Instagram 102: Creating a strong Instagram presence for growing your community.

J.SCOTT MARKETING

Julia Scott

Celeste Martinez
Today’s Schedule

- Instagram Profile
- Activity #1
- Feed Content
- Activity #2
- Stories
- Activity #3
- Story Highlights
- Hashtags
- Activity #4
- Posting Best Practices
- How to Be Social On Social
- Content Examples
- Story Examples
- Adjusting Content for Each Platform
Instagram Profile
Personal or Business Profile?

Jon Acuff | Author + Speaker
Motivational Speaker
\- Text Me - 615-398-6873
\- NYT Bestselling Author of 7 books
\- Podcast: ATG
\- INC Top 100 Leadership Speaker
\- Husband and Father
More here: linktr.ee/jonacuff
Followed by jacksonmichelson, katiedobbinsmusic and 3 others

Follow | Message | Email | ...}

Golden Hour Gift Co
Shopping & retail
A feel-good gift shop to brighten your day! Formerly known as Birdfolk Collective & Trinket. Retail shops in Winooski & Burlington, Vermont.
www.goldenhourgiftco.com

Follow | Message | Contact | ...
Benefits of a Business Profile

- Get access to analytics
- Promote posts as ads and stories directly
- Add links to Stories
  - 10K followers and up only
- Scheduling
- Contact button
- Shopping + checkout
- Quick replies for DMs
Instagram Insights
Instagram Insights

Follower Breakdown
1,777 followers
+2.4% vs Dec 30 - Jan 5

Top Locations
- London, 13.3%
- East Retford, 6.7%
- Vancouver, 3.7%
- New York, 1.8%
- Newark, Nottingham, 1.7%

Gender
- 63.2% Women
- 36.8% Men

Age Range
- 13-17: 0.2%
- 18-24: 8.4%
- 25-34: 57.0%
- 35-44: 21.6%
- 45-54: 7.5%
- 55-64: 3.9%
- 65+: 1.4%

Most Active Times
- Hours
- Days
- Tuesdays
Best Practices

- Logo = profile image
- Choose a name (bold font) that represents your business *and* features a keyword, if possible
- Beef up your bio!
- Utilize Story Highlights
Consider Linktree or Lnk.Bio
Consider Linktree or Lnk.Bio

- Unique URL
- Links to a landing page with multiple links.
- You can keep this up to date with your latest books, speaking engagements, press and more!
- Free versions of both tools
Great Bio Examples

Speaker | Author
Entrepreneur
I help teams, companies, {&} humans think like improvisers
🚀currently building @hausofand
🎧Host: “Yes, And” Podcast
💰I wrote #FearIsMyHomeboy 4U!
linktr.ee/judiholler
Followed by bameventsbos
Great Bio Examples

prestostrange_o_coffee
Message  Follow

910 posts 7,192 followers 757 following

Presto Strange O Coffee Co.
Shopping & retail
• Shop open at 334 Warwick Neck Ave
• Monday-Saturday 7-3
• Sunday 7-1
• Coffee Truck 🚐
• Est. 2010
www.prestostrangeo.com

Coffee Love  Shirts $20  Life  Office visits

▲ POSTS  ▬ REELS  @ TAGGED
Great Bio Examples

jackie.easterday.cpa

CPA | Business Accountant | Jackie
🔥 Empowering female service providers with financial confidence
💪 Accounting + Taxes + Money Mindset
›› Grab my FREE month accounting checklist ‹‹
view.flodesk.com/pages/627aba3e46c9ddac8218a225
Houston, Texas
Activity #1

Let’s look at a Instagram profile together!
grace valentine | author
Author
I write mini-books on social media & regular books in real life.
Author of “Am I Enough?” & "Is It Just Me?"
Speaker
linktr.ee/GraceValentine
Followed by storytellermagazine
Feed Content
Content Planning Best Practices

- Post caption length: aim to keep your followers engaged for 8 seconds
- Include a call to action
- Post 3+ times a week
- Ask questions
- Use 3-5 hashtags in the caption
- Use a consistent aesthetic so your brand looks professional
- Use reels, IGTV, and Instagram Stories
Content Planning Best Practices

● Consistent high-quality visuals... video, video, video!

● @Mention other businesses/brands that compliment your brands identity

● Don’t ask for help - share opportunities!

● Partner with influencers to reach new audiences

● Post at peak hours and days

● Make data-driven decisions
Types of content - Nuts & bolts

- Build buzz about something coming
- Reviews and testimonials
- Collaborations and partnerships
- Entrepreneur’s life/behind the scenes
- Specials, sales, deals, or packages
- Answers to frequently asked questions
- Any media coverage you receive
Types of content - Sharing

- Local weather & sunsets
- Local events
- Gratitude
- Inspiration
- Emotional content
  - TIP: Leverage emotional content
- Pets & animals
- Special perks of your job
- Behind the scenes
Quality Visuals are King

- Most phones have high quality cameras. Remove smudges.
- Take photos in well-lit areas
- Take multiple shots from different angles
- Add depth
- Don’t over edit images
- Get creative!
Use Frames or Quality Graphics
Use Frames or Quality Graphics
Use Frames or Quality Graphics
Content Examples
@llindseyschwartz

- High-quality images
- Diverse images that show different aspects of the business and the author
- Cohesive, curated
- Mix of photos, videos, and carousels
If you’re looking for meaningful last minute gifts, I loved all of these!

