

DIFFERENCE BETWEEN "COLLABORATOR" AND "TAG PEOPLE" ON INSTAGRAM

INTRODUCTION

Instagram provides various features for engaging with other users and increasing content visibility. Two popular methods are '**Collaboration**' (**Collab**) and '**Tagging People**.' While both allow you to associate other accounts with your content, they serve different purposes.

This document explores how each feature works, their differences, and which one is better for specific use cases.

HOW TO COLLAB POST ON INSTAGRAM

A '**Collab**' post allows two Instagram accounts to share the same content on their profiles simultaneously. This is useful for joint promotions, brand partnerships, or content creation with multiple contributors.

Steps to Create a Collab Post:

1. Open Instagram and tap the '+' icon to create a new post or reel.
2. Select your media (photo or reels) and tap 'Next'.
3. Tap 'Tag People' and select 'Invite Collaborator'.
4. Search for the collaborator's username and invite them.
5. Once the collaborator accepts, the post will appear on both profiles.
6. Publish the post as usual.

COLLAB POST

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HOW TO TAG PEOPLE ON INSTAGRAM

Tagging people on Instagram is a simple way to mention someone in your post, story, or reel. Unlike a Collab post, the tagged person does not share the post on their feed but receives a notification.

Steps to Tag People in a Post:

1. Open Instagram and create a new post.
2. Select your media (Reels or Image) and tap 'Next'.
3. Tap 'Tag People' and type the username of the person you want to tag.
4. Position the tag on the image if necessary.
5. Publish the post.



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WHAT IS THE DIFFERENCE?

Here's a comparison of the two features:

FEATURE	COLLAB POST	TAG PEOPLE
VISIBILITY	Post appears on both accounts.	Only visible on the original poster's feed; tagged user gets a notification.
ENGAGEMENT	Shares likes, comments, and reach between both accounts.	No shared engagement; only the original post gets interactions.
PURPOSE	Collaboration is ideal for co-authoring content	Tagging is better for simple acknowledgment or association

WHICH ONE IS BETTER?

The choice between 'Collab' and 'Tagging' depends on your goal:

- ❖ Use **"Collab Posts"** for partnerships, influencer marketing, and joint content creation to maximize engagement.
- ❖ Use **"Tagging"** when you simply want to mention someone without co-sharing the post.