
LESSON 3.

INSTAGRAM ALGORITHMS: HOW TO GET RECOMMENDED AND KEEP YOUR REACH

Hi everyone. Instagram isn't just pretty photos anymore—it's a distribution engine. If you want to grow, you need to understand how Instagram “decides” what to show. In this lesson, we'll unpack how the algorithms work and what you can do to show up in recommendations more often, lift reach, and hold attention.

How Instagram's algorithms work. Instagram studies each user's behavior with one goal: surface content that keeps people engaged and reacting. **The longer someone stays in the app, the better for Instagram—so your content needs to be absorbing and useful.**

The system pays attention to how long a person stays on your video or swipes through a carousel, how frequently they interact (likes, comments, saves; the more, the better), and how strong the connection is between you and that viewer (if they often comment or reply to your Stories, Instagram will show you to them again).

To increase reach and land in recommendations, follow this step-by-step plan.

1. Set up your profile—it's your storefront.

People glance for three seconds and decide to follow or leave. Use a clear, recognizable avatar (face or logo). In your name (a bold line), include keywords such as “Crypto | Investment Education.” In the bio, state the value you deliver and add a simple call to action like “Follow to get clear crypto basics.”

Add one link that leads to your blog, Telegram, or site. Pin Highlights that matter—reviews, FAQs, how-tos, case studies. Keep the grid clean, consistent, and professional.

2. Publish content people want to save.

Saves and shares are among the strongest signals. Aim for checklists, concise instructions, practical tips and mini-guides, short curated lists (for example, “5 steps to start in crypto”), and memorable quotes or facts.

Add a gentle prompt such as “Save to revisit” or “Share with a friend who needs this.” If you’re talking about bitcoin, offer a short how-to like “How to buy your first crypto in 15 minutes,” and finish with “Save this so you can come back later.”

3. Post at the right times.

Great posts miss reach if they go out off-cycle. Check Insights to see when your audience is active by day and hour. Typical windows are mornings 8:00–10:00 and evenings 18:00–21:00 in your audience’s time zone. Match topic to behavior; a strategy post for young investors lands better in the morning when they plan their day.

4. Be consistent so the system trusts you.

If you post sporadically, the algorithm forgets you. Build a weekly content plan, mix formats (feed posts, Reels, Stories, carousels), and publish steadily three to four times per week. Consistency isn’t being the same all the time—keep it varied and useful.

5. Use interactive Stories.

Stories create closeness, and the algorithm tracks who watches and interacts. Rotate polls (for example, “Long-term or active trading?”), question boxes (“What worries you most in crypto?”), quizzes (“Which one is fake?” or “Guess BTC’s price two years ago”), and direct prompts (“Have you tried this yet? Reply here.”).

Each touch adds to engagement and loyalty; it’s not just entertainment.

6. Invite comments—and answer them.

Comments are a power signal. End posts with specific questions such as “Have you invested in crypto yet? Share how you started,” or “Do you think ETH has a long-term future?”

Reply to every comment; you double the thread’s activity and show there’s a real person behind the account.

Topics that spark emotion or respectful debate reliably raise comment volume.

7. Use hashtags without overdoing it.

Instagram still reads hashtags, but quality beats quantity. Aim for 5–10 relevant tags, combine popular (#crypto, #bitcoin) with niche (#bitcoinforbeginners, #defiproject2025), and skip the spam ones like #followme or #instagood—they don't help.

Summary

To grow and appear in recommendations, make your profile instantly clear and compelling, publish content that people save and share, schedule posts when your audience is active, keep a steady but varied posting structure, add interactive elements in Stories, ask for comments and keep the conversation going, and use smart, relevant hashtags.

Instagram isn't a lottery; it rewards creators who understand its logic and work consistently with their audience. **Follow these steps and your reach and engagement will climb.**