**How to Engage Millennials on Instagram**

David Gutierrez suggests engaging with these individuals on a preferred platform like Instagram by offering products or services that provide real value, speak to their desire to do business with brands that "align with their value system," "use posts to start conversations or to continue telling your story" and "crowdsource your content."

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[***https://www.prdaily.com/how-to-tailor-your-instagram-for-millennial-audiences/***](https://www.prdaily.com/how-to-tailor-your-instagram-for-millennial-audiences/)

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