Postponed Instagram posting for free: how to make it quick and easy

6 Benefits of Postponed Instagram Posting

For some professionals automatic Instagram posting does not seem to be the most important tool, since it can be easily replaced by a person. This is an erroneous opinion and now we will consider why.

1. Saves time

The most important advantage of auto-posting on Instagram is time saving. When you are planning content for several weeks there is no need to be distracted every day by the daily publications. It is much more efficient to plan several posts at once than to be distracted by this process every day.

It is equally important that content can be published when your audience is online. You independently determine the time of publication, analyze the results and make adjustments to the schedule for posting. Using Instagram automatic posting there is no need to set reminders for publications.

By scheduling Instagram posts, you save time that can be used to do another job. Thus, auto-posting helps to concentrate on other tasks and increase your own efficiency.

2. Makes the publishing process easier.

In most cases, people who publish content on their own use the phone. This complicates the work with the account on Instagram and prevents the proper distribution of content.

Using the POSTOPLAN service for automatic publication of content, you can forget about the inconvenient posting of photos using phone. By storing photos on your computer, you ease the process of their adaptation. And it simplifies the issue of prioritizing photo content that will be posted on your Instagram account.

The computer allows you to keep all the important data in one place. Instead of constantly using the inconvenient phone interface, use a computer and POSTOPLAN. This will allow you to maintain your account on Instagram easily and conveniently.

3. Provides a uniform profile style

When creating an Instagram profile, you must approve the uniform style for the content. It is the corporate identity that allows subscribers to instantly distinguish your content from the content of competitors. An Instagram profile is part of a brand that cannot exist separately.

Each publication should be made in the same style and using a specific filter, color scheme and text style. This will help create consistency between posts.

Scheduling publications allows you to determine the style of content and make each post in accordance with this style. With POSTOPLAN, content creation becomes faster and more efficient.

4. Increases the number of publications

Planning content on Instagram allows you to publish it more often. It is much easier and faster to create several publications at once than each individually. This optimizes the use of time and allows you to increase the number of posts on your profile.

By posting more often you increase the number of interactions with the audience. This positively affects the recognition of your brand and also automatically increases the number of likes, comments and coverage.

Of course, it also helps to attract more subscribers. If you constantly post content and promote it, you will 100% increase the number of subscribers on your page.

Plan content in advance with POSTOPLAN and increase number of publications. After a couple of weeks, you will definitely notice a significant increase in subscribers.

5. Improves content quality

When you post your photos on Instagram one of the most difficult tasks is to create captions for them. It is very difficult to create something really worth and interesting when you need to post «here and now». Because of the rush publication text will be less effective and bring less results than they could.

Planning ahead of time on Instagram will give you opportunity to think through and create better texts for published photos. You can spend the time saved with POSTOPLAN to create new original and effective publication texts.

6. Allows to monitor the balance of content

Instagram postponed publication helps you keep track of the overall balance of posted content. According to research, for effective maintaining Instagram page you must adhere to the 80/20 ratio - entertainment and promotional content. By posting on Instagram yourself it’s hard to stick to this strategy.

Planning will help you maintain an 80/20 ratio and improve your stats. By planning your posting in advance, you will immediately understand whether you need to change something in the content plan or not.

It is also important to maintain balance in the visual component of published posts. You probably don't want to have too many dark or light photos.

Planning Instagram posts will help you to improve the quality of your account. With POSTOPLAN you will get the best Instagram promotion experience and be able to make the necessary changes before publishing the content.

Does Instagram punish using auto-posting?

There is an opinion that when you use automatic posting Instagram imposes a shadow ban on the account, because of which the coverage of publications falls. This opinion is incorrect, the CEO of Instagram in one of his interviews dispelled this myth.

To verify this we independently conducted a study that showed that auto-posting does not affect the coverage of publications. Moreover, 20% of automatically published posts had better statistics than manually published posts.

What is Instagram punishing?

If you violate Instagram policies your coverage may significantly drop. Following there is a list of things that can cause shadow ban.

