

Many Likes on Instagram: How to Quickly Increase Popularity

Instagram engagement will tell you how popular you are. If you use the Instagram app, chances are you want to get more likes, particularly if you're a business or want to become an influencer. You can always [buy Instagram likes at SocialsGrow](#), but there are also other methods that will help you get organic likes.

Making your Instagram posts popular is not easy. The site has more than 1 billion monthly users. Moreover, people from all over the world create new Instagram accounts daily. At the beginning of 2024, the United States had 169 million users, being topped only by India with 362 million users.

Getting your content to pop up takes a lot of time and dedication. You need to work hard and help the Instagram algorithm notice you. Whether you're new to Instagram or have been using it for some time, we have the solution. Keep reading to find out how to get more likes on Instagram and increase your following count.

How Popular Is Instagram as a Platform Today?

Considering Instagram is one of the top options you see in the App Store or Google Play Store, there's no denying that it's still popular. Still, the question is relevant considering how many other apps have been released in recent years because the public's preferences often shift.

The truth is that Instagram remains one of the most popular social media platforms. In fact, it is expected that Instagram will have [1.44 billion monthly active users](#) by 2025. Not only that, but it appears that people between 18 and 24 years old

make up most of the app's users, with 31% of the user base consisting of people between these ages.

However, Instagram remains a platform that is suitable for all generations. Businesses, influencers, and everyone else use it for communication, sharing photos and videos, and even just as a way to get more engagement and increase in popularity.

Should You Still Care About Instagram Likes?

How many likes you get for your Instagram posts should still be a metric that interests you. This is because your likes tell the algorithm how good your content is while helping your Instagram account become more popular.

So, even if you're not obsessed over every single like on your posts, you should still pay attention to them to ensure you get enough to boost your fame.

Keep in mind that hidden likes are also important. You don't have to share how many likes you have on a regular basis, but since engagement will help the algorithm judge your profile, it would be a mistake not to consider how many likes you get.

When lots of people appreciate a piece of content, the platform will recommend it to more users on their Instagram feed. The algorithm will even include the post in the Instagram Explore section for more individuals to discover it.

How to See Your Instagram Likes?

Instagram introduced the option to hide likes a while ago. Users hide them for a variety of reasons. Some do it so they do not feel discouraged when certain posts get fewer likes than others. Meanwhile, some creators simply don't want others to see their numbers, especially if it's their competitors.

But if you want to see how many likes your posts get, it's simple to check. Each photo or video posted on your profile

has a heart icon underneath. That symbolizes the likes. Tap on it to see how much appreciation your Instagram followers and other users gave. The usernames of those who liked your content will also be visible.

If your post is reaching the target audience and you are achieving your goals, that's good news. It means you are on the right path. However, if your Instagram post hardly reaches significant engagement, don't let it discourage you. It's never too late to get back on track. Several techniques can help ensure you get more likes and new followers more quickly and easily.

How Do You Increase Your Likes on Instagram?

Increasing your likes on the social media platform can take a bit of time. Still, if you implement suitable methods, you'll see a huge difference. More people will soon begin to watch your content and give you the likes you need and deserve. That being said, here are some Instagram tips for more engagement that will surely change your performance.

1. Use Relevant Hashtags Carefully

You can't post your content online without using hashtags. Technically, you can, but you don't want to do this if you care about your metrics. Instagram content gets promoted more easily when hashtags are used. Your content gets placed in a specific category and helps others find what they're looking for more easily.

Hashtags can either be niche-relevant or trending. Regardless of your hashtag strategy, you should ensure the tags are related to your posts. You'll see that once the hashtags are there, you'll bring a larger audience to your page.

Don't worry – finding hashtags is not as challenging as it sounds. You can always do a simple search by typing several words related to your organization or content into the search

bar. Multiple options will pop up, so pick the ones that describe your post better.

Another thing you can do is competitor research. See if your competition uses hashtags that also fit your content. If it does, you can take a few tips from there.

