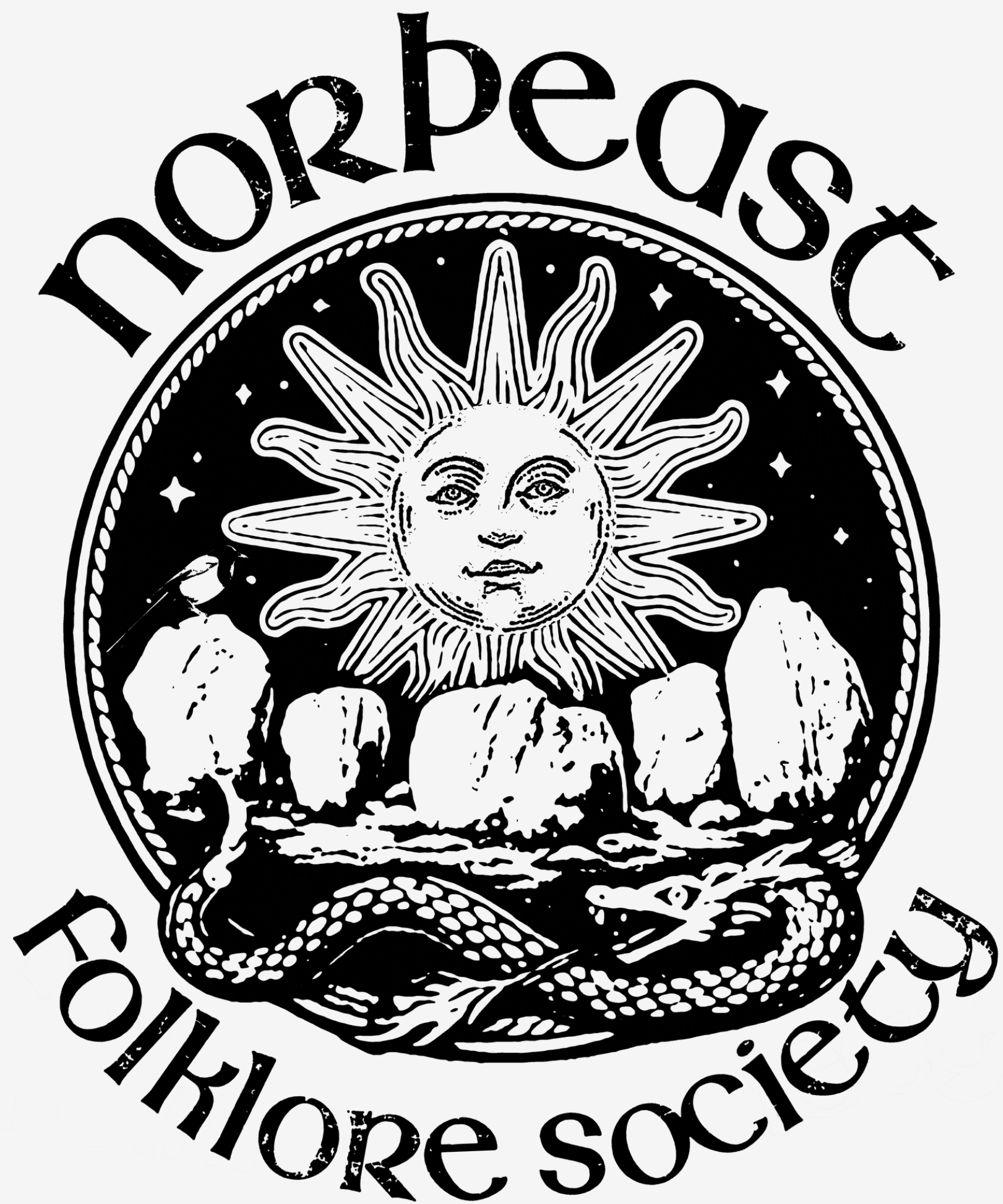


How to grow a faceless Instagram

Nikki Bell she/her







Start your first note...

North East Folklore Society

52 posts

13.8K followers

535 following

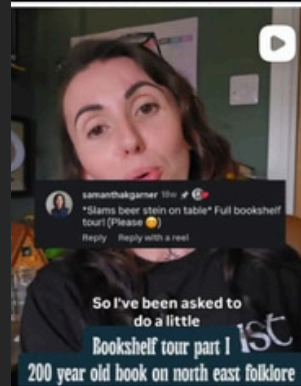
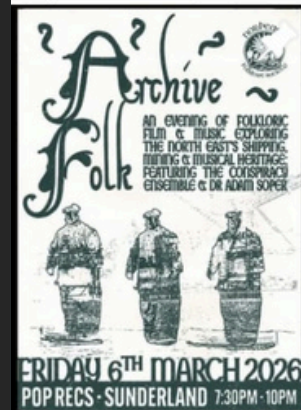
Gan canny, stay weird. Local lore for curious folk
Folklore & traditions from Sunderland, Newcastle, Durham & Northumberland
Join society & events
linktr.ee/northeastfolkloresociety

