



Instagram in a Minute:

- Social channel focuses primarily on high-quality photography and video.
- Need a good photo to start with.
 - Not grainy.
 - In focus.
 - Most smart phone cameras are fine.
 - Can use photos from regular camera but can only uploaded from phone.
- Be sure to use relevant or trending hashtags if appropriate. There can be too many hashtags used and if the right ones are used, they won't help gain followers.
- Be strategic of what content you post to Instagram – it should align with your brand's messaging and overall social goals and strategy as well as business goals and strategy.
- Promote that you are on social media and ask for them to follow you.
- Instagram add-ons:
 - Boomerang from Instagram App – does looped videos
 - Layout from Instagram App – able to display more than one picture in a frame
 - Repost for Instagram App – able to repost other posts
- Best times to post – Mon. – Fri. 12-1p.m.

Instagram Definitions:

- **Hashtags** – phrases started by a pound sign that users can use to track an event, follow a brand, and encourage conversation from those with similar interests, ex: #mainstreet #shoplocal #tbt
- **Instagram Business account** – different than a personal account, it allows a contact button to be posted directly on the profile. Allows for Insights (analytics) to see who all visited your profile, follows you and follower make up.
- **Insights** – Instagram's analytics for business profiles. If have 100 or more followers can see demographics on them.
 - Can see insights for Instagram Stories as well as posts.
 - Insights Definitions:
 - Impressions – The total number of times all of your posts have been seen.
 - Reach – The number of unique accounts that have seen any of your posts.
 - Engagement – The number of times your post was liked, saved & commented on.
 - Saved – The number of unique accounts that saved your post.
- **Promoted Post** – Pay to have a post appear more often in feeds. Same thing as a Facebook promoted post.
 - When click on button, choose which objective you want and follow directions.
 - Can chose to run ads through Instagram or on your Facebook account for Instagram.
- **Saved posts** – You can choose to save posts by themselves or as part of a collection for data mining later or to back to something that you liked.