INSTAGRAM

Social media is now mandatory for businesses. It helps your business grow and increases exposure. Consumers expect reputable companies to have a digital presence and social media is one of the first places consumers look when searching for a specific service, business, or restaurant!

WHY START AN INSTAGRAM BUSINESS PAGE?

- **Grow awareness.**
  Share your content and experiment with various formats such as posts, Stories, and Reels to promote your business effectively.

- **Attract new customers.**
  Motivate people to buy a product or service by enticing them to click through to your website or visit your business's physical location (for example, use "link in bio" in your posts).

- **Build relationships.**
  Expand your community by fostering subscriptions, appointments, and inquiries through interactions like replying back on comments and answering Instagram Direct Messages.

- **Gain insights.**
  Use Instagram's analytics tools to discover what your audience likes to see and what they appreciate about your business's voice, content and products or services.

Instagram has over 2 billion active users monthly

Almost 1,000 images are uploaded to Instagram every second

Users spend an average of 11.7 hours per month on Instagram

60% of users go to the platform to find new products and services

The Stories feature receives more than 500 million users daily

PROFESSIONAL DASHBOARD ACCESS

Instagram provides your business with strong brand awareness, communication and competitor research strategies. With a business account, you also have access to free business tools, such as:

- **Analytics.**
  Viewing insights can help you understand who is engaging with your business on Instagram.

- **Content Creation and Scheduling.**
  Professional Dashboard provides tips and information that can help make more exciting content for your followers. It suggests different content formats as well as posting times for best performance.

- **Messaging.**
  Keep better track of direct messages through Professional Dashboard by marking messages as 'Read' and 'Unread'. Users will appreciate a timely and personal response.

HOW TO GET STARTED

- Download the Instagram app and create your account. Your account name should be your business name, or a name close enough so that your current (And future) customers can find you.

- Add your business address, phone number and other general information.

- Start building your profile buy adding your logo as the profile picture. The image should be high-resolution.

- Create your bio (biography) in the top section of your profile. This should be a brief description describing your business and the value you bring to consumers.

- Add your business's website in the "links" section of your profile.

- Add your business hours and any other important details in the "About" section.

- Once all items outlined above are completed, you are ready to begin posting your own content. Be sure to engage with others by reposting, commenting, liking and sharing for maximum exposure.

IMAGE DIMENSIONS

110 x 110 pixels
Profile Image

1080 x 1080 pixels
Post Image (Square)

1080 x 1350 pixels
Post Image (Portrait)

1080 x 608 pixels
Post Image (Landscape)

1080 x 1920 pixels
Stories and Reels

PRO TIP! Have a PDF file but are required upload a JPG? Use www.imgtype.com to convert your graphics and file sizes!

TIPS FOR POSTING

- **Use high-quality photos.**
  You can use the free photo editing tools that Instagram provides when posting content as well. Low quality images will not catch your followers' eye and it is important to have a consistent viewing of your posts from your followers – so get creative!

- **Post consistently.**
  Hold yourself accountable for viewer consistency to achieve the highest level of engagement possible.

- **Use graphics & branding.**
  Create graphics for what you want to post. Canva, www.canva.com, has become a great (free!) resource to design your own graphics and you can even add your brand colors to stay consistent.

- **Engagement.**
  Encourage people to tag your business and share their experience, and do not forget to tag the people or businesses in your posts too! Getting followers involved can draw more interest and attention to your profile. You can create polls, reactions, use gifs, as well as graphics. Having something interactive on your posts/stories/reels that keeps your followers engaged with your account will help grow your business presence on Instagram and with other followers.

- **Proofread.**
  Review all post copy and graphics before publishing. If you make a typo, you can also "edit" the post after it's gone live.

- **Monitor.**
  Check your Professional Dashboard daily and check the interactions you are receiving. Respond back quickly to comments, direct messages, and reviews in order to create trust with your audience. It is important to stay up to date with your content and reply in a timely manner to any comments or direct messages to let your followers know you value them.

WHAT TO POST

- You can post photos or videos one at a time, or in a carousel (which is posting multiple photos or videos that you can scroll through a single Instagram post and it can be signified by the number of dots beneath the image).

- Include Employee or customer recognition spotlights in your content plan to acknowledge performance and contributions to the business.

- Post content specific to the business's culture, celebrations, holidays, milestones, or accomplishments. Announce specials and sales (use sparingly – generally, people prefer being entertained vs. being sold to).

- Contests/engagement posts like answering questions in the comments, or having followers post a comment in exchange for a reward or recognition.

- Entertaining articles and/or information related to your business or industry.

- Special tip: you can post photos or videos on your Instagram story that will go away in 24 hours if you do not want to make it a permanent post on your profile.