

INSTAGRAM BASICS: FOR BUSINESS

INSTAGRAM 101

Instagram is a photo-sharing social media application. It allows organizations to easily apply a face and personality to their brand.

STRATEGY IS KEY

Plan long-term goals to manage this social channel. Who are you trying to reach and what do you want to convey? Create themes for your photo content and be consistent. Tailor photos and captions to your target audience(s).



- 1. Do tell stories with creative images and captions.** Use captions strategically to reinforce your company voice.
- 2. Do use filters effectively.** Part of the beauty of Instagram is the ability to instill beauty and polish on average photos.
- 3. Do hashtag posts.** Maximize your discoverability by using a minimum of 3 hashtags in your post to boost engagement.
- 4. Do engage with your followers.** Comment, follow back and like things. Be an active brand.
- 5. Do create themes.** Companies can take a huge array of photos. Stand-alone photos aren't as powerful as ones that are part of a collection.



- 1. Don't go on posting sprees.** Post a maximum of once a day or twice a day and space out your updates. Instagram isn't like Twitter.
- 2. Don't hashtag overload.** Hashtags are what make Instagram so engaging. Use ones that are specific to your brand.
- 3. Don't overdo it on branding and product shots.** Actively engage and cultivate community with imagery that reinforces core company values subtly.
- 4. Don't be sloppy.** Only post high-quality images of compelling content. Be aware of angles and lighting and blurry shots.
- 5. Don't be inappropriate.** Avoid photographs that contain nudity or profanity. Be aware of how images reflect the company.

HASHTAG GLOSSARY

#repost: A photo that another Instagram user took.

#shoutout: When you give someone a shoutout in your photo. Usually tagging their Instagram handle.

#tbt: This stands for Throwback Thursday. Used to share images from the past.

#l4l: Stands for like for like.

#f4f: Stands for follow for follow.

#fslc: Stands for follow, shoutout, like, comment. Urges Instagram users to carry out all four social actions. Don't overuse this.