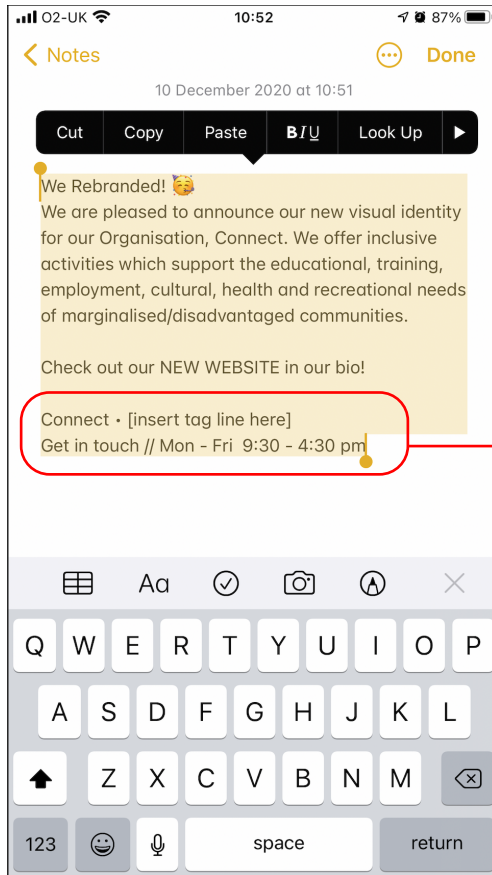


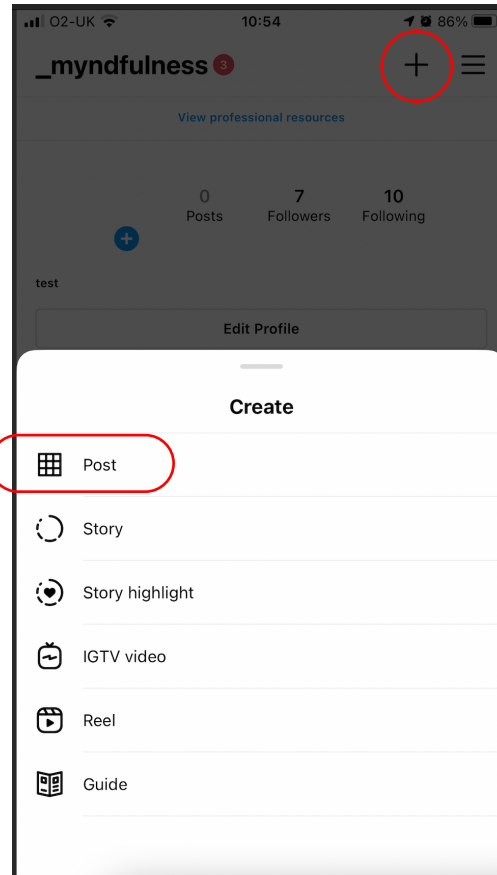


## Instagram Guide

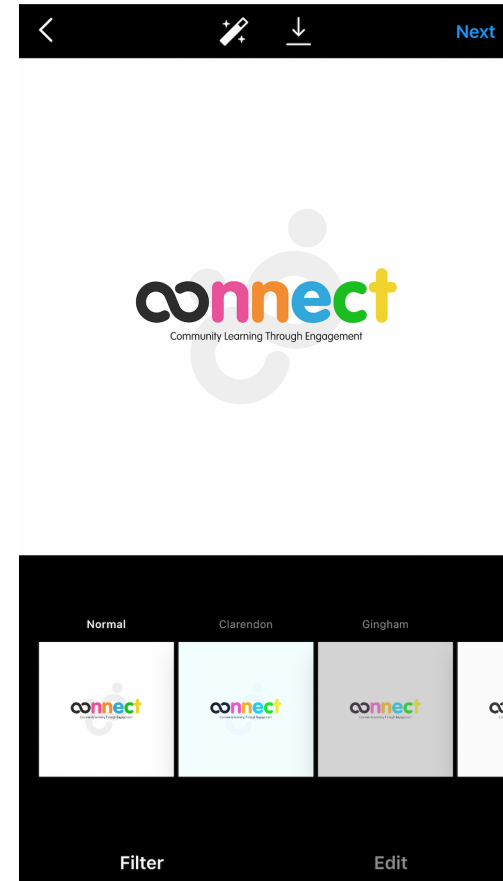
Keep your name & tagline as well as your office hours in the footer at all times, so just change your **title and main text!**



