



J. SCOTT
MARKETING

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

Julia Scott



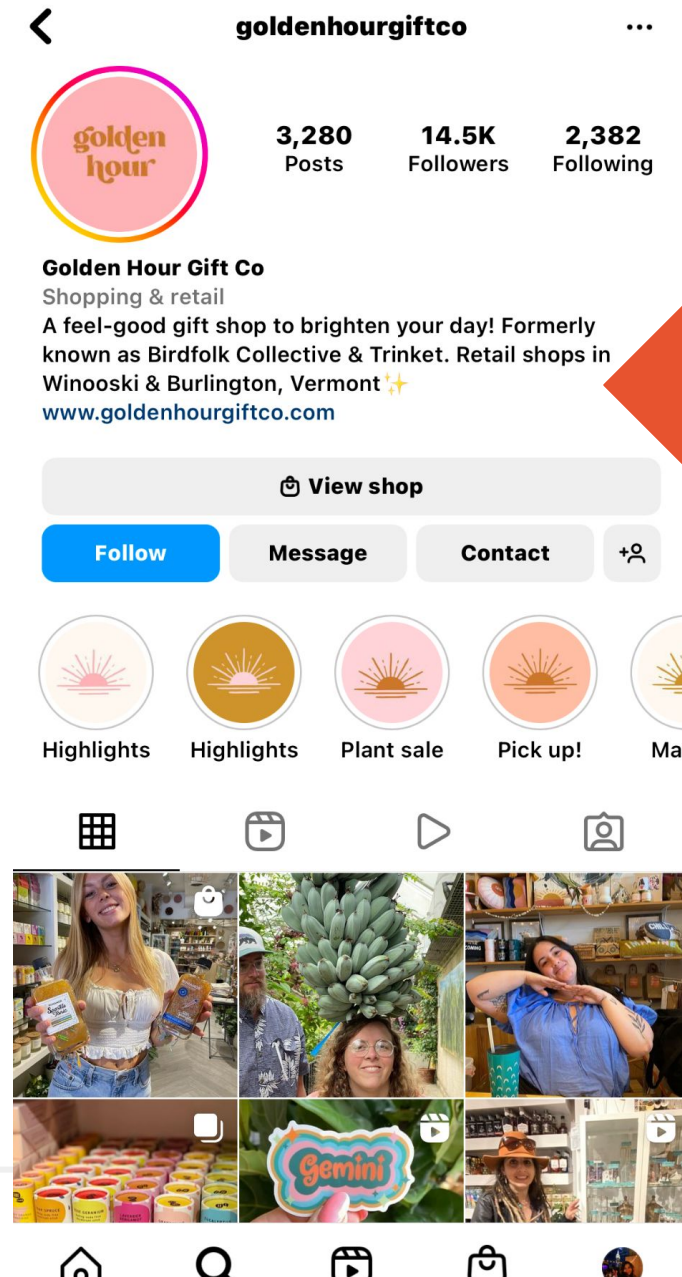
Celeste Martinez

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?



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

The image shows a screenshot of an Instagram profile for user 'jillwrren'. The profile includes a circular profile picture, statistics for 26 posts, 2,870 followers, and 1,408 following. The bio identifies Jillian Warren as a digital creator and social media specialist at 'latermedia' in London. Below the bio are buttons for 'Edit Profile', 'Promotions', 'Insights', and 'Add Shop'. A blue arrow points to the 'Insights' button. At the bottom, there are location tags for Paris, IG Tips, Lisbon, and London, along with a 'New' tag. The main content area shows a grid of posts, including a video of a woman in a blue dress and a graphic with the text 'HOW OFTEN SHOULD YOU POST ON WEDNESDAY?'. The bottom navigation bar shows icons for home, search, reels, shopping, and profile.

jillwrren 9+ + ≡

26 Posts **2,870** Followers **1,408** Following

Jillian Warren 🌟 **Later** she/her
Digital creator
Content Marketing + Social Media Specialist
Editor @latermedia
📍 London
linkin.bio/jillwrren
London, United Kingdom

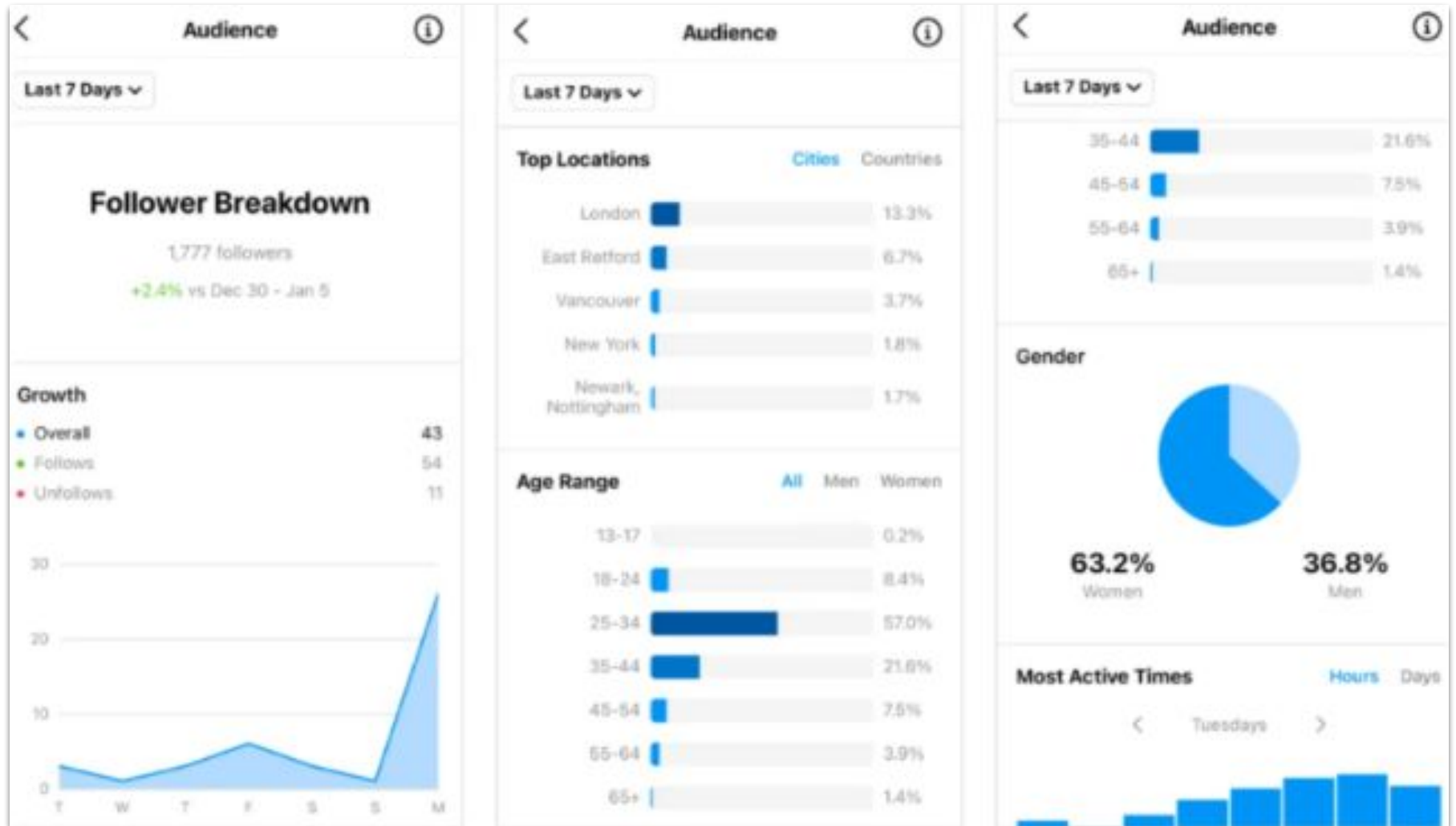
Edit Profile **Insights** **Add Shop**

Paris IG Tips Lisbon London New

HOW OFTEN SHOULD YOU POST ON WEDNESDAY?

