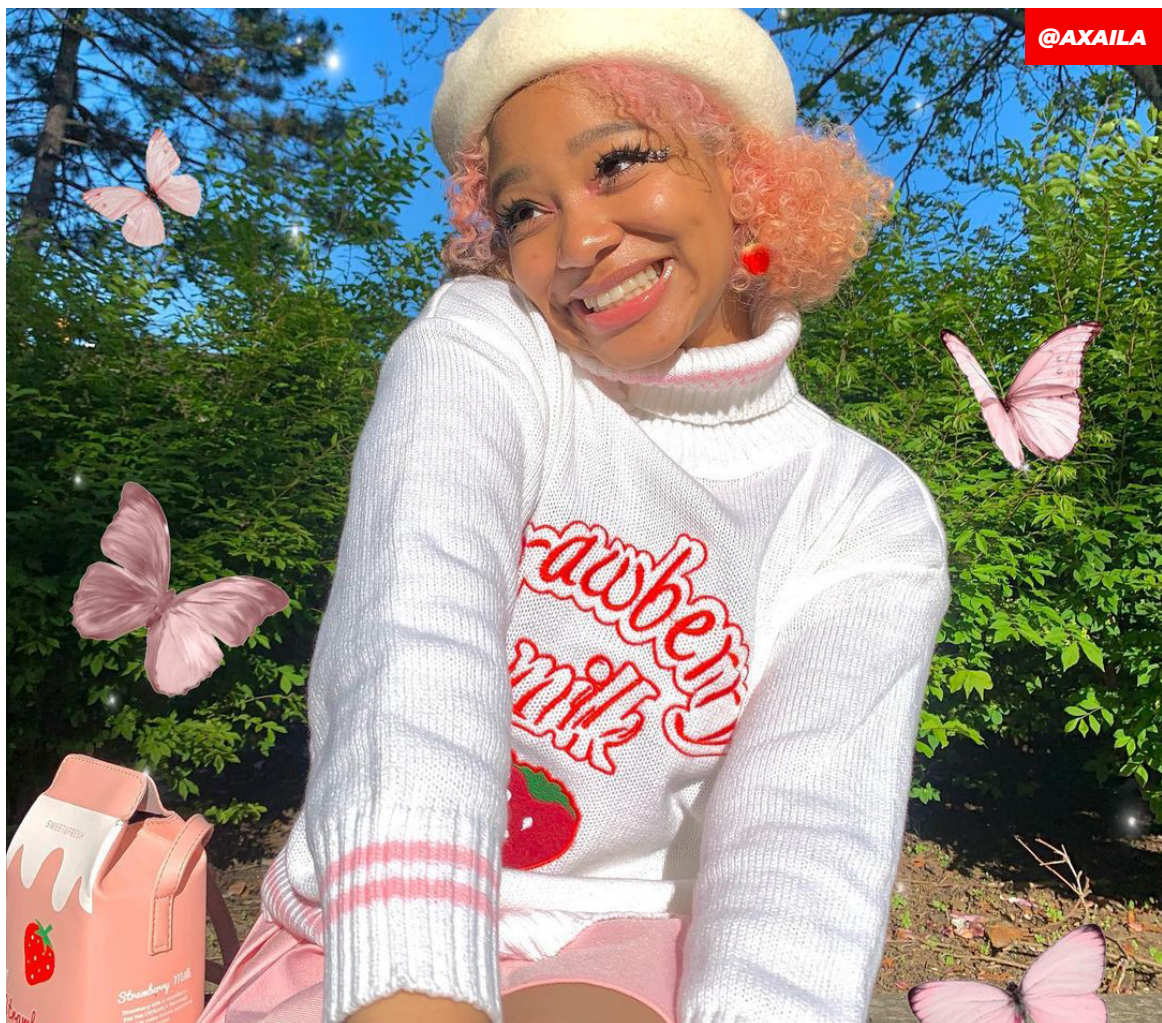


INSTAGRAM

INSIDER

 **CREATOR**

ISSUE 



SUMMER

2021

from
FACEBOOK

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WELCOME

Creators are the heart of culture on Instagram. They inspire us with their creativity and signal what's next. We're excited to publish this special edition of *Instagram Insider—The Creator Issue* to kick off Instagram and Facebook's first ever Creator Week. We hope this 'zine brings new faces to your Feed, revamps your Explore page and sparks your interest in some amazing creators thriving on Instagram right now.

