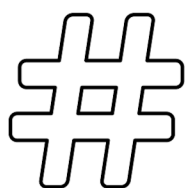




When Instagram first popped onto the scene back in 2010, it was just like any other social platform: filled with selfies, pets, and pictures of food. Fast-forward to 2022 and Instagram's transformation from a simple photo sharing app to a full-on marketing channel is nearly complete.

Instagram is great for reaching new members and attracting a young audience:

- Instagram is the fastest growing social media platform and is popular with the 25-34 age group.
- The focus is on posting visual content – photos, graphics, and short videos.
- Use up to 30 relevant hashtags per post to reach more users. For example, you might want to tag posts with hashtags like #karting #kartinglife #motorsport #kartingaustralia #girlskarttoo #womeninmotorsport and so on.
- Like Facebook, you can broadcast live events or classes, competitions, and tournaments.
- Use Instagram stories to tag other accounts, ask questions via polls, and use stickers and emojis. These encourage interaction and add some fun to stories.
- Instagram is a great tool to sell merchandise and event tickets.



EVEN IN 2022, USING RELEVANT, TARGETED HASHTAGS ON YOUR INSTA POSTS AND STORIES IS ONE OF THE BEST WAYS TO GET DISCOVERED BY NEW AUDIENCES. INSTAGRAM HASHTAGS ARE STILL AN EFFECTIVE WAY TO GET MORE EYES (AND ENGAGEMENT!). CHECK OUT THE [HASHTAGS HOW TO DOCUMENT](#) FOR MORE INFO!

Click the image below to read the Instagram For Dummies Cheat Sheet

dummies
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