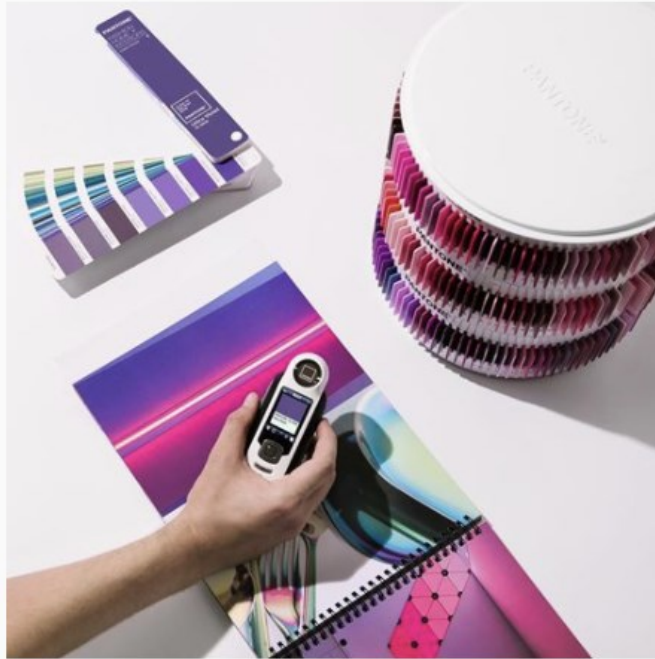


9 Ways to Design your Instagram Grid Layout

by Elona Jetullahu



About me:



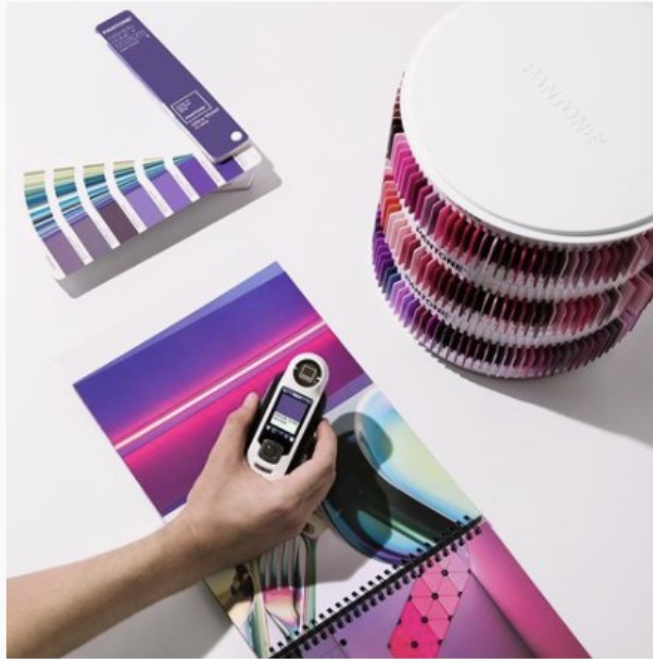
Elona Jetullahu, Senior Social Media Executive at Anicca Digital

- Senior Social Media Executive at Anicca for just over two years
- Over five years experience in digital marketing
- My passion in digital marketing stemmed from a hybrid interest in psychology and creativity
- Huge social media junkie
- Have worked on both B2C and B2B clients across many industries
- In my spare time I enjoy creative activities like painting and poetry

Examples of the *brands we work with*



9 Ways to Design your Instagram Grid Layout



Why your Instagram content matters

Instagram was created for photos and videos, so visual appeal is one of the key factors in making or breaking your Instagram success let alone your first impression to viewers.

Your Instagram feed is a visual voice for your brand. Utilise this platform to share your products or services in a creative way.

With roughly one billion monthly active users on Instagram, it is important that your content shines. Your grid layout is one impression closer to getting the right audience.

