

RUBY PORTER'S GUIDE TO INSTAGRAM

MAKE A BUSINESS PROFILE

- Boost your visibility, add business information, and gain followers; it will have additional features from a personal profile
- Business profiles are needed to cross-post to Facebook and use scheduling tools.

SEEK INSPIRATION

- Pay attention to what your competitors *are* and *aren't* doing. Spy on both local and national competitors.
- Understand who your audience is, and allow them to influence the content you create.



MAKE A VISUAL PLAN

- Visual consistency is key to a successful account.
- Decide whether you want to include graphics, animations, etc. *before* posting anything.
- Plan out your Instagram feed with tools like Planoly and Preview.



USE HASHTAGS

- Hashtags are your best friend for engagement, but only if they pertain to your audience and business.
- Look up hashtags to use based on your industry, and find a niche.
- Geotag your location to help your local community find you, as well as tourists and people who are new to the area.



REFINE YOUR VOICE

- Your voice is just as important as your visuals.
- Give your brand a persona and identify the tone you want to use.
- Whether you're serious, lighthearted or funny, keep it consistent!



SCHEDULE YOUR POSTS

- Schedule your posts at the beginning of the month, and then kick back and relax.
- Consistent posting is essential for thriving on social media.

BOOST ENGAGEMENT

- Ask your followers to tag their friends in your comment sections.
- Encourage them to use hashtags when showing off your products.
- Simply engage with them!
- Use stories and video to quickly update your audience without crafting a whole post.

PROMOTE YOURSELF

- Promote your account on **all** of your other profiles.
- Leverage Facebook, LinkedIn, Pinterest, your website, and even your email.
- Make sure to share posts you're tagged in if they're relevant and consistent with your branding.

