**6 Types of Instagram Post That AREN’T Photos**

If you want to be a smash hit on Instagram, then you have to know how to take a good photo right? Instagram is a visual medium, and the nature of these images is photographic. If you don’t know *how* to take great photos, then you’re not going to be able to run a successful Instagram account. All sound about right?

Wrong!

There are actually a number of ways to get great images for Instagram without being an amazing photographer. But more than that, you can also make a successful Instagram account using different mediums entirely. Here are some examples.

Text

Instagram lends itself well to text. That could mean inspiring quotes, it could mean short stories, or it could mean funny memes. These could be added on top of stock imagery, or they could *literally* just be text on white backgrounds. If people respond to the quote you’re sharing, then you might get a follow!

Cartoons

While cartoons are struggling to thrive online right now, especially on sites like YouTube, Instagram represents something of a safe haven for them. Many different cartoonists are thriving on Instagram, so if you are a dab hand at digital art, then why not give it a go?

Video

Video actually enjoys greater engagement than photos on Instagram! So there you go: this really *isn’t* a purely image-based platform. You can make short videos with a smartphone, or with any other camera. You can even use screen capture for things like tutorials.

Boomerangs

A boomerang is a very short video that lasts just a couple of seconds and that bounces back and forth repeatedly. They’re very trendy right now, and there’s an app that makes it easy for you to make them.

Music

If you have musical skills, then you can share snippets of that music on Instagram. Post an image with the title and have it play in the background for up to a minute.

Stories and Live

While these aren’t really examples of the regular type of post, you can actually run a successful Instagram account that is primarily a place for stories and live feeds. This might mean bringing people along on your adventures, or perhaps showing behind the scenes of your business. If it’s interesting and engaging enough, then your channel will grow by word of mouth. You could even have a go at IGTV!