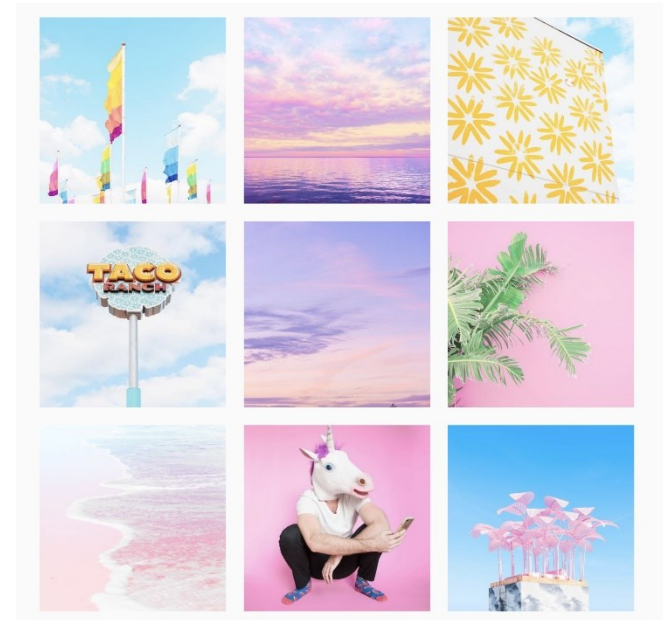


Before we jump in... What are Instagram layout grids?

Your Instagram layout grid is the feed of visuals your account shares with the Instagram platform.

Here are some points worth considering before uploading an image:

- Is the image quality consistent with previous uploads?
- Does the image align with your brand colours?
If not, there are image editing apps to help manipulate the colours with filters
- Will it compliment the other images on your Instagram feed? *The app 'Preview' allows you to test this before uploading*
- Would your audience appreciate the image even if there was no caption? *The image should be strong enough to speak for itself (not that we would suggest uploading with no caption!)*



Tip #1: consider viewing your Instagram page as a visitor

When a person opens your account, a few rapid-fire decisions are made:

- ▶ Are they going to read your bio?
- ▶ Are they going to click the URL link?
- ▶ Are they going to follow you?
- ▶ Are they going to dig through your content to learn more?
- ▶ Are they going to comment or like your images?

All those rapid-fire decisions are reliant on your Instagram grid layout. If the viewer doesn't like the thumbnail layout, they will most likely swipe off your page and not consider any of the above.

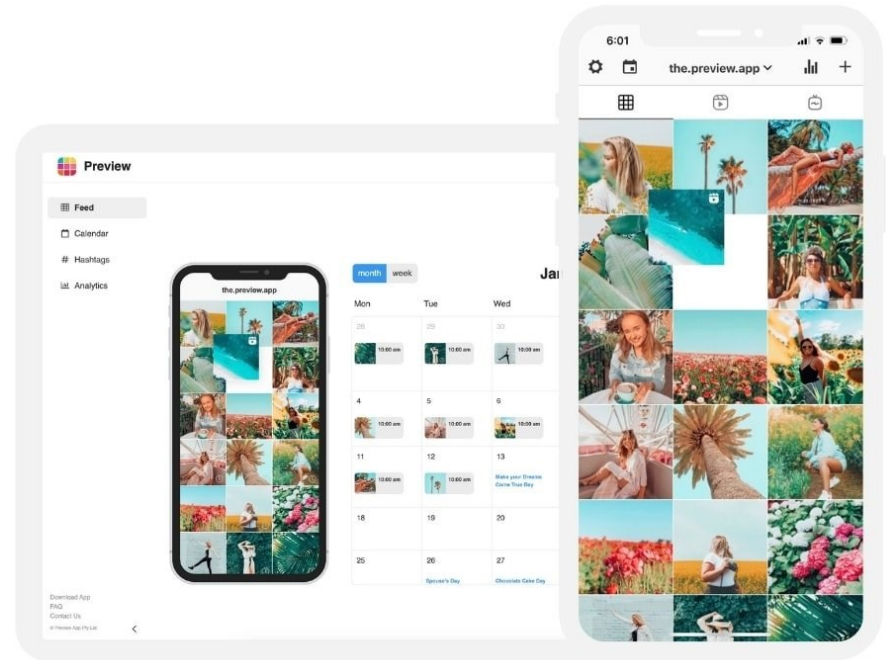


Tip #2: use a separate App to design and plan your feed prior to uploading on Instagram

There are many apps out there which help you plan your Instagram feed prior to uploading.

I use '[Preview](#)' which is an app available for both android and iOS. It is free, and gives you the opportunity to upload images or videos which then appear as a mock example of an Instagram layout grid.

This will give you an idea as to how it would look and whether any content needs tweaking in order to correctly align with your desired layout.