THE BEST TIMES TO

Instagram Insights



Best Practices

briocoffeeworks

815 Posts 5,604 Followers 3,269 Following

BRIO COFFEEWORKS
Woman-owned business.
Your place for coffee, community and connection.
Roasted daily in Burlington, VT
Free shipping on orders > \$40
briocoffeeworks.com/pages/barista/
266 Pine Street, Ste 116, Burlington, Vermont

Followed by **jscottmarketing**

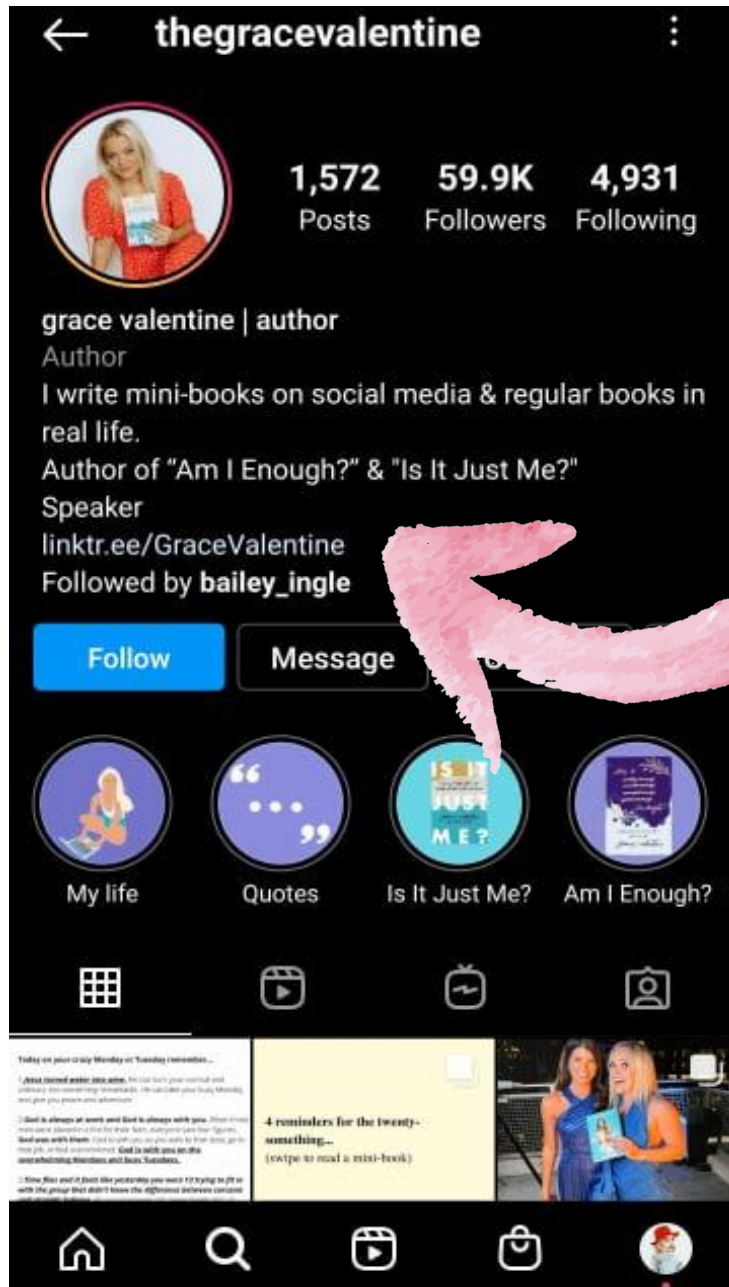
View shop

Follow Message Contact +

Our Coffees We ❤️ Dogs Tasting Bar Partner Po... Ne

- 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



@GraceValentine

Monroe, GA Event

UGA EVENT - GET TICKET ASAP

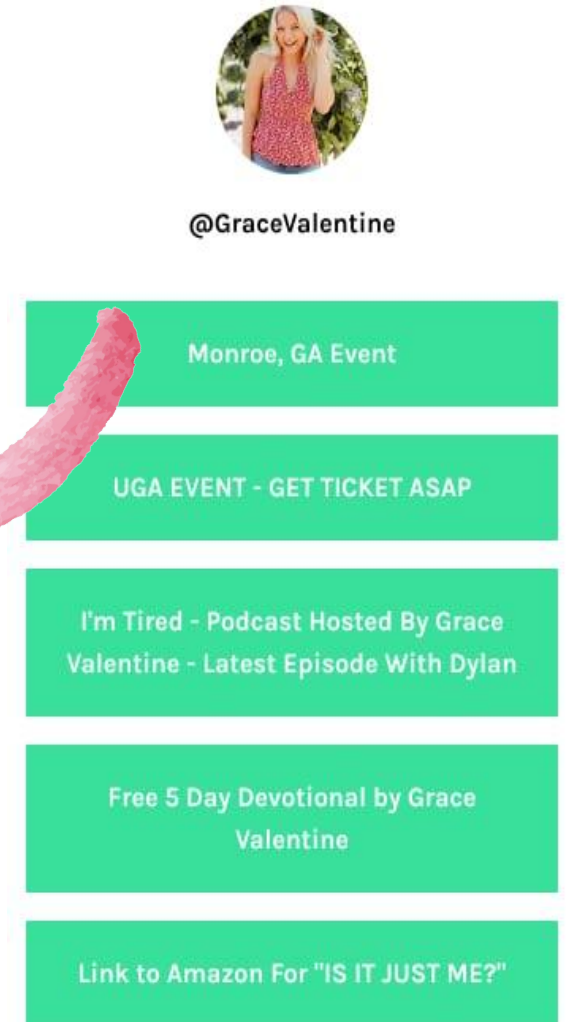
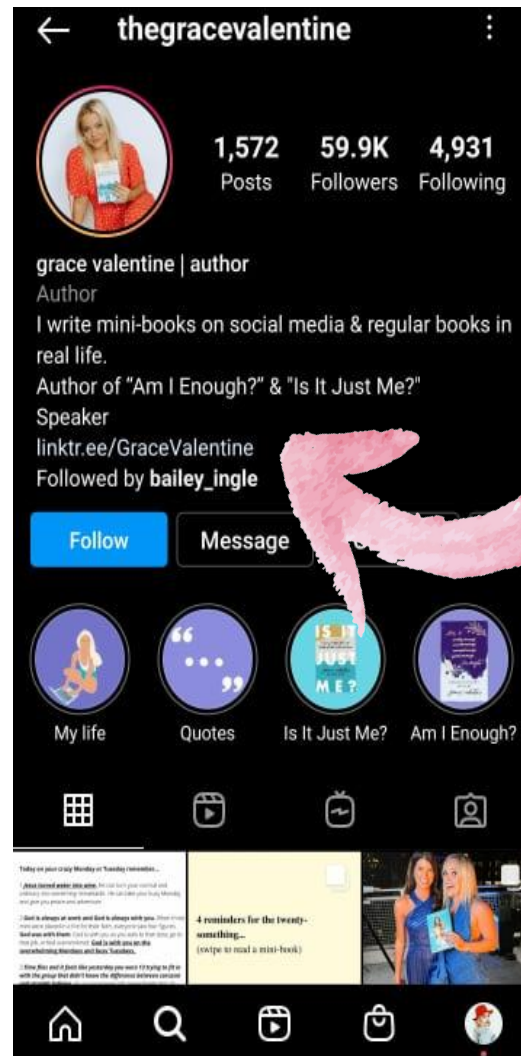
I'm Tired - Podcast Hosted By Grace Valentine - Latest Episode With Dylan

Free 5 Day Devotional by Grace Valentine

Link to Amazon For "IS IT JUST ME?"

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



← judiholler ⋮



3,152 Posts 25.7K Followers 727 Following

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



227
Posts

985
Followers

228
Following

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

Follow

Message

Email



Activity #1

Let's look at a Instagram profile together!



thegracevalentine



1,575

Posts

60.4K

Followers

4,937

Following

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 **storytellingmagazine**

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



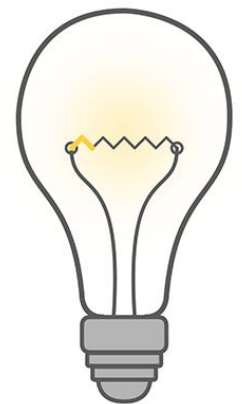
Content Planning Best Practices

- 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

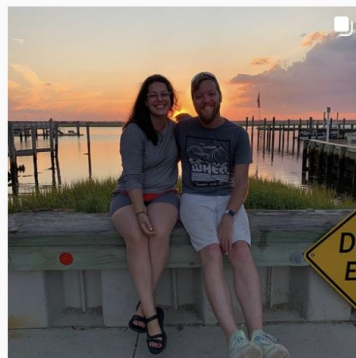
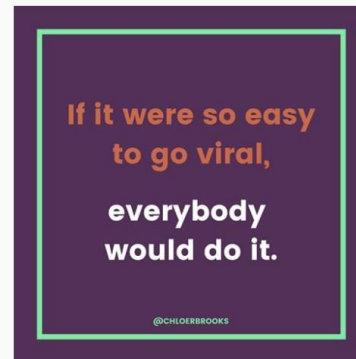
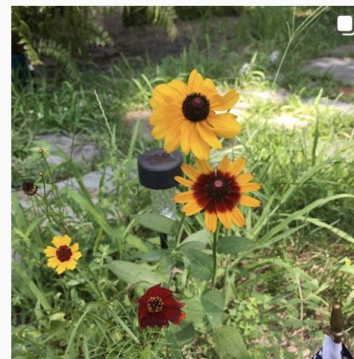
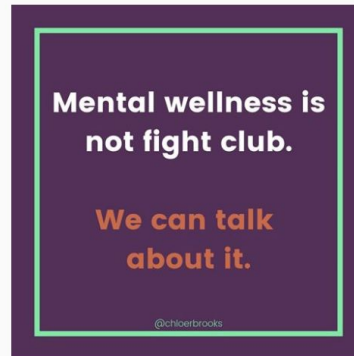


