



CHAPTER 7

INSTAGRAM



INSTAGRAM



- After reading this chapter, you should be able to
- Understand the business value of using Instagram for marketing
- Know how to create and optimize an Instagram business profile
- Understand the components of an Instagram post
- Know how to utilize Instagram stories and live video
- Implement an Instagram content strategy

- 
- <https://www.youtube.com/watch?v=CPZYRgPu2Lg>

INTRODUCTION TO INSTAGRAM



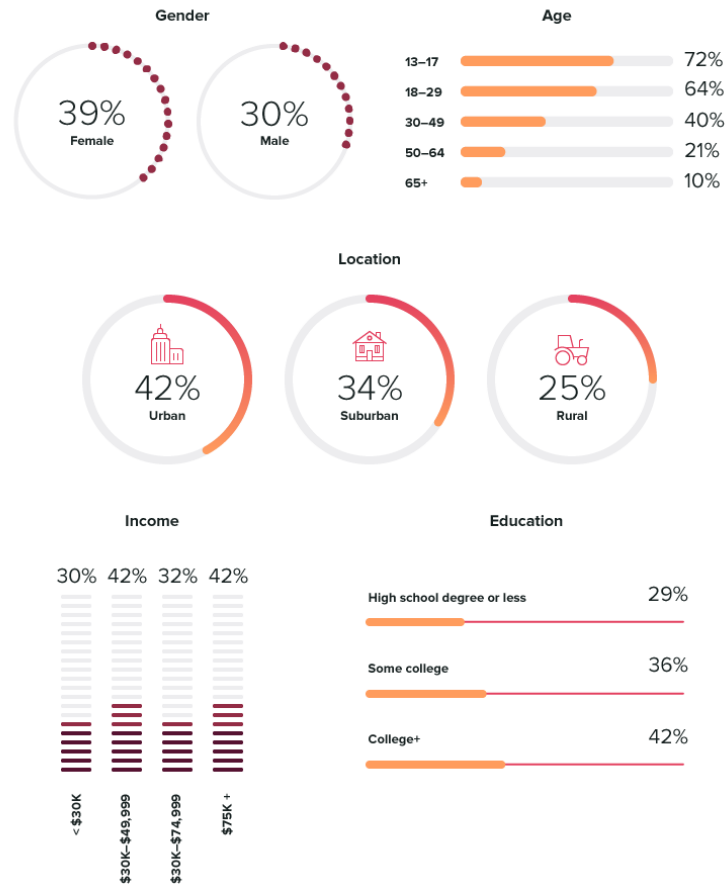
- Instagram is a photo-based sharing application that allows users to share their lives with followers through photos and videos.
- Users can apply a variety of digital filters to photos or videos to make artistic looking images, add locations through geotags, and use hashtags within the captions of posts.
- They can also use the Instagram stories feature to add photos to a 24-hour temporary story.
- Within the app itself, users can check their timelines to see all of the posts from the people or businesses they follow, with the added ability to like and comment on posts.
- Instagram is also accessible on desktop via the Instagram website, but only viewing, commenting and liking is allowed. To upload photos, users must use the Instagram mobile application.



- Instagram was founded in 2010 by Kevin Systrom and Mike Krieger when Systrom wanted to fuse his passion for photography and social sharing together, creating an easy-to-use app that centered around photos.
- Within nine months of launching, Instagram had over 7 million users. By April 2012, the company passed the 30 million user mark (Roberts). The social media app doubled its user base more quickly than any other social network.
- The app's popularity caused Facebook founder Mark Zuckerberg to take notice, and in April 2012, less than two years after Instagram launched, Facebook purchased the popular social media platform for \$1 billion. Today, Instagram is still widely popular, with over 1 billion monthly active users and 25 million active business accounts. There are over 100 million photos uploaded per day on Instagram.
- Today Kevin is worth 1.5 billion dollars Mike 1.4 billion



Instagram usage among key demographics



INSTAGRAM BY THE NUMBERS

- Younger generations utilize Instagram more than older generations, with 64% of 18-29 year olds and 72% of 13-17 year olds using the platform.
- However, older generations are starting to utilize Instagram much more, with 21% of 50-64-year-olds active on the platform, up 3% year over year
- **Women** use Instagram more than men, with 39% of internet users who are female and 30% of internet users who are male.
- **Rural and suburban** online users are increasing their use of Instagram; however urban users hold the highest percentage of use with 42% of adults living in urban areas using the app.
- Instagram has gained widespread usage internationally, with 80% of users living outside of the United States.

WHY INSTAGRAM

Why Instagram?

People come to Instagram to be inspired and discover things they care about, and that includes content from brands and businesses.

25 Million+

business profiles worldwide.¹

2 Million+

advertisers worldwide use Instagram to share their stories and drive business results.²

60%

of people say they discover new products on Instagram.³

200 Million+

Instagrammers visit at least one Business Profile daily.⁴

80% Increase

in time spent watching video on Instagram.⁵

1/3

of the most viewed stories are from businesses.⁶

- Instagram is a popular social media platform for businesses, with roughly **71% of U.S. businesses** active on the platform
- Instagram reports that there are over 25 million businesses active on the app, with 60% of users saying that they discover new products on Instagram from following businesses, which illustrates why the platform is very popular among B2C businesses, who can showcase their products on Instagram (Instagram).

BUSINESS USERS



Instagram business profiles offer all of the same features of a personal profile with the added benefits of powerful analytics; the ability to create Instagram ads; and the ability to add contact information, industry information and a business address directly to profile section. Take a look below at the ways top brands are using Instagram and followers are interacting with these brands:



Approximately 80% of all Instagram users follow a business on Instagram (Instagram for Business).



The top 50 global brands are posting an average of 4.9 times per week



Seventy-five percent of Instagram users take action, such as visiting a website, after looking at a brand's post (Clarke)



Seventy-two percent of users say they have purchased a product they saw on the app



In 2016, Instagram announced the launch of Instagram Business allowing users to turn regular Instagram profiles into a business profile.



With the new feature, businesses are now able to add company information like business hours, location and a phone number to profiles.



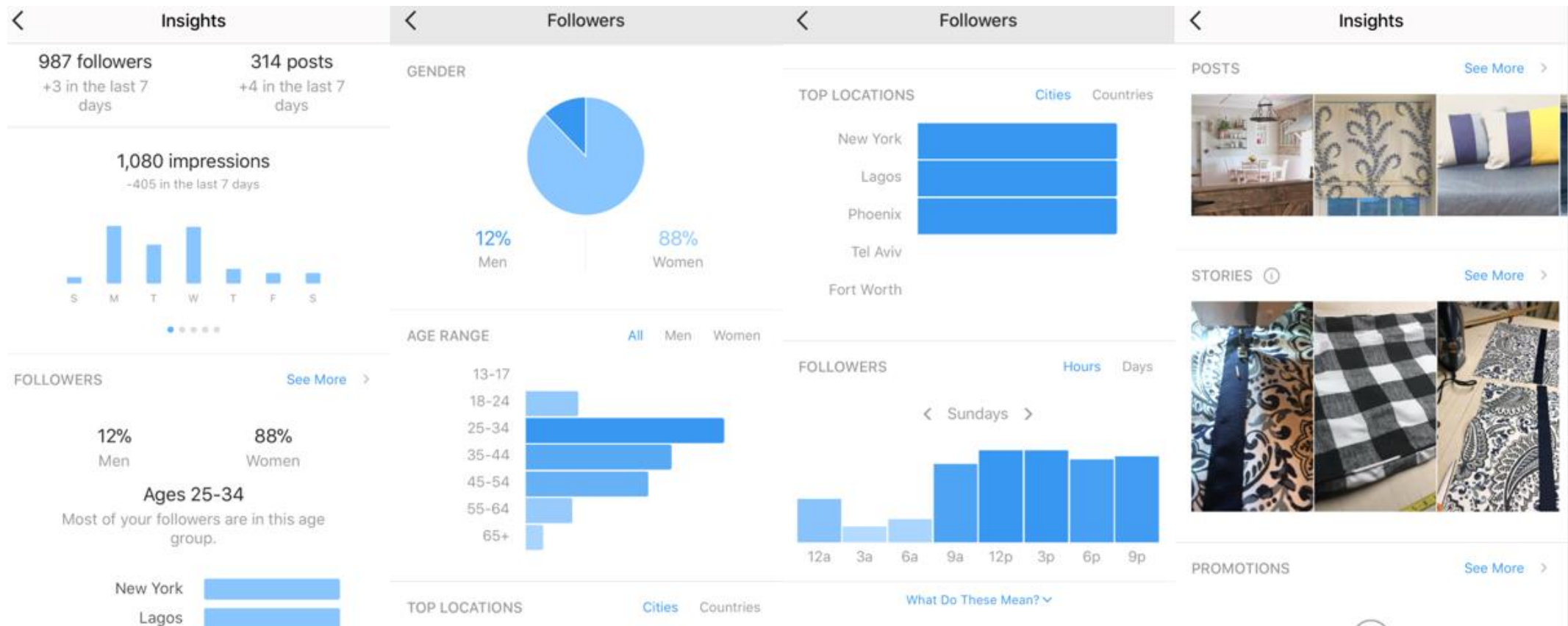
Instagram for Business also allows brands to view real-time metrics for posts, including impressions, reach and engagements. Brands can view demographics on followers, including gender, age range, location, and days and times that they are most active on Instagram.



