

# 20 Types of Post Ideas for Novelists on Instagram

*This is an extra resource to go along with the original article:  
[The Novelist's Guide to Instagram](#)*

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*Here are 20 ideas to get you started on Instagram.*

1. Show images of your book in various places, such as a desk, a coffee table, outdoors, *etc.*
2. Pull quotes from your book and turn them into images.
3. Show a photo of your actual workspace.
4. Share screenshots of your book reviews.
5. Highlight fan artwork of your book or its characters.
6. Show you at work (not just your workspace).
7. Show a behind the scenes look at your book tour or signing.
8. Create a graphic for an upcoming sale or book event.
9. Create quote graphics from other books/ authors that you admire.
10. Share writing tips.
11. Show a throwback of younger you.
12. Host a Q&A session where you share a fan's question as a graphic and leave the answer in the caption.
13. Create stories where you share videos of your life.
14. Highlight a follower.
15. Recommend a book.
16. Create a reading challenge for your followers.
17. In your [Instagram story](#), ask a question for your followers to answer.
18. Show a day in your life.
19. Run a contest where you ask for followers or user-generated content (i.e. a photo of them reading your book).
20. Offer a sneak peek of your next novel.