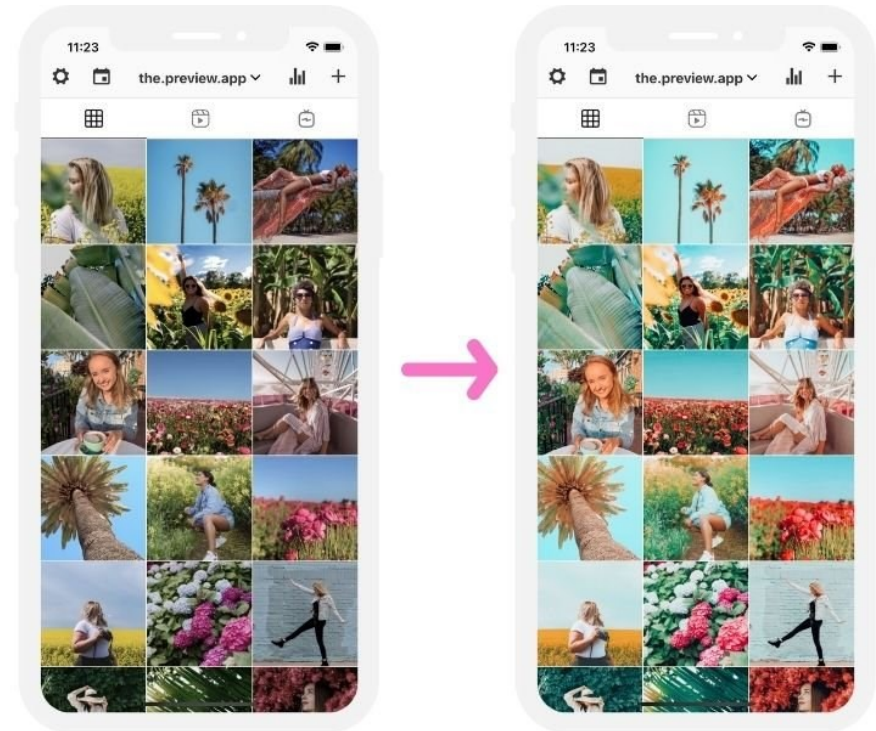
Tip #3: choose a default filter to achieve a consistent look

As Instagram has matured, so has the quality and creativity of the people who use it.

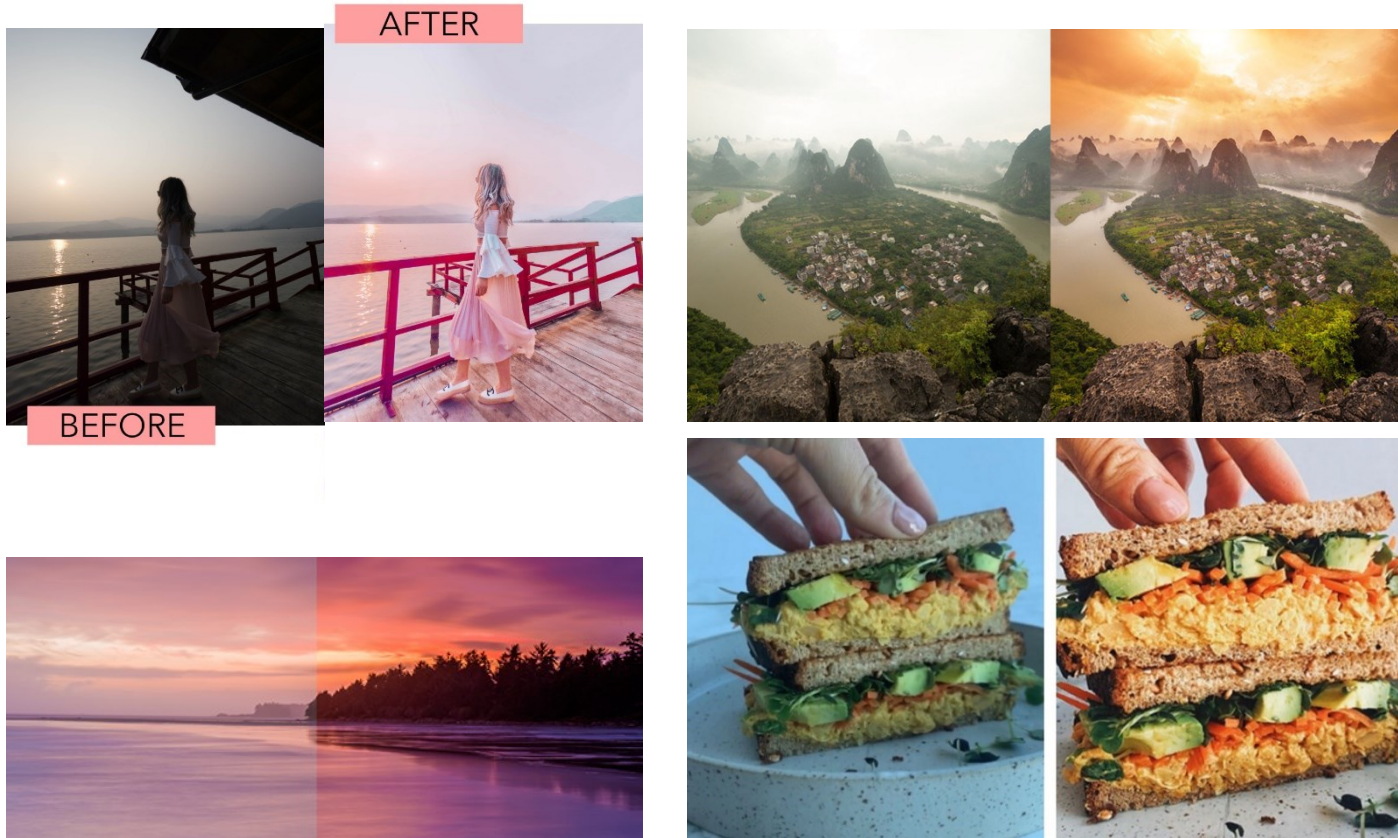
That's why photography apps are so useful. Finding the right tool can really help level-up your Instagram game and set you apart from your competition.

