

HOW TO START YOUR OWN YOGA INSTAGRAM ACCOUNT

by nataliasyoga



Hi guys

I'm Natalia and you might know me as nataliasyoga on Instagram. Lately, I've gotten a lot of DM's asking me how to start posting yoga pictures. I know that uploading your first yoga picture can be quite intimidating. I used my personal account and was so scared at first about what my friends and family might think.

But let me tell you, once you've started it gets easier and easier.



Instagram 101

If you're new in this yoga community and want to start posting too, here are some tips along the way that will help you. Enjoy this journey! Have fun with this app! It's all about you and what you want to share. Don't feel pressured to have a perfect account right away or ever. It's so funny to see my first posts ever, how they looked like and how they have changed. I'm still finding out what works best for me. But right now I'm just embracing the journey.

Here are some tips that will help you to get started with your own IGYOGA account. Or maybe you've already started one and these tips will provide new perspectives. These are all my experiences, suggestions and thoughts about Instagram. It's simply how I like to use Instagram. What works for me might not work for you. Take these tips and make them your own!

So without any further ado, here are my top tips to post your yoga posts on Instagram:

My Story

First, I would like to tell you my story on how I started posting pictures on IG. At the beginning of my yoga journey, I found @yogabycandace by scrolling through Youtube, looking for yoga videos. I really liked her style and when I went to her Internet page, I saw that she was doing 30-day yoga challenges. It wasn't one of those IG challenges where you have to post a pose everyday. You got to choose a pose you wanted to work on (for me it was headstand) and she provided some video material everyday to reach your goal. I loved that concept! At the end of the challenge, she encouraged you to post your pose on IG, Although I was quite nervous at first, I really was proud of myself and wanted to post my first headstand.

After that, I did a few more of her challenges and started following other yogis on Instagram. At this point I had no clue that there was a whole yoga world on this app. One of the first accounts I followed was @kinoyoga. One day she posted a 5-day challenge to save the puppies. The more people the challenge joined, the more money the puppies would get (or something like that).

As you may know, I love dogs and was determined to join this challenge. After 5 day of posting for a good cause, I was hooked. I liked engaging with others and felt so inspired by all those beautiful yoga accounts. I entered other challenges and posting soon became a habit for me. Back then, I would only post pictures for challenges.

No caption except for mentioning the hosts and sponsors. After a while I grew tired of challenges. It was so stressful to post every day and I often just posed without a proper warm up. Needless to , that this was not the way my body liked being treated. I felt more and more pain in my joints and often had to take a break from doing yoga.

My Story

That was the time where my journey changed. I started looking at the other limbs of yoga and became interested in taking care of my body and listen to it. I started sharing inspiring quotes and pictures from my daily practice. By now my account had grown to about 10k followers and I felt myself engaging with others more and more. The more I got to know others, the more I wanted to share who I am. I didn't want to hide behind those squares anymore and started posting stories and telling people what was on my mind.

As I write this, I just hit 20k followers and so much has changed. I can honestly say that I don't care about numbers anymore. Most of the time I don't even know how many likes a picture got. Numbers used to be so important for me and I was trying so hard to gain more followers and get more likes. The account wasn't me anymore. Once I let that go of worrying about numbers, I really got to enjoy this app. There are so many yogis I admire on Instagram and I'm so happy to have met a couple of them in real life already. They became my friends quickly and have enriched my life ever since. It's been quite a ride so far!



Take the pictures

01 BACKGROUND

Ever since I started my IG account I tried to make sure that my background is as simple as possible. I didn't want to have any distractions in the background such as a TV or a pile of dirty clothes for example (I've seen that before). Look around in your space. Is there an empty wall you could use? Or do you have a nice corner with a plant or something like that? And also make sure that the place you choose has good lighting. Don't give up quickly. Get creative; look at your space with fresh eyes. Most yogis have to rearrange their space a little. Move a table or even the couch.

It'll be worth it. What I also like, but this is my personal preference, is to stick with your place once you found it. It brings some calm vibes to your account; I don't like it to be too busy.



Take the pictures

02 ANGLE

The right angle is everything if you ask me. Sometimes I have to do a certain pose multiple times just because I don't like the angle. Sometimes it's fun to play around with certain angles but there are definitely angles that make a pose look so much better. Most of the time I look for clean and parallel lines. Let me give you an example here.



Take the pictures

03 APPS

TO TAKE MY PICTURES I like to use the app Gorillacam. There is a selftimer that takes up to 60 pictures per minute. This gives you enough time to walk back to your mat and get into your pose. You'll even have enough time to change face expressions and turn your head in different directions.