Quality Visuals are King

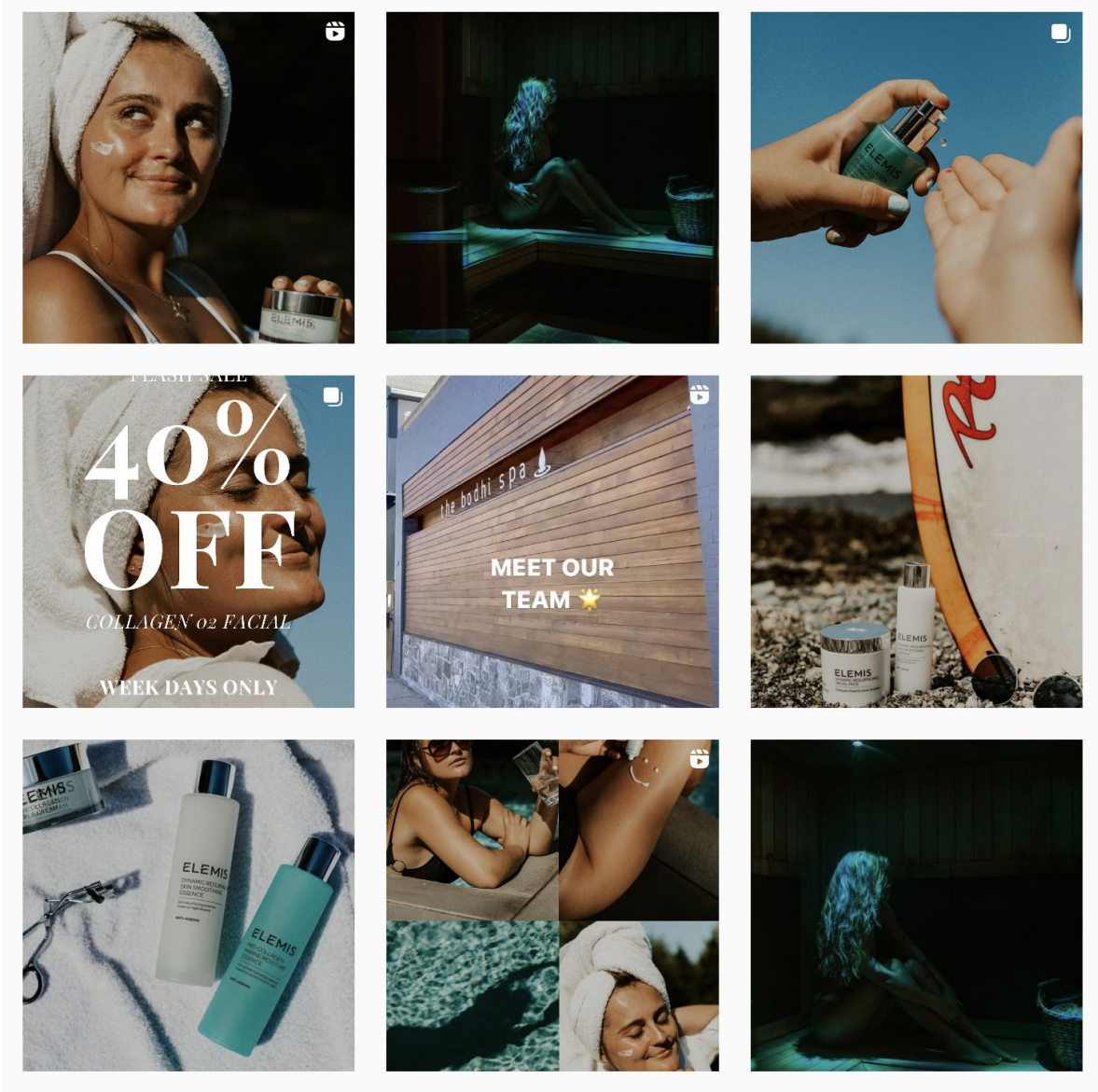
- Most phones have high quality cameras. Remove smudges.
- Take photos in well-lit areas
- Take multiple shots from different angles
- Add depth
- Don't over edit images
- Get creative!



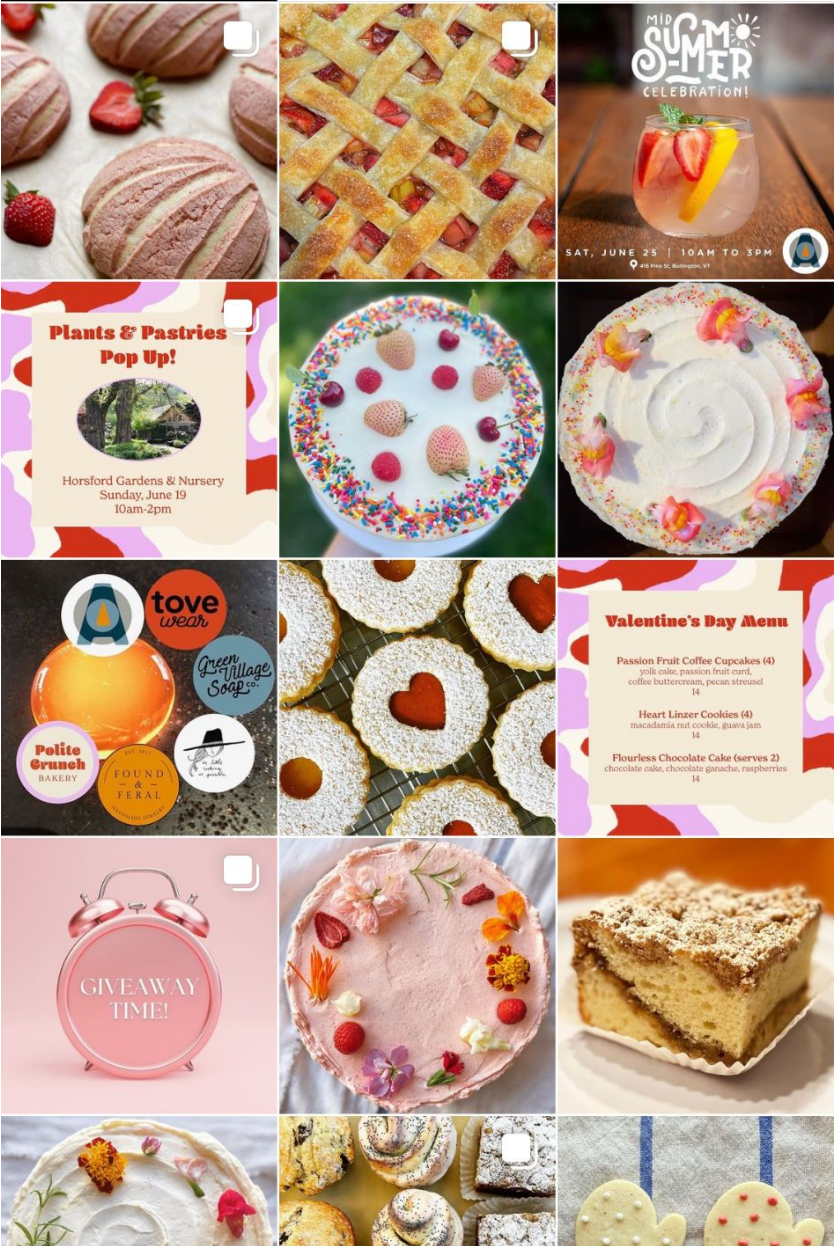
Use Frames or Quality Graphics



Use Frames or Quality Graphics



Use Frames or Quality Graphics



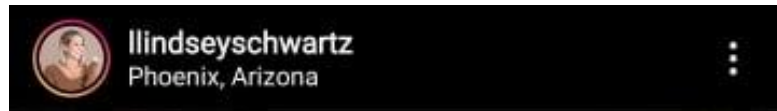
Content Examples

@lindseyschwartz



- High-quality images
- Diverse images that show different aspects of the business and the author
- Cohesive, curated
- Mix of photos, videos, and carousels

@lindseyschwartz



lindseyschwartz
Phoenix, Arizona



100 likes

lindseyschwartz I love giving books as gifts! What are some of your faves?

I've been asked a few times recently what my favorite books have been this year, which made me realize that more than half of the books I read in 2019 were written by friends! 😊