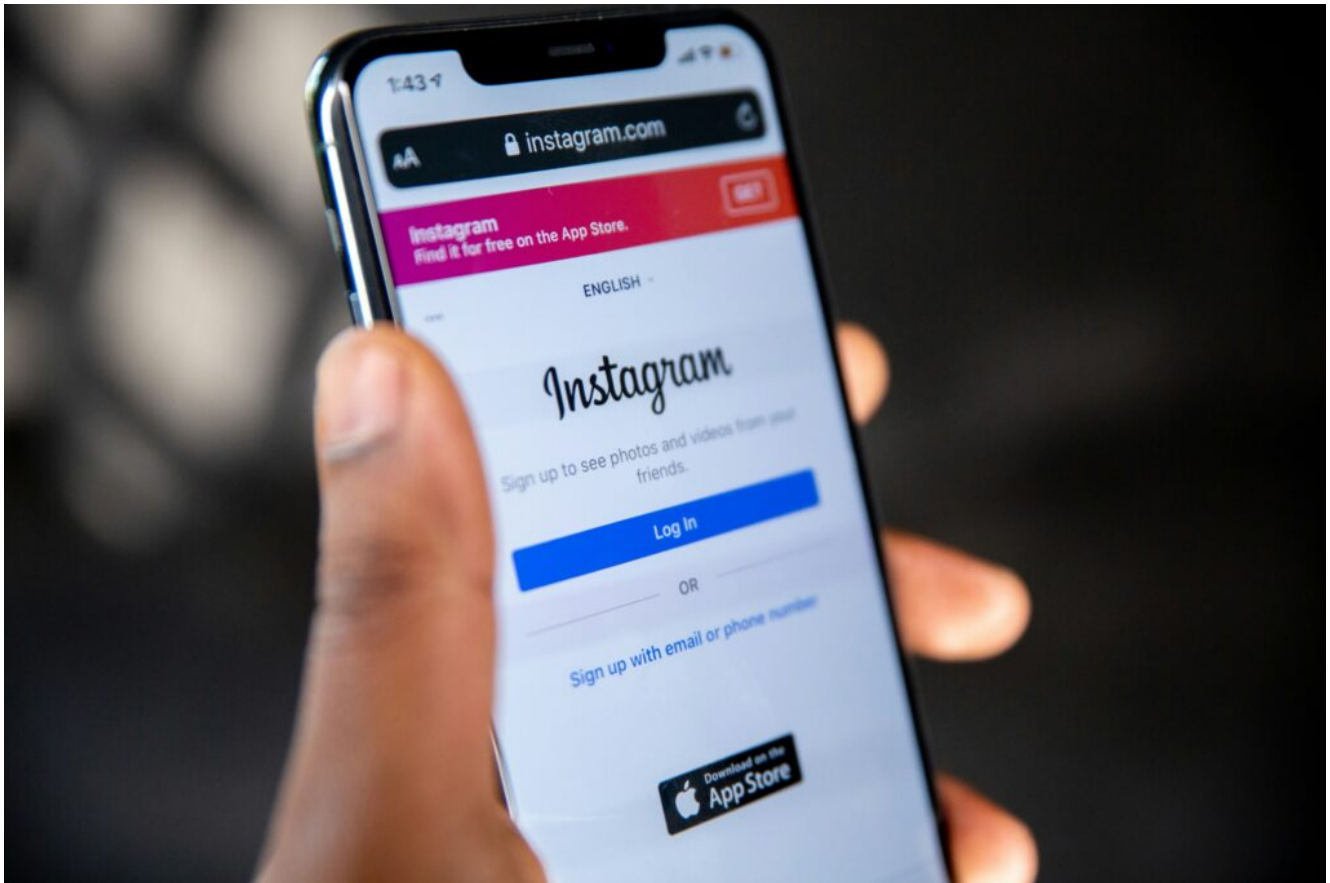


Photo by Solen Feyissa on Unsplash

2. Buy Likes on Instagram

Perhaps you'll feel strange about the idea of purchasing likes for your Instagram posts, especially if others strongly advise you against it. Well, whether you buy likes or not depends on why you want to spend money on engagement in the first place. Is it to show viewers a larger number or to influence the algorithm?

