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HOW TO CREATE & MAINTAIN A COHESIVE IG FEED

I am assuming because you are reading this that you are a total Instagrammer ready to take your feed to the next level. I will be the first to admit that Instagram is complete trial and error. I wish I had a guide like this when I first started to help me navigate my content. My hope for you is that this guide helps you in creating a feed that both you and your audience loves.

THE BASICS

The biggest point of advice I can give you to having a cohesive feed is: find your color palette. You can do this by looking at other feeds that inspire you, creating a mood board of your favorite colors and textures. I suggest sticking to three colors. In my feed you will find mostly black, white and nudes. (Note: you can still add a pop of another color here and there, but it is important to stick to your tones.)

Another great way to keeping your feed cohesive is editing your photos the same (for the most part) each time. Find a great preset that you love and stick with it. I use the same three presets for my photos. By nature, each photo will still be unique while keeping the same feel as the rest of your feed. Lightroom is a great editing tool to use and save presets you have purchased or created.

GET TO PLANNING!

The best way to maintain your feed is to plan ahead.

It's really important not to clutter your feed. So if you posted a selfie that takes up most of your photo, make sure your next photo has some breathing room and vise versa. You don't want to post photos back to back that hurt the eyes. Keep it clean and roomy. This allows each photo to have their spotlight.

Plan ahead! I cannot stress this enough. It's more important to post quality than to post just to post. Plan your content keeping in mind your posting schedule, events coming up, what your audience looks for in your page and color scheme. Create an archive of content so you always have something to pull from.

Your color scheme and Instagram feed become part of your brand, so keep your theme going on all aspects of your platform. Bring your color scheme to your Instagram stories. Your stories are just as important as your feed. Some people watch stories more than they look at people's feed, so give your audience what they came for.
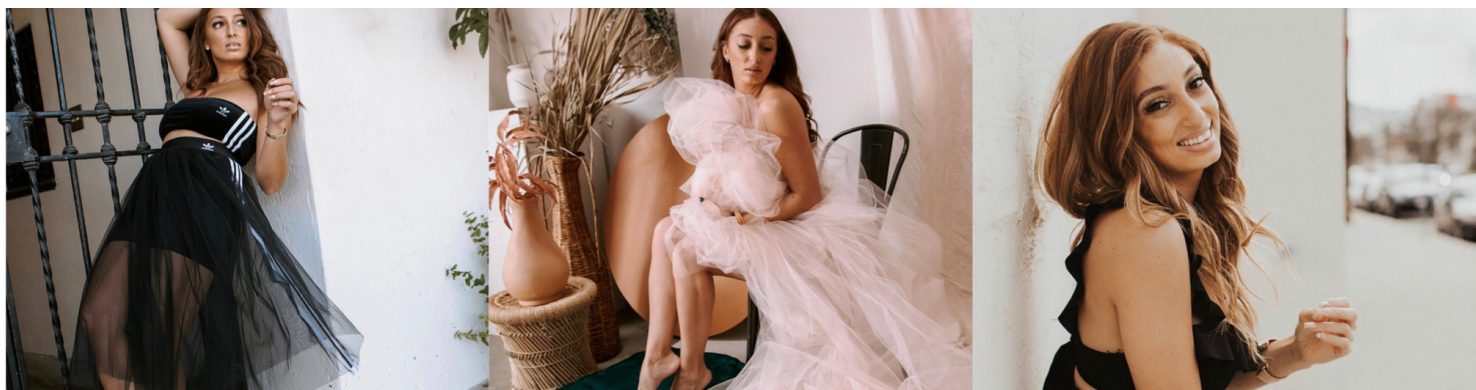
BONUS

Hashtag! Hashtag! Hashtag! You should be hashtagging all of your photos! This is how you will gain exposure and be seen by people that aren't already following you. If you are not hashtagging your photos, you are limiting your views to only your current followers. (Pro-tip: add your hashtags to your first comment to keep your caption space clutter free.)