INSTAGRAM PLAYBOOK

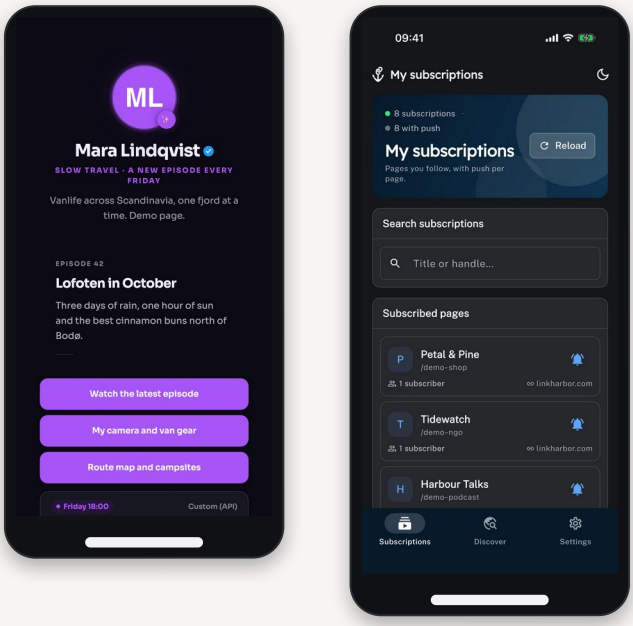
Turn Instagram followers into an audience you can reach

Instagram gives you one link and decides for itself who sees your posts. This guide shows where that one link does the most work, how a visitor to your LinkHarbor page becomes a follower you can reach with a push, and what a week looks like once the loop runs. The examples use the creator demo page linkharbor.com/demo-creator; everything shown is built with standard blocks in the dashboard.

1. The problem with one link

- **Reach is rented.** A post reaches the share of your followers the feed decides on that day. A story is gone after 24 hours. Neither can be sent again to everyone who missed it.
- **One link, many goals.** Shop, newest video, tickets, workshop sign-up, press kit: Instagram gives you a single bio link for all of it
- **Followers are not a channel.** You cannot message all followers at once, export them or take them with you. If the account is restricted or the algorithm changes, the audience is out of reach.

LinkHarbor adds the piece that is missing: a page behind the link that holds everything, and a follow button on it. A fan who follows your page in the LinkHarbor app gets a native push when you send one, no feed and no algorithm in between.

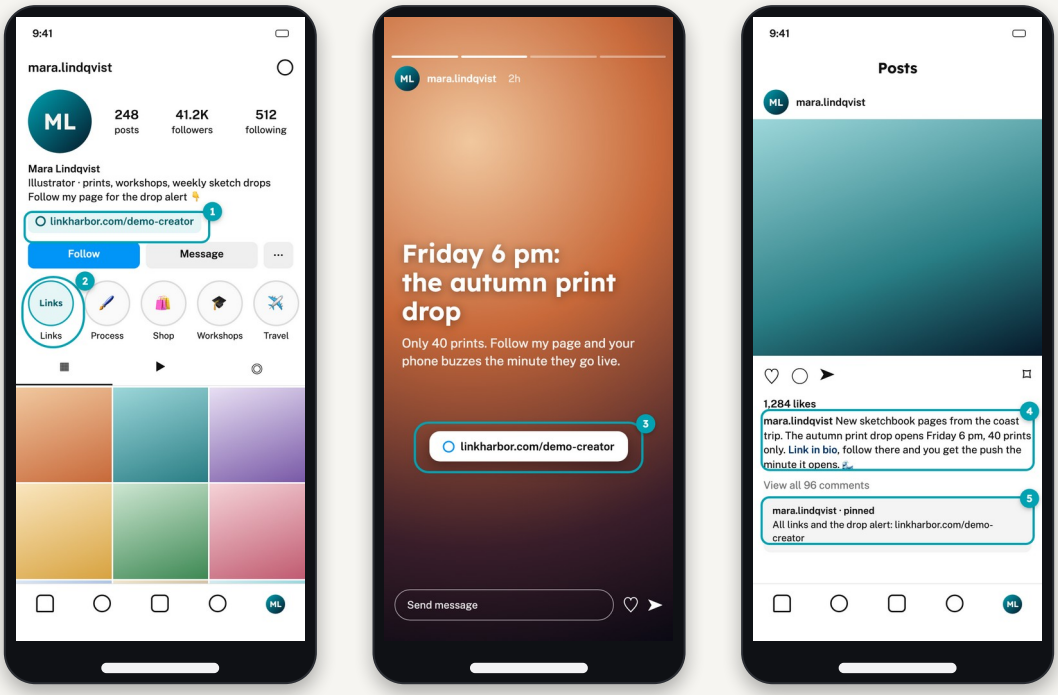


Your LinkHarbor page **The fan's app**

Left: the creator demo page with links, countdown, live status and the follow button. Right: the LinkHarbor app, where fans follow pages and receive the push.

2. Where the link goes on Instagram

Five placements, numbered in the mockups below. The bio link is permanent; the other four are repeated with every post, story and reel that has a reason to click.