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

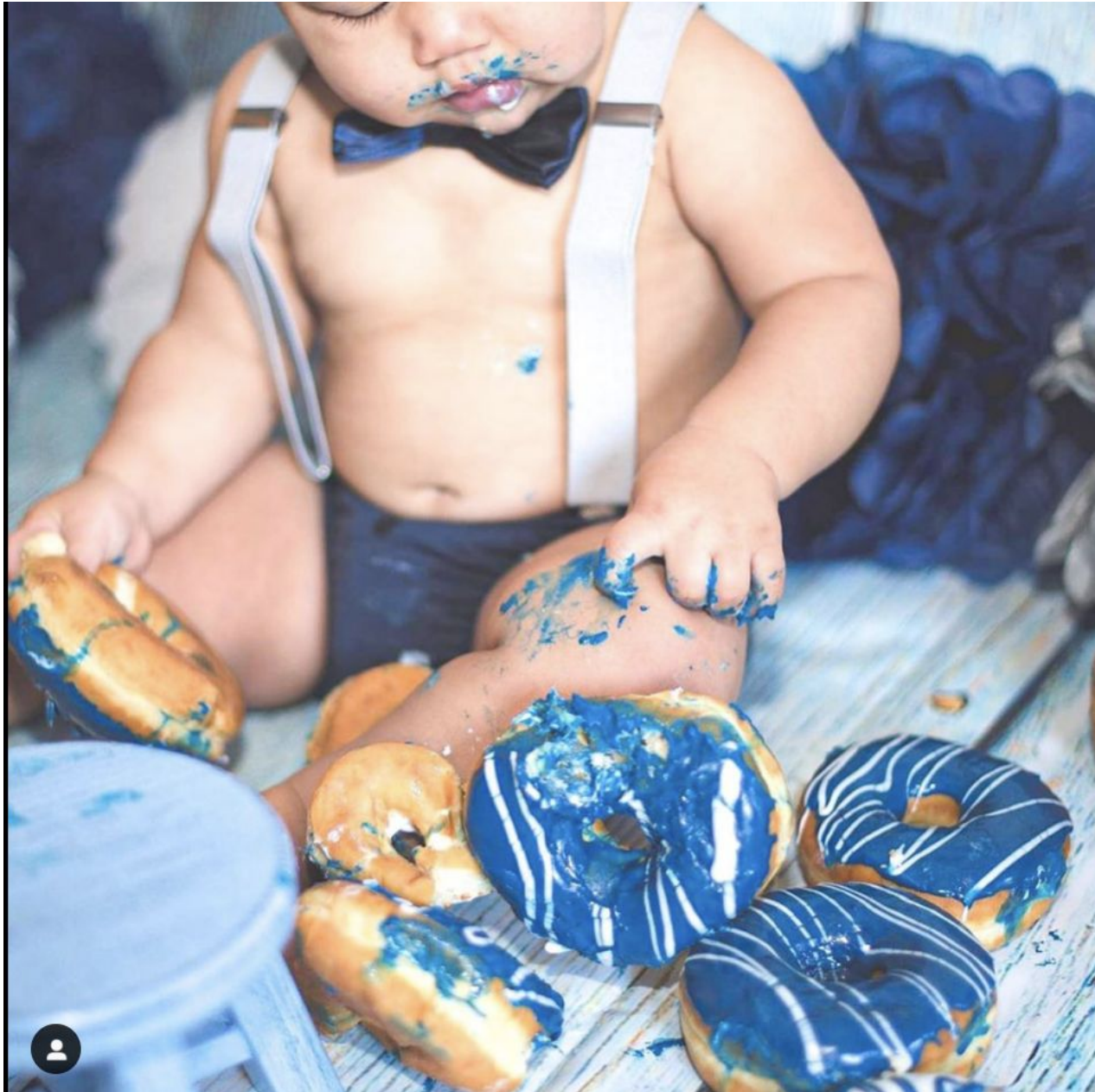
loriharder I just love you! Thank you for sharing the book! Def perfect for setting up your own girl gang 🙌❤️



Activity #2

Let's Rate Insta Visuals

Rate: 1 (bad) - 10 (great!)



glazeartisan • Follow
Glaze Donuts, West Caldwell



glazeartisan We can make all your #donut dreams come true - especially with custom #donuts !!!

.

.

👤 @trackingpointsformuscles

.

.

.

#doughnuts #doughnut #foodporn
#nyceeeeeeats #nyctreats #njdotcom
#ilovefood

2w



akilah_copeland What is he touching?



6d 1 like Reply

[View replies \(1\)](#)



2,490 likes

AUGUST 28

Add a comment...

Post

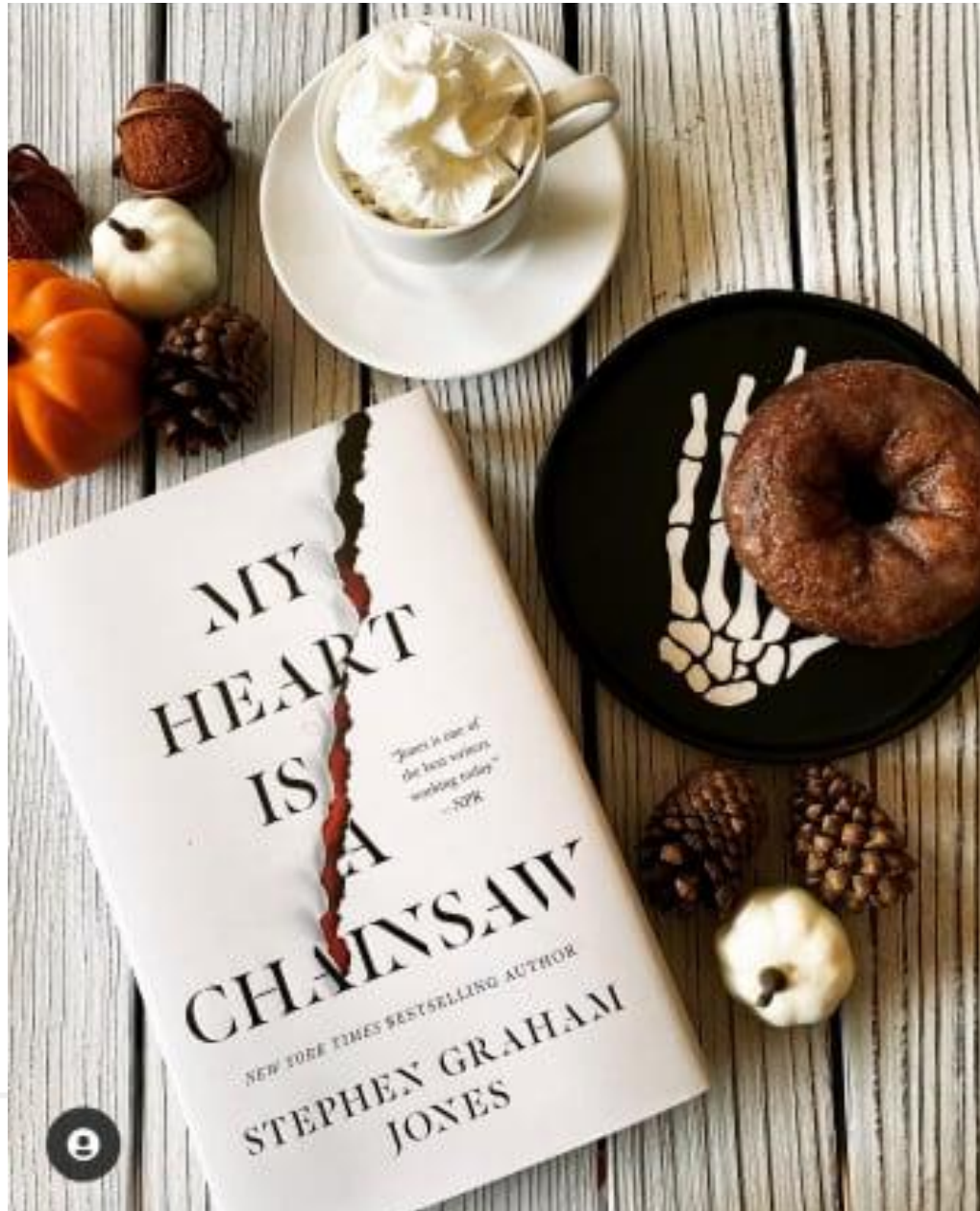
Rate: 1 (bad) - 10 (great!)



Rate: 1 (bad) - 10 (great!)