Lastly, with an Instagram Businesses profile, brands are able to advertise directly through the Instagram app with the promote tool. Previously businesses were only able to advertise through the Facebook Business platform. Advertising with Instagram will be covered later in this textbook.

INSTAGRAM BUSINESS PROFILE

INSTAGRAM INSIGHTS





allbirds



2,546 likes

allbirds I'm Blue – da ba dee da ba dye, da ba dee da ba dye. 🎵🎵🎵 #weareallbirds

[View all 23 comments](#)

humminglion Love the new colors!



aproposfootwear Oooo ☺



1 DAY AGO

Add a comment...

Post

GET THE INSTAGRAM APP ON YOUR PHONE

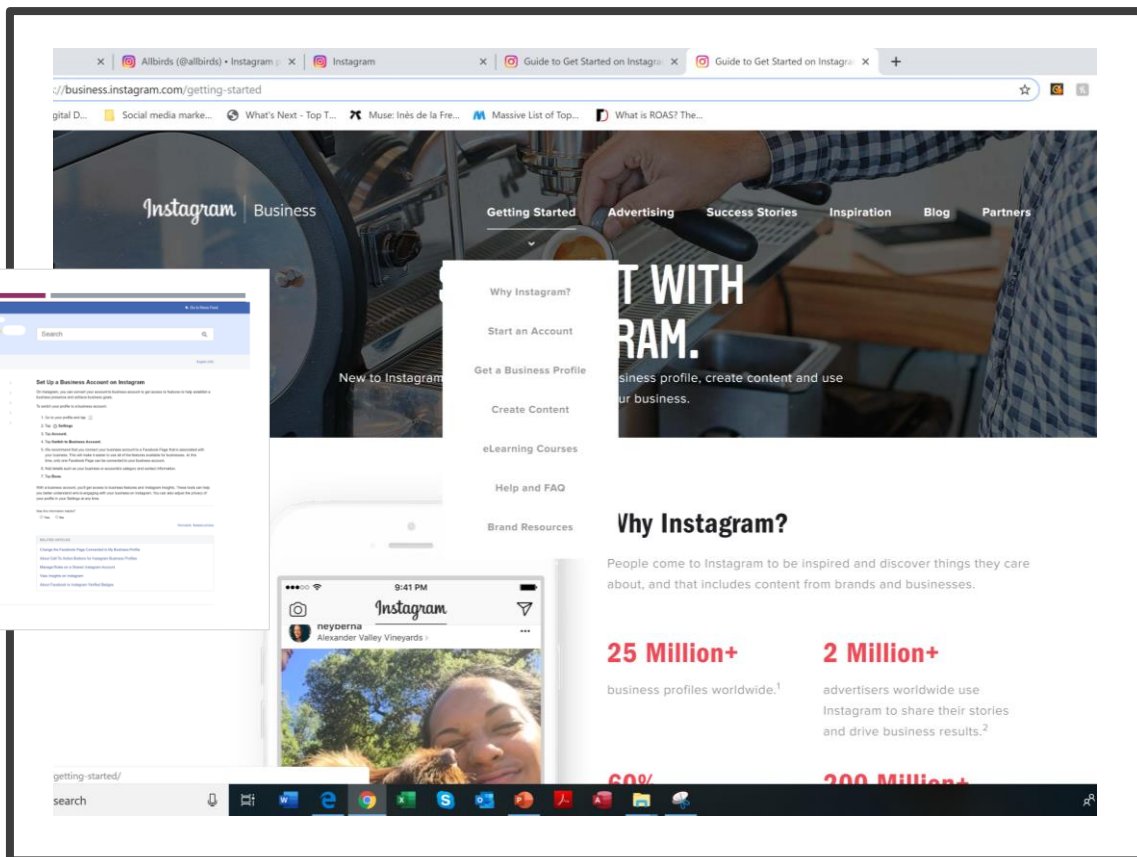
- Click on your account on the bottom far right
- Click on your name across top
- Add an Account
- Create a new account
- Create a username
- Add a password (if you want)
- Add a profile picture

Go to your weebly page and add the URL
(<https://www.instagram.com/recyclothes180/>)

While there is no distinction between business and personal profiles, its best to choose a Business Profile for your business. Remember, it's called a Business Page on Facebook and a Business Profile on Instagram

To set up an Instagram account for a business from scratch, you must first have a Facebook Page for your Business.

INSTAGRAM FOR BUSINESS - [HTTPS://BUSINESS.INSTAGRAM.COM/GETTING-STARTED](https://business.instagram.com/getting-started)



- **Instagram for Business** offers instructions to get started with setting up an Instagram Business Account. Below are recommendations to optimize an Instagram business profile:
- **Username:** Choose a username that clearly represents the business, and matches the username used for its other social media profiles.
- **Profile Picture:** Add a profile picture that represents the business such as a company logo, and one that matches its other social media profiles. The profile picture will be cropped into a circle, so make sure to choose an image that fits within the shape.
- **Website:** The website section of the profile is the only place on Instagram where a clickable link can be added, as links are not clickable from posts. Businesses can change the link to their website often, linking to the most important content related to their business.
- **Bio:** A business's bio should explain who they are and what they do in a concise way as the bio field is limited to 150 characters. Instagram now also allows users and businesses to link to both hashtags and other profile links in their bios.
- **Business profile features:** Once an Instagram profile has been converted to a Business to Business Profile, businesses have the ability to add business hours, an address, and a business phone number to their profile.


SETTING UP A BUSINESS ACCOUNT ON INSTAGRAM IF YOU HAVE A BUSINESS PAGE ON FACEBOOK


<https://business.instagram.com/getting-started>

fb

Help Center

[Go to News Feed](#)



 Help Center

English (US)

Using Instagram >

Managing Your Account >

Instagram for Business >



Troubleshooting and Login Help >

Privacy and Safety Center >

Set Up a Business Account on Instagram

On Instagram, you can convert your account to business account to get access to features to help establish a business presence and achieve business goals.

To switch your profile to a business account:

1. Go to your profile and tap 
2. Tap  **Settings**
3. Tap **Account**.
4. Tap **Switch to Business Account**.
5. We recommend that you connect your business account to a Facebook Page that is associated with your business. This will make it easier to use all of the features available for businesses. At this time, only one Facebook Page can be connected to your business account.
6. Add details such as your business or accounts's category and contact information.
7. Tap **Done**.

With a business account, you'll get access to business features and Instagram Insights. These tools can help you better understand who is engaging with your business on Instagram. You can also adjust the privacy of your profile in your Settings at any time.

Was this information helpful?

☒ Yes ☐ No

[Permalink](#) [Related articles](#)

RELATED ARTICLES

[Change the Facebook Page Connected to My Business Profile](#)

[About Call-To-Action Buttons for Instagram Business Profiles](#)

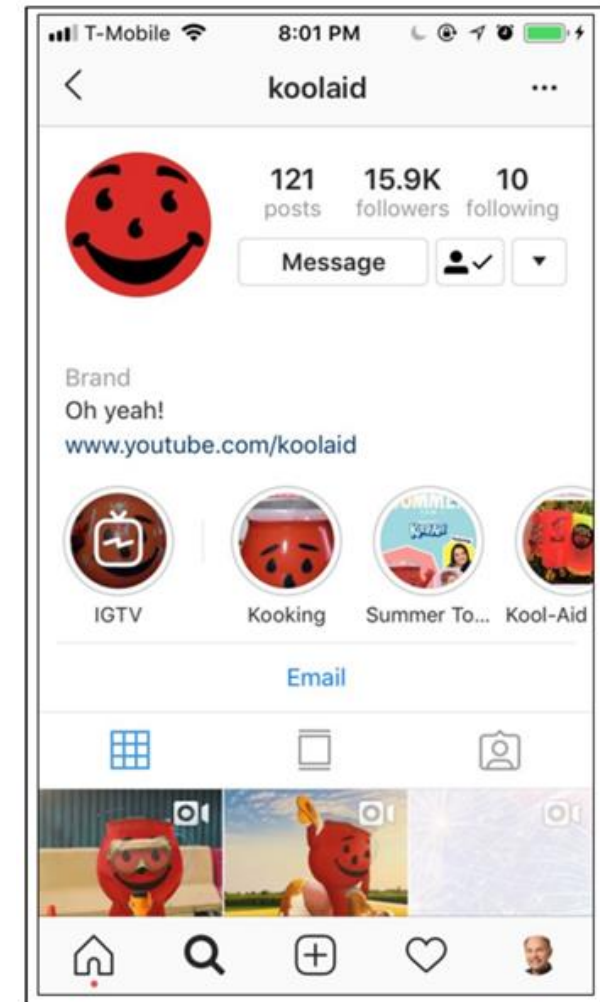
[Manage Roles on a Shared Instagram Account](#)