Profile with bio link (1) and a "Links" highlight (2); story with the link sticker (3); post with "link in bio" in the caption (4) and a pinned comment (5)

- **1 · Bio link.** Put your page address in the website field, nothing else. The line above it is the reason to tap: "Follow my page for the drop alert" beats "links below". Instagram shows the address in blue, so keep the handle readable: linkharbor.com/yourname.
- **2 · Highlight "Links".** Save a story that shows the page and its sticker as the first highlight. Highlights stay on the profile, so the link survives the 24 hours and sits next to the avatar where new visitors look first.
- **3 · Story link sticker.** Every story that announces something gets the sticker. Write the reason in the story itself (what, when, why now), then the sticker. The sticker text can be customised: use the handle, not "link".
- **4 · Captions.** Captions cannot carry a tappable link, so the job of the caption is to say what waits behind the bio link and why to go now. "Link in bio" alone is a dead end; "link in bio, follow there for the push" gives the next step.
- **5 · Pinned comment.** Pin your own comment with the address under every post that matters. It stays on top when the comment thread grows, and visitors who come from a share land on the post, not on the profile.

- **Reels.** Put the page address as a text overlay on the last second and say it out loud. Reels travel to people who do not follow you, and they only see the reel.
- **DMs.** Create a saved reply with the address for the questions you get every day ("where can I buy this?"). Instagram's auto-reply and quick replies both take links.

- **Off Instagram.** The QR code from your page's share panel or from linkharbor.com/qr-code on prints, packaging, stage screens and business cards leads to the same page. One address everywhere.

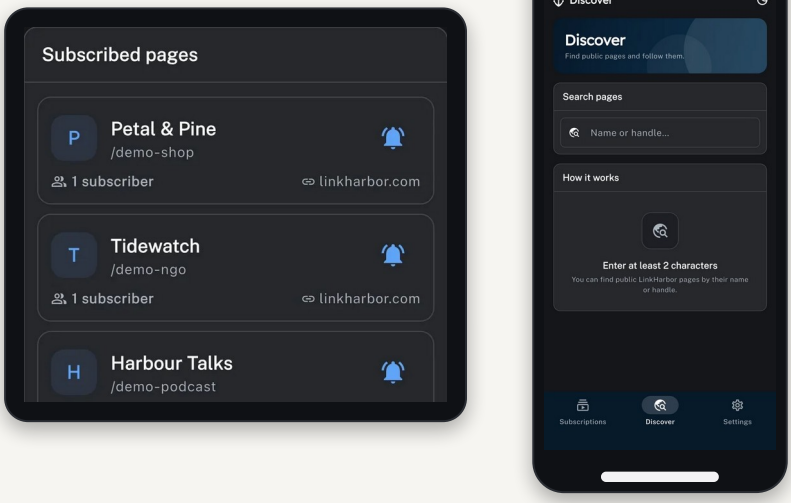
Each placement can be told apart in the statistics: section 5 shows how to tag the sticker, the bio link and every post so you see which story and which post brought the clicks

3. From visitor to follower

A visitor who taps once has done the hard part. What turns the visit into a follow is a clear promise on the page and the same promise on Instagram.

- **One promise, said the same way everywhere.** Early access to drops, the first ticket wave, the new episode before the feed, a weekly sketch: pick one thing a fan gets only by following, and repeat it in the bio line, in stories and in a notice block on the page
- **A notice block above the links.** A short notice at the top of the page carries the promise: "Follow for the push the minute the drop opens." It is the first thing a visitor from Instagram reads
- **The follow button.** Follow on the page opens the LinkHarbor app, or the store if it is not installed. The fan follows your page there with a free LinkHarbor account and chooses whether to receive push. You never see their e-mail address, and there is no form to fill in on your page.

- **Keep the first promise fast.** Send the first push within two days of asking people to follow, even a small one. A follow that never buzzes is forgotten; one that delivers is kept.
- **Let your platforms send for you.** Connect Twitch, a podcast feed, TikTok or your own tools under Integrations, and a push rule sends the message when the stream starts or the episode or video is out, without you opening the dashboard. A new YouTube video, Spotify release or Shopify product goes out with one click.
- **Instagram on the page as well.** Connect Instagram under Integrations and the page shows your latest post and follower count, refreshed every 15 minutes; a push rule can announce new posts to your followers. It needs an Instagram Business or Creator account.



Followed pages, push per page **Discover search**

In the app a fan decides per page whether to receive push; the Discover search finds pages by name or handle, so the page is reachable even without Instagram

4. What to send, and how often

- **News the feed would have buried.** The drop is open, tickets are out, the video is up, you are live now. Things with a time: a push is read within minutes, a post whenever the feed allows.

- **One to two a week.** Enough to be remembered, not enough to be muted. A fan can switch push off per page in the app; every push has to earn its place.
- **Short, with the link already in it.** A push opens your page. Write it like a story caption: what, why now, and the page does the rest.
- **Schedule the page too.** Links can be scheduled: the ticket link appears at the sale start, the replay link after the stream, a countdown block ticks down to the date. The page is right even when the push arrives at night.

