



Show Notes

Season 5, Episode 4:

What freelancers need to know about Instagram

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What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) talk to Sara Tasker of MeandOrla and Hashtag Authentic about Instagram and how to make it work for you as a freelancer.

About Sara

Sara is an Instagram Expert and Creative Business Coach, best-selling author and host of the successful podcast [Hashtag Authentic](#) where she shares Instagram strategies and support. She runs courses and retreats on Instagram and has more than 200,000 followers on the platform – last time we checked.

In this episode we talk about:

- How Instagram differs from other social media channels in that it is visually driven, rather than words-driven
- Instagram Stories and Reels – how they work and the difference between them
- Why Instagram is prioritising Reels in your feed at the moment
- Why you shouldn't be pressured into creating content that doesn't feel right to you
- How to use the analytics to create stickier content
- How to create content that will bring you business as a freelancer



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- Why it's a good idea to change your Instagram account to a business account if you use it for work – and what the change will bring you in terms of features in the App.

Here are some links we mention

Buffer (Rachel's scheduling tool): <https://buffer.com/>

Mosaico (Sara's planning tool): <https://www.mosaicoapp.com/>

Find Sara Tasker

Website (with links to her courses and book, *Hashtag Authentic*)

MeandOrla <https://meandorla.co.uk/>

Instagram: @me_and_orla

Podcast - [Hashtag Authentic](#)

The Content Byte

email: thecontentbyte@gmail.com

Web

<https://www.rachelslist.com.au/blog/the-content-byte-podcast/>

<https://www.lynnetestoni.com/podcast-the-content-byte>

Instagram

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Got a question? Email us at thecontentbyte@gmail.com