TO DO A VIDEO I just film my sequence with my camera and open the video with Perfect Video. It's has all the features like trim, speed and you could also add some music. Since Instagram only allows a maximum of 60 minutes I always need to make sure to trim the beginning and end (where I walk from the camera to my mat and back). I speed up as much as necessary to get it down to 1 minute. Be careful though. I learned that people enjoy either real time videos or the ones that aren't sped up too fast, so they can follow your movement. I like to add music but it's hard since Instagram shuts down most of the videos with music due to copyright.

04 FILTER

When I first started my IG account, I used to choose such unnatural filters. After a while, I switched to more natural filters and now I barely use filters anymore. Try to find a filter that works best with your background, lighting situation and also skin color. You don't want your skin to look orange or super pale. Just have fun with playing around and finding a filter that you like. Once you found a filter you like, try to stick with it. Again, your account will look more harmonious.

Take the pictures

05 EDIT

When I open Instagram I first choose the picture that I want to upload and then press "edit" and adjust the picture first. I make sure that the lines are matching the background. I like having the ground parallel. Otherwise I feel like getting sea sick. After that I most often use the other features like brightness and contrast to adjust the photo slightly. Again, try all the features and see what works best with your picture. After that you most likely won't need a filter anymore. What I like to do sometimes is to choose a filter but only like 40% or so. That way my picture doesn't look over edited.

Once you have edited your picture, you get to write a caption. In my opinion, this is as important as your picture. The caption is where you get in touch with the community. What do you have to tell or to share? You could choose an inspiring quote or tell people what's been on your mind lately or what's been going on in your life. People want to get to know you a little better. Think about what you're able to share. I started with no caption, went to inspiring quotes and now I just like to use it to interact with the community. I like to share my thoughts and get to know my followers a little better. Whatever you choose, make sure it's 100% you. You don't have to share something just because you feel like people want to hear it. Your account is not about others it's just about you. If you like quotes, awesome! If you like to tell people about your day, go ahead! There's really no right or wrong as long as you stay authentic and share what's on YOUR mind. You do you. That's always the best way to go anyways.

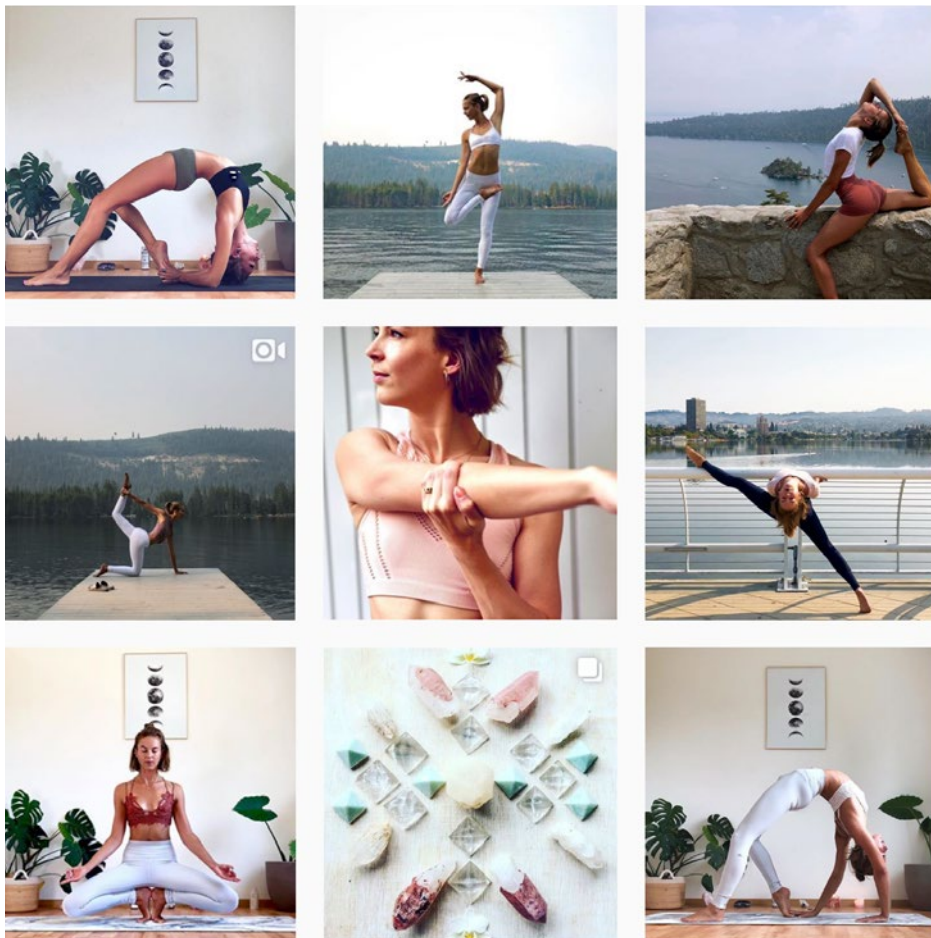
You could put your Hashtags either in the caption or in a comment below. That's up to you. I suggest to only use Hashtags that go with your picture or your caption. Again, I don't recommend using too many Hashtags or Hashtags that don't have to do anything with what you're posting. Choose a couple but don't go too wild. And also, if you use Hashtags that are very popular a lot of people will be able to see it. On the other hand, a lot of people are using it and your picture will soon be waaaaay down somewhere with all the other 300'000 posts. If you choose Hashtags that aren't so popular, you're post will much likely be visible for a longer time. Go for a mix of both and again, just try out different Hashtags and see which ones you like best.