5. Which story, which post: measuring

Instagram tells the statistics only that a visitor came from instagram.com. Which story, which post or which reel sent them is something you add to the link yourself. LinkHarbor gives you two tools for it, and they work together.

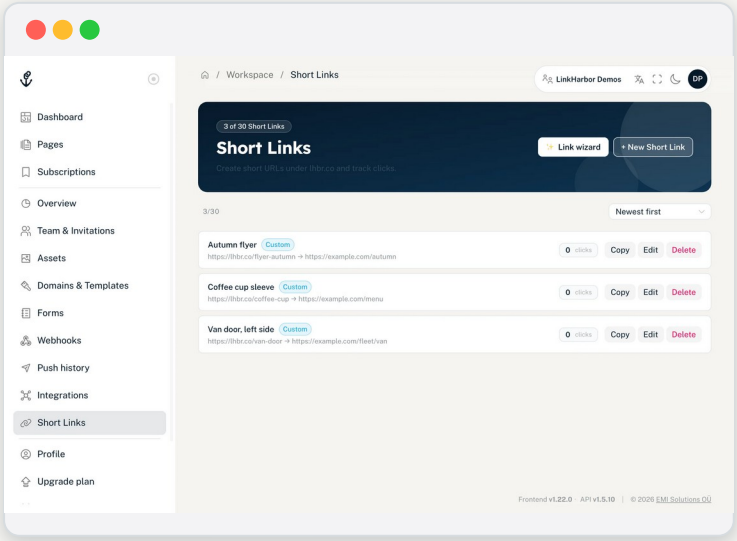
- **UTM parameters on the page address.** Append campaign parameters to the link you share, for example utm_source=instagram, utm_medium=story, utm_campaign=autumn-drop and utm_content=2026-10-24-story after linkharbor.com/yourname. The edge records them with the view and every click that follows, and the Statistics tab of the page breaks views and clicks down by source and medium, campaign and content. Availability of the campaign breakdown depends on your plan and is shown in the dashboard.

- **A short link per placement.** Under Workspace → Short Links create one short link on lhbr.co per story, post or reel, pointing at the page address with its parameters. The short link counts its own clicks per day, so the number for that one story is right there, and the page statistics still see the parameters. Custom slugs such as lhbr.co/drop-fri depend on your plan.

A naming scheme that stays readable after fifty posts:

- **utm_source.** Always instagram. Other networks get their own name, so the source breakdown compares Instagram with YouTube or TikTok.
- **utm_medium.** The placement: bio, highlight, story, post, reel, dm. The medium breakdown answers "does the sticker or the bio link bring more?".
- **utm_campaign.** What you are promoting: autumn-drop, tour-2026, episode-42. One campaign spans all its stories and posts.
- **utm_content.** The single story or post: the date plus a short word, 2026-10-24-story or 2026-10-24-post. This is the line that says which story won.

- **Bio link.** Changes rarely, so it carries utm_medium=bio once and nothing more specific. Its clicks are the baseline every other placement is measured against.
- **Story sticker.** A fresh utm_content per story, or a short link per story. When a story has three frames, give the sticker in each frame its own content value and you learn which frame people tap.
- **Post and pinned comment.** The address in the pinned comment carries utm_medium=post and the date. Instagram does not make it tappable, but visitors copy it or type it, and the parameters travel along.
- **Reels and print.** A short slug is easier to read from a screen or a poster than a long address: lhbr.co/drop in the reel overlay and on the poster. It resolves to the tagged page address.



Short links in the dashboard: one slug per placement, clicks per day

- **Reading the numbers.** Page → Statistics: the campaign breakdown lists content values side by side, so the Friday story and the Monday post stand next to each other with their clicks. Conversions, a donation or a sale through the page, are attributed to the click that brought the buyer, so a story can be judged by what it sold, not only by taps.
- **What to change.** Keep the placements that bring clicks per story, drop the ones that never do. A placement that brings visitors but no followers needs a clearer promise on the page, not a different link.

6. A week with the loop running

- **Monday.** Post with a caption that points to the page and the promise. Pin the comment with the address.
- **Tuesday to Thursday.** Stories with the link sticker whenever there is something to announce. Add the best one to the "Links" highlight.
- **Friday.** The push: the drop, the episode, the stream. Followers get it first; the story goes out at the same time for everyone else.
- **Sunday.** Ten minutes in the statistics: clicks per placement, which link on the page people tap, how many visitors came from Instagram. Move the best link up, retire what nobody taps.

- **Monthly.** Refresh the page: new drop, new dates, a new image, the notice block updated. A page that changes is a page people come back to.

7. Checklist

- Bio: page address in the website field, the promise in the line above it
- A "Links" highlight as the first highlight on the profile
- Link sticker with the handle in every story that announces something
- Captions say what is behind the link; a pinned comment carries the address
- On the page: notice block with the promise at the top, follow button visible without scrolling

- First push within two days, then one or two a week; push rules for the platforms you already use
- UTM parameters with utm_medium per placement and utm_content per story or post, or a short link each; a look at the campaign breakdown every week
- The same address on everything printed: the QR code from the share panel or linkharbor.com/qr-code

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