

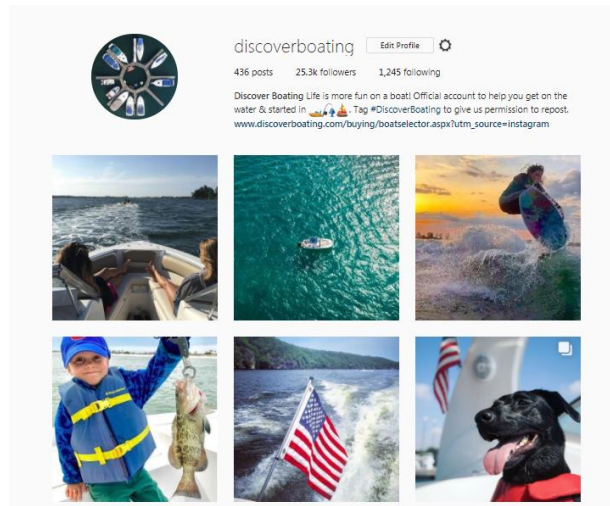
## Discover Boating Social Media 101: What + When to Post on Instagram

[Instagram](#) has 700 million users and 400 million people using the social platform daily, the photo-sharing app is second only to Facebook for best engagement rates.

**Why should your business be on Instagram?** In a world with constant distractions, visual content has become key to a business's marketing strategy success. Instagram gives businesses a unique platform to visually represent their brand. Plus, more than half of Instagram users follow brands, according to an article in *AdWeek*. Read the full article [here](#).

Wondering what content to post and when?

**What to post.** High quality images and videos work best on Instagram. Instagram is a place where you can turn your brand into art and use it to inspire and engage with consumers. Get inspired with tips in this [blog post](#) on taking quality photos. Also consider your brand's look and feel, and if it makes sense create a content theme, such as types of photos, colors and more to give your page a cohesive look. This has proven successful for many businesses - check out Instagram's favorites [here](#).



Other things to consider when posting:

- **Captions** – Make sure your caption is concise, but also inspires engagement with a call-to-action. Ask people a question or tell them to 'double tap' to like a post or click the link in your bio for more information. The more direct you are, the more engagement you'll see.
- **Hashtags** – Research relevant hashtags. Pick popular ones like weekday themes or holidays (i.e. #MondayMotivation or #July4th), but also pick ones that are not as popular (i.e. #dockside has only about 60k posts versus 300k), so you give your content a chance to stand out from the crowd. Generally, there's no limit to hashtags on this channel, but we recommend 5-10.

We have noticed our [@DiscoverBoating](#) followers tend to engage more with photos and videos that help them envision themselves in the photo (for example, feet up on a bow overlooking a beautiful lake). Check out our [latest posts](#) for examples.

**When to post.** Here's a helpful [article](#) with suggested posting times which average the most engagement. Keep track of what posts perform best on certain days and times to help pinpoint when *your* followers are on Instagram.

Follow Discover Boating on [Instagram](#) for inspiration, as well as [Facebook](#) and [Twitter](#).