Examples of free editing apps:

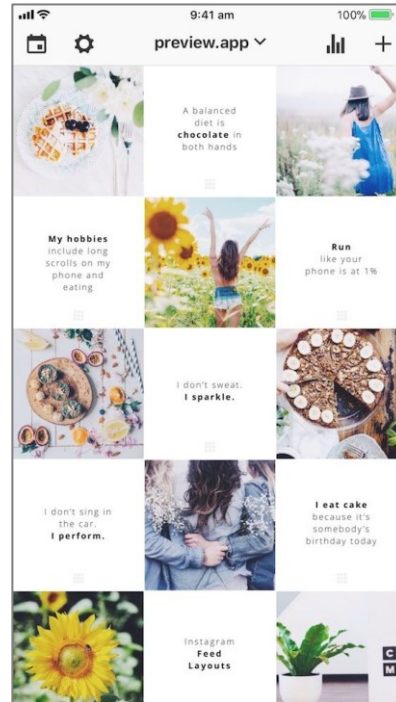
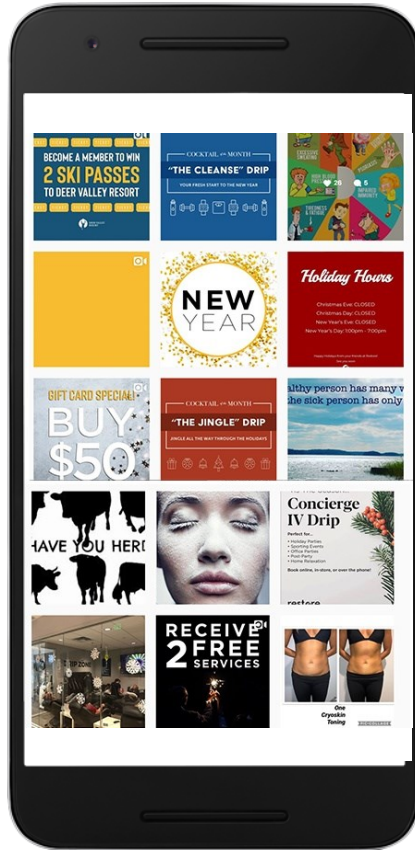
- VSCO
- Facetune
- Snapseed
- Lightroom
- PicsArt



Examples of editing and the impact it has



Tip #4: looking to use text in your images? Keep the style consistent



On an Instagram layout grid, the last thing you want to do is flood it with plenty of quotes or testimonials, especially if the text features different colours and fonts.

When creating custom images, always have a go-to font and colour scheme relevant to your branding.

A great app to use for text overlay images would be **Canva**. This is a free online software (with the option of subscribing monthly for additional perks and features).