1. Use of forbidden or broken hashtags

If the hashtag is filled with spam or inappropriate content Instagram prohibits it. Thus, new posts with this hashtag will not be displayed and your account will be marked with the Instagram algorithm. It's very frustrating when innocent hashtags like #snowstorm are included in the Instagram blacklist.

2. Using robots for subscriptions, likes and comments

Bots are profiles without photos created specifically for the "black" build statistics. They can follow anyone and comment on any posts. These comments, as a rule, have absolutely nothing related to publications (“you look great”, “good post”) and are accompanied by silly emoticons.

Instagram hates these bots. They are garbage, reduce engagement and bring zero value to the community. This is why Instagram deletes such accounts. By spinning up robots you get ghost subscribers and small reach.

3. Using a lot of hashtags

Instagram allows only 30 hashtags per post. This does not mean that you need to use all 30 hashtags, but exceeding this amount will force the algorithm to draw attention to you and impose a shadow ban

By the way it doesn't matter if you place hashtags in the description or in comments. You should not place 30 hashtags in the text of publication and another 30 in comments. The hashtags from comments will not work, as Instagram will pay attention only to those in the description.

4. Limit exceeded

Instagram has set different restrictions on different actions in the application. For example, the maximum number of likes that can be put in one hour is 350. If you put more than 350 likes, Instagram will accept this as spam and set a shadow ban.

Also, do not subscribe to too many accounts. The maximum number of accounts you can subscribe to is 7500. If you try to exceed this number you will receive an error message and a shadow ban.

How to become a successful Instagram brand?

1. Work on your content strategy

You probably already know that it’s not enough to post a few photos or videos and wait until the audience begins to perform needed actions. You must build an effective content strategy that will work no worse than any other marketing campaign.

Here are few specific recommendations for Instagram:

* Analyze statistics and track competitors. Find 5-10 competitors (similar brands) and analyze their best publications in the last few months. Check all common features: colors that are used, types of photos and content. Than analyze the collected information. You do not need to copy other people's content, analysis of competitors will allow you to understand what really makes your audience be interested.
* Create content around similar topics or ideas. Using similar topics or concepts will provide you with content for a couple of months.
* Try to create as unique content as possible. Of course it is easier to just said than done it, but unique content is really more appreciated by subscribers. In addition, Instagram provides a huge number of ways with which you can get inspiration or come up with a creative idea.
* Invest in photo editing apps. It can be Adobe Photoshop or VSCO. Anyway your content should be catchy to capture the attention of the audience. A beautiful, breathtaking photo always attracts people and photo processing applications will help you with this.

2. Use branded hashtags

Your brand should not be too intrusive. There is a very thin line between promotion and obsession. According to statistics 57% of users do not follow brands on social networks, because most of their branded content is just advertising.

To avoid excessive advertising, but at the same time promote your brand on social networks, use Instagram branded hashtags. It’s important to know that 7 out of 10 Instagram hashtags are branded. This means that your hashtag must be unique, memorable and interesting.

Remember to fully check the hashtag that choose, as it can be associated with something else.

It is important to know how your hashtags work so you can make adjustments before it's too late. Using hashtag analytics tools, you can easily get an idea of keywords and the most commonly used hashtags on Instagram.

3. Use a call to action

What motivates users to subscribe and interact with your brand? As we have already said, the presence of beautiful and high-quality photos certainly helps to attract users. However, what will the audience do next if you do not have the appropriate call to action?

Instagram publications’ texts are very important for any successful account. Using a text, for example, you can pay attention to a limited number of products, thereby pushing users to make a purchase right now.

People do what they are asked. Therefore, a post with the words "Be sure to leave likes and comments" or "Do not miss the opportunity, order now" will be more successful than a post without them. You can see that for yourself.

POSTOPLAN is a unique social network management system (Facebook, Twitter, Telegram, Linkedin, Instagram) that has no competitors on the Internet. It is universal, easy to use and as efficient as possible. The automatic posting system on social networks POSTOPLAN is the best quality / price ratio that you can find.