

# INSTAGRAM GUIDES FOR BEGINNERS



**RESOURCE CHEAT SHEET**

# Guides to Instagram Guides

- “Everything You Need to Know About Instagram Guides” (<https://later.com/blog/instagram-guides/>)
- “What are Instagram Guides and how do they work?” (<https://www.pocket-lint.com/apps/news/instagram/152234-what-are-instagram-guides-and-how-do-they-work>)
- “Instagram expands new ‘Guides’ feature to all uses, upgrades Search” (<https://techcrunch.com/2020/11/17/instagram-expands-new-guides-feature-to-all-users/?guccounter=1>)
- “All Instagram Users Can Now Create Guides: What You Need To Know” (<https://screenrant.com/instagram-guides-expansion-engagement-explained/>)
- “Are Instagram Guides a Big Chance For Creators?” (<https://www.tailwindapp.com/blog/instagram-guides>)
- “Instagram Guides May Soon Allow Creators To Recommend Places, Products And More” (<https://techcrunch.com/2020/08/26/instagram-guides-may-soon-allow-creators-to-recommended-places-products-and-more/?guccounter=1>)
- “Instagram Expands Guides Feature To All Users” (<https://www.forbes.com/sites/rebeccabellam/2020/11/17/instagram-expands-guides-feature-to-all-users/?sh=3d56f06c43fb>)
- “The Top Instagram Updates You Need to Know: November 2020” (<https://blog.hootsuite.com/instagram-updates/>)

# Step-by-step and How-To information

- “How to Create Instagram Guides: Step-by-Step Setup” (<https://www.socialmediaexaminer.com/how-to-create-instagram-guides-step-by-step-setup/>)
- “How to Use Instagram for Business: A Practical 6-Step Guide” (<https://blog.hootsuite.com/how-to-use-instagram-for-business/>)
- “How to Gain a Massive Following on Instagram: 10 Proven Tactics To Grow Followers and Engagement” (<https://buffer.com/library/instagram-growth/>)
- “How To Use Instagram Guides” (<https://www.jennstrends.com/how-to-use-instagram-guides/>)

## Instagram Algorithm

- “This is How the Instagram Algorithm Works in 2021” (<https://later.com/blog/how-instagram-algorithm-works/>)
- “How to survive (and outsmart) the Instagram algorithm in 2020” (<https://sproutsocial.com/insights/instagram-algorithm/>)
- “How the Instagram Algorithm Works in 2020 (And How to Work With It)” (<https://blog.hootsuite.com/instagram-algorithm/>)
- “How the Instagram Algorithm Works (And Where Your Strategy Needs to Shift)” (<https://www.shopify.com.au/blog/instagram-algorithm>)

# Instagram Analytics

- “The Ultimate Guide to Instagram Analytics” (<https://later.com/blog/instagram-analytics/>)
- “The 6 Best Instagram Analytics Tools (And Metrics You Need to Track)” (<https://blog.hootsuite.com/instagram-analytics-tools-business/>)
- “7 Instagram Analytics Tools to Grow Your Audience” (<https://neilpatel.com/blog/top-instagram-analytics-tools/>)
- “The Complete Guide to Instagram Analytics” (<https://www.wordstream.com/blog/ws/2018/11/01/instagram-analytics>)
- “The Ultimate Guide to Instagram Analytics: Metrics, Insights, Tools, and Tips” (<https://buffer.com/library/instagram-analytics/>)

# Business Instagram Information

- “Stand Out With Instagram” ([https://business.instagram.com/getting-started?locale=en\\_GB](https://business.instagram.com/getting-started?locale=en_GB))
- “The Ultimate Guide to Instagram Business Accounts” (<https://www.socialmediacollege.com/blog/the-ultimate-guide-to-instagram-business-accounts/>)
- “Brand Resources” (<https://business.instagram.com/getting-started/#brand-resources>)
- “Consumer Insights” (<https://business.instagram.com/success/?#insights>)

