



Curating your Instagram Feed

with Blogosphere



Blogosphere Community

Curating your Instagram feed

What we will cover

- What are the advantages and disadvantages of creating your Instagram feed
- What ways we can curate our Instagram feeds
- Engagement
- Photo tips and apps

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Your Instagram feed can act as a shop window for your blog or website, so curating it can quickly give visitors a sense of your style and what you have to offer them.





Extract from our 'In Conversation with Jordan Bunker and Mat Spade' (issue 17)

Jordan: It takes a lot longer than people realise on the face of it. You don't have to curate your Instagram feed, I'm not saying that's the best way to do it but for me personally I enjoy that. And I enjoy other accounts that do it too. I'll look out for certain colours, or particular shots.

I like to play with light, shadow and textures of clothes. But that's me personally, I don't think you need to curate your Instagram. Some people feel like you do and put so much pressure on it, almost to the point where they don't enjoy what they're putting out. If it feels like it's limiting your creativity, I wouldn't do it.

[View @jordanbunker's Instagram](#)



Mat: It's an interesting one, isn't it? I remember when it wasn't a thing to have a certain way of curating an Instagram. I remember one of our friends started doing three pictures in a certain colour, then half that colour and onto the next. It flowed really nicely.

I remember when Jordan started playing with shadows, and that became a signature look for him. I've started thinking about the way I use colours a lot more. Jordan's Instagram style is probably more distinctive than mine.

Mine's quite broad but hopefully the picture feels like something you would associate with me. When you look at someone's feed you get a feel for who they are, regardless of if it's real or not.

[View @mat_buckets Instagram](#)





Colour

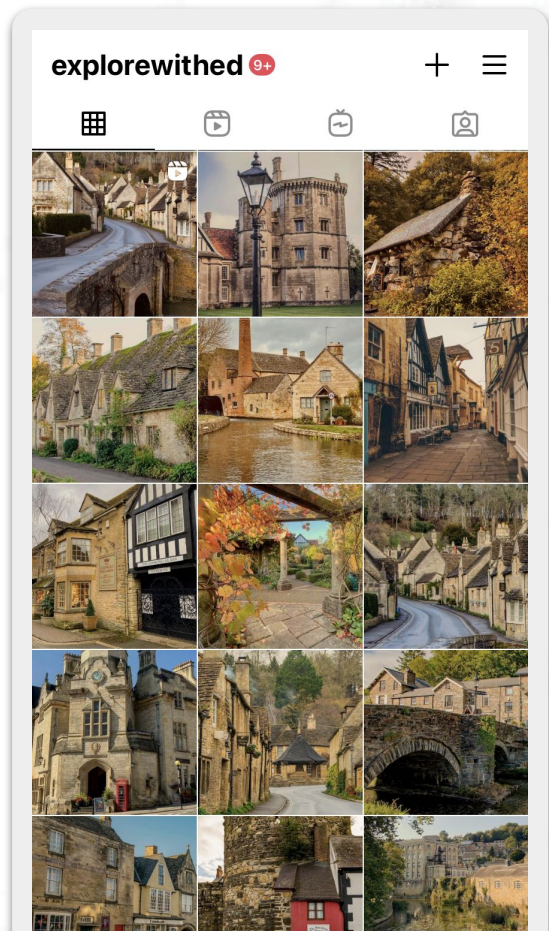
Using similar colours and filters for each image in your feed is one of the most popular and easy ways people can curate their Instagram feeds. Even celebrities like Ariana Grande use this style.

Do you have a colour that appears to be a recurring theme in your existing content? Play on that by emphasising it and toning down the other colours. You can use apps like Lightroom and Snapseed to edit individual colours to ensure your colour scheme remains consistent.

If you use Instagram's filters, consider narrowing down the choices you use by selecting one or a couple that have a similar feel and apply it to every image you share - tweaking the other settings (brightness, contrast, saturation...) as necessary.

Examples:

[@taramilktea](#), [@itslittlelauren](#), [@fridayfaye](#), [@pintizedphoto](#)





Light

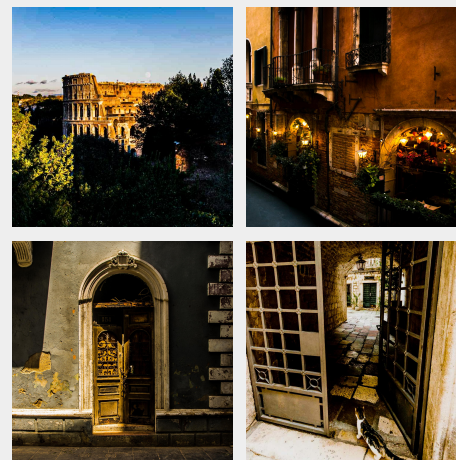
How you light your photos is one of the key elements to curating an Instagram feed. If you add brightness and decrease any shadows you can give your feed an airy feel.

Examples: [@carolina_nusadua](#),
[@lifethroughemseyes](#), [@kelseyleighdesignco](#)



Alternatively you may enjoy experimenting with shadows like Jordan to create a more moodier aesthetic by emphasising deep tones and shadows in your shots and turning down the brightness and highlights.