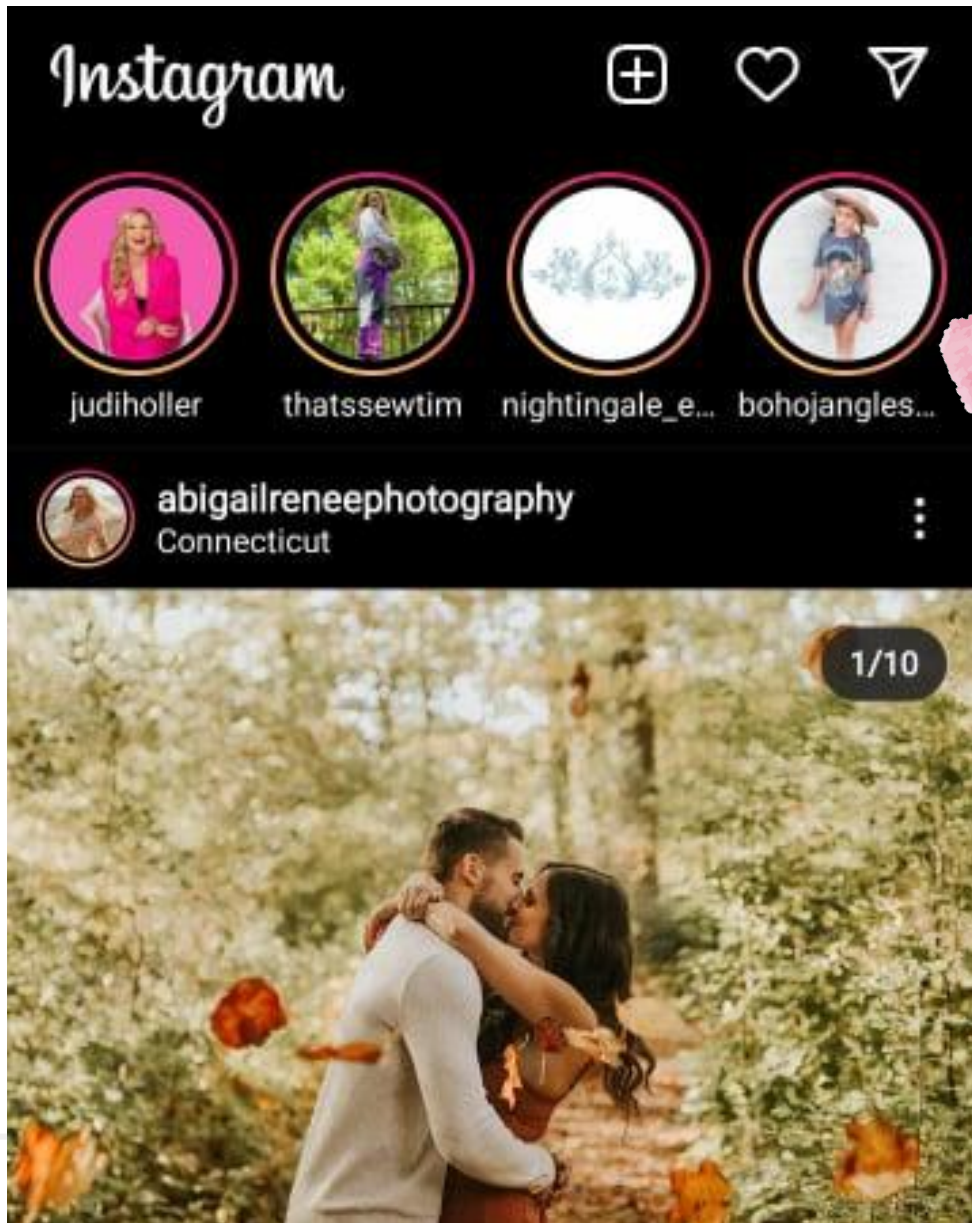


Rate: 1 (bad) - 10 (great!)

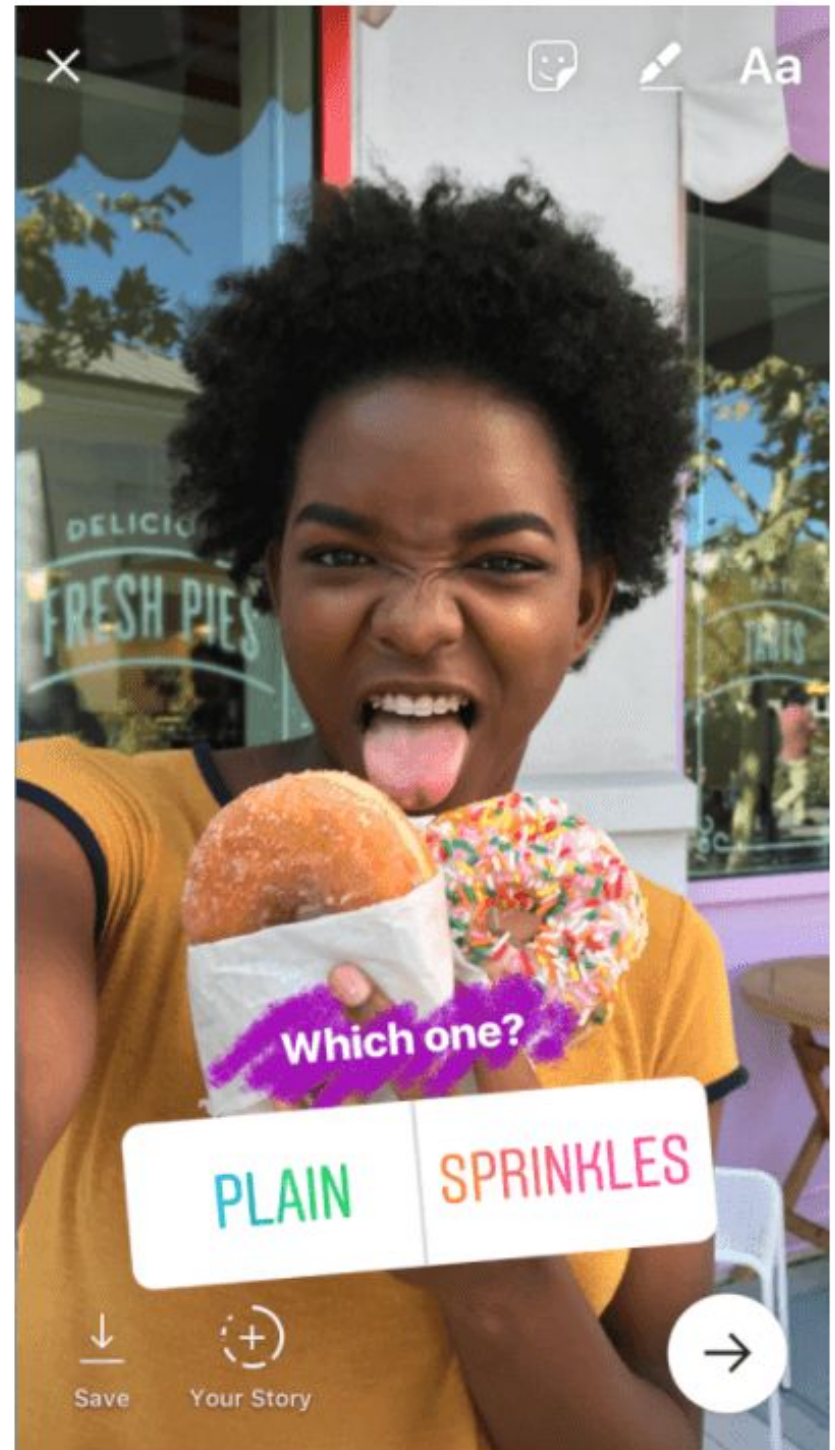


Stories

What are Stories?



What are Stories?



What are Stories?



What are Stories?

The screenshot shows a Facebook Story interface. At the top, there is a settings gear icon on the left and a download icon with a close 'X' button on the right. The main content is a video of a woman with dark curly hair, wearing a yellow shirt, holding a pink and white poll card. Below the video, the view count is '46'. To the right of the view count are three icons: a download arrow, an upload arrow, and a trash can. Below this is a poll summary with two columns: '34 votes for plain' and '12 votes for sprinkles'. Underneath the poll is a section titled 'VOTERS' with a list of six users, each with a profile picture, name, and the text 'voted plain', followed by a close 'X' button.

46

34 votes for plain

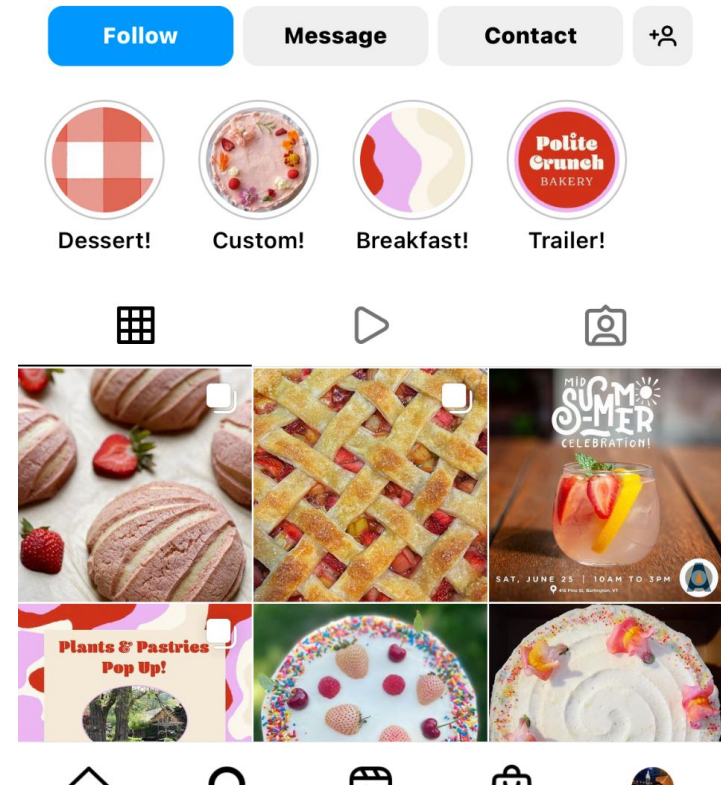
12 votes for sprinkles

VOTERS

- jeffreyderson**
Jeffrey Gerson • voted plain
- chchoitoi**
Christine Choi • voted plain
- thomas**
Thomas Dimson • voted plain
- shiyizhao1124**
Shiyi Zhao • voted plain
- mattzitzmann**
Matt Zitzmann • voted plain
- kjung92**
Kevin Jung • voted plain