[View Insights on Instagram](#)

[About Facebook to Instagram Verified Badges](#)

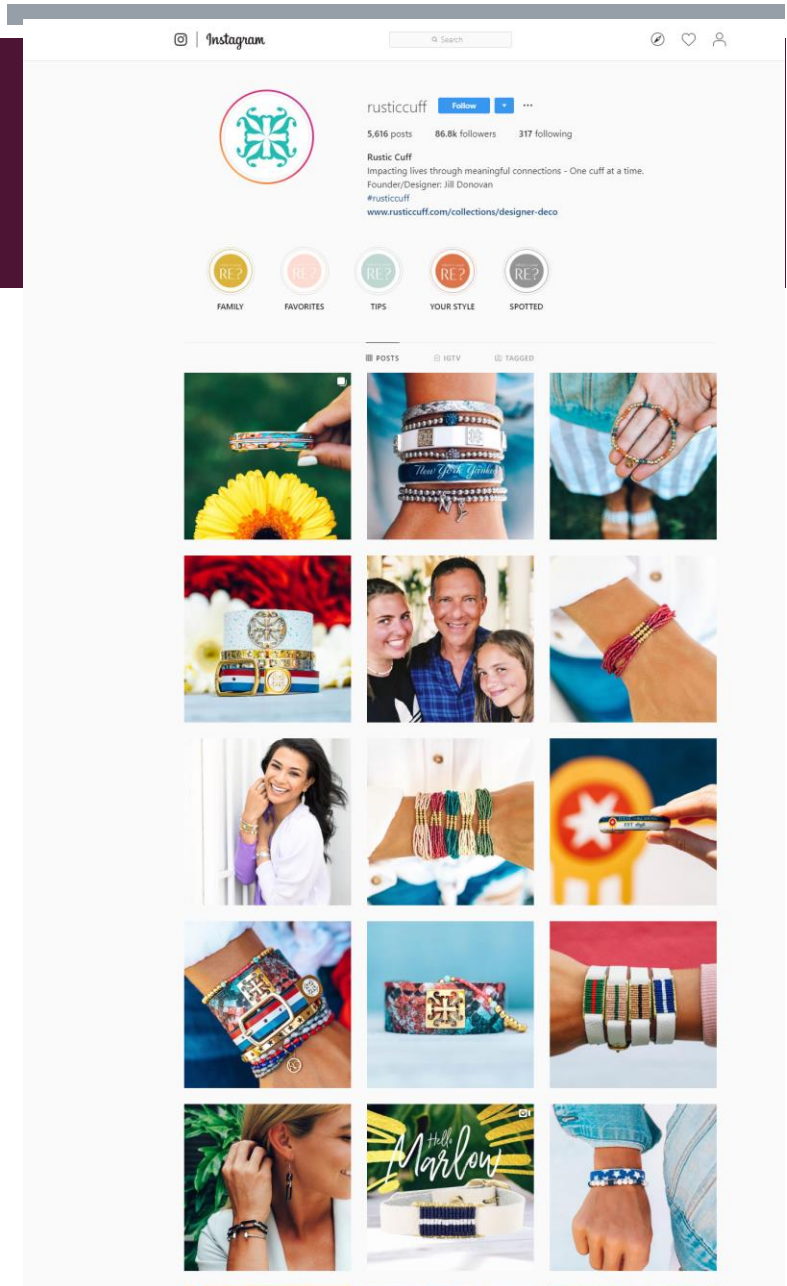
KOOL-AID

- Kool-Aid has 121 posts
- 16,000 followers
- Following 10 people
- Bio says: “Oh Yeah!”
- Link: Youtube channel
- 5 story highlights (video snippets)
- 3 stories below, latest video posts (video camera icon)



RUSTIC-CUFF – BETTER INSTAGRAM PAGE

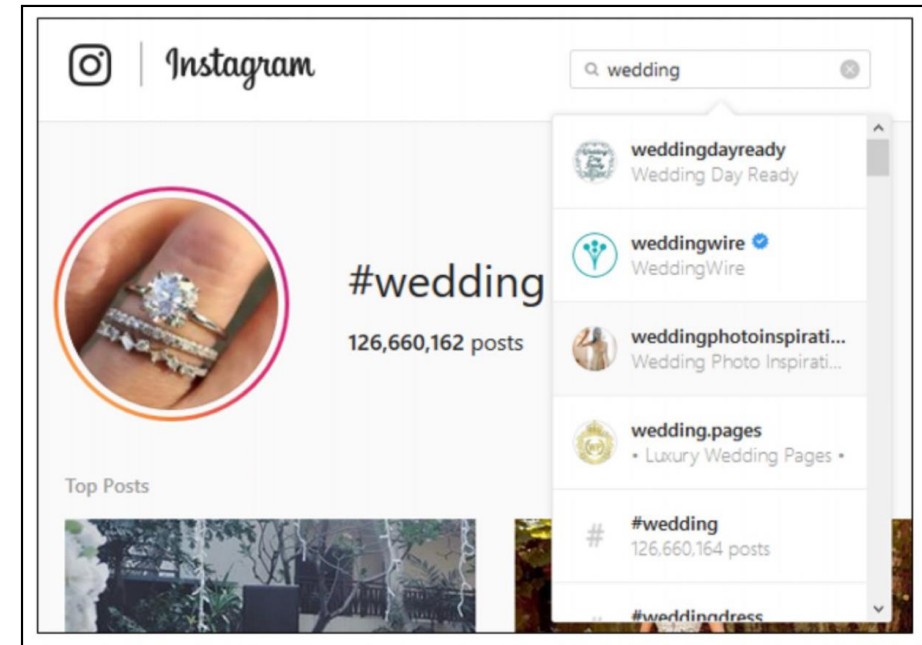
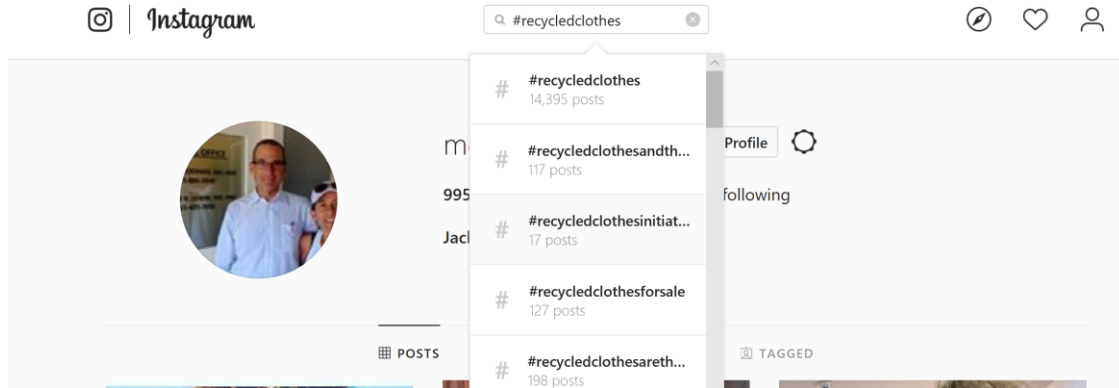
- Notice branded #RustiCuff
 - 26,000 posts around the brand
 - A branded # is a big opportunity for your brand and superfans to build community through photo and video
- Shop button – available to +10,000 followers
- Website
- Bio explaining their “why”
- Consistent look and feel



ELEMENTS OF AN INSTAGRAM POST

- Photo
- The Caption with hashtags
- The Comments – users can comment
- The Likes – “heart”
- Other Elements – paper airplane
- Clickable Action – Paid advertising posts (blue buttons – “click link in my bio”

