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Instagram search account by location

Some brands and influencers are starting to change their public Instagram accounts to private ones, or create new private accounts from the start. Adding a barrier to fans who want to follow may seem like a strange idea, but it's gaining ground. So we decided to find out why and if this is something you should consider doing for your brand. Why brands make their private Instagram accounts Set your account privately on Instagram means that only people who follow you can see and engage with your content. Even if you use popular hashtags, your posts will still be hidden from these searches. It also means that all non-subscribers who want to see your content must submit a follow-up request. Recently, we've seen big pages even, like Couplesnote (8.2 million subscribers), move to private accounts. And brands like Everlane have launched new private accounts. In an interview with The Atlantic, Reid Hailey, the founder of Doing Things , an agency that manages Instagram pages with a total of more than 14 million subscribers, said that when one of its major accounts was public, it was growing at a rate of 10,000 new followers per week. Once he changed the account privately, that number jumped to 100,000- an impressive increase. Hailey sees it as a way to get around Instagram's algorithm change and stagnant followers. If you're public, people always see your stuff and they don't feel the need to follow you, he told The Atlantic. It didn't really become a mainstream thing until the algorithm started hitting hard, I would say about six months ago. People are hurt for growth. Many even pages are not really growing. If your brand is considering switching to a private account, consider these benefits: 1. There is already a trend toward privacy and personalized content The trend of private Instagram accounts could be the result of the wider trend of users and brands to turn to smaller, closed groups. We have seen this happen with the growing popularity of Facebook groups. By limiting the number of people who can see your posts, you suggest to the audience that you care more about quality content than reaching. Subscribers will also feel that the content you share is suitable for them, as they are a member of the private space you have set up for them. 2. It creates a sense of exclusivity Why did you put a bouncer on the door of your content? Why is it so exclusive? What for? Tell me! The OFMO is real. Making your Instagram private can help make current subscribers feel valued, but also make new followers curious. Fomo could be useful if you are launching new products, for example. You reward your most faithful followers with an exclusive first glance, and give beginners a reason to follow you. Everyone likes to feel that they get an exclusive chord or look. 3. It Help you get more followers As mentioned earlier in this article, going private people need to follow you to find out what type of content you are posting. Brands are struggling to see their subscribers increase since the change of Instagram algorithm, so going private serves as a way to navigate these updates. There is a reason why this private Instagram account trend has been picked up by the same accounts. They know that their content is very shareable among friends. By going private, every time one of their subscribers shares a message with a non-follower, that non-follower will be encouraged to follow the account to see the content that their friend has shared with them. 4. Keep subscribers you've earned since you're private (potentially) Just like having to ask to follow you, there's also an additional notification that pops up if a fan tries to unseat you. Unlike a public page, where it's a one-click button to unseat someone, private pages ask fans if they're really sure they want to unseat you. This extra step could potentially have an influence on your retention rates when it comes to follower numbers, making people think twice before not following you. 5. It gives you more control This may seem like a strange argument, but carry with me. By going private, you can cultivate the kind of followers and fans you want to have as a brand. Social for brands should be about authentic connections and offering value to your audience. Social media, by its very definition, is public, but fans may not be willing to give honest comments or share a connection with you as a brand in these open spaces. By having a small private space, you can give your brand the room and control it needs to facilitate these authentic connections and deliver value to fans on this 1:1 level. In addition, you can take us out and immediately ban trolls. Why switch to a private Instagram account may not be good for you So we told you the reasons why you should consider taking your private Instagram account as a brand, but what are the catches? You can't switch from a business account to a private account You have to switch from your business account to a personal account in order to make it private. This means you lose the analysis and the ability to run Instagram ads and promote content. It is particularly telling that Instagram does not allow business accounts to be private, suggesting that this is not a trend they want to promote. It could also mean that could penalize accounts they consider to be games of the system by changing their private accounts. This is probably the biggest drawback of moving from your profile to private. Potential subscribers can be disabled People have no reason to follow you beyond a FOMO factor and you run the risk of annoying people by hiding your content behind a tracking request. This is especially true if you give someone access to your account, only to know that your content is not what they were looking for. Some people may feel duped by following you, which could lead to a long-term aversion to your brand. Your content doesn't appear in searches As mentioned above, even if you use hashtags on a private account, your content doesn't appear in public feeds, including the Explore page. You will also not be able to integrate your content on a website, or a link to it either. All of this can have a dramatic effect on your brand's ability to increase exposure to new fans and potential customers. So, does your brand have to go from its Instagram account to the private? Becoming private could be used as a short-term strategy (for example, when you launch a new product) to help build excitement and exclusivity. It could also work long term if you are a small niche brand with an audience you want to cultivate in a community, or even an account that thrives on FOMO. But for the vast majority of brands, social media should be a place to be discovered by a new audience. You can miss out on new and enthusiastic fans, and potentially annoy those looking for you. Which is a loss, losing to everyone. If you want to expand your Instagram suite, or create the best Instagram posts possible, and not make your Instagram page private, we've covered you. If you decide to keep your Instagram account public, save time by managing your Instagram presence using Hootsuite. From a single dashboard, you can program and publish posts, engage audiences, measure performance, and run all your other social media profiles. Try it for free today. Get Started Instagram via @5ftinf You know these Instagram accounts that you randomly stumble upon and then, like wink, find yourself deep in their archives hours later? You can file each of these streams in this category. For this reason, it is our favorite Instagrams that we discovered the year: Advertising - Continue reading below 1 @dailyoverview This view of the Arc de Triomphe in Paris, France is just one of the many aerial plans of this sharing account. The striking shots give fans a glimpse of what the world looks like from the air. 2 @5ftinf like flowers and tea, there's no better Instagram to follow. This feed will make you wish you worked in a flower shop (which is conveniently located next to a café) on the everyday. 3 @raminnasibov The personal reflection of the designer and artistic director, Ramin Nasinbov, are very visual and entertaining - and will make you stop and think about what you just saw. 4 @parisianfloors The bio on this Instagram user's account says it all: A guy, a city, a perspective - and, if we can add, some really great shoes. 5 @sophlog Sophie Loghman's personal Instagram account is a place for people who love pretty homes - in fact, that's why she started the hashtag 6 @piecescalligraphy Watching Sharisse show off her calligraphy skills is totally and completely mesmerizing. In addition, his videos offer short tutorials so you can try to pick up some of his craft while you explore his feed. 7 @ilovelucyscenes, what better way than to stumble on scenes from one of the most iconic (and ladies!) TV shows of all time? Yeah, we couldn't find anything either. 8 @lizlpayne Liz Payne runs an Etsy boutique called Australia's Flirting With Yellow (for which she won the 2015 Etsy Design Award) and regularly makes us wish we could handle a needle and thread as eloquently as she did. 9 @insta_pottery Again with the hypnotizing: We are constantly amazed by the skill of the ceramic artists are on this heavy video account. 10 @boss_homes If you like to dream of living in the most extravagant mansions the world has to offer, this account that features boss (AKA over-the-top) houses will only feed your appetite. 11 @andnorth State of New York has never been so cool - and this guide organized for restaurants, bed and breakfasts, and local stores proves it. 12 @melodramablog Anyone who likes bright decoration, tasty food, and envy-inducing travel clichés (well, everyone) will find something they will enjoy about this blogger's whimsical diet. 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