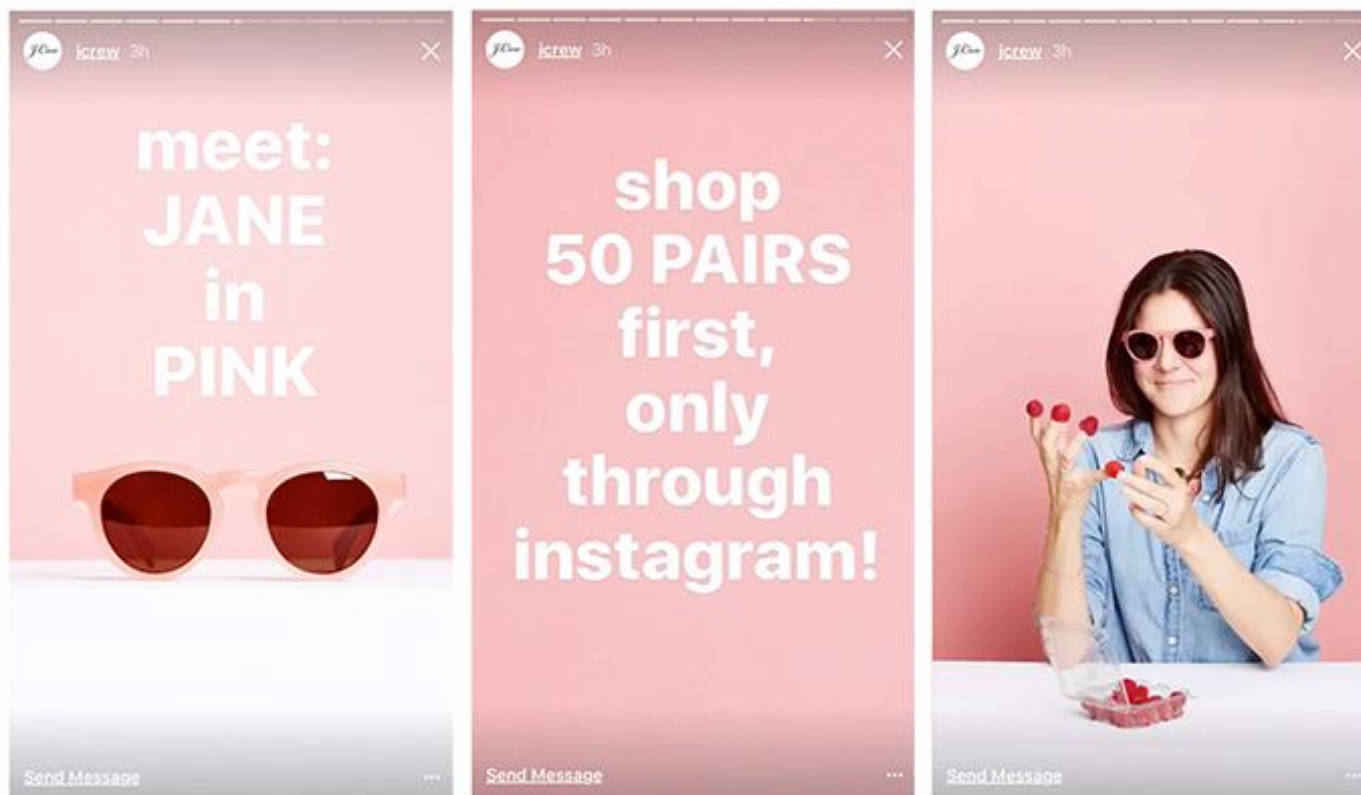
Benefits of Using Stories

- 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



sarablarrison 3h

Watch Full Reel



Send message

**DON'T
GIVE
UP**





beenanza.design 23h



vtelecticco



@beenanza.design

[🔗 CLICK HERE TO GET UR OWN 🍏!](#)

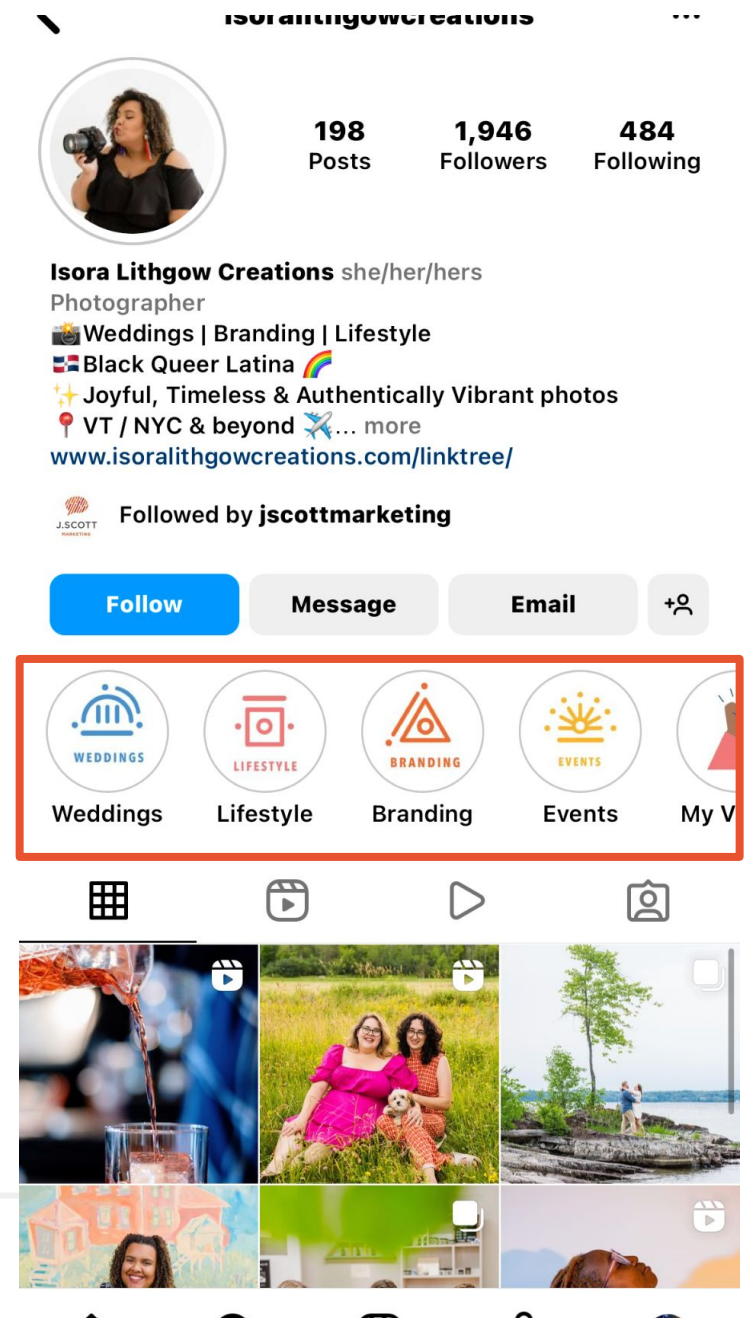
Send message



Story Highlights

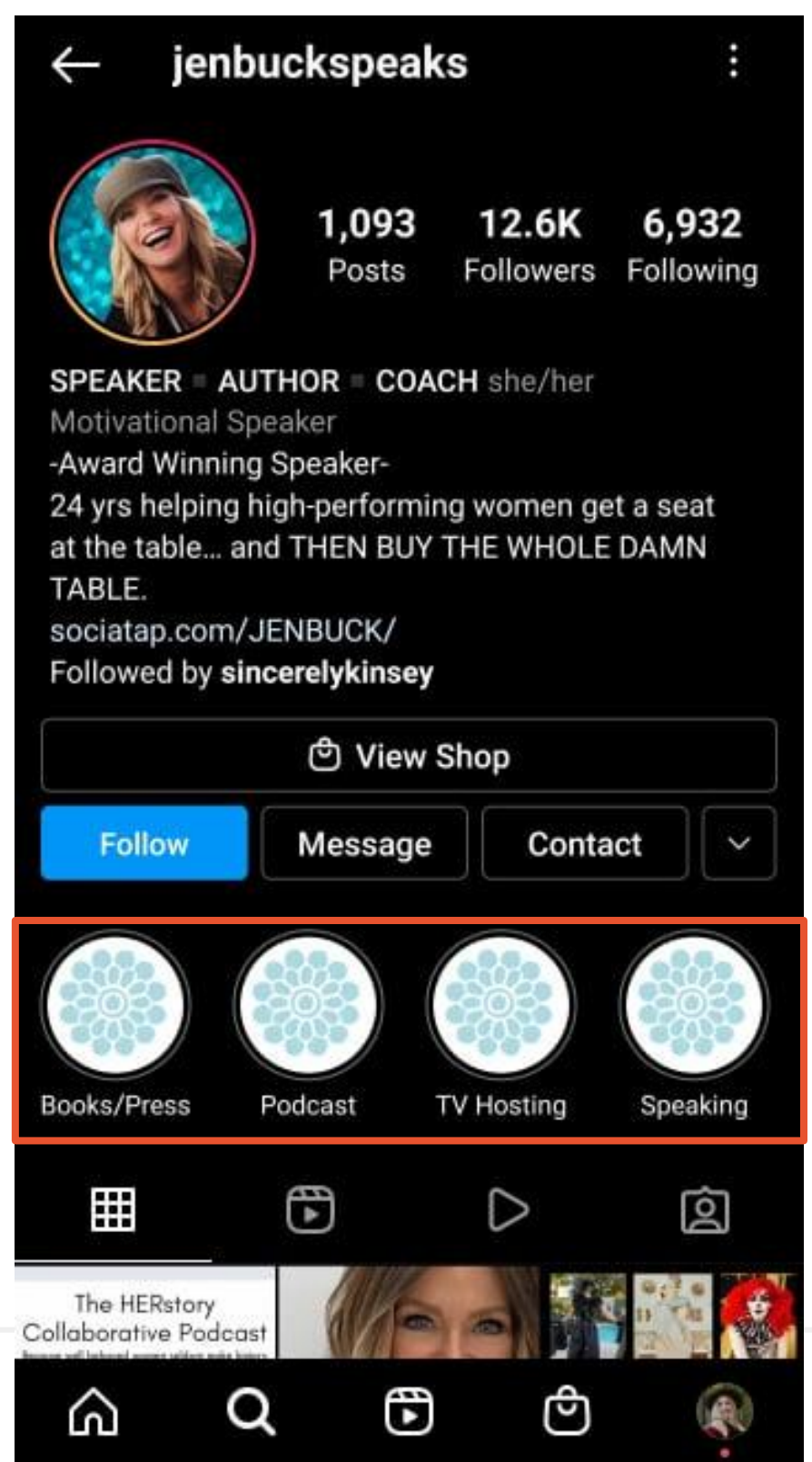
What Are Highlights?

