

Instagram Hosting Strategy for Drone Creators

Step-by-Step Strategy to Use Instagram as a Drone Portfolio

1. Switch to a Business or Creator account for insights and contact buttons.
2. Use your name, niche, and keywords in your bio (e.g., Drone Photographer | Real Estate & Events).
3. Add a portfolio or booking link using Linktree, bio.site, or a Squarespace URL.
4. Post 3-5 times per week using high-quality visuals (photos, Reels, carousels).
5. Use relevant hashtags like #dronephotography #realestatevideo #aerialview.
6. Include your location to appear in local search results.
7. Create Highlights for categories like Portfolio, Behind the Scenes, Reviews, and Contact.
8. Engage with local businesses, planners, and creators to grow visibility.
9. Cross-post Reels to Facebook or TikTok for additional reach.
10. Pin your best work to the top 3 rows of your profile for new visitors.

Bonus Tips:

- Use trending audio in Reels to increase discoverability.
- Reply to every comment and DM to build relationships.
- Post behind-the-scenes content to humanize your brand.
- Track your analytics weekly to see what content performs best.