**How PR Pros Should Adapt To Instagram's New Algorithm**

Allison Carter offers PR pros tips to adjust to Instagram's new algorithm. Carter advises focus on content that encourages viewers to linger and take action, incentivize individuals to select your firm or your client among their favorites and craft efforts that further business goals.

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[*https://www.prdaily.com/comms-pros-need-to-know-about-instagram-feed-customization/*](https://www.prdaily.com/comms-pros-need-to-know-about-instagram-feed-customization/)