Read on to hear from some of the Instagram team as they pull back the curtain on future forward industry trends, things that make us smile, algorithm mythbusting and more. I know you'll be as inspired by these folks as I am—get your follow button ready!

ADAM MOSSERI

@MOSSERI

Head of Instagram

CONTRIBUTORS



MICHAELA O'SHAUGHNESSY

@LIFEOFALADYBEAR

The editorial lead of the @creators account. Hailing from Ireland and now based in New York, Michaela previously worked in social media at companies like MTV, Teen Vogue and Glamour Magazine.



GUILLAUME THEVENIN

@GTHEV

Guillaume has worked in the entertainment industry for 20 years. He spent more than 15 years at Warner as Vice President Marketing where he was in charge of marketing for all theatrical, Games, Home video, TV series and Catalogue. He has now joined IG as Strategic Partnerships Southern Europe, working with top creators.



RICKY SANS

@RICKYSANS

The Strategic Partner Manager for Memes at Instagram where Ricky builds connections within the Instagram meme community and identifies the next generation of meme creators pushing culture forward on Instagram.



ELISA BENSON

@ELISABENSON

Working on the Instagram partnerships team, Elisa helps lifestyle creators master Instagram. She previously spent a decade as a writer and editor at Seventeen and Cosmopolitan magazines, where her claim to fame was being Cosmo's first social media editor and inspiring a character on the TV show The Bold Type.



BESIDONE AMORUWA

@BESIDONE

As the strategic partner manager of Emerging and Beauty/Lifestyle creators on the partnerships team, Besidone works with some of the top creators in the world on content strategy to build their business on Instagram. Besidone was instrumental in launching IGTV, lining up key lifestyle talent to be part of the new app launch and most recently REELS.



SARISSA THROWER

@RTOTHEISSA

A digital and entertainment communications executive with 15+ years of experience building, implementing, and executing on strategic messaging campaigns for major brands and companies. Sarissa is a storyteller, a Los Angeles evangelist, a casual observer and a sparkling wine enthusiast. Currently, she leads creator, music, public figure and entertainment communications for Instagram.



TIFFANY MATLOOB

@TIFFSTIPS

A Strategic Partner Manager, Content & Creators at Instagram, where Tiffany works with today's emerging talent in helping express themselves creatively through effective storytelling strategies and brand-building partnerships. Previously, Tiffany built content programming strategies for over 17 entertainment brands, including the #1 celebrity family, the Kardashians.

@CREATORS

BY MICHAELA O'SHAUGHNESSY

Our goal with the **@creators** account is to educate creators all over the world about the latest product launches and best practices for growing their Instagram account.

We give them a direct line to Instagram, answering FAQs, busting myths about the algorithm, sharing tips on how users can monetize their content and most recently, sharing how they can use Reels to grow their following. In just a year and a half we've grown to 4.5 million followers so there's a huge appetite for more information on how creators can be successful.