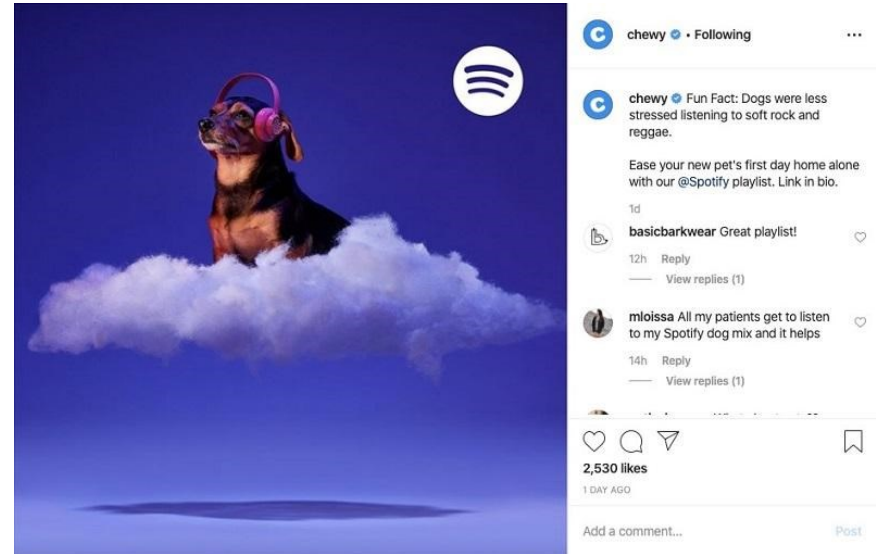
Tip #5: don't be afraid to experiment

Sometimes as a business you might feel limited, and some might assume that creativity demolishes the professional side of a company. This certainly isn't the case.

Experiment with creative techniques when taking pictures for Instagram. At first, it might be out of your comfort zone, but once you see the engagement rate increase, you'll be addicted to your experimental journey!

Experimenting methods include:

- Adopting new filters
- Taking pictures of products/services in a unique and diverse manner
- Testing with video content
- Experimenting with new editing methods



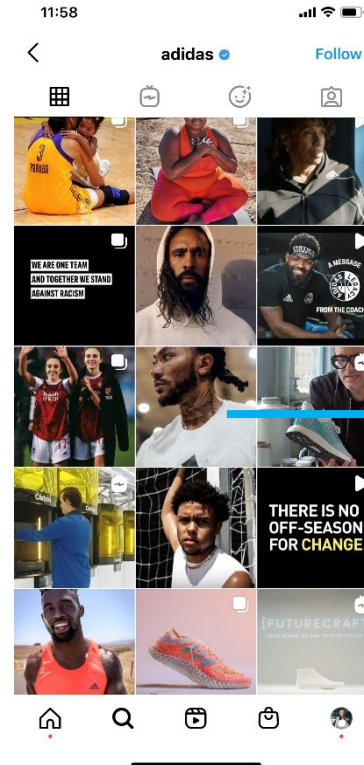
Tip #6: create a monthly timeline of what you would like to post

A theme is not just about the colors in your photos. It is also about what you post and talk about.

If you are a blogger or a business owner, you must think about what you are the most passionate about and what you want your Instagram to be known for.

Pick a few things you absolutely love about your product or services, and boast about it. Examples include:

- The team you have or work with
- The USP of your product or service
- The motivation or reason behind your company
- Relevant quotes that resonate with your company



Let's dissect
Adidas.

Video content
featuring brand
ambassadors

Maintaining similar
theme across all posts

Inspirational quotes

Showcasing new
product launch

Example of monthly Instagram post calendar

Insert month and year						KEY : [Examples]
						Quote
						Blog Post
						About the team (or owner)
						Product Launch
						Experiment
						Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

Tip #7: keep your images or videos simple to look at and understand

There are usually two approaches to social photography, simple or overkill. With social media, it's ultimately about the visual appeal and how your brand is presented.

There's enough overcrowded content on the internet, so having a simple layout is bound to be an effective and refreshing change for once.

- ▶ Make your product or service the centre of attention by positioning it in the centre of your photos
- ▶ Look at the background of the image and whether you must move your angle to capture an emptier surrounding
- ▶ Go easy on the filters – excessive filters are known to throw people off



Tip #8: prioritise your audience

It may take a bit of research but learning about your audience will allow you to understand what they're into. If you get to know your audience, you can begin to create content which is more relevant to what they would like and engage with.

