**Tips for Improving Instagram Engagement**

Icon

Description automatically generatedMarketers can improve Instagram engagement by properly structuring content, establishing custom highlights and leveraging visual cues, writes Naomi Nakashima. Nakashima also suggests using human faces in content to create connections and take advantage of color to capture consumer attention.

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[***https://www.socialmediaexaminer.com/instagram-highlights-covers-how-to-get-more-clicks-for-stories-highlights/***](https://www.socialmediaexaminer.com/instagram-highlights-covers-how-to-get-more-clicks-for-stories-highlights/)