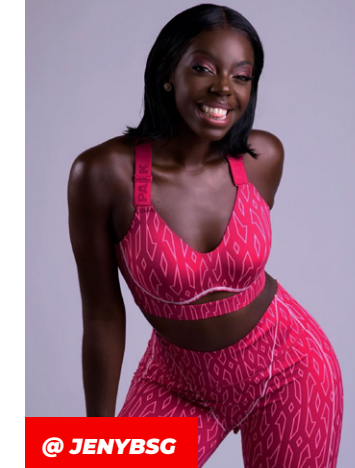
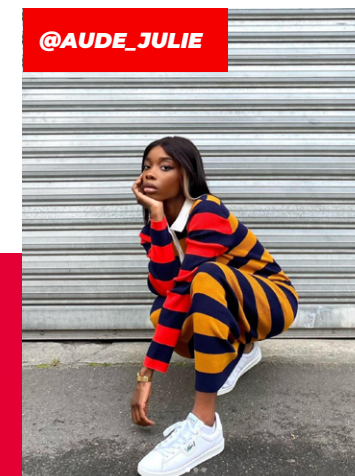
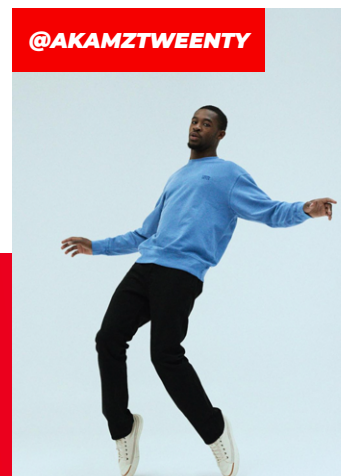
The other side of our editorial programming is highly focused on amplifying the voices of diverse creators who are making thoughtful and innovative content across all surfaces of the platform. We host a weekly show called Reels Star Search on IG Live

where emerging creators discuss what's been working for them on Reels and the trends they're loving.

On IGTV we have a popular series called Unfiltered which delves into creators' journeys with mental health and well-being. We also post weekly Q+As where creators share insights into their Instagram strategy.

While the target audience for the account is creators, it's also a valuable resource for social media managers working for media publications or brands. Each Wednesday we host The 411, a Live series where social managers behind some of the biggest brands join us for a conversation about what it's like working behind the scenes in social at companies like Refinery 29, BuzzFeed, Betches and many others. Similar to creators, everyone has a similar approach to their Instagram strategy: create meaningful content with your community in mind and use data and insights to inform everything you do.

@CREATORS FAVORITE FOLLOWS



Photographer and videographer making Reels focused on editing and transitioning who has worked with top brands.

Afro street dancer and Reels star who became famous for a viral video with **@anae2mad**.

Multi talented music artist and model working in fashion, design and art.

Comedian and one of the biggest teen creators in France. Reels super user and Puma ambassador, who works with LV and Dior now.



Fun French meme account

INTERNATIONAL @CREATORS TO KNOW

BY GUILLAUME THEVENIN

HOW TO MAKE INSTAGRAM YOUR HAPPY PLACE

BY ELISA BENSON

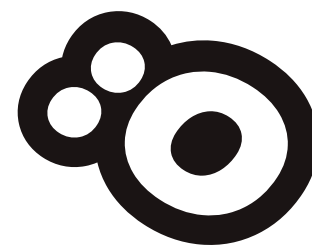


I work with many young creators who are just starting to blow up. Growing your platform quickly can feel like the dream, but it can also be a lot. You're only one person! These tricks will help anyone using Instagram and Facebook for ~professional reasons~ manage their time and communities so your feeds remain a special corner of the internet and bring you joy.

TRICKS THAT CAN HELP YOU MANAGE YOUR ACCOUNT BETTER:

01 FOCUS ON THE CREATIVE, NOT THE NUMBERS

Sustainability creator [@going.zero.waste](#) used to track her performance metrics in a giant spreadsheet, but it was tedious. Now she swears by a buddy system: she sets calendar reminders to check in with a small crew of other creators ("Ping Tyler in two weeks to see if she's launched her Reels series yet") so they can hold each other accountable for goals they actually care about, like creating great content.



02

USE AUTO REPLIES

Save time with Instagram automatic replies. Go to Settings > Creator > Saved Replies to set up standard responses for questions you get constantly.