Professional dashboard

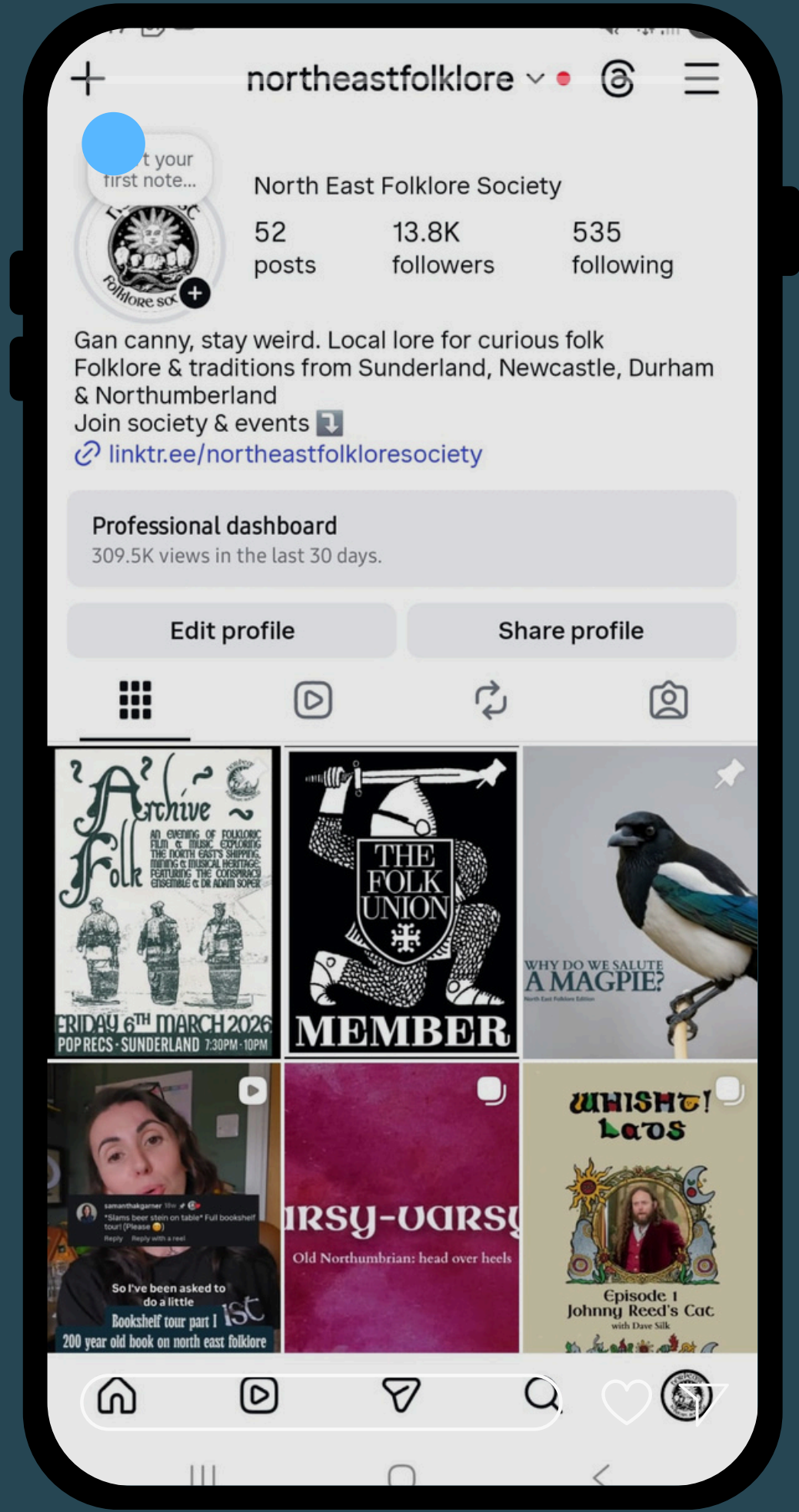
309.5K views in the last 30 days.