# Instagram Statistics

- “37 Instagram Stats That Matter to Marketers in 2020”  
(<https://blog.hootsuite.com/instagram-statistics/>)
- “Important Instagram stats you need to know for 2020”  
(<https://sproutsocial.com/insights/instagram-stats/>)
- “Distribution of Instagram users worldwide as of October 2020, by age and gender” (<https://www.statista.com/statistics/248769/age-distribution-of-worldwide-instagram-users/>)
- “Facts & Figures // Instagram Statistics for 2021”  
(<https://www.smperth.com/resources/instagram/instagram-statistics/>)

# Instagram Trends

- “10 Instagram Trends You Need to Know in 2021 [Infographic]”  
(<https://www.socialmediatoday.com/news/10-instagram-trends-you-need-to-know-in-2021-infographic/589520/>)
- “8 of the Most Important Instagram Trends to Watch Right Now”  
(<https://blog.hootsuite.com/instagram-trends/>)
- “Top Instagram trends from 2019 and what to expect in 2020”  
(<https://sproutsocial.com/insights/instagram-trends/>)

# Instagram content plans

- “Creating an Instagram Content Strategy” (<https://digitalbrandinginstitute.com/instagram-content-strategy/>)
- “How to Create an Instagram Content Plan for Your Business” (<https://www.socialmediaexaminer.com/how-to-create-instagram-content-plan-for-business/>)
- “Instagram Best Practices – 8 Content Tricks Used By Top Brands” (<https://hi.photoslurp.com/blog/instagram-best-practices-content/>)
- “How to Create Quality Instagram Content to Engage Followers” (<https://blog.iconosquare.com/create-quality-instagram-content/>)

## Other Instagram features: choosing the right post format

### Instagram Stories

- “Why You Actually Should Share Your Instagram Post on Your Instagram Story” (<https://www.entrepreneur.com/article/347752>)
- “The state of advertising on Instagram Stories in five charts” (<https://digiday.com/media/state-advertising-instagram-stories-five-charts/>)
- “Instagram Stories: The Complete Guide to Using Stories” (<https://buffer.com/library/instagram-stories/>)
- “Instagram Stories: What They Are and How to Make One Like a Pro” (<https://blog.hubspot.com/marketing/instagram-stories>)

# Instagram Reels

- “The Ultimate Guide to Instagram Reels” (<https://later.com/blog/instagram-reels/>)
- “Everything You Need to Know About Instagram Reels, TikTok’s Rival” (<https://blog.hootsuite.com/instagram-reels/>)
- “How to Use Instagram Reels” (<https://www.lifehacker.com.au/2020/08/how-to-use-instagram-reels/>)
- “Everything Marketers Need to Know About Instagram Reels” (<https://blog.hubspot.com/marketing/instagram-reels>)
- “How to Create Short-Form Videos With Instagram Reels” (<https://au.pcmag.com/social-networking-1/68464/how-to-create-short-form-videos-with-instagram-reels>)

# IGTV

- “The Ultimate Guide to IGTV” (<https://later.com/blog/igtv/>)
- “What is IGTV (Instagram TV) and How Do I Use It?” (<https://meetedgar.com/blog/what-is-igtv/>)
- “What is IGTV Video and How Can Brands Use It?” (<https://digitalmarketinginstitute.com/blog/what-is-igtv-video-and-how-can-brands-use-it>)
- “Everything you need to know about IGTV” (<https://sproutsocial.com/insights/instagram-tv/>)

# External links on Instagram

- “8 Ways to Share Links on Instagram”  
(<https://www.socialmediaexaminer.com/8-ways-to-share-links-instagram/>)
- “Instagram Links: How To Add Links To All Your Posts”  
(<https://metricool.com/instagram-links/>)
- “How to Use Links Effectively on Instagram (3 Easy Methods)”  
(<https://prettylinks.com/use-links-on-instagram/>)