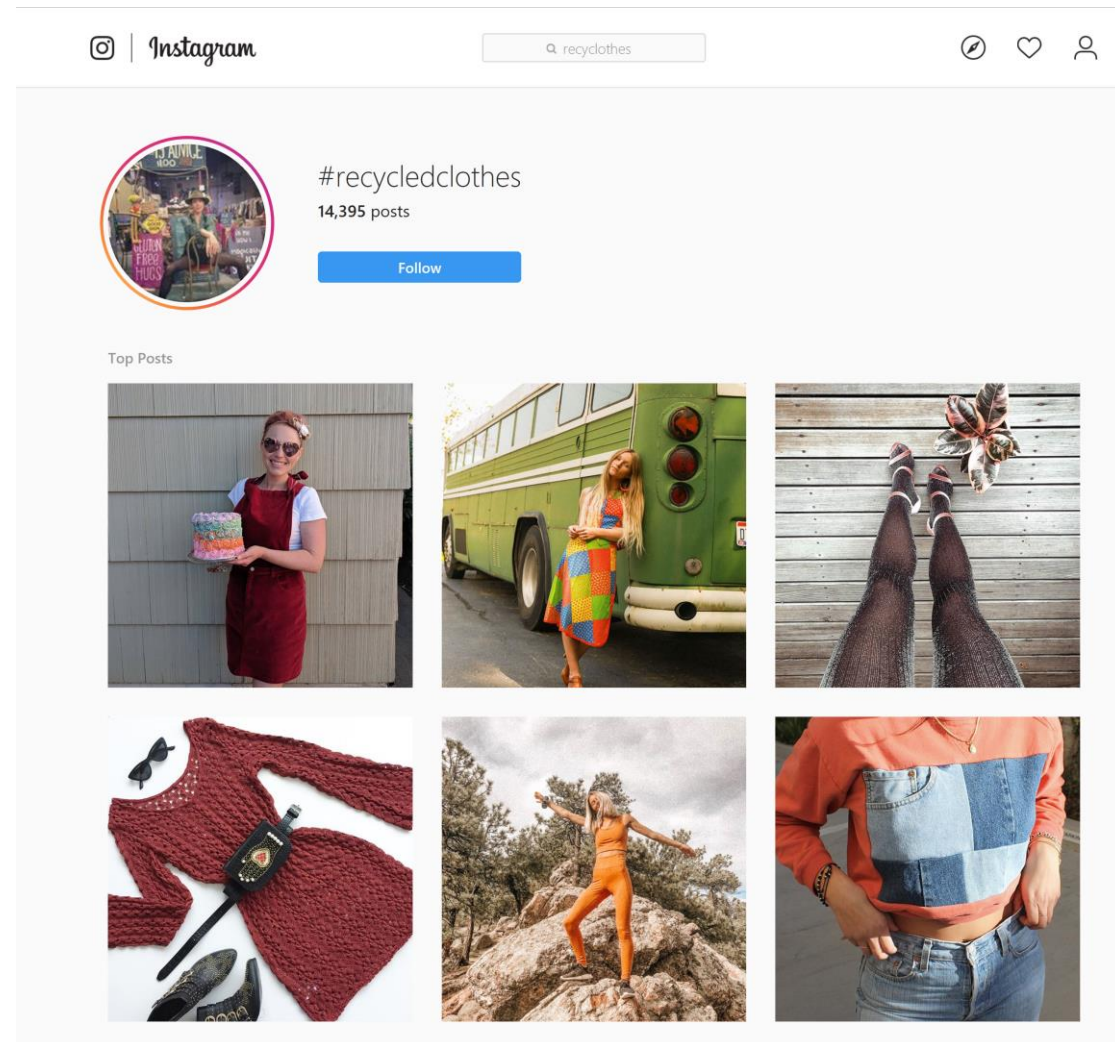




LIKE FACEBOOK, SEARCH
INSTAGRAM FOR BRANDS
DOING IT RIGHT AND
WHAT'S RELEVANT TO
YOUR BRAND

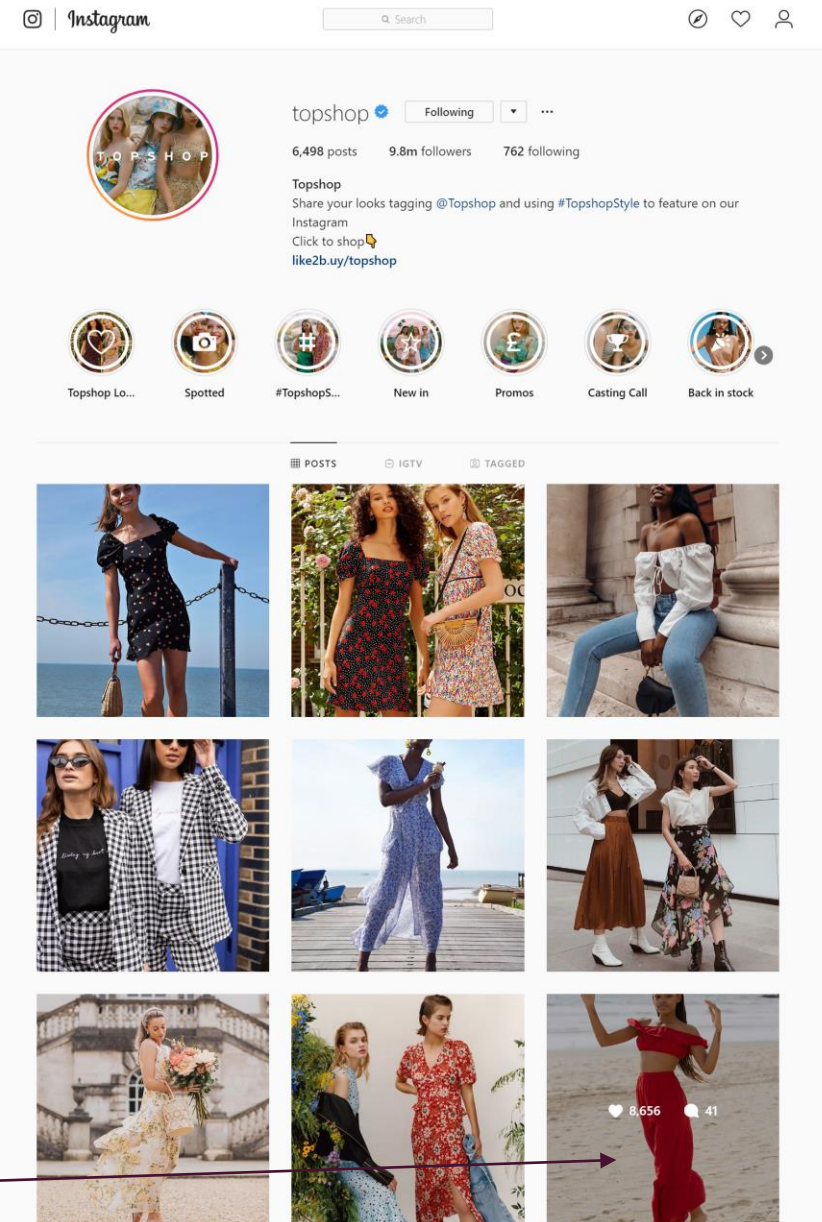
- Enter keywords like “organic” or “weddings”
- Find posts and brands to follow
- Put # in front will find posts than accounts

- #recycledclothes
- Click on posts that seem interesting
- Remember: Google...
 - Type in site:Instagram.com recycled clothes
 - What posts are getting the most likes
 - Reverse engineer



BRANDS TO CHECK OUT ON INSTAGRAM

- Find competitors, similar companies, and brands to emulate (COPY)
 - “lurk” behind the scenes and “reverse engineer” what they are doing at a technical level with features like brand hashtags, content, posting and images, videos, text captions.
 - What are their fans engaging with
- ***The game is to get people to follow your company, and once they follow you, get them to like, comment, and share (send) your posts to their friends, family, and contacts.***

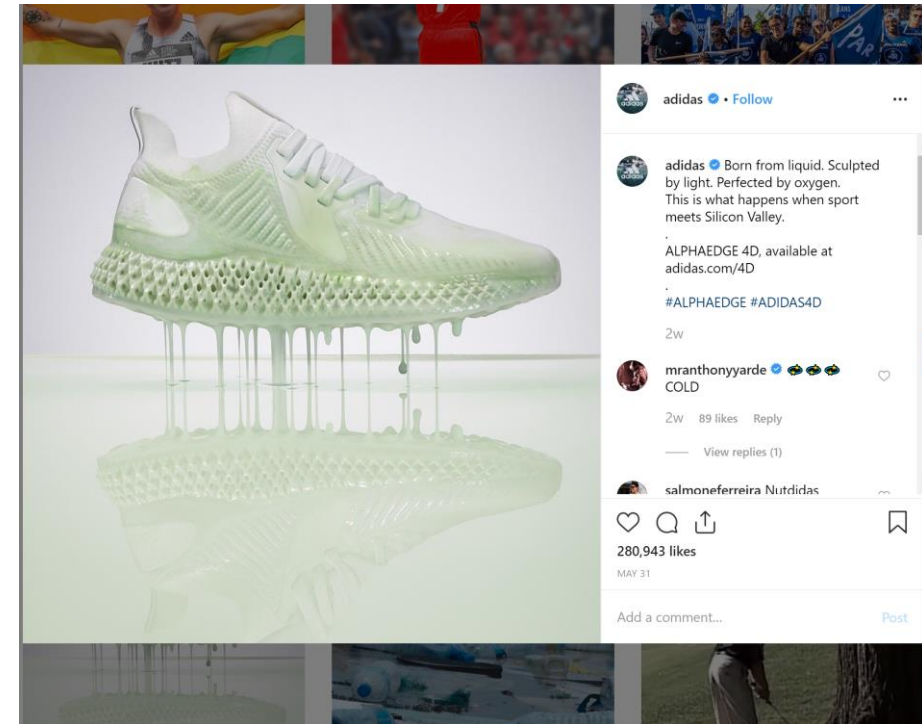


Users have profiles and post pictures / videos to their timelines. They can also post Instagram stories, which are collections of photos and videos, sort of a “day in the life” of a friend or brand you follow.

The videos / pictures / stories posted by User A appear in User B’s newsfeed if they’re connected to each other. (Instagram, like Facebook, also monitors interaction in a quasi-Edgerank fashion, ranking which posts are prominent on the newsfeed as measured by previous interaction among the parties. The more interactive you and an account are, the more likely it is that your followers will see your posts prominently in the newsfeed.)