Edit profile

Share profile

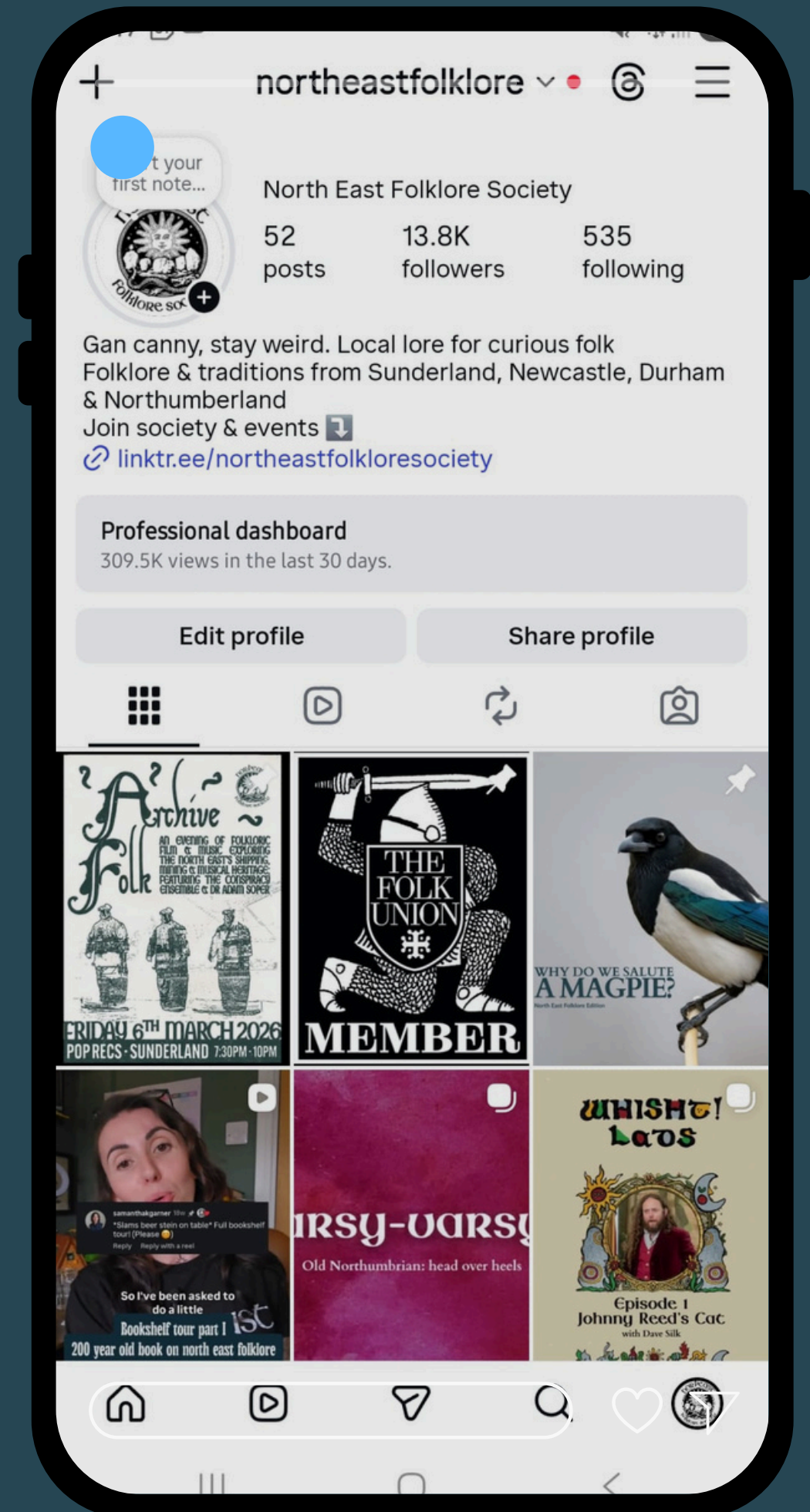


Share consistently



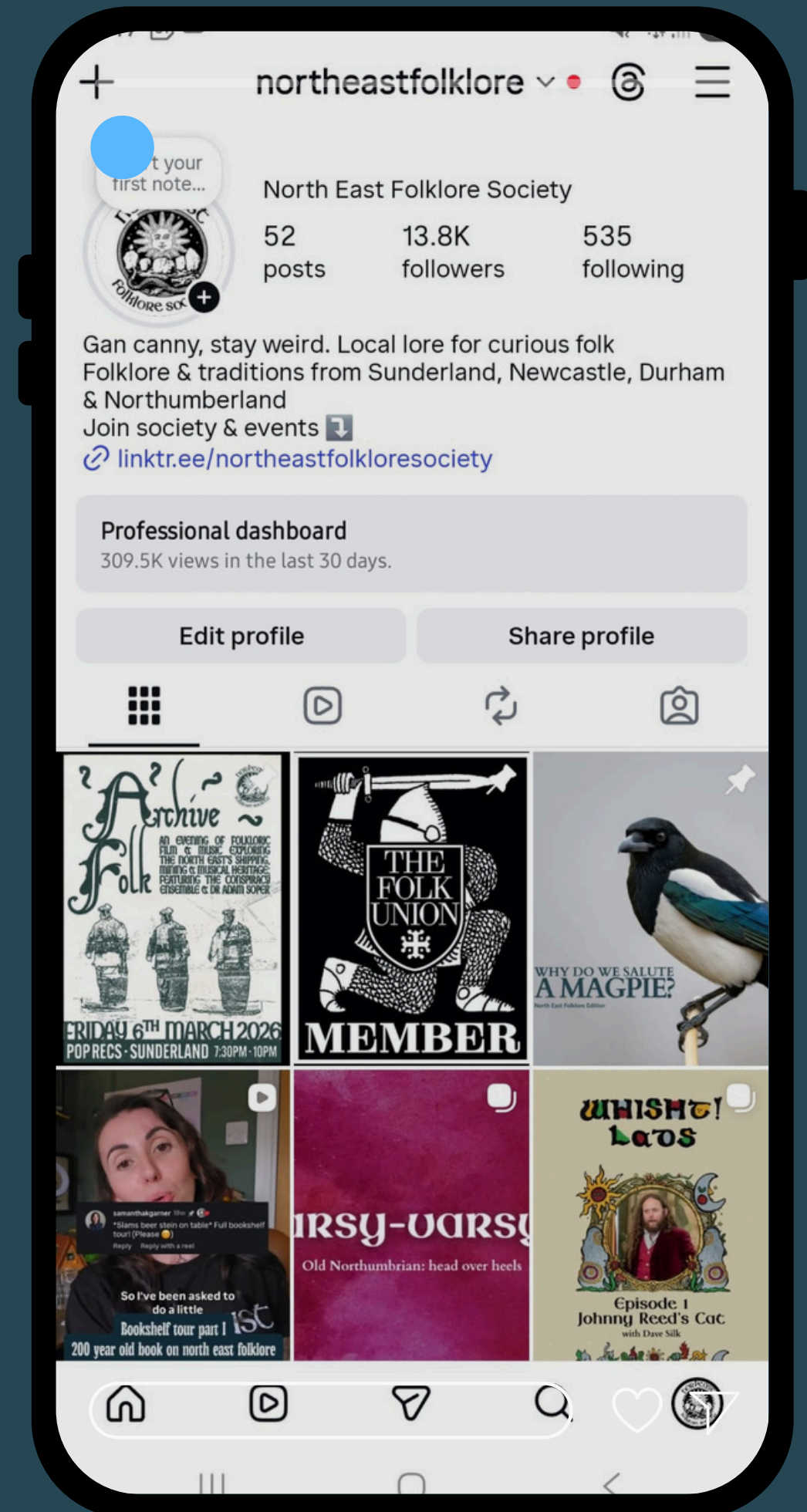
Share consistently

- Carousels: image only + music = Reel reach