03

SHARE YOUR AVAILABILITY

Let people know when you're available. My boss, OG influencer [@evachen212](#), does Instagram Stories Q&As during long car rides and kicks them off by letting people know she'll be answering questions for the next 30 minutes—a smart way of setting expectations that you're not always available. (Because you're not!)

04

PRIORITIZE CLOSE FRIENDS

Use Instagram Close Friends to prioritize your superfans. Instagram-whisperer [@phoebeparke](#) gets a lot of DMs from creators hungry for her thoughtful social media advice. Since she can't answer everyone, she adds her top clients to her Close Friends lists, where she hosts special Q&As just for her most meaningful audience.

05

CREATE USEFUL GUIDES

Pull info your followers ask about again and again into a Guide. Beauty creator [@arabellesicardi](#) was constantly fielding questions about her favorite beauty treatments, so she created a Guide with her top recommendations. Guides live in a special tab on your Instagram profile, so they're an easy place to point people to again and again.

06

BUILD COMMUNITY WITH FACEBOOK GROUPS

Use Facebook groups for next-level community building. When your audience gets to the point where your followers are having conversations with each other in the comments, consider launching a Facebook group, where key features like moderators and search help passionate communities grow even bigger.



MYTH BUSTING THE ALGORITHM

BY SARISSA THROWER

A common question creators ask is about the algorithm. People often talk about “The Algorithm,” one all-encompassing machine secretly puppeteering everyone’s IG behind the scenes, but it’s a bit more complicated than that. We want to make sure everyone’s time on IG is spent engaging with the most relevant content for them, which means that personalization is key.

HOW IS MY CONTENT DISCOVERED ON INSTAGRAM?

Each part of the app – Feed, Reels, hashtags – uses its own systems based on how people actually use it. People tend to look for their closest friends in Stories, but want to discover something entirely new in Explore. We rank content differently based on context to make the most of people’s time.

WHY ISN’T MY CONTENT BEING SEEN?

On Feed and Stories, we want people to see content from the people they care about the most. Here, we surface the content that’s probably the most interesting since you were last on IG, while also making sure that it’s as timely as possible so you’re not seeing old posts from two weeks ago. On Feed typically only shows content from the last few days, and on Stories, you’ll only see content from the past 24 hours. This means that as a creator, you should try and make sure you’re posting with some frequency, but always stay true to you and what makes sense. Quality over quantity is the name of the game!

HOW IS CONTENT RECOMMENDED TO MY FOLLOWERS?

Explore is all about helping people discover new content based on what they’re already interested in. Explore is made up of recommendations – photos and videos that we go out and find for you – which is very different from Feed and Stories where most of what you see is from the accounts you follow. Because Explore and Reels are places where we connect people with new content, we need to set a bit of a different bar in terms of what gets surfaced, and this is called our Recommendation Guidelines. If you think about the millions of people who look at Explore everyday and see your content, it makes sense that some of them may be a bit younger, or in parts of the world where cultural nuances are a bit different. That’s why we narrow down what makes it here even if it doesn’t violate our rules. That said when someone follows you, they’ll see your content directly on Feed and Stories.

THAT WAS A LOT!

If you have any questions be sure to check out our [Instagram Blog](#) for more updates!

