



YOUR PODCAST'S INSTAGRAM ADVENTURE: **A CHEAT SHEET FOR 2024** **————**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

PROFILE PERFECTION:



01 // PROFILE PICTURE:

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- Choose a podcast logo or a headshot that makes people say, "Hey, that's them!"
 - Make sure it's a clear pic, high-resolution, and fits Instagram's circle without looking squished.
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02 // BIO BRILLIANCE:

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- Write a short bio that tells us what makes your podcast awesome.
 - Sprinkle in keywords that your audience would totally get.
 - End with a friendly nudge like "Listen Now" or "Catch New Episodes Weekly!"
 - Contact Connection:
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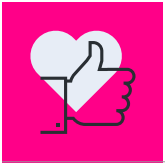


03 // EASY REACH:

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- Drop your podcast email or a contact where we can hit you up.
 - Use the "Contact" button – it's like a virtual doorbell to your podcast home.
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CONTENT PLAYGROUND:



04 // LOOKS THAT LAST:

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- Keep your Insta look consistent, like you're creating a cozy corner on the internet.
 - Use Insta's filters or cool apps to keep your pics feeling like they're all from the same podcast family.
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05 // STORYTIME AND SNIPPETS:

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- Share cool audiograms, short sneak peeks, and secret behind-the-scenes moments.
 - When you've got more to say, toss up a carousel post – it's like a mini-storybook for your listeners.
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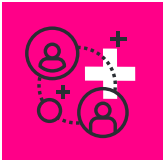


06 // TAG WITH SWAGGER:

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- Hunt down and use the trending hashtags in your podcast's world.
 - Get fancy and create your own hashtag – it's like a secret handshake for your podcast crew.
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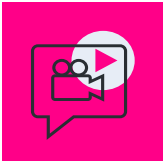
SNAPSHOTS AND STORIES:



07 // SHARE THE DAILY DRAMA:

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- Share what's happening each day, like you're chatting with friends.
 - Try out fun features like questions, quizzes, and countdowns to get everyone involved.
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08 // VIDEO VIBES (REELS):

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- Test out short, fun videos/reels that tie into your podcast's vibe.
 - Join in on trends and challenges with catchy tunes – it's like a virtual dance party with your audience.
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HANGOUT AND CHAT:



09 // SWIFT CHATBACK:

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- Be quick with replies in your comments and your direct messages – it's like having a chat over coffee.
 - Ask your listeners for thoughts and questions – it's like getting advice from pals.
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10 // PODCAST FAMILY CREATIONS:

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- Urge listeners to show off their favorite moments or make something inspired by your podcast.
 - Share their creations and shout them out – it's like a big, virtual group hug.
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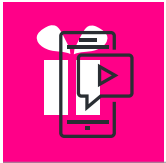
PODCAST GROWTH SPURTS:



11 // FRIENDSHIP FUSION:

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- Team up with other podcasters or cool folks in your network.
 - Share each other's content or posts– it's like a podcast friendship bracelet.
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12 // PODCAST PRESENTS:

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- Throw little parties with giveaways – maybe some podcast swag or team up with cool brands.
 - Get everyone involved by tagging friends and hitting follow – it's like a surprise party on Insta.
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NUMBER NERDS AND INSIGHTS:



13 // STATS AND STORIES:

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- Check your Instagram Insights regularly – it's like looking at your podcast's diary.
 - Change up your content based on what folks love the most – it's like giving them exactly what they want.
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14 // SMART BIO LINKS:

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- Use that bio link wisely – update it to guide everyone to your newest episodes, cool merch, or whatever's happening now.
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CONSISTENCY IS KING:



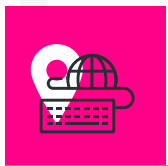
15 // SAME TIME, SAME PLACE:

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- Keep your posting schedule steady – it's like having a date night with your listeners.
 - Try out different times to find when your pals (aka listeners) are most active.
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STAY HIP TO HAPPENINGS:

Feature Explorations:



16 // TECHIE TIDBITS:

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- Stay in the loop with what's fresh on Instagram.
 - Give the new tools a spin – it's like trying out the latest gadgets in your podcasting clubhouse.
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