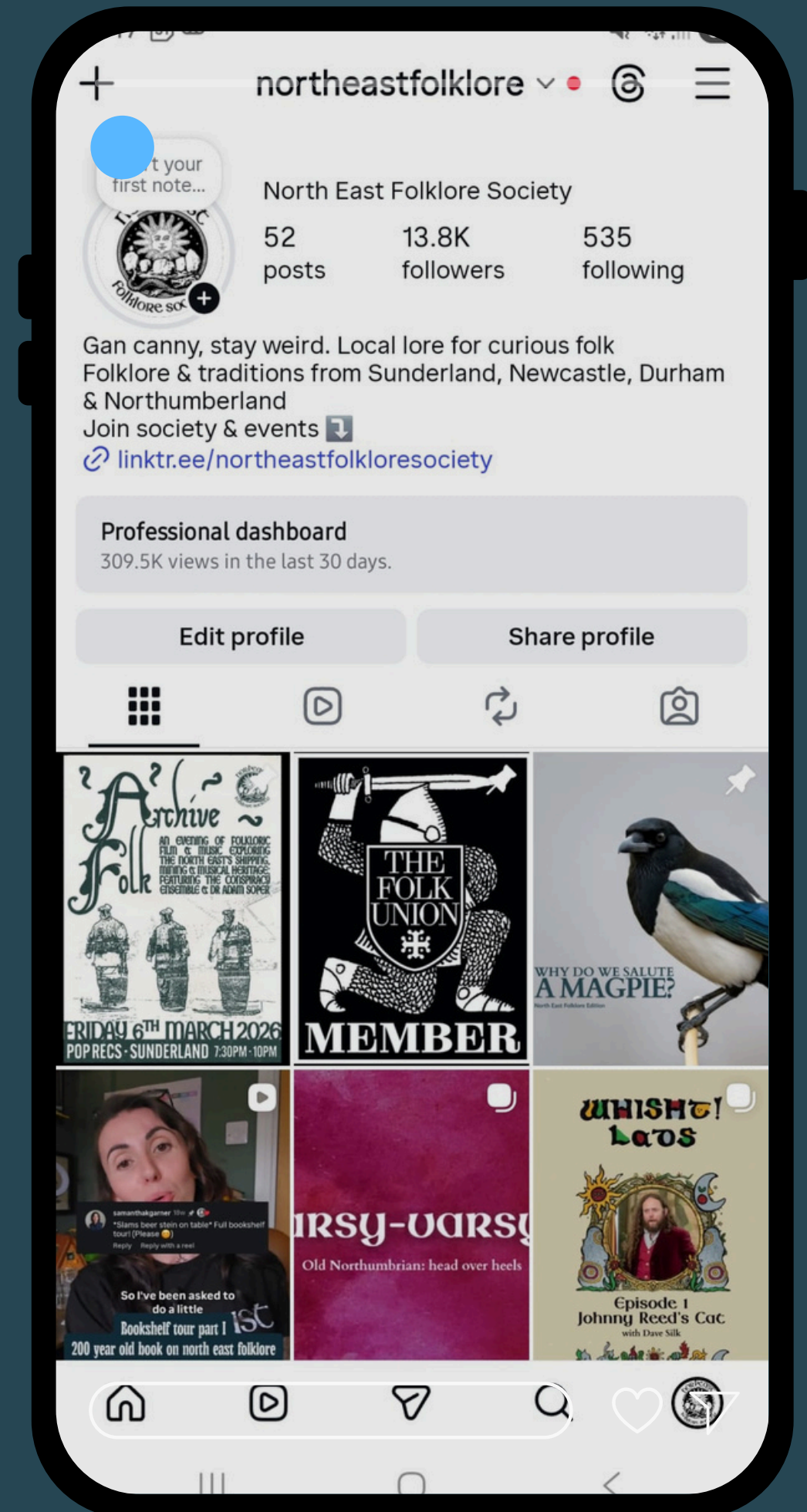
Share consistently

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- Analyse what people comment most on:
follow up post



