

Practical guide · October 2026

Grow on Instagram. Turn your content into valuable conversations.

A manual method to find the right people, share what you know and turn interactions into relationships that make sense for your work.

01 / Discover

Find the people you want to talk with.

Start with the problem you solve and the people who experience it. Nutrition is only an example here: replace the terms with your industry and city.

1. Write one sentence about who you help and the topic you can contribute to.
2. Search professions, specialties, locations and topics on Instagram; also explore who comments on related accounts.
3. Save ten profiles and note what each has in common with your proposition.

Your value proposition

I help [type of person] achieve [specific outcome] with content about [a topic I know well].

By profession and city

site:instagram.com nutritionist Medellín

By specialty

site:instagram.com "clinical nutrition" Colombia

By topic and location

site:instagram.com "sports nutrition" Medellín

Use Google as a complementary search: it only shows public pages it has indexed. Continue discovery inside Instagram with topics, locations and related accounts; available results vary by profile and over time.

An initial list of ten relevant accounts and a clear reason to follow their content.



02 / Clarify

Make your profile explain what you bring.

A visit from a post should quickly explain who you are, what you work on and what someone can do next.

1. Use the Name field to describe your specialty with words your audience recognizes.
2. Write a clear bio: who you help, what you cover and the next step.
3. Organize highlights that show resources, your process and common answers; check that your bio link works.

A contextual direct message

Hi, [name]. I saw your post about [specific topic]. I work in [area] and found your point about [detail] interesting. Thanks for sharing it.

03 / Publish

Share useful ideas in the format that explains them best.

Do not post just to fill a calendar. Choose a real audience question and develop one idea clearly.

1. Use a carousel to explain steps, compare options or summarize a lesson.
2. Use a Reel to show a process, a demonstration or a short answer to a common question.
3. Use Stories to share everyday context, ask for input or continue a topic from your feed.
4. End with a natural invitation: save it, share an experience, reply or open a related resource.

A useful comment

I noticed your point about [specific idea]. In my experience with [real situation], we also see [observation]. How are you approaching this in [context]?

A carousel or Reel idea

A common question about [topic]: [question]. The short answer is [answer]. In this post I show you [steps, example or demonstration]. What part should I explain next?

Share a post to Stories with context

I am sharing this because [specific idea]. It may help [audience] because [reason]. What has your experience with this been?

Replace bracketed fields with real details. Do not copy the same comment or message across accounts; every interaction needs context.



04 / Converse

Participate and learn from the replies.

Relationships work both ways. Respond thoughtfully and avoid turning every interaction into a sales message.

1. Reply to comments by addressing the specific point the person shared.
2. Join posts from related accounts with a relevant observation or question.
3. Use Story replies and direct messages when there is context; personalize each message and avoid bulk outreach.
4. Review Insights over comparable periods and note which content led to saves, shares, profile visits and conversations.

Continue a conversation

Thanks for telling me about [detail]. I kept thinking about [point from the conversation]. If helpful, I can share [a resource or clear next step].

A 15-minute starting routine.

A simple way to stay active without posting or interacting automatically.

- 4 min / Review Stories and posts from three relevant accounts.
- 5 min / Reply to comments and participate where you have something specific to add.
- 4 min / Write down one question or content idea that came up today.
- 2 min / Save a next step for a contextual follow-up.

Review signals after 7 and 30 days.

After 7 days

Record posts, reach, views when relevant, saves, shares, profile visits and conversations.

After 30 days

Compare equal periods. Identify topics and formats that attracted the right people, not just the most views.

Available metrics depend on format and account type. Record the cutoff date and consult Insights; these signals do not guarantee future results.



Your first week.

Day 1 / Define your audience, review your bio and save ten related accounts.

Days 2-3 / Notice their topics and join relevant posts with genuine responses.

Days 4-5 / Publish one useful idea as a carousel or Reel and support it with Stories.

Days 6-7 / Reply, review early signals and write down one improvement for the next post.

How we use Instagram at Avofy.

At @avofyai we share the product, nutrition ideas and follow-up experiences. The account brings together content for professionals and people interested in health and habits.

Explore the profile and Instagram data organized with their context and time period in the case study.

Explore the Instagram case

A message for sharing the guide.

I put together a practical Instagram guide: find relevant accounts, clarify your profile, publish useful content and talk with your community. It includes simple actions to get started.

Bring these actions into your work.

You can apply this method manually. AI Community Manager helps find relevant conversations and prepare interactions; your team decides what to publish, how to reply and how to continue each relationship.

Sources and usage notes

[Instagram Creators: Best Practices](#)

[Instagram: How ranking works](#)

[Instagram Help Center: Insights](#)