FUTURE FORWARD INDUSTRY TRENDS

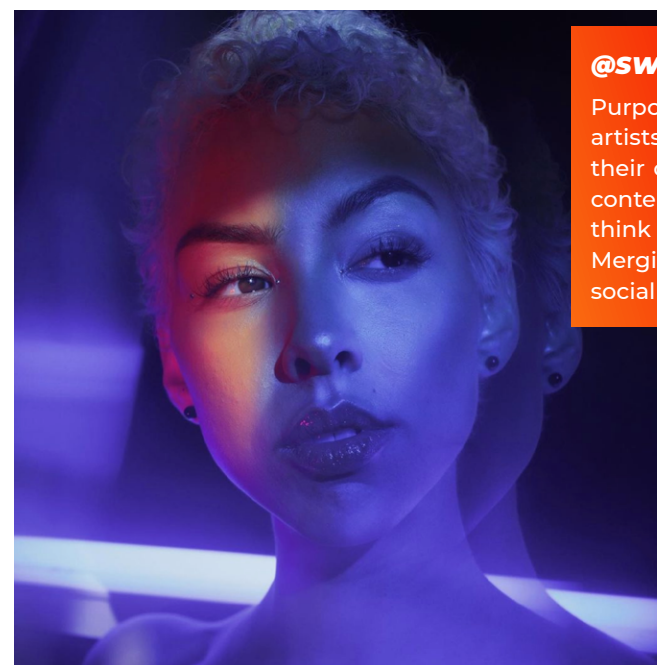
BY BESIDONE AMORUWA



01

@CALLMELATASHA

The rise of creators on Instagram was inevitable. Though now they are being acknowledged in droves whether it’s by likes, views, bids, deals or commissions. Visual artists, more distinctly those who are multi-hyphenates with hard skills, are playing in a technological world full of unlimited creativity. It has been exciting to watch this space grow and see creators emerge all over social media. The cool thing about this space is not just seeing a music artist like [@callmelatasha](#) grow but getting to follow her journey of building her art and selling it in the NFT space!

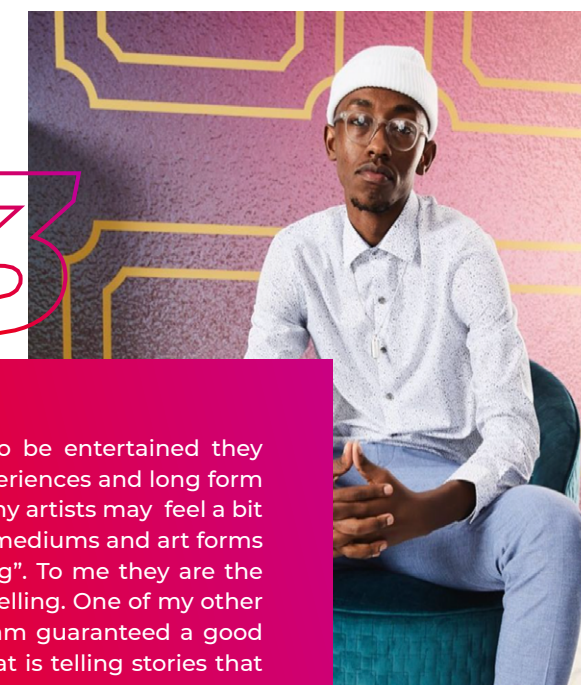


@SWOPES

Purposeful building of community is the first key to these artists making their mark. They’ve spent years advancing their craft and now they are ever evolving; Multi-sensory content is the primary media of the future. People want to think and feel, long format video and music support that. Merging those two styles of art is captivating people on social media.

02

03



@STRAWHATDAN

The visual experience matters and audiences don’t just want to be entertained they want to be inspired. It’s the reason why people love live music experiences and long form media. I think “content” is so much equated to lifestyle, which is why artists may feel a bit disrupted by tech, but they still have their “own” space with their mediums and art forms by trade. For the more traditional content creator “lifestyle is king”. To me they are the new personalities and the future of talent when it comes to storytelling. One of my other favorites is [@strawhatdan](#) who is so funny and timely I know I am guaranteed a good laugh. It’s not just about comedic timing, it’s about the media that is telling stories that other people want to hear, see, feel and almost taste.



STAR SEARCH

BY TIFFANY MATLOOB

Aspiring creators who are developing innovative content are invited to join the show to share their experience going viral. Public figures and musical artists close out the show by kicking off challenges aimed at further connecting with the creator community through Reels.