Examples: [@jameslloydcole](#), [@whatstacydid](#),
[@adamjason1](#), [@bymattandabbie](#)





Minimalism/Maximalism

How busy or sparse your images are is another key element to curating your feed. Do you have lots of empty walls, open spaces or sky in your shots - then that would be conducive to creating a minimalist aesthetic with typically only one subject/object being featured with a block colour or plain/neutral background.

Popular aesthetic for:

- Landscapes, sunsets, seascapes, countryside, mountains, astronomy, ultra modern architecture

See Instagrammers using this style:

@cappiello, @minimalmood, @bradscanvas



Photo by [Alex Cameron](#)

Minimalism/Maximalism

Interview with [@LornaLuxe](#) (Blogosphere Festival 2019)

Lorna: So I think I actually logged on in 2014, started posting around 2015. And then grew really quickly and then I had about over 100k.

Alice: What did you think it was about what you were doing that made you grow so quickly? Consistency?

Lorna: My content was very consistent but it was also aesthetically not really like anyone else at the time. It was all very... I had gone all very white and I used to split it the outfit of the day with pictures of London doors. It was very esty before the esty of Instagram had existed. I'm not claiming to be the only person doing it, but we were kind of the pioneers of that minimalism that happened at the beginning of Instagram and so because of that I quickly grew.

Listen to the podcast episode [here](#)



Minimalism/Maximalism

Alternatively filling your image ('maximalism') typically requires every corner of the image to be used up by the subject with little space left for open spaces that is void of texture or detail.

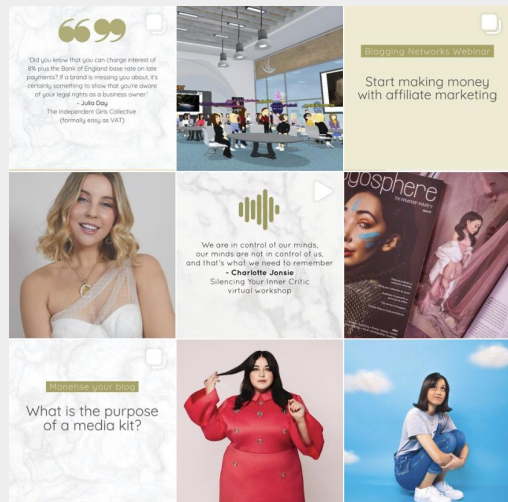
This is a popular aesthetic for:

- Cityscapes/streets, properties, magazines/books, food

See Instagrammers using this style:

@prettycitylondon, @fowlmouthsfood





See Instagrammers using this style:

[@irenemoore](#)

[@binnusfoodandtravel](#)

[@xomisse](#)

[@sophiecliff](#)

Quotes and graphics

If your main feed is usually full of different formats (photos, reels...) and styles, you could post quotes or graphics in a consistent sequence (i.e. every 3, 4 posts) to help tie everything together. It's a good idea to use a colour scheme and font that matches your personal brand/website - though you may find other colours or fonts work better for Instagram.

- Check the font is bold and large enough to read when viewed on the grid without people having to click to view.
- 'Saveable content': consider creating a carousel of informative content to entice people to swipe across, save, share and follow.



Tips to help engagement

- Follow accounts in your niche, engage and interact with them regularly and consistently
- Follow hashtags to find new accounts and like and comment on their content - be genuine and authentic ('like' posts you genuinely like, comment meaningfully)
- Join in with community groups - follow and interact with large community accounts that repost content (for example, UK travel: @igersuk, @photosofbritain, @unlimitedbritain...)
- Post consistently - share a post at a similar time of day and frequency (ie. once a day)
- Reply to comments on your content, and perhaps check out their feed to see if there's any content they've created that you like
- Think about your captions, start a conversation or interesting point of view
- Use hashtags and tag accounts relevant to the image



Photo tips and information

- Instagram's image resolution is 1080 pixels (width). If your image is larger than this it will be reduced to 1080 pixels
- If your image is between 320 and 1080 pixels, Instagram will keep it at the original pixel width, providing it fits their aspect ratio (between 1.91:1/landscape and 4:5/portrait)
- If your image is below 320 pixels Instagram will enlarge it to 320 pixels
- Keep in mind a portrait image (4:5) takes up more space on people's screens and may work visually better than landscape on mobile

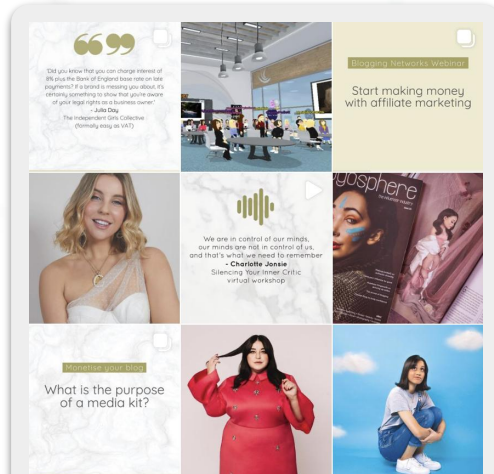
More information [here](#).

- You can plan out your Instagram feed using apps like [Planoly](#) and [Later](#) - app comparison available [here](#).



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Questions?



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Upcoming event

Interested in coming to our next event?

We'll be holding a virtual event in December that will focus on improving your skills as a content creator.

Want to hear more? To register your interest:

SIGN UP HERE