

# EXPLORE YOUR ENTHUSIASM

## EPISODE 139: AVOID THESE 3 INSTAGRAM MISTAKES, A CONVERSATION AND NEW CHALLENGE

I'm Tara Swiger and today I'm not alone! I'm here with knitwear designer, tech editor, teacher, and co-host of the Manchester workshops, Joeli Kelly of [JoeliCreates.com](http://JoeliCreates.com).

Joeli reviewed Instagram accounts and found that the same 3 mistakes kept popping up again and again. In this episode, we explore those mistakes (and how you can stop making them!).

To help you avoid these mistakes and use Instagram in a way that works for you, Joeli and I have put together 5 days of challenges and prompts that will elevate your Instagram. To join in, go to <http://taraswiger.com/elevateinsta>

### MISTAKES YOU'RE MAKING ON IG:

- ★ Not on IG at all (get on it!)
- ★ They don't fill out their bio in a way that lets me know what they do.
- ★ They don't use the link in their bio to help me find their stuff.
- ★ They don't talk to their audience. They are using IG to show and tell instead of to have a conversation.

So now that you know what the mistakes are, you probably see the ones you're making. The thing about Instagram, and the thing I know that's hard, is to change, and become consistent with doing it in a way that's good for your business.

To get you practiced at using Instagram in a way that would work for your business, to get you started DOING this on your own Instagram account, Joeli and I have put together a challenge. We'll guide you over the course of five days, to implement these changes, to avoid these mistakes, on your own Instagram.

**To Participate:** Sign up at <http://taraswiger.com/elevateinsta>