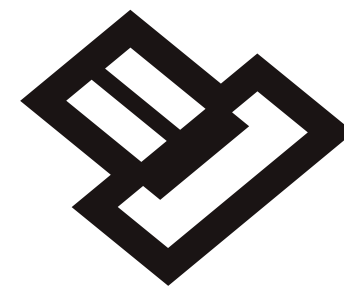
The evolution of Instagram thanks to Reels has shown the power of celebrating YOU! It's about taking center stage and being the star of your own show. These short, entertaining videos are amplifying diverse and global voices and highlighting that everyone has an opportunity to be seen and heard.

Rising food star Nasim Lahbichi (@lahbco) uses Reels to show off his love of cooking and how food serves as a gateway to learning more about different cultures and traditions, while Gen Z activist Deja Foxx (@dejafoxx) works to enact change on today's most pressing issues by advocating for social justice. Isaias Hernandez (@queerbrownvegan) uses AR effects like greenscreen on Reels to advance the discourse around the climate crisis.

Reels Star Search is a weekly talk show hosted on @Creators that features tips, tricks, and relevant cultural happenings to help Creators grow on Reels.

When it comes to lifestyle content Azaila (@axaila) takes inspiration from the 80s and 90s, and the kawaii aesthetic to showcase retro lookbooks with a soft girl twist while Vanessa Chen (@vivacious.honey) uses the editing tools on Reels as a microvlog to show off her OOTD, workouts, and more. But what's most exciting about Reels, is the ability to build your brand and business. Popular model turned comedy creator Nina Marie Daniele (@ninamariedaniele), grew her following by more than 79% through her relatable comedy on Reels and has gotten the attention of brands.

These creators are creating content they love, putting their unique stamp on it and having fun being their authentic selves. And this is happening all over the world. That's what Reels Star Search is all about—highlighting trailblazers. The episodes have expanded to global markets as well, spotlighting creators in India, Brazil, France, UK, Dubai, and more. What we're seeing is that Reels is opening up the world to more connection, community, and self-expression. Everyone has an inner star and Reels is giving people the space to explore that!



THINGS THAT MAKE US SMILE

BY RICKY SANS

It's been challenging to find a reason to smile with so much going on in the world, which is why I'm so thankful for the creators who have helped bring smiles to our faces during such difficult times.

Artists who express their thoughts, and feelings in a relatable and comedic way can make us feel less alone in the chaos. Creators who are direct and honest about social and political issues, while suggesting practical solutions and ways we can all get involved not only brings hope into our lives but empowers us to take action.

I often lose track of time, scrolling through all of the incredible content on Instagram, and find joy in discovering new creators who are making innovative sketches and sharing their SNL-worthy characters. To be able to push the boundaries of what we think is possible from a technical perspective on Instagram, to create mind blowing Reels, takes imagination and hard work. These

creators are raw and authentic, while taking creative risks.

Following the journey of emerging creators as they find their voice and sharpen their skills is an experience I'm always thankful to have as a fan. Through their experimentation, some days their content gets little attention, while other days they receive millions of views on a standout video: their love of creating, entertaining, and connecting keeps them going.

These are the memers that make me smile. Creators from all over the world, making the world feel a little bit smaller. Their content reminding us that many things are universal – as we go through the same emotions and shared experiences.



@CREATORS + A

PHOEBE PARKE

Phoebe Parke is a social media expert who uses her Instagram account to teach people how to use the platform effectively to reach their goals. She also spends a lot of time busting algorithm myths, showing creators how to ask for the money they deserve and creating those cringe-worthy 'pointing into thin air' Reels.

WHAT DOES BEING A CREATOR MEAN TO YOU?

Sharing my expertise with my audience has been one of the best decisions I ever made. I get to be creative, talk to my incredible community every day and make content that not only helps people grow their accounts but also connects with creators all over the world. After suffering from 'imposter syndrome' for years, having people use my strategies and get results feels amazing—it's the proof I needed to really start believing in myself.

