ADAM MOSSERI SAID IT HIMSELF • NO GURU FLUFF

# THE IG CHEAT SHEET

**What Instagram's boss actually rewards - turned into rules you can run every post against.**

**@kevin_asrx** — MY CURRENT BIO

**Left my cop career after 10 years. Dad x3. I build businesses & chase world championships. Produce: @TheKoernerOffice Building: @runner**

SIGNAL 01

### WATCH TIME

Do they stay? Hook in the first 3 seconds. Cut every second of dead air.

SIGNAL 02

### LIKES PER REACH

Not total likes - the *rate*. Matters slightly more for people who already follow you.

SIGNAL 03

### SENDS PER REACH

The growth signal. Matters slightly more for strangers - and strangers are where growth lives.

## DO THIS

9 RULES TO INCLUDE

- ✓ **1. Pass the send test** — Would a stranger send this to a friend - or another dad? If not, rework it before you film.
- ✓ **2. Hook in 3 seconds** — Open on the feeling or the moment. Never on setup, intros, or throat-clearing.
- ✓ **3. Get specific & personal** — A dated, real story beats advice on the same topic every time. Details are the hook.
- ✓ **4. Film it yourself, raw** — Original creators get the distribution. Your voice, your camera, no polish needed.
- ✓ **5. End with a reason to reply** — One real question or opinion worth debating. Conversation is your cheapest engine.
- ✓ **6. Post consistently** — Posts are ranked independently - don't wait for one to peak. Just don't stack them within a few hours.
- ✓ **7. Test with Trial Reels** — Try new angles on non-followers first. Prove the format before it hits your feed.
- ✓ **8. Judge rates, not totals** — Likes per reach, sends per reach, average watch time. A small post with high rates wins.
- ✓ **9. Mine a winner - don't repost it** — Sequel it. New angle, same lane. Part 2 of a hit beats a re-upload every time.
- ★ **Kevin's rule: give them a reason to follow** — End on a series, a journey, a next chapter - something a stranger comes back for.

**MOSSERI IN ONE LINE:** Figure out your audience, find the patterns that resonate, and double down on them. Originality + recency + small creators getting tested to non-followers is the whole game now.

# STOP DOING THIS

9 THINGS TO TAKE OUT

### 1. Other apps' watermarks & logos
Edit anywhere - just strip the other app's wordmark. Low-res, bordered, muted, mostly-text reels get de-ranked too.

### 2. Reposts & recycled content
Original posts now drive 75% of recommendations. Re-uploading yours - or anyone else's - works against you.

### 3. Generic motivation
“Life is good.” “Be yourself.” Nothing to watch, nothing to send. Dead on both top signals.

### 4. Vague hype
“This is insane!” with no workflow, no numbers, nothing to grab is just motivation in a tech costume.

### 5. Delete & repost a flop
Mosseri's answer is a flat no. A flop stays a flop. Make the next one better.

### 6. Repost to Stories for reach
Debunked by Mosseri himself. It won't meaningfully move reach - Feed outranks Stories anyway.

### 7. Hashtag stuffing
“Hashtags are (basically) dead.” A few relevant ones at most. Never the strategy.

### 8. Stacked posts & account gimmicks
No back-to-back posts within hours. No flipping public / private hoping for a boost - it won't help.

### 9. Chasing follower count alone
Small creators get tested to strangers by design. Reach without a reason to follow is wasted reach.

### Bonus: burying the point
If they have to wait for the payoff, they leave - and watch time takes the post with them.

## PROOF FROM MY OWN ACCOUNT

@KEVIN_ASRX - LAST 12 MONTHS

WHAT WORKED

**85,236 likes**

“I'm 35 now. 2001 does NOT seem like it was that long ago.” **629 comments** - one post = ~85% of my year's likes.

Runner-up: “Stop waiting to go do fun stuff with your kids.” - **9,546 likes.**

**Pattern:** Dad + time passing. Specific moment. Universal feeling.

WHAT FLOPPED

“Be yourself” motivation - **0 likes**
Job advice, vague hook - **4 likes**
AI hype, no workflow - **3-5 likes**
Off-topic trivia - **4 likes**

**1.27M reached • 98% strangers**

2.19M views, 18,980 shares in the year. Reach was never my problem. **Conversion was.**

## THE 30-SECOND PRE-POST CHECK

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| **SENDABLE?** Would a stranger send it? | **HOOKED?** First 3 seconds land? | **SPECIFIC?** Real moment, real detail? | **ORIGINAL?** Mine, raw, no watermark? | **FOLLOW?** Reason to come back? |

**SAVE THIS. SEND IT TO A CREATOR FRIEND.**
That's literally Signal 03 - you're welcome.

**Follow @kevin_asrx**
Building in public, every week.

Rules distilled from Adam Mosseri's own posts, including his September ranking series. Stats are @kevin_asrx's measured Instagram results - likes / comments per post; views, shares & reach are account totals (Instagram does not expose them per post).