Businesses can have brand Pages on Instagram, and when an individual follows a brand (similar to liking the brand’s Facebook Page), posts by that brand will appear in the newsfeed of followers if the posts are “engaging” enough as judged by the Instagram algorithm.

Users can like, comment, or share posts by others to their own followers. (Note: one weird technical glitch here on Instagram: unlike on Twitter or Facebook, one person can only share with one other person. Instagram does not have a “one to many” share feature, which limits the ability of posts to “go viral” on Instagram.).



HOW IT ALL WORKS (FOR THOSE NEW TO INSTAGRAM)

A WORD ABOUT INSTAGRAM BUSINESS ACCOUNTS

- Advantages

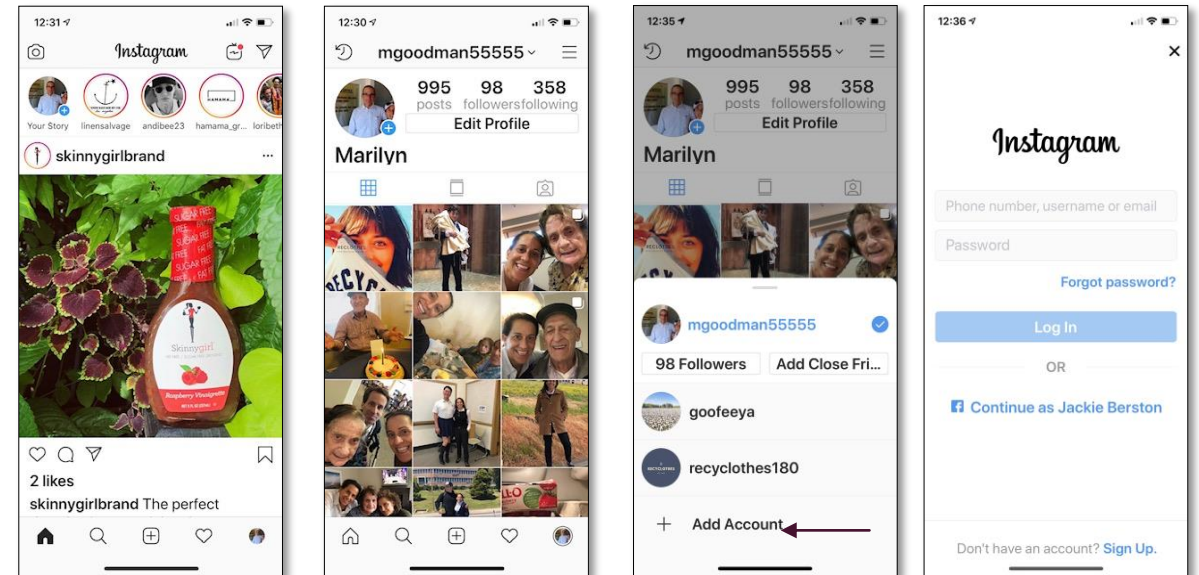
- I. Contact info. Business profiles have easy-to-find contact information, which allows users to contact you with questions.
 - Once you have **10,000 followers**, you can apply for the new “shop” feature to link to your e-commerce
 - **Instagram Insights.** Business accounts get data on user activity, which personal accounts do not.
 - **Advertising.** Business accounts can advertise to grow their business. Personal accounts can't.
 - **Post from the Desktop.** Instagram is more accessible via the desktop for business user.
 - **Connection to Facebook.** Business accounts can be connected to Business Facebook accounts.
 - **Instagram Stories with Links.** Business with more than 10,000 followers can have links to their Stories via the “swipe up” feature.

MANAGING MULTIPLE ACCOUNTS ON YOUR PHONE

Managing Multiple Accounts

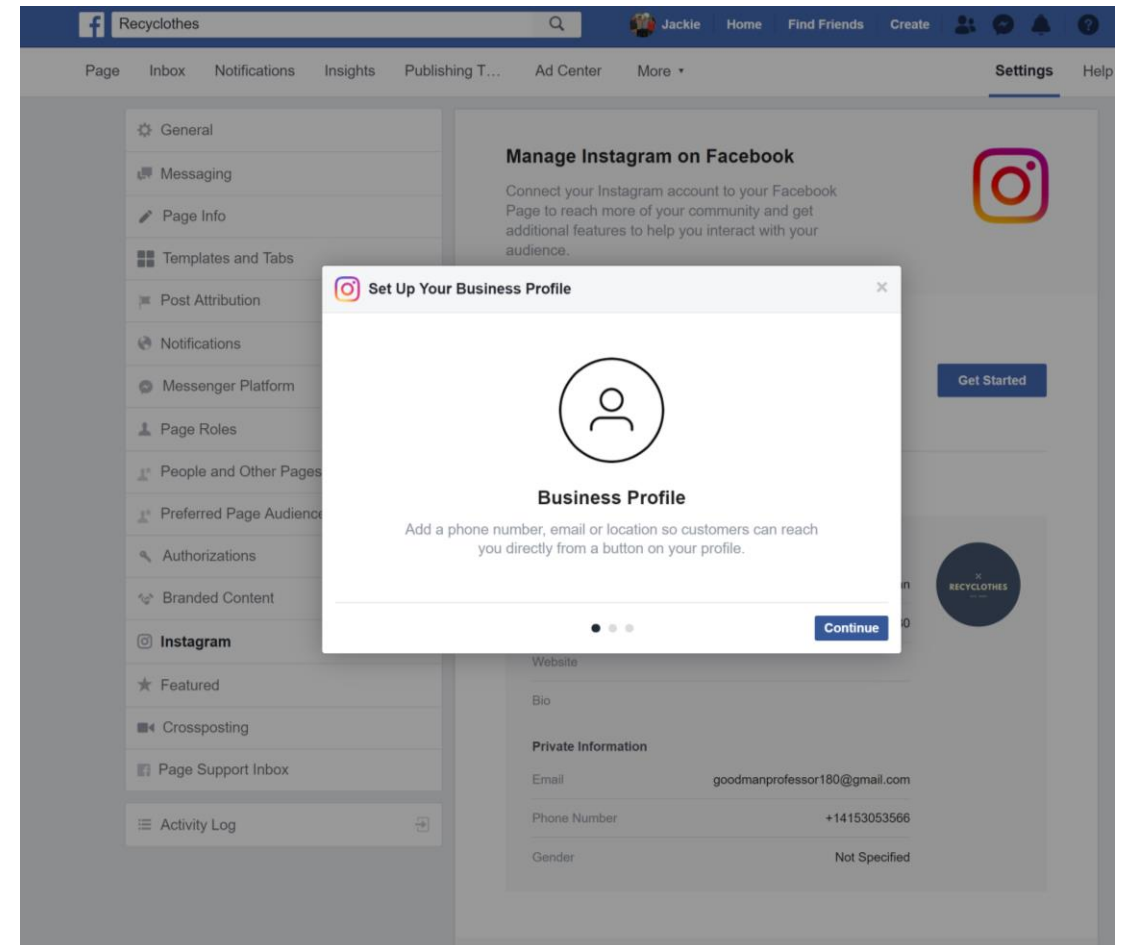
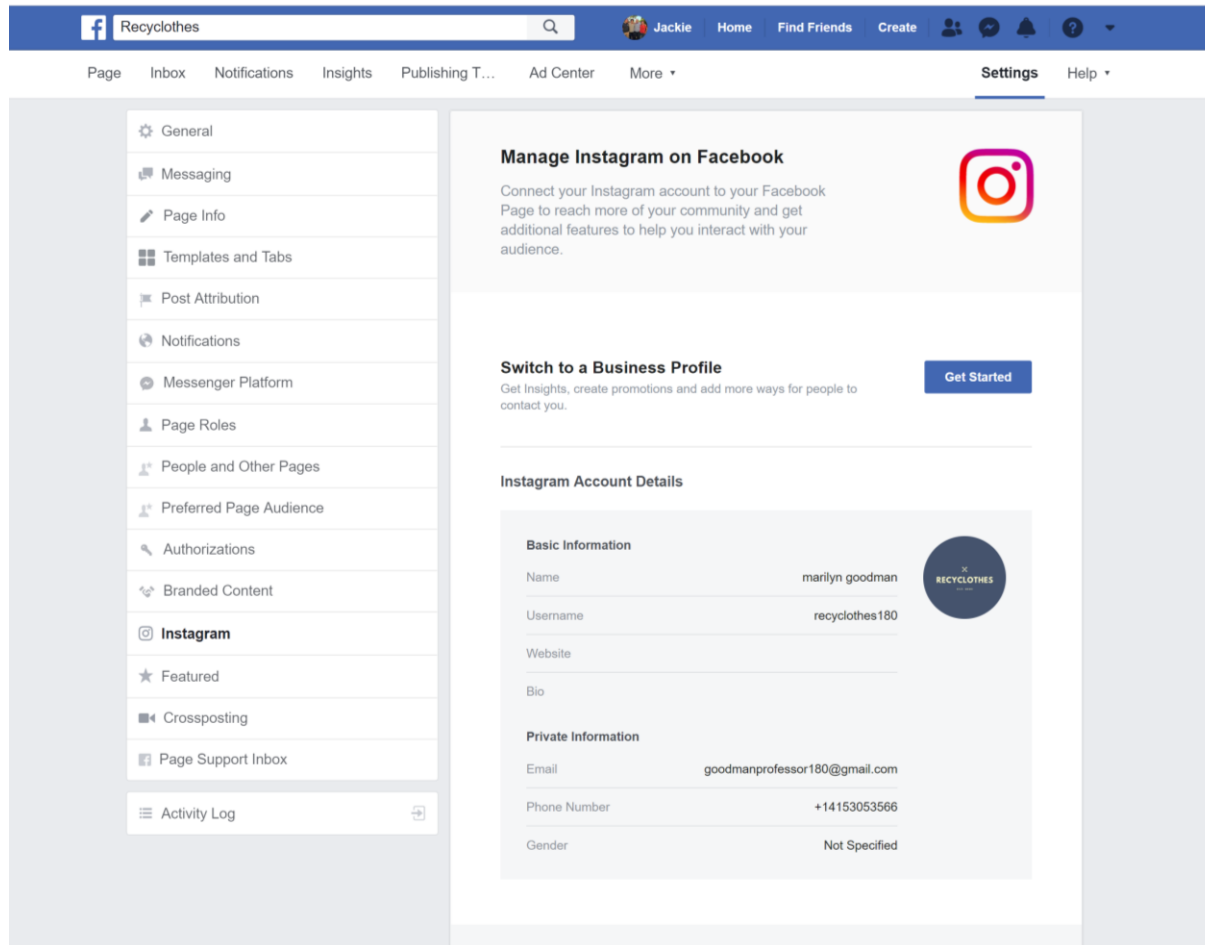
Fortunately, once you have both a personal Instagram and a business Instagram, you can manage both via one app on your phone. Go to the gear icon, and then scroll down to the very bottom and find “Add Accounts.” To read the help file on how to set this up, visit <http://jmlinks.com/27m>. You can manage up to five accounts on Instagram via one phone and one app install. Once you have more than one account on your phone, you can switch between accounts. Here’s how:

1. Open the Instagram app on your phone.
2. Click on your photo or logo at the *bottom right* of the app.
3. At the *top middle* of the page, you should see your Userid and a downward chevron or arrow. Click that.
4. This will open up all available accounts, so then click on the account you want to be active in.



1. Open up Instagram on your phone
2. Tap on the profile pic lower right
3. Near username mgoodman55555 click down arrow
4. Add an account
5. Now you are able to switch from personal to business

LINK TO YOUR FACEBOOK ACCOUNT



POSTING STRATEGIES (SAME AS FACEBOOK)

Emotion drives interactivity – anything that sparks an emotional reaction. OMG, shucks, that sucks, I had no idea, etc.

Utility drives interactivity too. The secret to poached eggs, how to have a perfect hair day, how to plan the perfect wedding proposal

Sentimental Posts – kittens, puppies, kids, moms, dads, graduation, mother's day, weddings – get likes, shares, and comments

Utility – “How to do stuff” – especially things that are counterintuitive. “ten ways not to ask a girl out” or “five new ways to loose weight while on vacation” “how a spoon can help you apply the perfect makeup face”

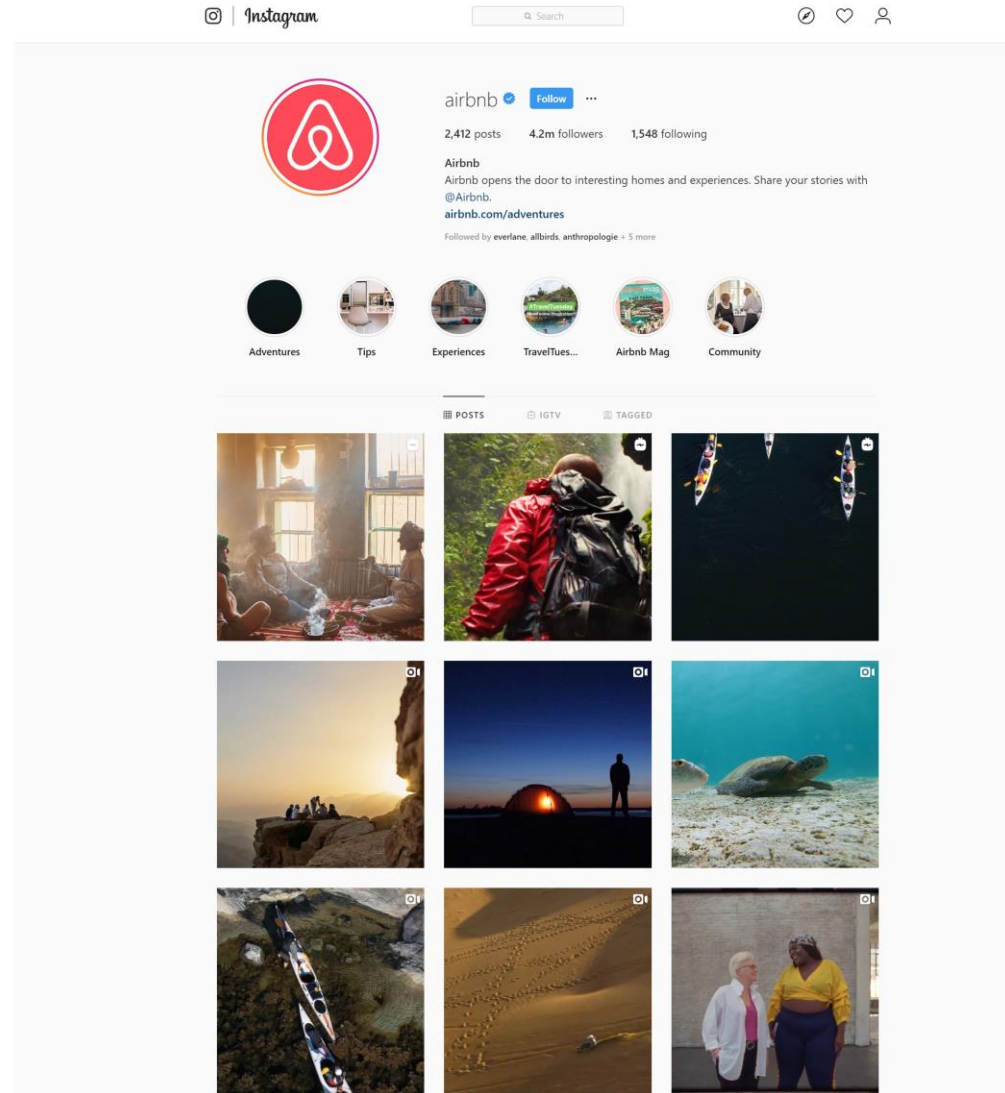
Counterintuitive – posts that make people think. “the danger in rawhide dog chews”

Funny – Humor is big on Facebook. Posting jokes, funny quotes, videos, images, memes, etc.

Survey, Polls, Contests – Asking your audience a question, and getting them to use the comments as a way to interact with that. *Take this quiz and learn which Star Trek character best describes your love life.*

Quotes – Sentimental, humorous, make-you think quotes. “*there is no I in team*”

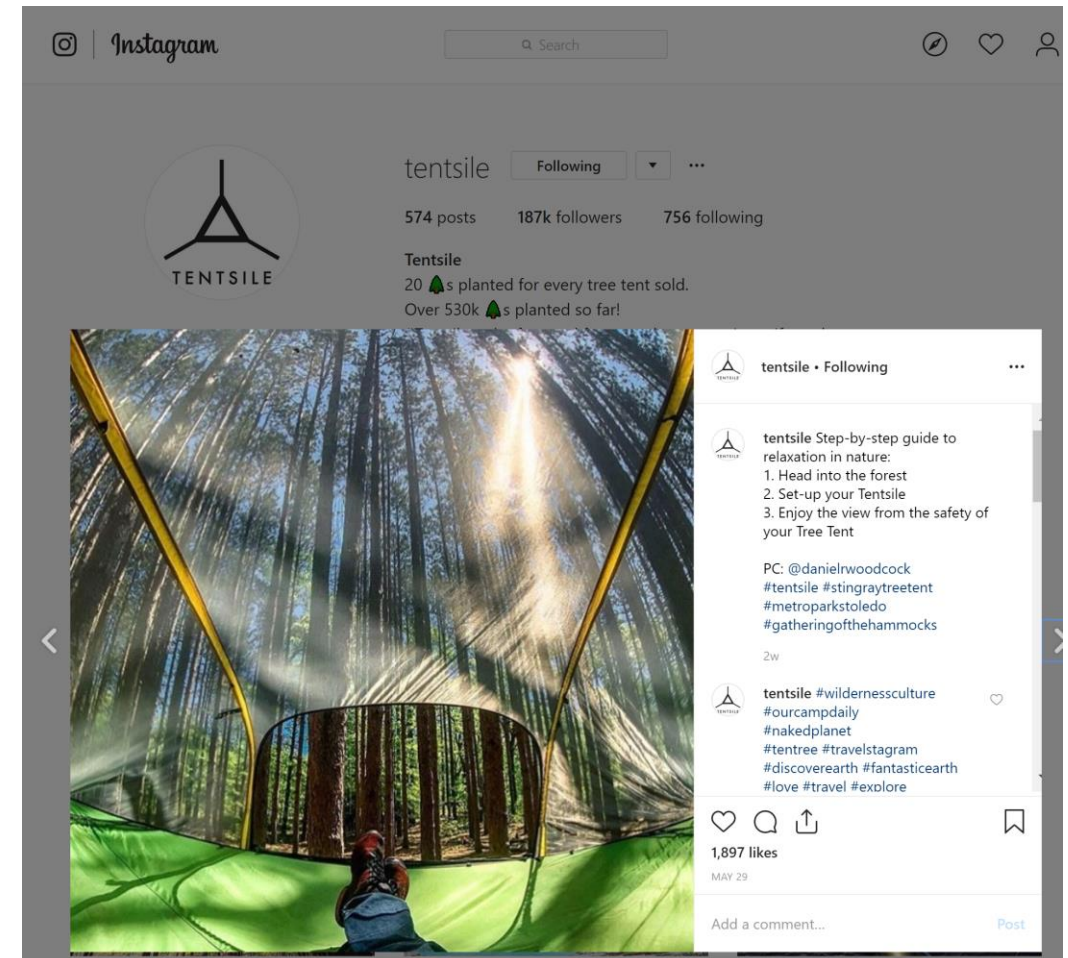
Outrage – Things that make people mad, mad enough to comment. *Click “like” if you think dolphins shouldn’t die in Tuna nets.*



