Twitter Thread by Anushka Rathod

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How to grow on Instagram reels?

I went from 1000 followers to 215,000 followers in 8 months and here is what I learnt!

If you're just starting out, this is a great time. With recent changes to the algorithm, Instagram is promoting smaller pages more than ever. (1/n)

1) Pick a niche. Something that hasn't been done before. Create your own style, the accounts that have grown the fastest have had a first mover advantage in their niche. (2/n)

2) Quantity over Quality. Trust me the algorithm loves small accounts. Even if the content is marginally good IG algorithm will promote it. Upload twice daily if possible until you get a viral video. This doesn't mean you compromise a lot on quality though. (3/n)

3) Trends. The algorithm understands trending music and heavily promotes videos on trending music! If you can use those trends with your niche. (4/n)

4) Now lets talk about Content:
4.1 Entertain as much as possible. No one comes to Instagram to learn. Package information with entertainment. (5/n)

4.2 Create content that is sharable and relatable to the mass audience. The viewer should want to like, comment and share the post after seeing the video. (6/n)

4.3 Keep it informal and friendly. Reels are filled with fashion, lifestyle, comedy videos hence your videos should be as easy to consume as that of a dance video to show up in people's explore page. (7/n)

4.4 Add a hook/ clickbait in the first 5 seconds. If you come on people's explore they should stop to watch your videos. (8/n)

4.5 If comfortable make videos in Hindi, it has the largest audience. However, it is not impossible to grow in English or other regional languages, just a little difficult. (9/n)

5) There is a lot of luck involved. Algorithm will randomly promote any channel. Just ensure you keep creating and you will also be rewarded. Don't compare, find your own style and keep experimenting. (10/n)