthy and may incentivize them to post more and escalate the issue.
- ❑ Respond to the comments on your post. To deescalate the situation, reply to the negative complaint with a thoughtful and transparent response that addresses their concern. It will show other community members that you take these comments to heart and handle negative criticism in a respectful manner. There's also nothing wrong with having a resolved issue appear in the comments section of your social media page.
- ❑ Privately message the user through Instagram DMs if the comment is something you'd rather deal with privately, but DON'T ignore them.

# Racism, Hate Speech, Trolling

- ❑ Delete these comments and ban or block the user. Most brands have a zero-tolerance policy for racism, hate speech or negative trolling.



# Spam comments

- ❑ Delete these comments. To prevent them from repeatedly posting on future posts, you can block their user profiles.

# How to Block a user profile on Instagram

To prevent spam accounts, hateful speech and rhetoric, you should block the user's profile to stop them from repeatedly posting. Here's how to ban the user to remove them from the page completely.

1. Go to the **Profile** of account you want to block.
2. Tap the three dots "... " in the top right corner.
3. Select **Block** from the list.
4. Tap the **Block** button to confirm.

# How to Restrict a user profile on Instagram

If you don't want to entirely block someone, you can choose to **restrict them** instead.

This will ensure that their new comments on your posts will only be visible to that person, and you can choose to see the comment by tapping **See comment**. If you want others to be able to see their comment, you can tap **Approve**, then tap **Approve** to confirm. You won't receive any notifications for future comments from that person, nor will they be able to see when you're online or if you've read their messages.

Here's how to ban the user to remove them from the page completely.

1. Go to the Profile of account you want to block.
2. Tap the three dots "... " in the top right corner.
3. Select Restrict from the list.

# Appendix

## Automation Tools

**FREE** [Facebook Creator Studio](#) - Free to use with a Facebook Business account, you can create and schedule posts directly on the platform

[Buffer](#) - All-in-one platform to automate your editorial calendar, has paid tiers but the free one is great for starters.

**PAID** [Later](#) - Our current platform of choice, schedule, monitor and engage with your Instagram content on one platform.

## Content Creation Tools

[Canva](#) - Great for story templates, event announcements, etc. They also have a separate app just for [stories](#). *Desktop & mobile versions available*

[VSCO](#) for photo editing - features a lot of one-tap filter presets for easy editing

[Adobe Lightroom](#) - for advanced editing

[Touch Retouch](#) - Great for quick removal of objects in a photo

[A Color Story](#) - Presets for quick editing, great for developing a unified look & feel for the feed (i.e. use the same filter for all photos)

[PicsArt](#) - good for more creative edits

## Image Sourcing

We recommend using original imagery as much as possible, but sometimes stock imagery is needed. Here are our favourite places to source royalty-free content:

[Rawpixel](#) - Our #1 go-to for imagery, they have stock photos, vector illustrations and more

[Pexels](#) - A close second for stock imagery

[Pexels Video](#) - Look through a huge library of royalty-free stock video

[Unsplash](#) - Thousands of royalty-free photos from generous photographers around the world. Give credit whenever you can!