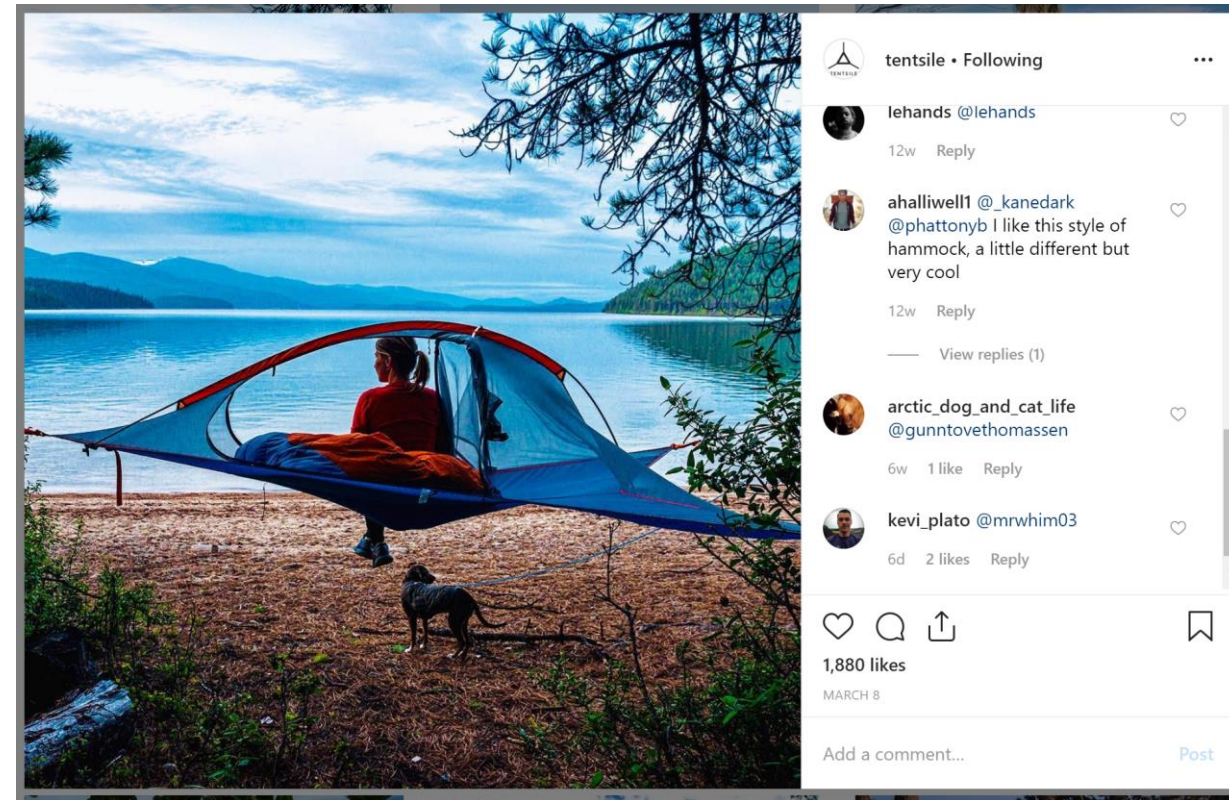
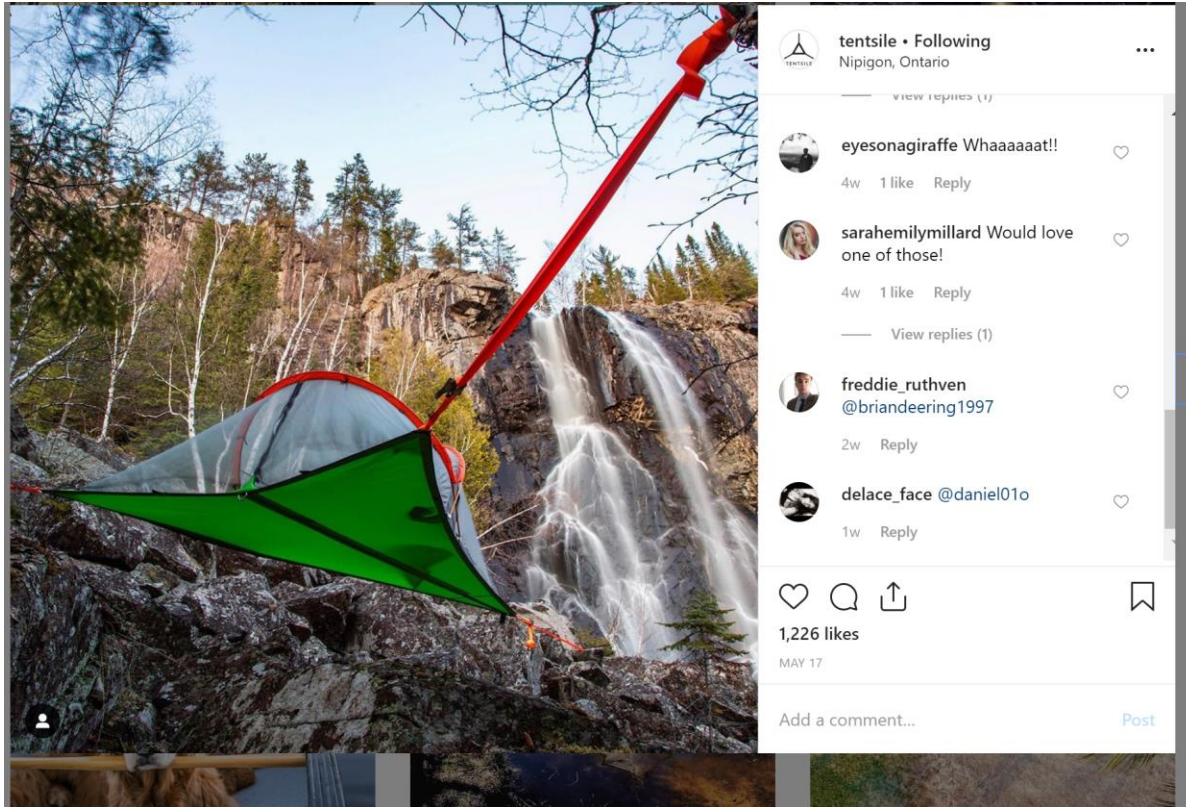
COMPONENTS OF AN INSTAGRAM POST

■ PHOTOS

- Instagram is all about visual content.
- In fact, 93% of buyers cited “visual appearance” as their main reason for purchasing a product.
- Instagram is unique in that it offers a variety of photo editing capabilities and 40 filter options that can turn everyday photos into works of art.
- Today, anyone with a cell phone camera can quickly and easily create beautiful looking images without the added expense of hiring a professional photographer.

