

Beth Povey of @realm. designs relies on viral social media posts to help sell her patterns – and pay her rent.



Good influence

As the online crochet community continues to grow, four crafty content creators share how to strike a balance between slow crochet and quickly changing algorithms



Clockwise from left: Lisa Ha of @gettohookingcrochet; Brandi of @studio.1218; Zac Doar of @crochet.me.zaddy

Many moons ago, the word ‘gram’ meant only one thing to us crocheters. **Gram:** noun.

Definition: a metric unit used for measuring the weight of yarn. These days, there’s another definition on the scene. We’re increasingly aware of ‘doing it for the gram’ – that is, Instagram.

“I never expected to become a content creator in my 40s,” says Lisa Ha, the viral crocheter behind @gettohookingcrochet and author of *Snarky Crochet*. “But nearly three years in, I have more than 300,000 followers across platforms, and I’ve made friends all over the world.” She describes social media as opening doors for her, making her content more visible. “The algorithm is a stage-five clinger if it has any inkling you are even remotely interested in crochet,” she says.

Brandi Nelson of @studio.1218 knows this snowball effect well. “Starting my account, I did not even know this side of social media existed,” she explains. “But then, getting on Crochet-gram and seeing all the things people were doing, it opened my eyes up to amigurumi, T-shirt yarn and tapestry crochet.”

But for new crochet content creators, getting their videos, photos and patterns seen on an oversaturated platform can prove challenging. Is there a secret to creating Insta-worthy crochet?

GETTING NOTICED

You could consider crochet the ultimate analogue hobby. You don’t need a screen, a charger or an internet connection to make something beautiful. Yet there’s no denying that technology has changed the way we engage with fibre arts. Crochet has been passed down through generations, but with

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the rise of social media, it’s reaching a new audience like never before.

“Years ago, your work would’ve only been seen by your local community, at markets, potentially in magazines – but now you have access to a full community from the comfort of your own home,” says *Itty Bitty Amigurumi* author Zac Doar, who designs plushies as @crochet.me.zaddy on Instagram.

Like Zac, Beth Povey of @realm.designs has reached hundreds of thousands of people with her content, and it’s also landed her

a book deal. Full-time crochet is a dream come true for her, though it has its pressures:

“Content doing well translates to pattern sales for me, which is my main form of income, so there is the added pressure of needing content to do well so I can pay my bills!”

Brandi also uses Instagram as her shopfront to generate sales on Etsy, so posting regularly is crucial. “Social media is one of the top marketing tools,” she tells us. “For me, if my posts aren’t successful and if I don’t have this following, then I don’t have the sales.” Her Only Hearts Beanie was named a bestseller on Etsy, “but there’s no doubt in my mind that that traffic has come from my Instagram.”

When likes, views and shares become your main source of income, jumping on trends is a necessity. It would be easy for a creator to lose themselves in the process of following others, but for Brandi, staying true to herself is crucial to her success. “Of course you see trends and posts from other people that inspire you, but I try to adapt those trends to my brand so that it applies to me, so that I am showing up authentically.”

Instagram, with an estimated two billion active users and counting, takes its name from a portmanteau of ‘instant’ and ‘telegram’. But telegrams were never instant, and neither is crochet, even for the speediest hooksters. Is the pressure to post Insta-worthy content



Clockwise from top left: Zac's viral mini amigurumi landed him a book deal; Lisa Ha combines comedy and crochet; motifs designed by Brandi to fit an Amalfi Coast theme; a screenshot from Beth's best-performing Instagram reel

antithetical to our slow, quiet, offline craft?

Lisa describes social media as "highly addictive," saying, "you can lose your entire identity in it, chasing engagement or the next viral hit." She also warns against online abuse: "While thankfully the crochet community is known for being nice, I still get comments that are racist, sexist, ageist, just plain vile."

"The same thing that makes social media so powerful can also make it so overwhelming," Zac agrees. "It's very easy to get lost in the comparison game."

ALWAYS EVOLVING

While a recent YouGov survey suggests that social media usage is falling, it's fair to say that the majority of us are still online. With the landscape changing significantly in recent years (Instagram's grid feature, anyone?), we have to ask: how is this affecting crocheters?

"Algorithms change constantly and your audience's preferences will, too," says Lisa. "The series that got me my book deal is one I rarely revisit now."

Beth started out posting photos only on Instagram, but takes a broader approach in 2026. "I now post on Instagram, TikTok, YouTube and Facebook. I had to go from

taking one good photo to creating videos."

Zac shares a similar experience: "When I first started, it was all about the static post on Instagram. I was fully involved in AmiguruMay after only making four plushies. Shortly after that, everything quickly changed with the TikTok boom of short videos."

Lisa also points to the rise of generative AI changing how people consume media. "I find that, in response to that, audiences are craving authenticity and less polished content."

Brandi agrees: "I try to keep it as real as possible, so that people know this is a real person behind this account."

FUTURE FAME

With all this in mind, what advice is there for wannabe influencers on Crochet-gram? Beth tells us one of her best hooks (pun intended!): "If I am doing a voiceover, I am very conscious of the first thing I say. I try to make it engaging so people stop and watch."

Brandi notes the importance of aesthetics when taking photos or videos. "Good lighting is always essential," she advises. "If I'm taking pictures of myself, usually I'm doing this on a plain background because I want the crochet piece to be the star."

"I try not to use a lot of filters," she says. "I try to keep it as natural as possible."

For Lisa, content creation is a learning curve similar to crochet itself: "Expertise is built by repetition and making mistakes. You have to be willing to suck before you can get better. My advice is to find a formula and a posting schedule that works for you and ignore whether your posts perform well or not."

Beth agrees: "Not every post has to be viral. One week, your posts will do really well, and the next they might not. As long as you are putting out content you are happy with, don't get caught up in the numbers."

While likes, shares and sales are crucial to small businesses, it's clear that they come second to a passion for crochet itself. Without that, there would be no content. "A lot of people start their accounts thinking that viral posts, follower counts and sales are the goal," says Zac. "In my experience, they're not. It's how much you show up and authentically connect with your community."

Written by Tricia Fairburn

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