



The Marketer's Guide to Using Instagram

Setting up your company's Instagram profile is simple. First, create a business profile through your personal Instagram profile (note: accounts must be Public).

Instagram may then import business contact information (phone number, address, contact email) from your Facebook account.

If this does not work, simply change the contact information within the app.

Make sure this information is 100% accurate, because it's what users will see when they click Contact in your business profile.

Business profiles can only be linked to a single business Facebook page.



Creating a Business Profile

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Strategize & Socialize

Much like posting to other platforms, you have to create a content strategy—and stick to it—to maximize your success on Instagram. Many marketers have found success by predominantly posting high value content (videos, quotes, culture photos, etc.), mixed in with action items (links to a blog/offer, interactive posts and contests, contact calls-to-action). The key is to post consistently!

Additionally, follow and interact with industry leaders and other businesses in your space. Comment on, share and promote valuable posts that others share in addition to your own. If you receive feedback or comments from users, reach out and respond!

To make things easier, consider establishing one person in your organization (yourself, a Social Media Manager or otherwise) to own Instagram. This ensures that your strategy is coherent and establishes ownership.



Multimedia Marketers, Social Media Pros and Inbound Experts
like this

Buffer Inc. "Content is the heart of Instagram. Before you get into thinking about your visual style, it's good to have a clear vision for the type of content you're putting out."

#contentmarketing #video

Pew Research Center "59% of Instagram users are on the platform daily, including 35% who visit several times a day."

#socialmedia

October 19, 2017



Diverse Content Ideas

You shouldn't solely be the person to post industry quotes or photos of your team on your business Instagram account. Your should mix-and-match unique forms of content, analyze what works best and develop a "living" Instagram strategy. As the platform and audience behavior changes, you'll have to determine your business's ideal content types through trial and error.

Different content ideas for Instagram include:

- Product demos/videos
- Product highlights
- Customer highlights
- Company culture highlights
- News and shared industry content
- Contest posts
- Educational/marketing materials

When thinking of new post ideas, get other members of the team involved to brainstorm new content ideas to raise engagement with your business account. Their own experience with the platform, as well as exposure to other business profiles, can help you identify additional content ideas.

At the end of the day, your business should hone in on 2-3 of its strongest content formats and focus primarily on producing that kind of content.



Tips for Engaging Instagram Content

- **Use or create a style guide:** colors, fonts, filters and caption/hashtag style should be consistent throughout your posts
- **Know when to post:** the best days to post Instagram content are Monday and Thursday, and the best time of day to post is 8 to 9 a.m. EST. You should post every day, but save hyper-valuable content for those days and times
- **Cross-post Instagram content to Facebook:** images posted to Facebook through Instagram see a 23% increase in engagement compared to those posted natively. It's win-win to post to both
- **Show off the team and include faces in your post:** people like seeing people. Instagram posts with faces, such as behind the scenes/company culture posts, see 38% more likes and 32% more comments than those without

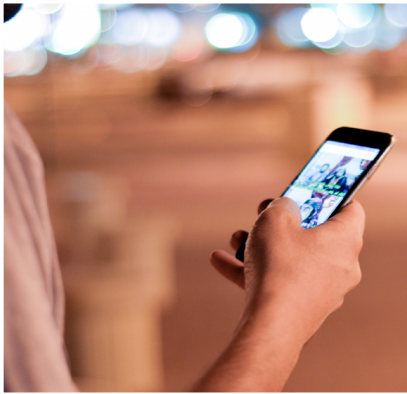


Content Marketers, First-time Users and Facebook Audiences like this

Sprout Social "On Instagram, images with a high amount of negative space generate 29% more Likes than those with minimal negative space."

#socialmedia

November 28, 2017



Hashtags as Keywords

The easiest way for marketers to think about hashtags is to think of them as keywords. Short tail hashtags are those broad, high level tags like #marketing, #fitness and #florida. Long tail hashtags are those diverse, more specialized hashtags more likely to connect with a niche audience, like #websitedesigntips, #bodybuilding and #tampabayfoodie.

As is the case with regular keywords on website content, long tail hashtags won't have the audience of their short tail counterparts, but you're much more likely to resonate with a more targeted audience when using them. Additionally, if much of your revenue (or all of your revenue) relies on local business, use plenty of hashtags associated with your city and region.



The Right Amount of Hashtags

Instagram allows users to add a maximum of 30 unique hashtags to their posts. However, you should load your post with as many hashtags as possible to expand reach; you should include the amount necessary to both build exposure and relate to your posted content. Adding 12-15 hashtags is fine to increase your potential audience, so long as each relates to your post.

Consider diversifying your hashtags across your offered services and the industries you serve, as well as mixing in short and long tail keywords. Also consider launching a branded hashtag campaign (a hashtag you create and promote to spread awareness about a certain aspect of your business) if you are promoting a certain service to a certain industry, a contest or offering.



Twitter Users, SEO Pros and Niche Audiences like this

QuickSprout "Posts with 11 or more hashtags received nearly 80% interaction, compared to just 22% when using ten and 41% when using two."

#SEO #keywords #socialmedia

Hootsuite "When it comes to choosing Instagram hashtags, the golden rule is: **use only hashtags that are relevant to your brand, industry, and target audience.**"

#branding #business #marketing

December 26, 2017



Timeline Algorithm

In 2016, Instagram introduced a new algorithm, bringing noticeable changes to its standard timeline feed. The new timeline algorithm prioritizes content for users based on shared friends, interactions, current interests and followed businesses/artists.

Instagram now fills user timelines with content based on: post relevancy, previous search and share history, relationships and interactions the user has with other users, and post engagement. The algorithm makes it easier to share content with users involved in your industry, but also complicates reaching new audiences.

What the algorithm does is devalue over posting and promote high quality, timely posts. So, don't post for the sake of it... post with intent!



Expanded Video Capabilities & Instagram Stories

2016 also saw Instagram's video post time limits increase from 15 seconds to 60 seconds, as well as the introduction of Instagram's Stories features.

The time limit increase is incredibly valuable for marketers who regularly post video content on other social media platforms, but have been largely limited by Instagram's time limits in the past, or may have moved on from using video on the platform. With 60 second video support, Instagram has stepped up to the competition of other networks, and empowered businesses to share longer forms of content.

Instagram Stories is Instagram's answer to the features of their biggest competitor, Snapchat. Stories function in much of the same way as Snapchat's core service, giving users the ability to create and post short videos that automatically delete after 24 hours. What this does is give marketers the chance to show off the behind-the-scenes, day-to-day operations of their business without clogging feeds and impeding on posts with more strategy behind them.



Videographers, Social Media Pros and Multimedia Marketers like this

TechCrunch "In the 25 weeks since launch, Instagram Stories has reached 150 million daily users. That's the same number of users that Snapchat's whole app reportedly hit around June 2016."

#SEO #keywords #socialmedia

Instagram "People miss on average 70 percent of their feeds."

#branding #business #marketing

February 14, 2018