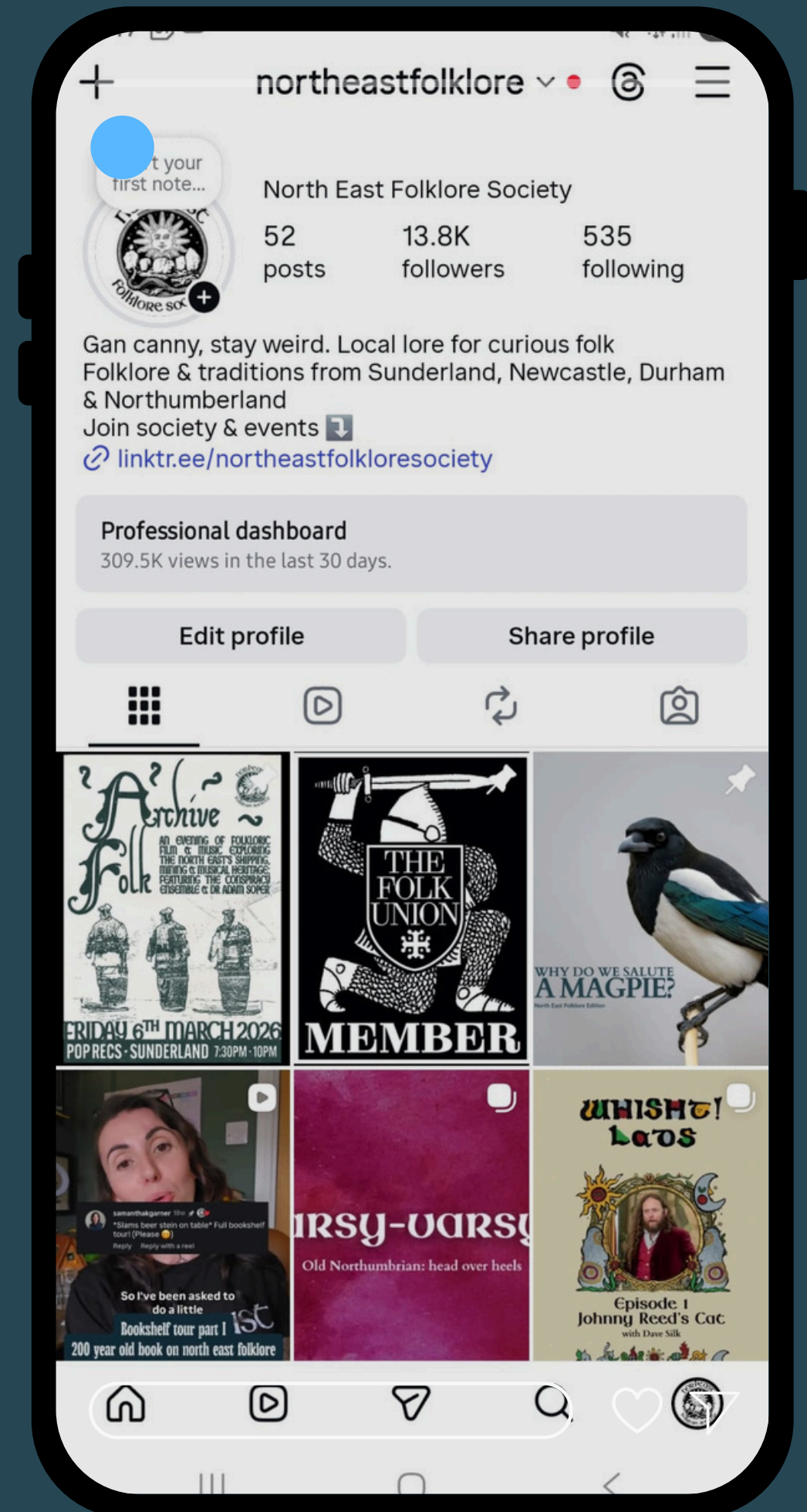
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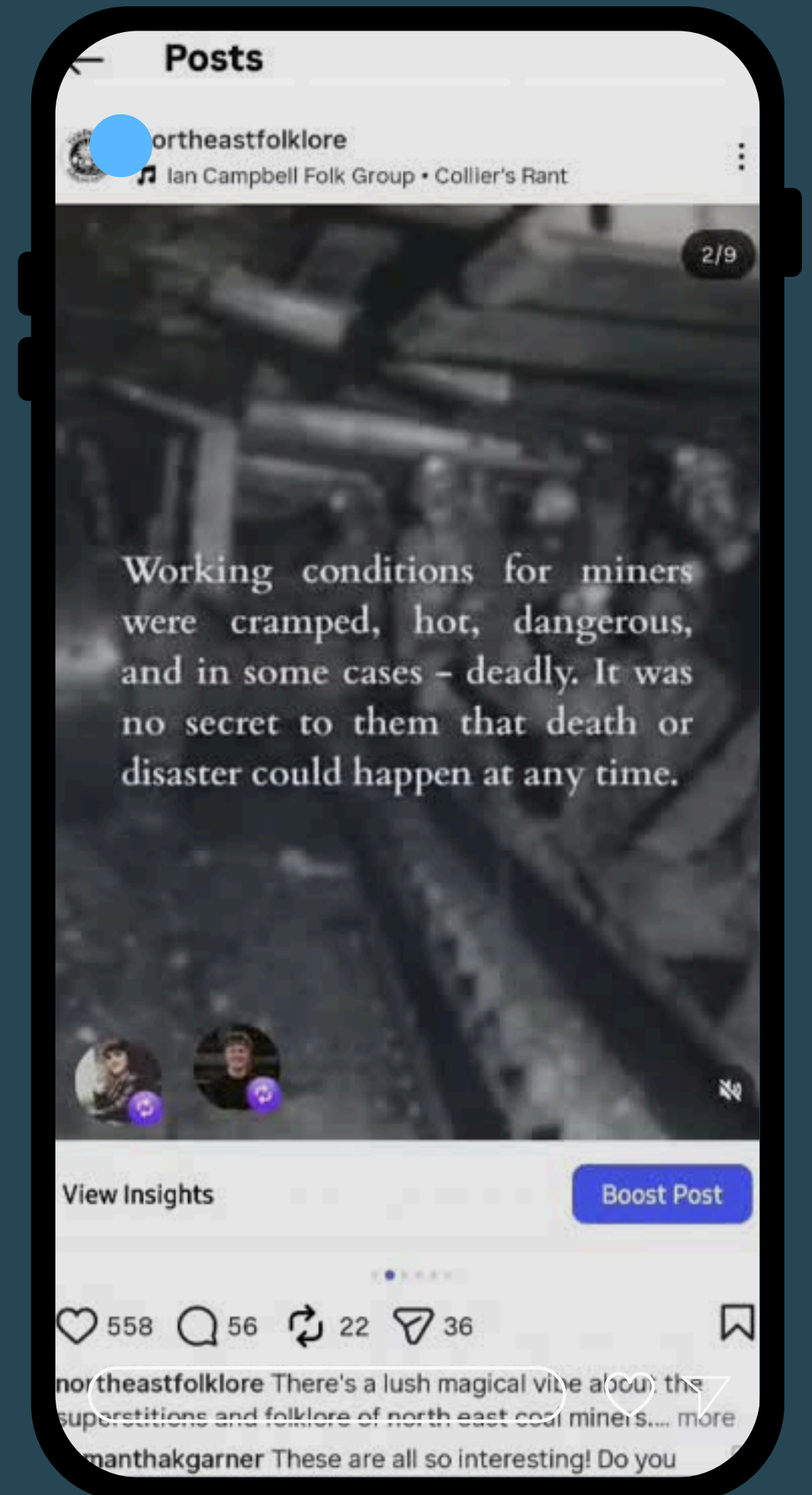
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- Non-polished is gold in AI overwhelm



Share consistently

- Carousels: image only + music = Reel reach
- Analyse what people comment most on: follow up post
- Inform, educate, inspire
- Non-polished is gold in AI overwhelm
- Use social listening tools and own analytics to drive content plan



Content matters

- Most follows came from higher view posts

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Doesn't have to be:


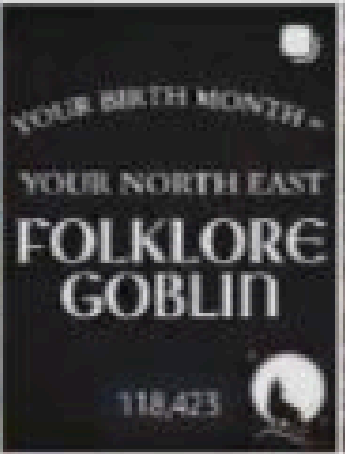
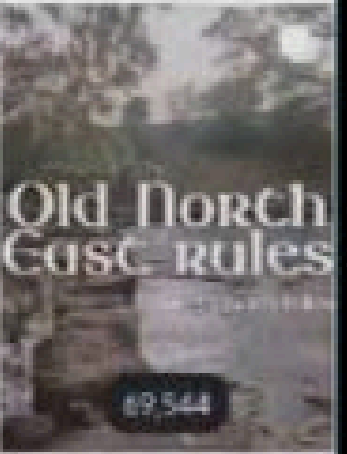
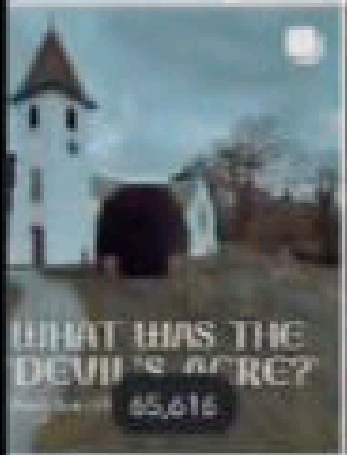
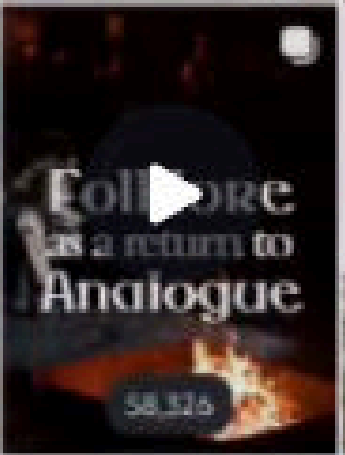

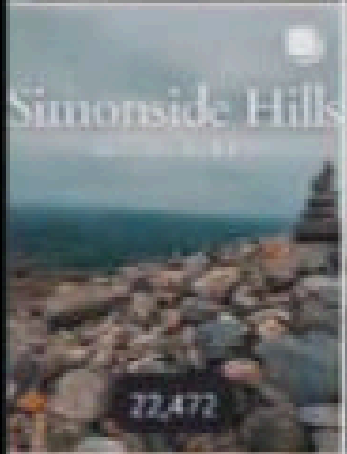
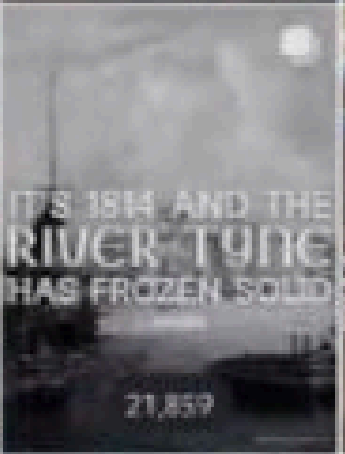


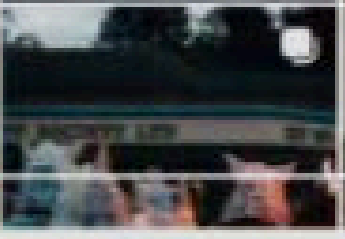
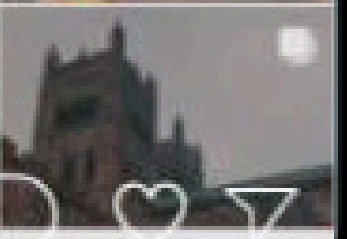
- polished
- perfectly curated



Last 6 months



Views

 <p>WAS THERE EVER A MAGPIE?</p> <p>249,526</p>	 <p>YOUR BIRTH MONTH - YOUR NORTH EAST FOLKLORE GOBLIN</p> <p>118,423</p>	 <p>Old North East rules</p> <p>69,544</p>
 <p>WHAT HAS THE DEVIL IN ACRE?</p> <p>65,616</p>	 <p>Folklore as a return to Analogue</p> <p>58,326</p>	 <p>Kearsenmiss Old North East Christmas</p> <p>24,285</p>
 <p>Simonside Hills</p> <p>22,472</p>	 <p>IT'S 1814 AND THE RIVER TUNG HAS FROZEN SOLID</p> <p>21,859</p>	 <p>SEGDEFIELD BALL GAME</p> <p>19,196</p>
 <p>LIGHT UP CAR</p>		



Going viral



WHY DO WE SALUTE
A MAGPIE?

North East Folklore Edition

In the middle ages, the magpie was thought to be an 'unbaptised' hybrid between raven and dove - its plumage not fully white (pure) nor black (evil).

Church sermons described magpies as birds that "mock holy speech" - chattering during prayers and aligned with the devil.

Magpies also refused Noah's Ark, sitting on the roof instead, jabbering over the drowned world.

This made the magpie a bringer of mischief, change, or death.



In the North East, magpies became symbolic because they were one of the few birds that stayed visible through the dark, winter months - so it naturally became an omen.

The rhyme "One for sorrow..." originated from northern oral tradition in the 17th-18th centuries, as people used counting charms to "read" birds as signs of what was to come.