- 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

The screenshot shows the Instagram profile for Simon Pearce. At the top, there is a back arrow, the username 'simonpearce' with a verified badge, and a three-dot menu. The profile picture is a black circle with 'SIMON PEARCE' in white. To the right of the profile picture, the statistics are: 4,185 Posts, 54.5K Followers, and 660 Following. Below the profile picture, the name 'Simon Pearce' is followed by the category 'Shopping & retail', a description 'handcrafted glass + pottery made in Vermont + Maryland', a link 'linkin.bio/simonpearce', and the address '1760 Quechee Main Street, Quechee, Vermont'. A 'View shop' button is located below the address. Below that are three buttons: 'Follow' (highlighted in blue), 'Message', and 'Contact', along with a '+0' button. A red box highlights a row of five story highlights: 'Shop' (with a shopping bag icon), 'Highlights' (with a leaf icon), 'LoveYourBr...' (with a photo of two men), 'HIRING' (with a Simon Pearce logo), and 'MAK' (with a photo of hands). Below the highlights are navigation icons for grid, video, play, book, and profile. The main content area shows a grid of six images: a blue and white patterned vase with tall grass, a colorful woven hat on a beach, a glass of orange juice with a slice of orange, a stack of white ceramic dishes, a scenic view of a lake and buildings, and a glass of water on a beach.

simonpearce

SIMON PEARCE

4,185 Posts 54.5K Followers 660 Following

Simon Pearce
Shopping & retail
handcrafted glass + pottery made in Vermont + Maryland
linkin.bio/simonpearce
1760 Quechee Main Street, Quechee, Vermont