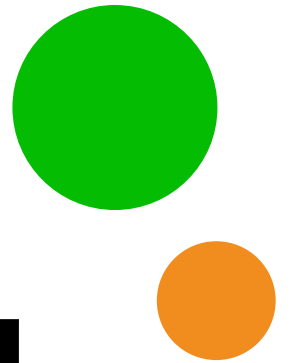
1. Use your notes on your phone to create a nice layout to easily copy & paste straight into your Instagram caption!

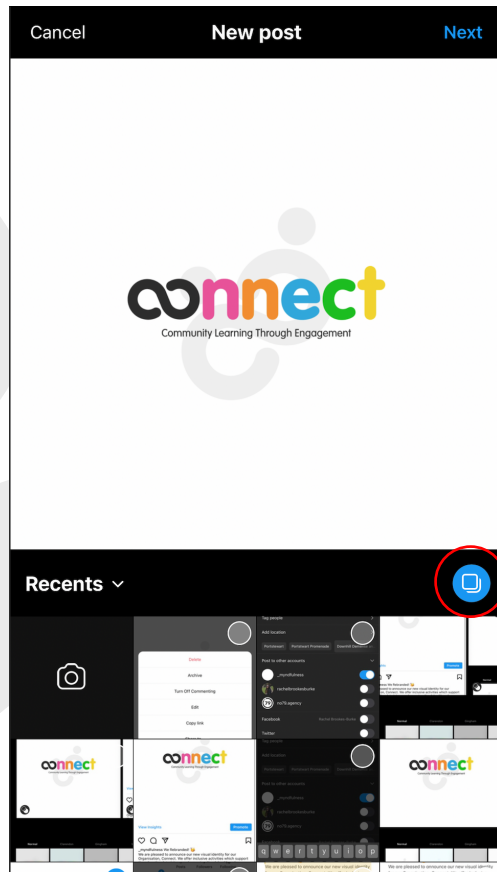


2. Click the + symbol at the top of your profile this will give you options to post an image on your main page or add to your story!

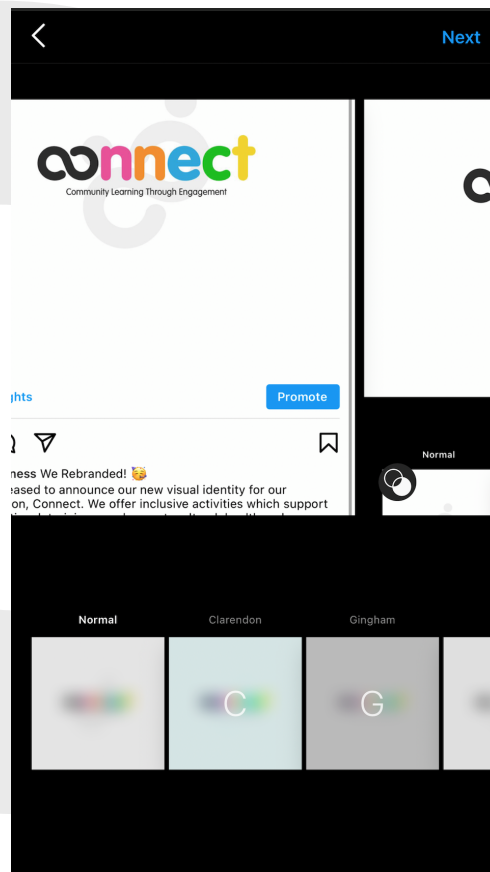


3. Add your photo you require, try and stay away from the filters but if you do pick one, keep it **consistent throughout!**