HOW DO YOU KEEP YOUR CHILL?

Working online can be stressful and at times overwhelming, so I cope by praying and listening to gospel music, making time for long, hot baths (and not feeling guilty about it!) and reminding myself that I'm highly capable and able to tackle the challenges life brings.

WHAT BRINGS YOU JOY?

The little things! A DM from someone saying they took my advice and saw amazing results, finding a new coffee spot on a walk around my local area or having time to cultivate and enjoy a peaceful atmosphere at home.



@PHOEBEPARKE, 30
LONDON, ENGLAND

WHAT'S THE BEST ADVICE YOU'VE EVER RECIEVED?

Always do everything to the best of your ability. That's something that was always instilled in me growing up. It could be the smallest task—sending an email, folding a piece of clothing, writing a caption—but you never know who is watching and waiting to give you your next big break.

YOUR FAVORITE CREATORS TO FOLLOW?

I have so many! I've worked really hard to make sure I'm following people that have a similar mindset to me and create content that inspires me or makes me laugh. I spend a lot of time on my home feed so I might as well make it an enjoyable place to be!

@themattiejames, @mahdiwoodard, @myleik, @itsmetinx, @hellotefi, @yoursocialteam, @growwithvix, @bsquared.social, @unsahmalik, @workinsocialtheysaid, @betches and @bravobybetches



@TRIGOMEMETRY,
@CHASSTEINBRUGGE,
@BROWNUMEMES, 19
PROVIDENCE, RHODE ISLAND

YOUR FAVORITE CREATORS TO FOLLOW?

@LargeTrap and @BearBoob

LONNIE MARTS III

Since completing his MBA in '19 Lonnie has risen to fame on social media with his witty and comedic family friendly content that stem from his relatable perspectives on life, notably the "God and Gabriel" series. Lonnie's mission is to provide his audience with authentic content that encourages them to laugh more, dream big, and improve themselves and the world around them.

WHAT DOES BEING A CREATOR MEAN TO YOU?

Being a creator means that I have a rare opportunity to bring together and foster a community that's centered around the values I want to bring into the world, like humor, relationship, and positivity. Getting to have an audience (and friends) that share these values makes creating content worthwhile, because it feels like we're actually doing something tangible for others while just having a blast.

HOW DO YOU KEEP YOUR CHILL?

By disconnecting. In my phone I wrote down my goals for where I want to be in five years. Each morning I review them and appreciate what I have each day. Whether it happens or not is not as important as keeping my head focused, because I can get easily distracted.

CHAS STEINBRUGGE

I started a meme account called @trigoMEMEtry (2017) which focuses on meme crediting, and later started MemeCitations.com, a website that creates MLA citations for memes, with the help of one of my followers.

WHAT DOES BEING A CREATOR MEAN TO YOU?

Being a creator means sharing content that benefits your audience and is enjoyable to make. It's important to create content that you enjoy in order to avoid burnout and have fun while growing your account.

WHAT IS YOUR FAVORITE COLLABORATION?

Going live with Vanessa Hudgens for Reeloween! I'm a big High School Musical fan.

WHAT'S THE BEST ADVICE YOU'VE EVER RECEIVED?

Avoid making enemies. It's really easy to vilify people online and get tied up in arguments, but it's better in the long run to be nice to others and try to avoid drama.

HOW DO YOU KEEP YOUR CHILL?

By getting together with friends and family, and taking breaks from social media when needed.



@LONNIEIIV, 25

YOUR FAVORITE CREATORS TO FOLLOW?

@Grace_Africa, @JenningsBrower, @TheSnikle, @KingBach, @LizaKoshy, @RichBlackGuy and @AmericanBaron are a few I consistently enjoy seeing on my page. They're all wildly consistently creative and good people. And to me consistency is mad impressive.

