

# Instagram

# 101

## Overview

- What is your brand message?
- What problem do you solve?
- How does your Instagram make you feel?

Think about the visual aspect of Instagram, this is easier if you have a product. If you provide a service take inspiration from accounts that you like, make notes on what you like about them and how they make you feel. This will help you when you are creating your own posts, think like your clients/customers.

## Images

Use your brand words here to help you. Be bold and clear with your visuals. If you haven't already then create a branded template, I'd highly recommend Canva, which you can use for free. Try not to be too clever or overthink your templates, keep them consistent with your brand colours and font. Also make use of the free photos in Canva, the variety and quality are very good.

## What to post

What do you think your clients/customers would like to see? What are they looking for? What is going to help them right now?

Use interesting images, words and powerful quotes/facts to encourage people to engage (like, comment, share). Create a grid that you are proud of, at a glance it should reflect your brand, you and your business. Use **Instagram stories** as a way of your followers getting to know you, you don't have to do videos all the time but it definitely helps create a connection and have fun!

## Caption

There is a common misconception that you need to write war and peace, you don't. Sometimes it's appropriate to write a lot but mix it up, a few words is sometimes all that's needed. It doesn't matter if you add hashtags a few rows down from your main caption or in the comments.

## Hashtags

You need to use hashtags. Unless you are Beyoncé. It's one of the only ways you are going to reach new people. The other way is someone sharing your post or story. See hashtag tips on the next page...

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- Be very specific #love is too general, the lower the amount of posts the better, under 1.5m
- Do some research before you post and prepare a list of hashtags to use, see which one's your competitors use
- Use a minimum of 15 hashtags, you can use up to 30, don't forget location and region
- Use a variety of hashtags but use the same one's each time, copy and paste them from your notes
- Create your own branded hashtags #MyBusiness
- Get niche
- Think about what hashtags your clients/customers might use or look for

### Insights

Get familiar with the insights section, this can be so useful if you're not sure when to post. I would suggest Monday-Friday around 1pm but it depends on your ideal customer. Are they more likely to be scrolling in the morning or evening?

### Bio and picture

If you are using a photo of yourself make sure it's professional looking and high quality. Your bio should be very clear about what you do, if it's not specific enough then explain the problem you solve. You can use hashtags in your bio.

### Get consistent

This is something everyone struggles with, it's a full time job trying to keep on top of every social media platform but it doesn't have to be time drain. Instagram is fast becoming the place people search for what they need, it's just as powerful as a google search, especially because people can tag, share your content and recommend you.

If Instagram is not usually a place you get leads/opportunities but you want it to be attractive and consistent with your message and brand then it's important to post regularly, at least 5 times a week. Here are 3 ways you can easily keep your account 'on brand'..

- Re-purpose content
- Set up posts using a free scheduling tool such as creator studio
- Use a branded template from Canva

### Followers don't equal profit

Whether you have 20 or 2,000 followers this doesn't mean anything in reality, yes for some people it generate a salary but for most of us it's a place of connection and inspiration. It's important to try different things and see what works. Things probably won't happen overnight, give it a few weeks. **Don't get hung up on the numbers.**