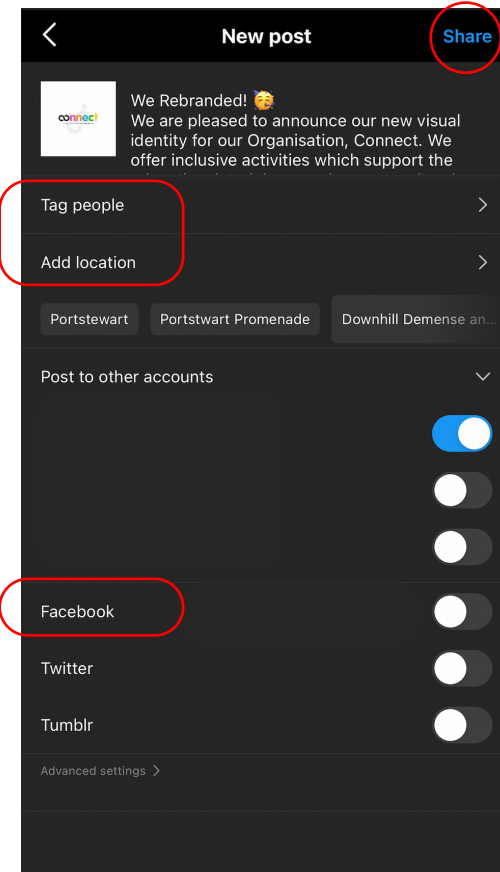




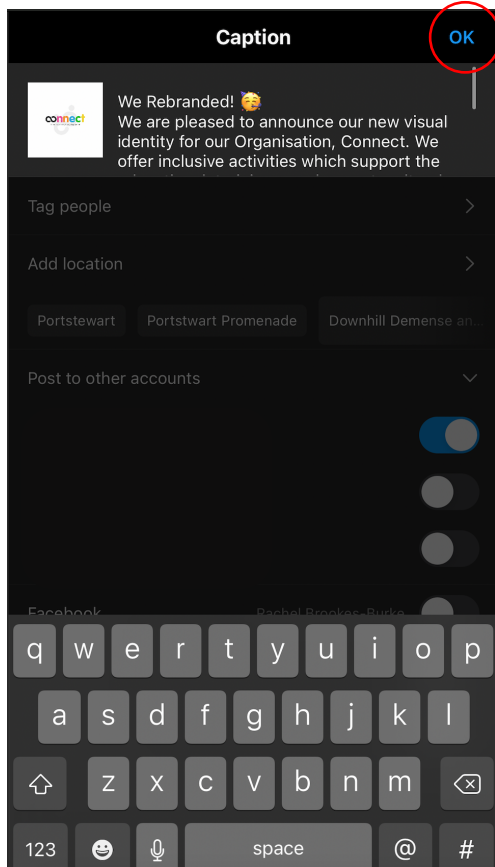
4. If you wish to add multiple photos in one post, click the button above and you can create a 'gallery' that you can swipe across once posted!