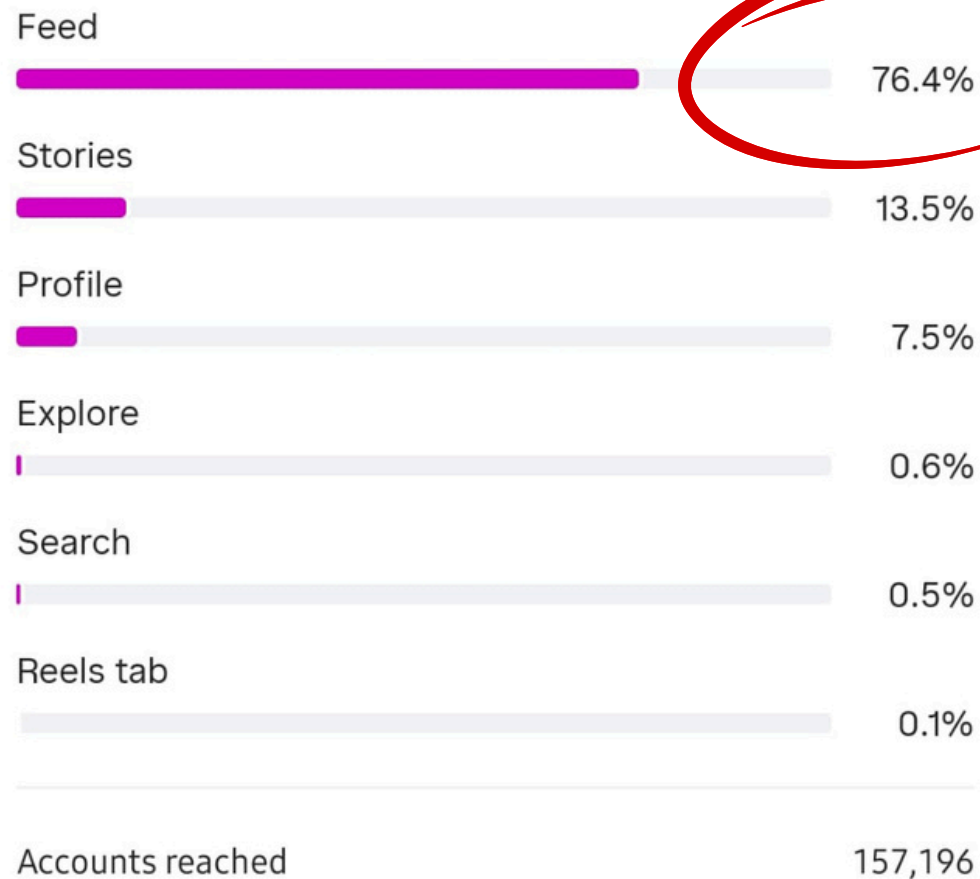
But did you know the version you say today is new? Here are the earlier versions...



**ONE IS SORROW,
TWO MIRTH.
THREE A WEDDING,
FOUR A BIRTH.
FIVE HEAVEN,
SIX HELL.
SEVEN, THE DE'IL'S
AIN SELL.**

Legends and Superstitions of Durham, 1886

10.9 likes, 329 shares, 326 comments, 4k saves = 3,629 follows

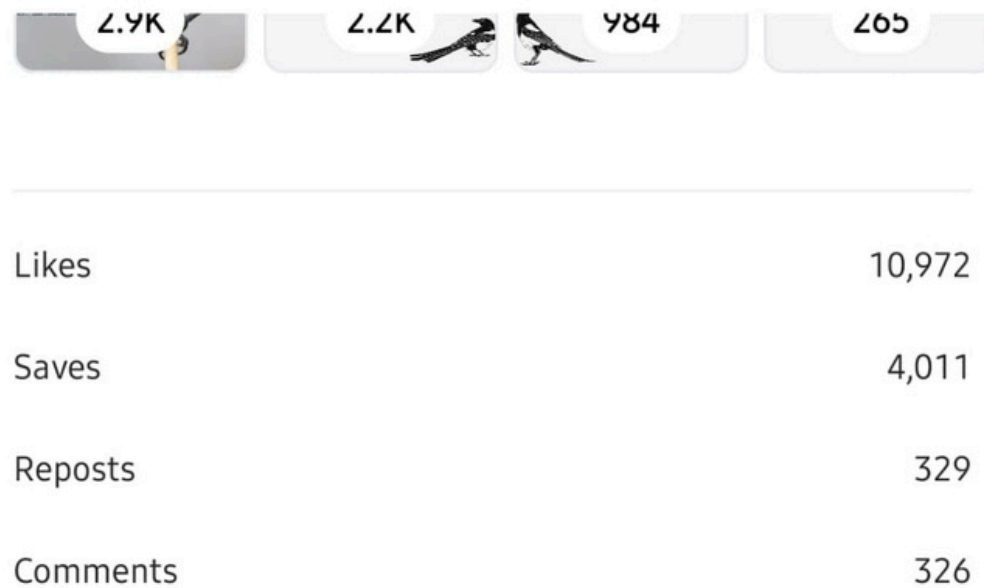
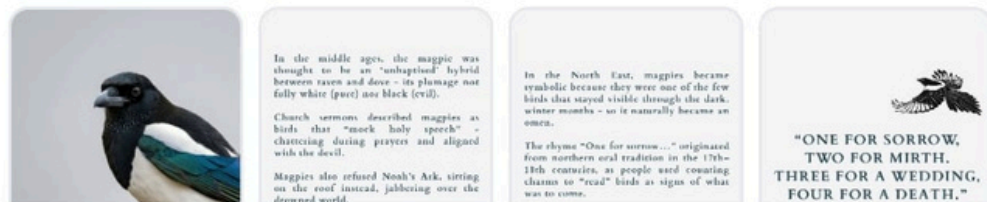


Interactions ⓘ

--
Interactions

When people liked your carousel

Based on which photo or video was on screen



Profile activity ⓘ 5,952

Follows	3,629
Profile visits	2,276
External link taps	47

Audience ⓘ

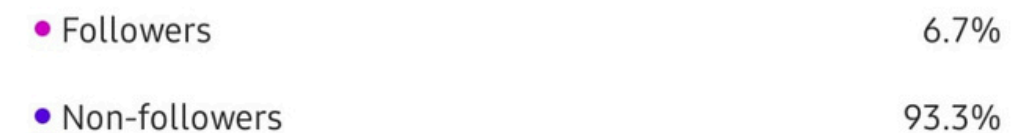
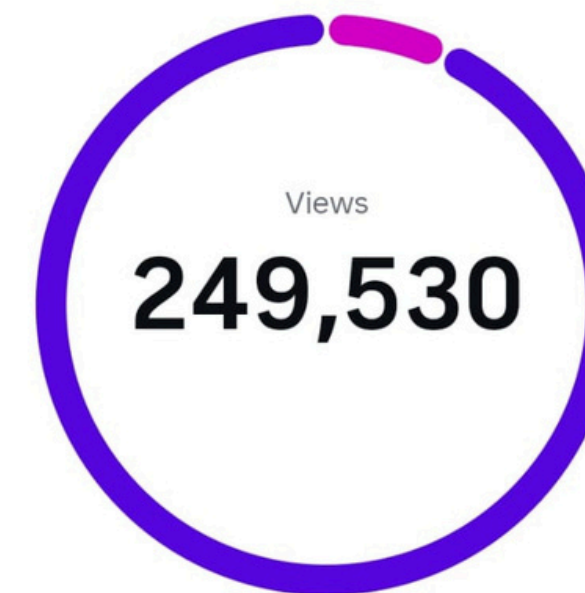
Gender Country Age