View shop

Follow Message Contact +0

Shop Highlights LoveYourBr... HIRING MAK

48

Use Story Highlight Covers



288
Posts

7,302
Followers

577
Following

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



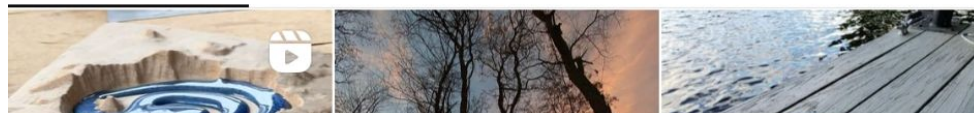
Water



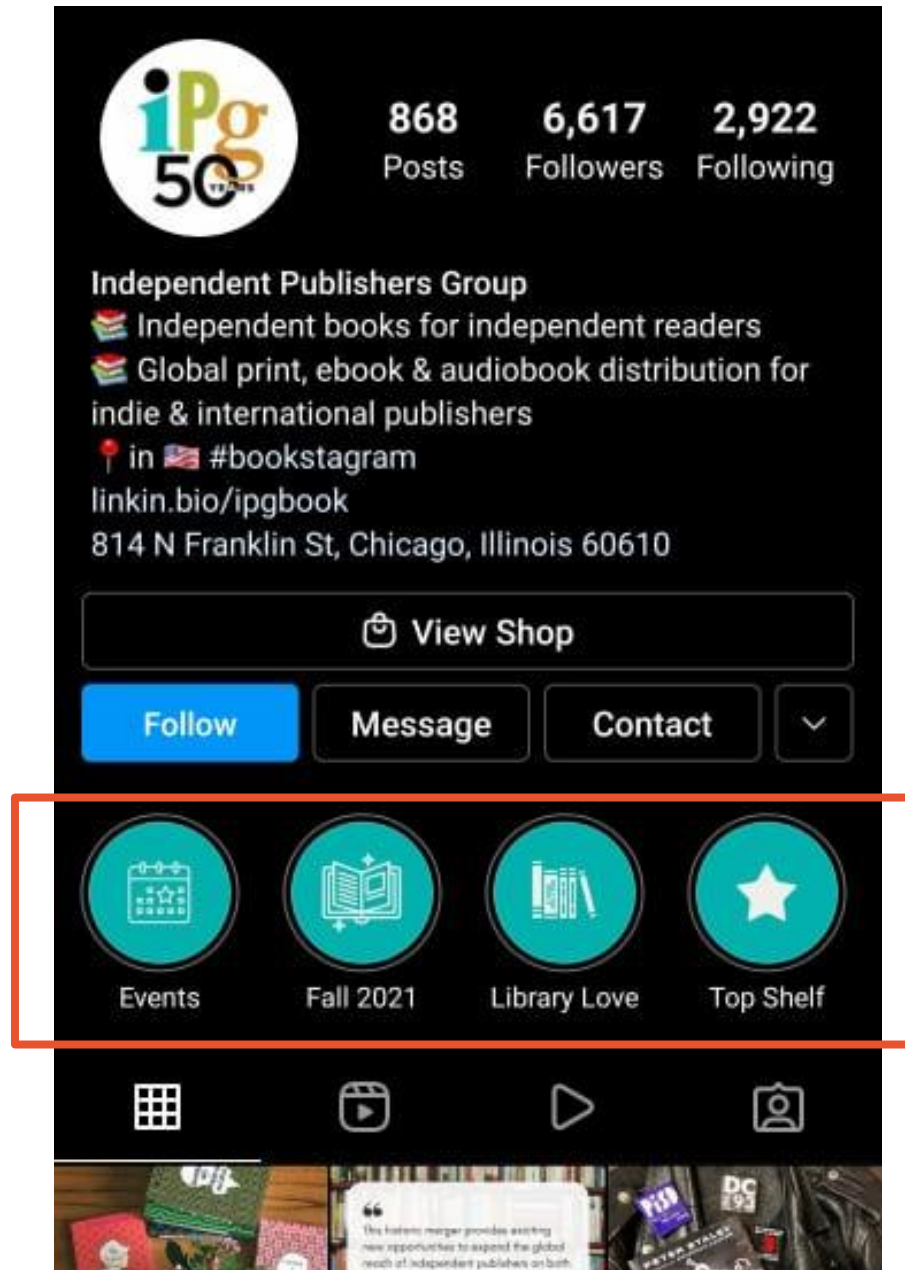
In the Wild



Carv



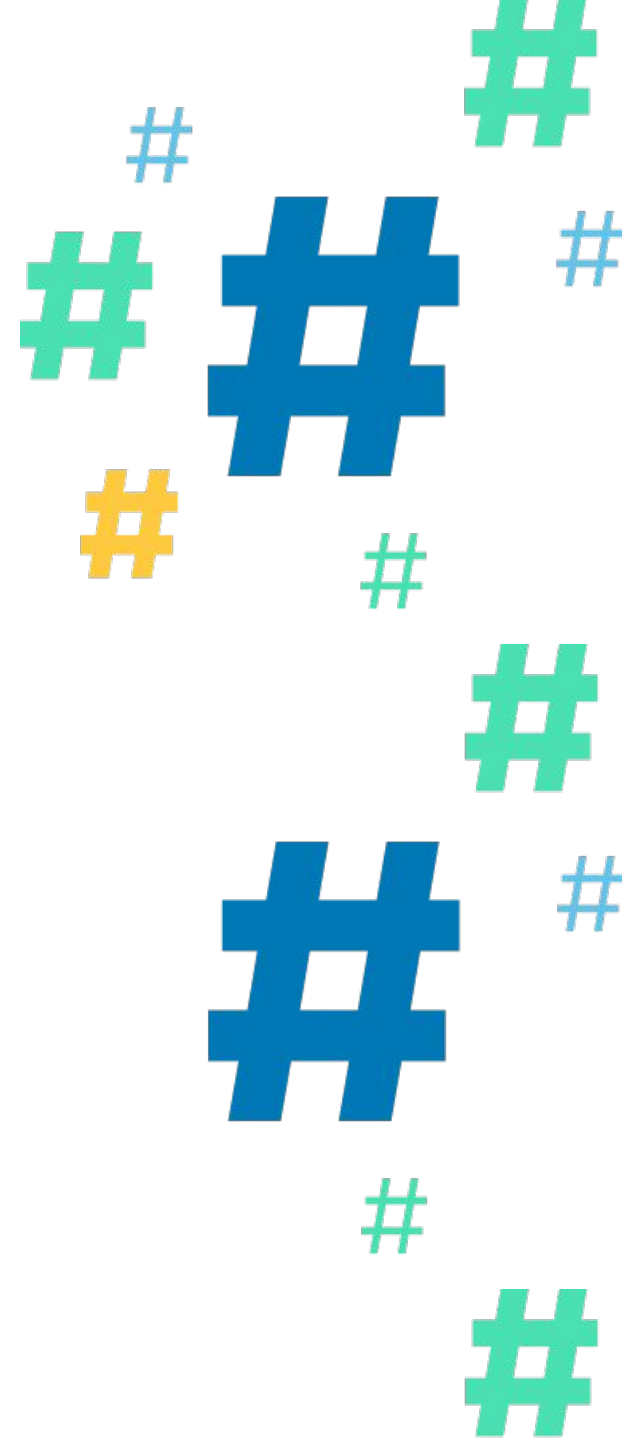
Use Story Highlight Covers



Hashtags

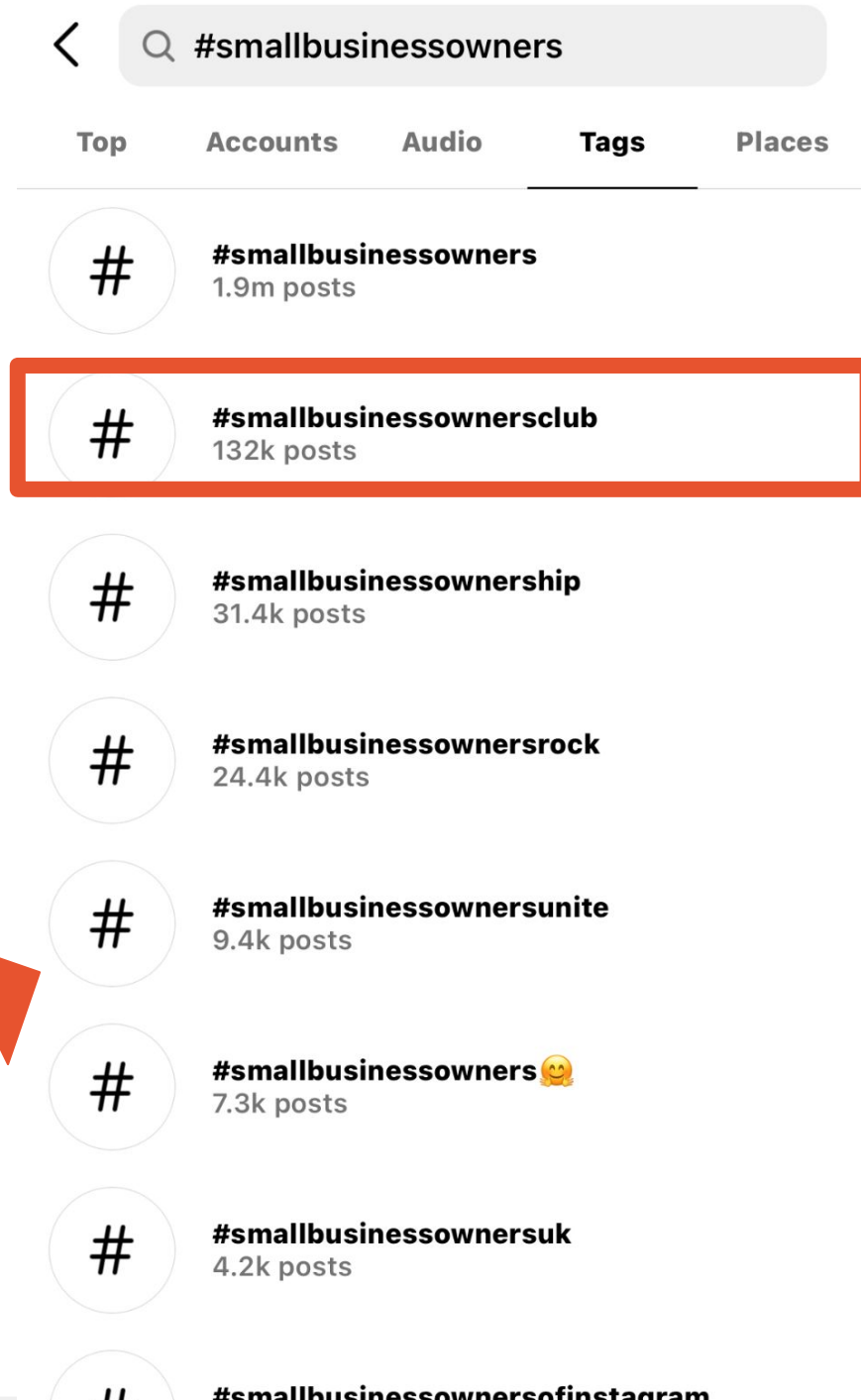
Research & Diversity!

- 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



FOLLOW

- 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



Hilton



Hilton
6 hrs · 🌐



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>



Hilton



hiltonhotels  • Follow



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)

4w



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



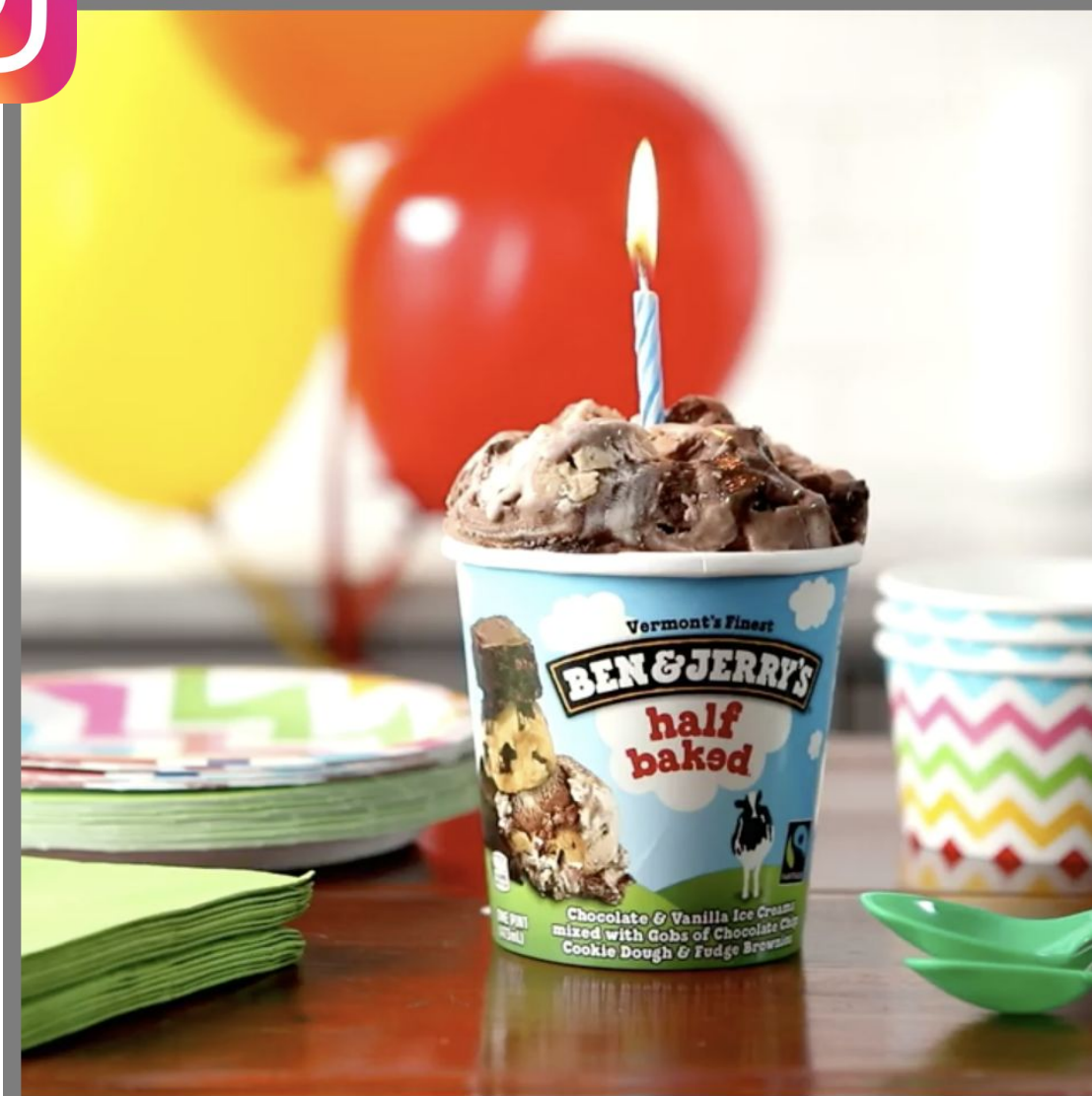
3,568 likes

APRIL 6

Add a comment...

Post

Ben & Jerry's



benandjerrys • Follow



benandjerrys 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! 🎉

3h



brown._spice HAPPY BDAY BEN AND JERRYS!!!!!! I LOVE U



2h 2 likes Reply

— View replies (2)



lookhowwelliamdoing Thank you guys for everything. Love you



2h 1 like Reply

— View replies (1)



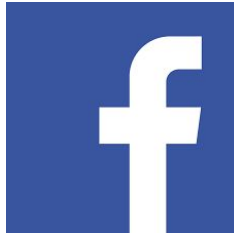
8,276 views

3 HOURS AGO

Add a comment...

Post

Ben & Jerry's



Ben & Jerry's

3 hrs · 🌐



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! 🎉



👍❤️👤 222

27 Comments 15 Shares 5.2K Views

Overview

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- Story Highlights
- Hashtags
- Activity #4
- Posting Best Practices
- How to Be Social On Social
- Content Examples
- Story Examples
- Adjusting Content for Each Platform

Questions?



J. SCOTT
MARKETING

Connect on [LinkedIn](#)

Julia@JScottMarketing.com
Celeste@JScottMarketing.com

Julia Scott



Celeste Martinez

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?](#)