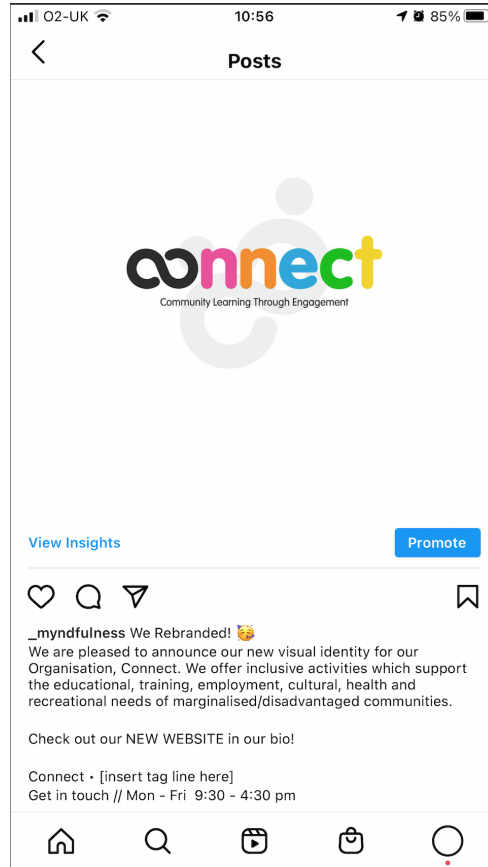
5. This is what the photo gallery will look like. Try to keep images related to the content you are posting to advertise the service etc! Click next to finalise your post.



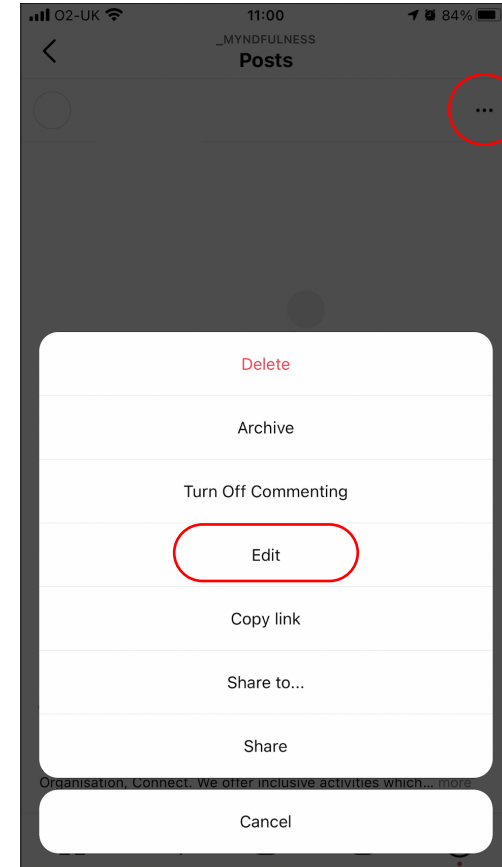
6. You can tag another organisation you have worked with in your post but **only if they have a profile too**. You also have the option to share the post to your facebook page for every post! This will create **awareness** of both platforms!