If it's the former, you should refrain from purchasing likes. Engagement that is bought rather than earned is not always permanent. If the likes disappear, you will have to repurchase them. You'll also have to deal with the fact that your

Instagram followers might quickly realize that the likes aren't organic.

However, if you want to influence the algorithm, then that's a much better reason to spend money on likes. Since the number of likes on Instagram has such a massive impact on how the algorithm perceives you, more likes means that you'll be promoted by the platform more quickly. This is what will bring you the organic engagement you're looking for.

3. Encourage Users to Like Your Posts

Don't be scared to ask your followers to like your posts. More often than not, fans will do it without being asked. However, some either forget to engage with the post or are used to clicking away before tapping that like button.

YouTubers always do it by asking their viewers to like, share, and subscribe so you can do the same. Just make sure you don't overdo it because it can have the opposite effect. A reminder once a week should be fine.

4. Consider User Generated Content

User generated content refers to posting content made by someone else. Usually, this involves businesses posting content others made of their products or influencers who repost something funny, relatable, or something that is about them or involves them.

If you end up posting content that is user generated, whether you do it on your feed or your Instagram story, just make sure to ask for permission first. Also, if you want to have more access to this type of content, encourage your followers to post photos and videos and tag you.

5. Make Sure Your Photos Are Clear and High-Quality

Nobody likes to see blurry photos that appear to have been taken in a rush. While you could probably get away with less

clear photos in the past, Instagram users have higher expectations today. It has to do with a page's aesthetic, how professional the images are, or how well they are edited.

Each Instagram photo you post should be a high-quality piece of content where the viewers know what they're looking at. It should also go without saying that the content piece must be related to your niche.

You can invest in a good camera to take the most stunning shots. As a larger brand, you could hire a photographer to take care of this part of your marketing campaign. In most cases, new smartphones do a perfect job when it comes to the quality of the pictures.

6. Organize Giveaways or Contests

People love to get things for free. Therefore, what better way to convince them to like your posts than by establishing a contest or giveaway?

This is easy to set up no matter how big you are on the platform as long as you offer your audience something they want. It could be a specific product, a chance to meet you and your team, or even a specific service.

To join the giveaway or contest, you could encourage your fans to like the post and share it. It will reach more individuals who may be interested in what the event can bring them, leading to more likes and potentially new followers. Many will likely stick around even if they don't win the contest.

7. Post More Videos

Not everyone is into Instagram reels, but that doesn't mean you shouldn't post one now and then. Instagram is an app that focuses on visual content, and reels are slowly but surely taking over the platform. So, videos can help boost your engagement, particularly if you post high-quality content.

Your reels can be specific to what you do. For example, if you post makeup products, you can post presentations of certain products or even a video of applying the makeup yourself. If you do art, you can post a reel showing the entire process instead of just the finished work.

8. Engage with Other Users

Besides posting engaging content, you should always focus on interacting with your followers. Everyone likes it when their favorite influencer or brand gives them attention. It humanizes you and shows people that you care about what they have to say.

If someone leaves a comment, don't hesitate to respond, whether that involves answering a question or simply thanking them for their support. If you get hundreds or thousands of comments, you won't be able to respond to everyone, but a few responses here and there will do the trick.

9. Post at the Right Time

Many influential Instagram profiles schedule Instagram posts to remain consistent since their target audience may be more active at certain points of the day. Therefore, you should decide how often and when you post.

Use Instagram analytics to see when your followers are usually active. Then, schedule your posts to be uploaded during those hours. You'll soon start getting more likes and engagement.

Final Thoughts

Getting more likes on Instagram will help you become popular on the social media platform. Your engagement tells the algorithm that you have something good to offer. Likes will come by doing certain things, like posting high-quality content, engaging with your fans, posting at the right time, organizing giveaways, and so on. You can even buy likes to

boost your popularity and bring in more followers.

Try the tips here, and you'll quickly begin to see a positive shift in your like count.