After editing and writing a caption I most often tag the brands that I wear. Not because I'm sponsored but to let people know where I have my stuff from. If someone loves your bra for example, I'm sure they're happy to know where you got it from. I wouldn't tag too many accounts just to be "visible". Again stay authentic and your tribe will follow you. Sometimes there are people tagging me on their picture without any reason. Just to attract attention. For me, that's not the way to go. However, if you're doing a yoga challenge make sure to tag both the hosts and also the sponsors.

Post your picture

There are times that are better to post and times that aren't that great. Think about it. What are people doing when you want to upload a post? It most likely doesn't make much sense to post your picture if people are just having dinner or are in traffic. When do you check Instagram? Most likely in the morning, during your lunch break or after work in the evening, right? These are the times that work best for me.

After you posted your pictures, don't put your phone away just yet. Instagram likes it if you hang around, engage with others and most importantly get back to your followers! Answer on comments you get. I once read that you should answer a comment within an hour. You don't have to force yourself to do this, but I think that if you upload a post it's nice to actually take the time to get back to people. Otherwise it seems like you only want to be seen and heard without getting back.



Community

01 YOGA CHALLENGES

Yoga challenges are a fun way to engage with other Instagram yogis. Pick a challenge you like and start engaging. A challenge isn't just about presenting what you did but also to get in touch with others. Take time to read their captions. Motivate others. Comment on their pictures. After a while you find yourself liking and commenting on the same peoples pictures and it almost feels like you found a new friend. If you're new to yoga, choose a simple challenge without fancy poses like splits for example that might intimidate you. It's not a competition. It should be about growing and uplifting each other.

If you're not really into challenges you could also check out your favorite Hashtags and start engaging with others there. It's totally up to you. Again, just do what feels best for you.

02 STORIES

A fun way to engage with your followers is using Instagram Story. Let your followers know what you did today, talk to them, ask them things to get to know them or share your favorite meals. I love engaging with my yoga friends and do polls and stuff like that. So much fun! And that's what it's all about. Having fun with this little app.

03 DM

DM's are a great way to get in touch with other people. Don't get frustrated if you message someone with 300K followers and maybe don't hear back. They get thousands of messages per day and simply can't keep up with all the messages. I like to get in touch with people I follow or my followers. I like to get back to all the messages if I can because that's what I love doing. If someone doesn't get back to you, don't feel bad or rejected. You reached out and that is great! If someone doesn't have the time to answer you doesn't have to do anything with your worth. Try to really have fun with it and use it to engage with others but not to measure your self worth. How others choose to be in touch with you has nothing to do with who you are or how much you're worth. Sometimes people are busy or have a different opinion about engagement.

Community

04 COMMENTS

If you comment on someone's picture, take the time to actually read their caption. Answer to their questions, or say something nice that's more than just a word. There are so many accounts out there that use the same comment over and over again. I once got a "nice" from the same person for at least 20 pictures of mine. At some point it just doesn't feel from an actual place of love anymore. You're not a robot and there's another human being on the other side of that photo. If you want to spread some kindness, let it come from a place of love and authenticity.

05 ETIQUETTE

- Don't use other peoples picture without giving them proper credit.
- Don't use Hashtags from popular challenges that you're not participating.
- Don't follow and unfollow people just to get more followers.
- Don't put a hateful comment on someone's page. Spread love.
If you don't have anything nice to say, say nothing at all.
- Don't compare yourself to others. People want to get to know YOU.
- Don't try to copy people. You do you.
- Don't take this app too seriously. Have fun with it. Try out different things.
Find out what works best for YOU.
- Don't force your body in a yoga pose without warming up first just because you're doing a challenge and need to get it done. The challenge can wait.
You're health is way more important than this app. Safety first.

That's about it

Allright guys, I really hope that these tips help you create your yoga Instagram!
I would love to hear how you like this little ebook! Send me a DM at nataliasyoga on
Instagram or send me an email at natalia.schwarz25@gmail.com
Lots of love to you
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