7. Horay! Once you have picked your images and pasted in your caption, click **Ok & Share**, you are done!

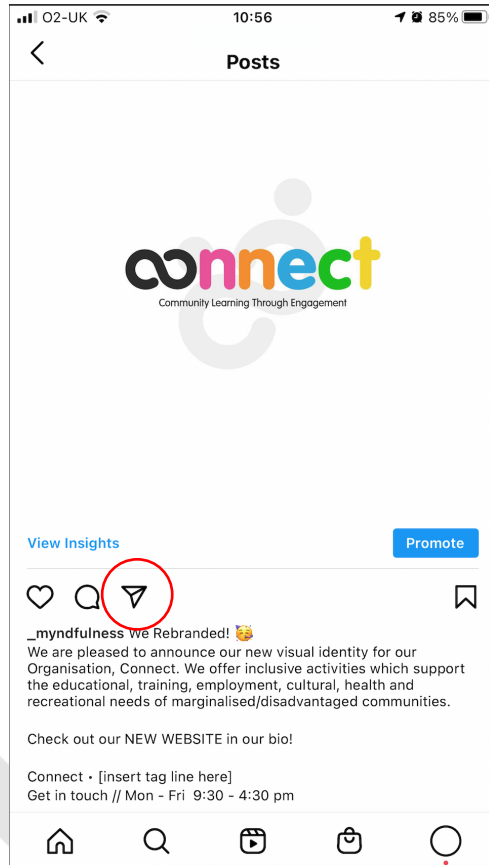


8. This is what your post will look like, you can expand your caption by clicking '...more' within the caption.

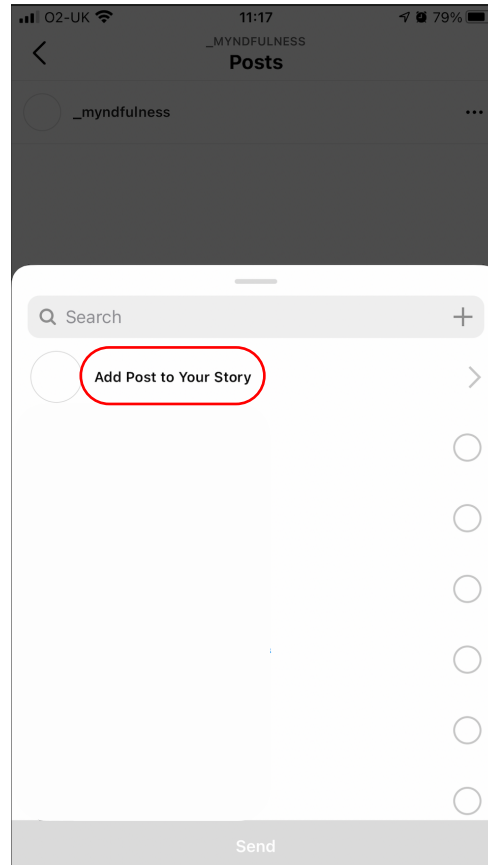


9. If you want to edit your post if there is a spelling mistake click the **3 dots** on the top right. Then click Edit. You have options here to **Delete and Share**.





10. If you wish to share you post to your Instagram Story, click the arrow icon. This will also create more awareness of your post!



11. Click this option which will add your post from your feed to your story.



12. Horay! You have added your post to you story, now click the 'Your Story' button as shown above!





# Top Tips

**NO.79**

Designer

Web Design

E-Commerce

Social Media Marketing & Ads

Branding | Animation | Videography | Photography

Mon - Fri • 9:30 - 4:30 pm

North Coast // NI 📍

[afterthegym.co.uk/](http://afterthegym.co.uk/)

233 Loughan Rd, Coleraine, Coleraine, United Kingdom

Example of good bio layout!

## 1. Clearly communicate what you do

Set up your profile properly. Use a great profile image, make sure your Instagram handle instantly conveys what you do, and write a good bio. Don't forget to include your website URL!

## 2. Give your posts a distinctive look

Instagram is a very visual platform, so make it work to your advantage. Using the same signature filter and maintaining the same style of photography will give your posts a consistent style, which helps to make them instantly recognisable.

Whenever possible, try to echo your brand's visual identity - adopting the same colours, fonts and image style used on your website - so that the experience of your brand is consistent from one communication channel to another.

## 3. Hashtags are Instagram's signposts

Hashtags help people navigate through millions of posts to find what's relevant or of interest to them. Research has shown that using 10+ hashtags is good, but don't go too mad beyond that - too many looks a bit spammy, and less is more definitely applies here!

## 4. Caption your images and videos

Inject a bit of personality. By this, I don't mean posting a picture of what you ate for dinner last night! Every post should be relevant to your business, and you need to find ways of adding value to your posts. So think about what comment you can add that will encourage people to like and repost it. Growth can happen incredibly quickly if your followers feel they have something to gain from following your account.

## 5. Get active!

Liking posts in a random way isn't likely to achieve a great deal. But if you do your research, you can make likes work really well for your organisation.

Take a good look at what your competitors are up to on Instagram - and more importantly, check out who is commenting on their posts. They are probably your target market. So, it makes sense to engage with and follow them.

This way, you'll start to build an audience that is actively interested in what your organisation has to offer.

**2020 beginners Guide Video!**

[https://www.youtube.com/watch?v=\\_wo5C9qh4xE](https://www.youtube.com/watch?v=_wo5C9qh4xE)