📚 A Tribe Called Bliss by @loriharder (great gift for your girl gang)
⏰ Chasing the Bright Side by @jess_ekstrom (great gift for your entrepreneurial friends)
🌟 No Place Like Known by @meganvalentine1
🌟 New Again by @andythenewgirl
❤️ Relationship Ready by @honeyb52
🌈 The Color of Mother by @young_chelsea (great gift for kids or mamas!!)
👑 @greatlikeyoubook by @echristiegrace (great gift for kids going through challenges)
❤️ The New Power Couple by @meet_thefreemans (great gift for your partner or for couples, and they have a virtual book club for it!)

Ok now I want your book recommendations! What books should I add to my list for 2020?👇

#girlganggiftguide
View all 11 comments
loriharder I just love you! Thank you for sharing the book! Def perfect for setting up your own girl gang 👱🏻❤️
Activity #2

Let’s Rate Insta Visuals
Rate: 1 (bad) - 10 (great!)

@trackingpointsformuscles

@trackingpointsformuscles

#doughnuts #doughnut #foodporn #nyceeeeats #nyctreats #njdotcom #ilovefood

akilah_copeland What is he touching?

2,490 likes

AUGUST 28
Rate: 1 (bad) - 10 (great!)
Rate: 1 (bad) - 10 (great!)
Rate: 1 (bad) - 10 (great!)
Stories
What are Stories?
What are Stories?
What are Stories?
What are Stories?
Benefits of Using Stories

- Create Story Highlights
- Get a little more casual
- Show “behind the scenes”
- Highlight the brands personality
Tips For Using Stories

- Create content specifically for Stories
- Use hashtags, location tags, and stickers
- Make them visually appealing
Story Features

- Location tag
- Hashtags
- Polls & Quizzes
- Countdown clock
- Time
- Temperature
- GIFs
- User Tags
- Questions
- Add Music
Activity #3

Brainstorm ideas for Stories.
Story Examples
Story Highlights
What Are Highlights?

● Saved Stories: they will appear on your profile until you remove them
Best Practices

- Use Highlights to **highlight** the different parts of your business
More Examples
Use Story Highlight Covers

Treeline Terrains
Home decor
We design highly accurate 3D wood carvings of the mountains, lakes, and terrains you love.
Based in Middlebury, VT—shipping throughout the US.
linkin.bio/treelineterrains

View shop

Follow Message Email

Find Us Press Water In the Wild

Canv
Use Story Highlight Covers
Hashtags
Research & Diversity!

- Aim to use 3-5 hashtags in the caption.
- Use all relevant hashtags including:
  - **General book terms**
    - #Books
    - #Reading
  - **Industry terms relevant to your business**
    - #WritersLife
    - #WritersofInstagram
  - **Specific terms your potential customers may be interested in**
    - #RomanceNovel
    - #Nonfiction
How to Research

- Look at hashtags your competitors are using
- Use the search + explore tab
- Look for hashtags with 10K - 100K posts
- Look at related hashtags
Activity #4

Jot down topics you might research for hashtags.
Posting Best Practices
Deciding When to Post

**Feed:**
- When are your followers *most* active? (days & time) Look at Analytics.

**Stories:**
- Stories should feel less planned and more spontaneous
  - But still rely on Analytics for optimal times
The **Hour** After You Post **New Content** to Your Feed is the **Most Important**
Be Social on Social
How to be Social

● Engage with users:
  ○ You’re following
  ○ Who follow you (even if you do not follow them)
  ○ Using hashtags relevant to your business
  ○ Using location tags in your target audiences area
  ○ Who follow your competitors
Being Social Means...

- Commenting *genuine* comments, more than just “nice!” or an emoji

- Liking photos & sharing other users posts to your stories (if relevant)

- Following users that are:
  - Relevant to your business:
    - Neighboring small businesses
    - Competitors
    - Industry leaders
  - Your target customers
Adjust Content for Each Platform
Think About...

- Does this audience care to learn about this topic?

- Does the current call to action make sense on this platform?
  - Visit our website vs call us

- Does this content fit with this platform’s structure?
  - If it’s an update with a link on Facebook you’d be unable to simply post it on Instagram

- What other changes need to be made?
  - Change or take away hashtags?
  - Adjust mentions
  - Change the call to action
  - Change the dimensions
We’re partnering with American Express to donate up to 1 million hotel rooms to frontline medical professionals and supporting World Central Kitchen to give these healthcare heroes delicious, fresh meals while they’re on the front lines. Want to help? Make a meal donation today: https://www.hilton.com/MealsforHeroes
Hiltonhotels One million ‘thank-yous’ to the frontline medical professionals who are working to keep us safe: we’ve partnered with @AmericanExpress to donate up to one million hotel room nights so that these healthcare heroes have a comfortable place to stay between shifts and a way to protect their families from potential exposure to COVID-19. More info in bio. #HotelsForHeroes (via @hilton)

ellenbird1 This is great! Any way Hilton members can help by donating a room via points or weekend certificates?
Ben & Jerry’s

It’s been 42 sweet years since we started concocting our funky, chunky, swirly flavors, and we couldn’t have done it without our fans. Thank you! 🎉

brown_spice HAPPY BDAY BEN AND JERRYS!!!!! I LOVE U

lookhowwelliamdoing Thank you guys for everything. Love you

8,276 views
3 HOURS AGO

Add a comment...
It's been 42 sweet years since we started concocting our funky, chunky, swirly flavors, and we couldn't have done it without our fans. Thank you! 🎉
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Resources

- 7 Reasons to be on Instagram NOW
- Boost Your Social Media Profile With 4 New Instagram Features
- Five Instagram Tips for Instant Success
- What is a Hashtag + Five Hashtag Tools
- Three Ways to Grow Your Business With Hashtags
- Social Media Photography: Seven Tips for Captivating Images
- When to Hire a Professional Photographer for Your Small Business
- How to Hire a Professional Photographer: 7 Questions to Nail a Successful Shoot
- When is the Best Time to Post on Social Media?