The best ways to learn about your audience is to:

- Check your insights on a daily basis to see which posts are performing best (measured by number of likes or impressions)
- Find out when your users are most active so that you can upload your posts at the right time (also via Insights)
- Analyse your competitors' Instagram accounts to see what they post, and which posts work best for them



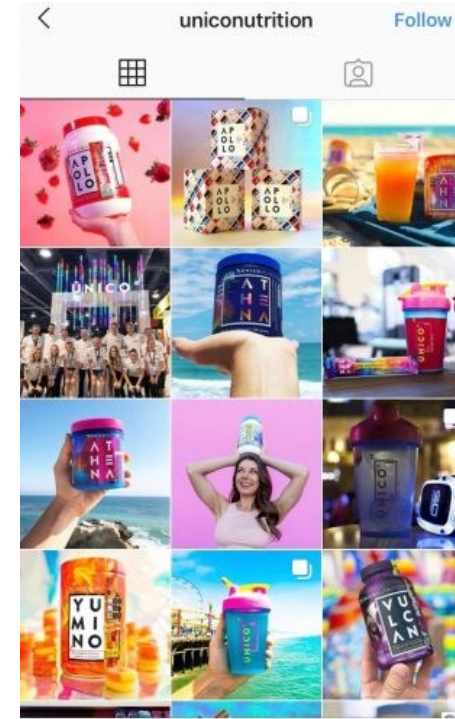
Tip #9: review your content on a bi-weekly or monthly basis

Reviewing your Instagram content on a recurring basis allows you to make a judgement on whether things need adjusting. Evaluate your Instagram layout grid with the following questions:

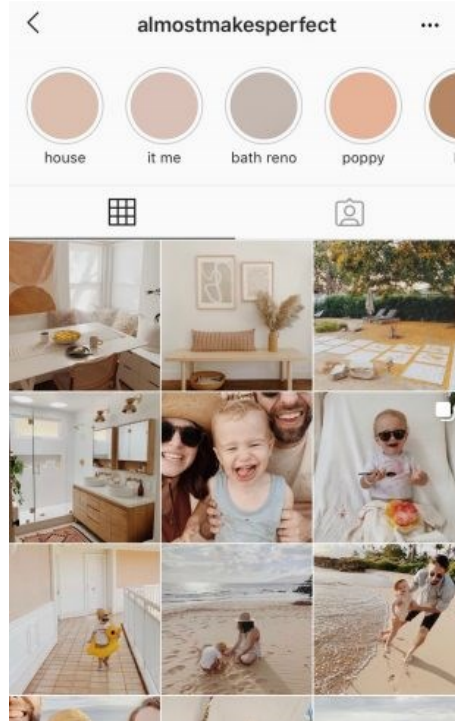
- Are the colours, layout, tone, and overall feeling of your Instagram page consistent?
- Does an image or video you've previously uploaded not fit in? If so, you might choose to either archive or delete the post
- Is there anything you would improve about your layout? Maybe you want a small change such as tweaking the saturation of your images.
- Start implementing those changes on your next posts and gradually build your ideal layout



Get inspired: for businesses



Get inspired: for bloggers



Thank you ***Any Questions?***

Elona Jetullahu

 /elonajetullahu

 elona@anicca.co.uk

Next Webinar (Friday 26th March 9:00am) - Creating The BEST Creative Springboard For Engagement

- In this webinar, Thom Shardlow, our new head of strategy will provide some practical advice creating the best creative assets
- Grabbing the attention of your audience is paramount to a successful asset. You need the clicks, but in a crowded market of asset overload, what are the best creative practices to achieve maximum amplification?
- He will show you the considerations needed when creating your assets, to get the best opportunity on click and engagement:
 - Know your audience
 - Multiple need states
 - Best creative practice
 - Don't be afraid to try and change
 - Go play



<https://anicca.co.uk/resource-library>

The advertisement features a green background. In the top left, the 'anicca academy' logo is displayed in white and green, with the tagline 'we practice what we teach' below it. The central text, 'Looking to improve your digital marketing skills?', is written in white. A white button with the text 'LEARN MORE' is positioned in the lower right of the green area. The bottom left corner shows a laptop displaying the Anicca Academy website, surrounded by various social media and technology icons including Facebook, Google Analytics, LinkedIn, Bing, Twitter, Instagram, YouTube, Google, and Snapchat.

anicca academy
we practice what we teach

Looking to
improve your
digital marketing
skills?

LEARN MORE

Our Next Digital Marketing Course:

- Blended-Learning With 12 Days of Classroom or Live-Streamed Lessons
- 1-Day Per Week Starting 7th April
- Options to Take Your DMI & CIM Qualifications (Level 3/4)

~~From £2245+VAT~~

20% Discount

Learn More

<https://anicca.co.uk/training/digital-marketing-qualifications/>