Overview ⓘ

Views	249,530
Interactions	--
Profile activity	5,952

Views ⓘ



Going viral

- Relatable: most people salute a magpie, not many people have thought why
- Teaches something new: historical context
- Simple imagery with question hook, 'why do we salute a magpie?'
- Taps into nostalgia, not trends
- Encourages conversation: more engagement = more reach



Offline opportunities

- In person events: run ads for posters (£70 = 1,300 new followers) and shares through interest or involvement
- Real person photography = trust and shares
- Social media into WhatsApp, Discord, Mailing list: community and conversion

Community building

- Replied to and liked every comment
- Stories for 'BAU' content: my day, platforming others, relatable content
- Stories for engagement: Q&A, polls
- Collaborate with others: collab posts (to feature in their feed) or tags for shares
- Browse feed and engage with posts: comment, like, share - especially in the 30mins before posting own (and know your peak view time!)
- Offline spaces for people to meet = fans = guaranteed immediate engagement

Rage against the Algo

Things that haven't worked (that you're told to do)

- Using trending audio
- Reels/trial Reels
- Using 'Aesthetically pleasing' graphics and quotes
- Following trends

People are seeking softer, authentic content that helps them feel good, learn something new, or feel included.

Tools I use

Canva



Vecteezy

Other tools you may find helpful

- Teleprompter: record video whilst reading notes
- AI and AI agents: set up automated tasks for research, content ideas, or analysis
- Books, offline research, conversations



RSPB
4,292 posts 492K followers 951 following

Non-profit organisation
Protecting habitats, saving species, and helping to end the nature and climate emergency. ❤️

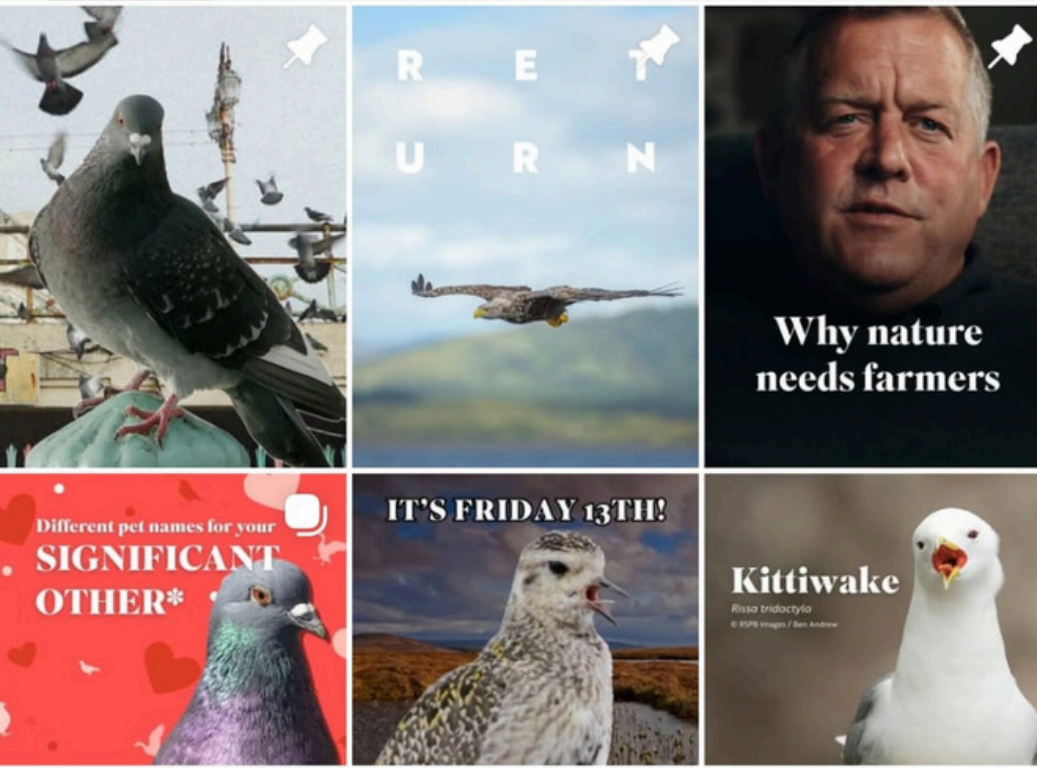
linktr.ee/RSPB_Instagram

@rspb 🗣️ Bird Of The Year 🏆

Followed by icysedgwick, wildintrigue and 58 others

Following ▾ Message Support us +👤

- Wild Qs Pod!
- BOTY 🏆
- Annual Report
- RETURN 🦅
- Ospre



Ryanair_European_Airline
7,054 posts 1.8M followers 28 following

Catch flights, not feelings with Europe's favourite airline ✈️
Official 🗣️ @ryanair_es @ryanair_it @ryanair_fr
linktr.ee/ryanair/

@ryanair 📘 Ryanair

Follow Message +👤

- ATC
- ASSISTANT
- SEATS
- ORDER TO SE...
- BOA



Summary

- Teaching something > TikTok dances
- Authenticity through sharing knowledge and platform: tagging and collaborating
- Image only carousels with non-trending audio
- Have a conversation: reply, thank, and encourage engagement
- SEO: be strategic on what you say and how you write copy
- Show up consistently and at the right time: for your own account and others
- Use stories for human-led content, BTS, and BAU
- Use offline opportunities to build trust and fans