

BEST PRACTICES WHEN USING INSTAGRAM FOR BUSINESS

- Create or switch over to a professional/business account
- Represent your brand on your profile
- Be concise in your profile bio
- Use highlighted stories
- Use Linktree or Link In Profile
- Create more than just posts, use stories, reels, IGTV 
- Determine themes/campaigns for content
- Develop a Content Calendar
- Repost/share others content, especially if it's a story you're tagged in
- Choose content that adds value/help, creates connections & promotes your business
- Don't just SELL
- Consider the content from a potential client's perspective
- When in doubt, choose VIDEO
- Cohesive messaging & images (branding)  
- Use hashtags, locations, tagging/mentions when possible #
- Keep a list of hashtags to easily copy and paste
- Include some personal/community content when appropriate
- Schedule out posts when possible
- Be consistent
- Invest in a Professional
- Set-up an Instagram Shop
- BE SOCIAL - create engagement, be engaged, create connections & TRUST
- Don't just post, be social
- Don't just like posts, comment on posts 
- Use direct messaging (check your direct messages)
- Use story stickers
- Respond to all comments with a comment
- Set some goals
- Review IG insights & analytics - what content worked well, replicate 
- What's your ROI? Manage your time and budget
- Research!
- Use Paid Advertising
- Properly set-up Facebook Business Manager

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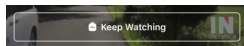
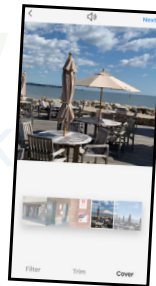




INSTAGRAM TIPS + APPS GREENWICH POINT MARKETING

INSTAGRAM TIPS & TRICKS

- Hide hashtags and tagged accounts in text of story
- Expand your color options for story text by holding a color down
- Remove sound from videos
- Tag other accounts in stories for easy sharing
- Use stickers – track clicks, create higher engagement
- Send stories to Facebook
- Create stories from posts, reels, IGTV videos
- Utilize contests and partnerships
- Use live video
- Tag other accounts in posts as they are alerted of comments on that post
- Use carousel posts (multiple images/videos) as IG will show photo/video that wasn't viewed yet
- Always choose a cover image for your videos
- Add captions or text for videos when someone is speaking
- Reorder and remove filters
- Use a filter at a reduced percentage
- Participate in trends
- Use stock photos sparingly
- Introduce yourself in messenger
- Consistently engage with your audience
- Comment on posts that you follow, of those that follow you, target audience
- Join/create a pod
- Personality/Person behind the account
- Turn on post notifications for other accounts
- Mute accounts that you follow but don't want to see their content
- Control being tagged in others content
- Standout with special fonts and characters to your bio
- Post IGTV videos and reels to your main profile feed
- Promote content and/or run ads
- Work with an Influencer
- Update apps and phone software often
- Don't know how? Google it!



APPS, PROGRAMS & SCHEDULING FOR INSTAGRAM



- Scheduling, Reporting or Hashtags: Facebook Creator Studio, Hootsuite, Iconosquare, Social Report, Command App
- Editing & Design: Adobe Spark (Apps), Canva, Ripl (video editing)
- Share posts: Repost Apps
- Profile layout: Preview App, UNUM App
- IG apps: IGTV, Boomerang, Layout, Hyperlapse
- Organizing content: Trello, Asana, Google Sheets/Docs
- Link Shortener: bit.ly
- Additional link options: Linktree, Link In Profile
- Google Analytics & other Google products
- Facebook Business Suite & Ads Manager
- Ad Program: AdEspresso
- LinkedIn Learning (formerly Lynda.com)

