

# Engaging Mothers Through Instagram

Instagram is one of the most popular social media platforms. These tips will help you engage with mothers.



Follow a 40/40/20 content rule of thumb:

- 40% educational/informational: inform or share an important insight into a common problem.
- 40% inspirational/aspirational: describe what you hope to accomplish with your research.
- 20% direct “calls to action”: actively promote your study and ask for participants.



Include very specific, relevant hashtags with your post.

- Hashtags function as a topic or heading to organize information and make finding content easier.
- Put up to 30 hashtags in the first comment on your post, not in the caption that goes with your image.



Record and post a short video about your research and why your study is important.



Share information about yourself to build trust. Trust helps mothers choose to follow you.



Always respond to comments on your posts as soon as possible. Speedy responses sustain interest in your work.



[research4moms.com](https://research4moms.com)

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