

chirpyest influencer guide

SHOP. SHARE. EARN CASH BACK

THIS MONTH'S MUST-HAVE ITEMS & TRENDS [SHOP NOW >](#)

our favorite beauty products



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summer dresses

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summer accessories

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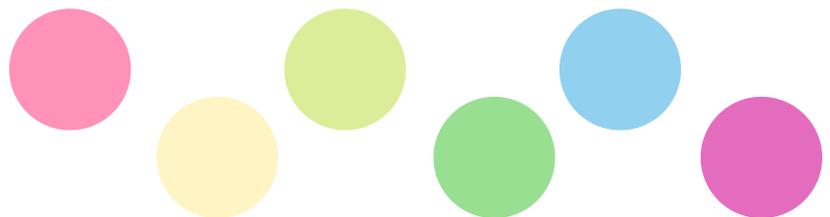


brand announcements

we are now affiliated with
PRINCESS POLLY
SHEIN
REVOLVE
FWRD

summer colors

essential pastel hues for the summer



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SOCIAL MEDIA UPDATES & TIPS

things to know

INSTAGRAM

Instagram announced the next stage of its experiments in hiding like counts on posts, Soon users will have the option to display the like count on both IG and Facebook posts.

Instagram added new and improved Branded Content tools, Their goal is to increase transparency. They want creators to easily manage Branded Content requests and approvals.



[@graceamurphy](#)

TIKTOK

Take advantage of the power of TikTok. If you haven't already, create an account to help grow on other social media platforms.

83% of users say that TikTok impacted their purchase decisions.

42% of users say they're on TikTok to be inspired and discover new things.

There is no one size fits all. You have a new platform to create and explore to build your brand.



[@wendy.kc](#)

tips to grow on instagram

- post a minimum of 3 reels per week. Reels are still a highly effective tool on Instagram. Post creative content and follow trends to help increase your reach.
- repurpose your instagram posts on pinterest. chirpyest has discovered that turning your instagram posts into a video format will boost your impressions on pinterest. make sure to link your instagram account to your pins to drive traffic to your account.
- hashtag strategy has become more complex. you should consistently rotate 25-30 new hashtags for every post. chirpyest has discovered that hashtags that have been used more than 7 times on our account stunted our reach.



[@nicoleomuteku](#)



[@syd anastasia](#)

don't underestimate the power of pinterest

use pinterest as a search engine. post content that is trending on pinterest. use key words and hashtags in the description to help your pins become more searchable. pinterest is prioritizing video content and their new content idea feature. post 2-3 times per day to see results within 6 weeks.