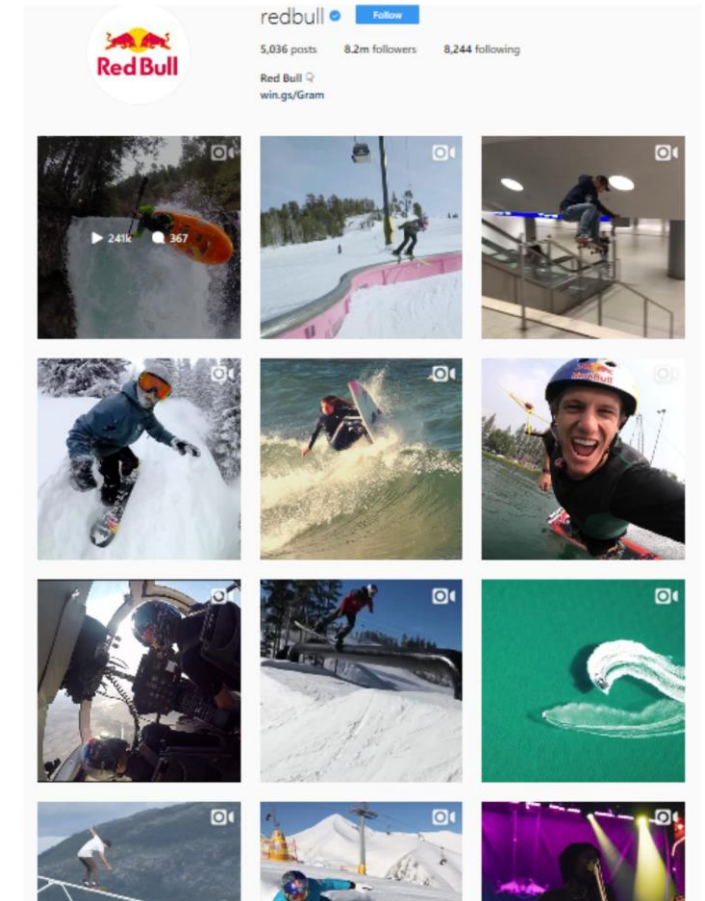


INSTAGRAM ALLOWS FOR GORGEOUS PHOTOS



VIDEOS

- In 2013 — three years after its founding — Instagram added a 15-second video option to the platform, along with simple video editing capabilities with 13 video filters. Within 24 hours, over 1.5 million videos were posted to the platform
- In 2016, the company added the ability to upload 60-second videos to the platform, citing that longer videos bring more fun, creative and diverse videos.
 - The longer video format also helped Instagram increase the amount of time users spend in the app.
- Today, many brands and publishers across many industries are utilizing Instagram's video feature and are seeing increased engagement as a result. Instagram allows its users to shoot video directly within the Instagram app itself or from a phone's built-in camera.
- A user can then trim and edit the video directly within the app.



PULL OUT YOUR PHONE...

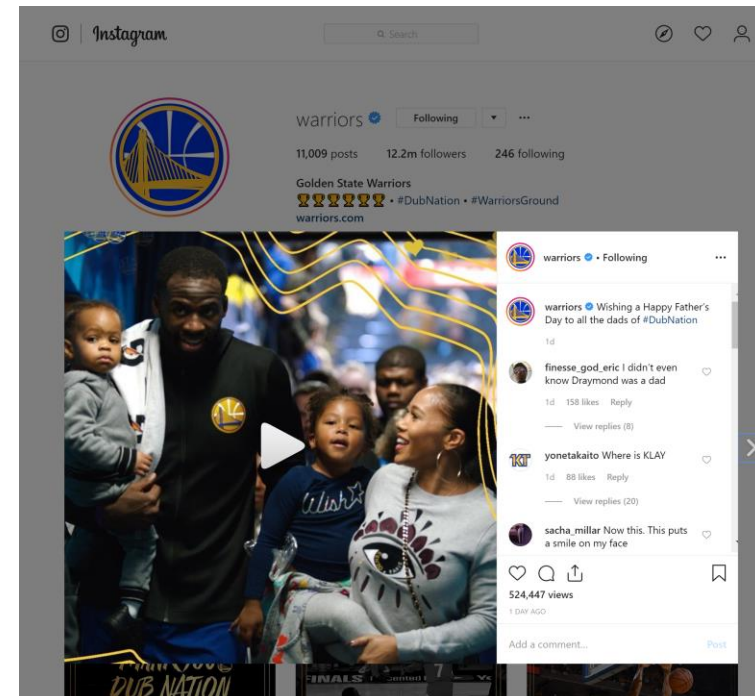
■ + VIDEO



VIDEO AND PHOTO CAPTIONS

- Every picture or video on Instagram should include an **accompanying caption**.
 - Captions can be up to 2,200 characters, but like on other social media platforms, it's best to stick to 150 characters in order to maximize engagement.
 - Instagram captions should be used to provide context to photos and videos and should compel followers to engage with your post.
- It's important to note that captions are cut off in users' feeds after only a few lines of text, so place the most important message at the beginning of the post.
 - Hashtags and brand mentions can be placed at the end of a caption. Just like on Facebook, make sure that the caption is aligned with the brand's tone of voice and personality. Use emojis, punctuation, and get creative with your text.
- Pose questions to followers. Give shout outs to other brands by mentioning them in posts; in doing so, use the @ symbol and type the brands' Instagram account names.
- <https://one-week-in.com/best-instagram-captions-funny-friends/>

<https://www.instagram.com/p/ByxxnlzFj8q/>



HASHTAGS



- On Instagram, using hashtags are great way to increase post reach and to grow your audience. The Instagram algorithm uses hashtags to rank the way that your posts appear in the Instagram search section, explore tab, and on a follower's main newsfeed, as users can now follow hashtags on Instagram. If you type a specific hashtag in the search bar within the app, you will see a compilation of all of the photos with the same hashtag.
- Instagram allows up to **30 hashtags per post**. However, the ideal number of hashtags is anywhere between **5-11**. Posts with at least one hashtag average 12.6% more engagement than those with no hashtag. Beyond 11 hashtags, engagement rates start to drop.
- Many companies adopt a branded hashtag strategy related to their company names and products, and even create new hashtags to promote a contest or promotion. In fact, **70% of hashtags on Instagram are branded**.
- It's important to note that Instagram has prohibited the use of a number of hashtags in order to maintain an authentic and safe place for its users. If you use a banned hashtag, your posts will be "shadow banned," and will not appear in various places within the app or show up in searches for specific hashtags.
- You may be surprised to find that #popular, #newyears, #pushups, #books, and #like are included among the hundreds of hashtags that are **banned** on Instagram. It is important to check the complete list often to stay up-to-date in order to avoid your posts being shadow banned.
- It's important for brands to use hashtags that are relevant to the brand itself and the industry that the company operates in. Hashtags should help the brand gain followers as well as popularity with followers, so it's essential to include trending or popular hashtags where relevant.

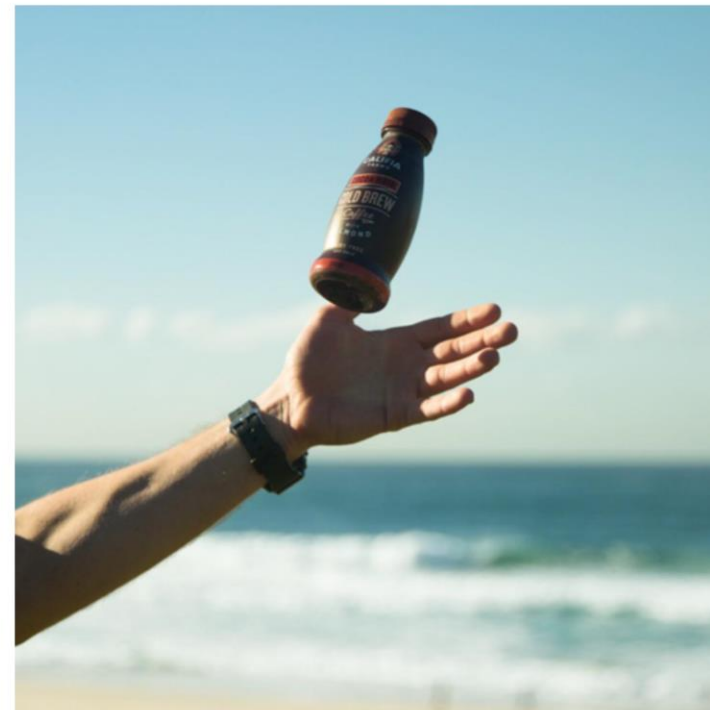
#EXPLOREMORE



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#instagood #views



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#coldbrew #coffeetime #friday #friyay
#butfirstcoffee #weekendvibes #weekend
#nodairy #nogmos #dairyfree #yum
#instagood #vegan

INSTAGRAM STORIES, LIVE VIDEO AND IGTV

- Instagram Stories are posts featuring videos or images that disappear after 24 hours, similar to Snapchat Stories.
- Meant to be posted at a **higher frequency** over traditional posts, Instagram Stories live in a separate space within the Instagram app so that followers' news feeds are not saturated with content.
- Brands are also capitalizing on Instagram Stories by placing advertisements that appear between people's stories.
 - In fact, one in five stories results in a direct message
- Instagram stories are not meant to be perfect like the content posted to the regular timeline, instead they should consist of videos and photographs that give followers an inside or behind-the-scenes look into a business.
- Stories give brands a new way to interact and engage with their audiences without having to worry about over-posting and spamming followers' feeds.
- Brands can use Instagram stories many features such as polls, questions, stickers, music, GIFs, external links, links to other Instagram accounts, and more to engage with audiences.

<https://later.com/blog/instagram-stories-for-business/>



The Ultimate Guide to Instagram Stories for Business



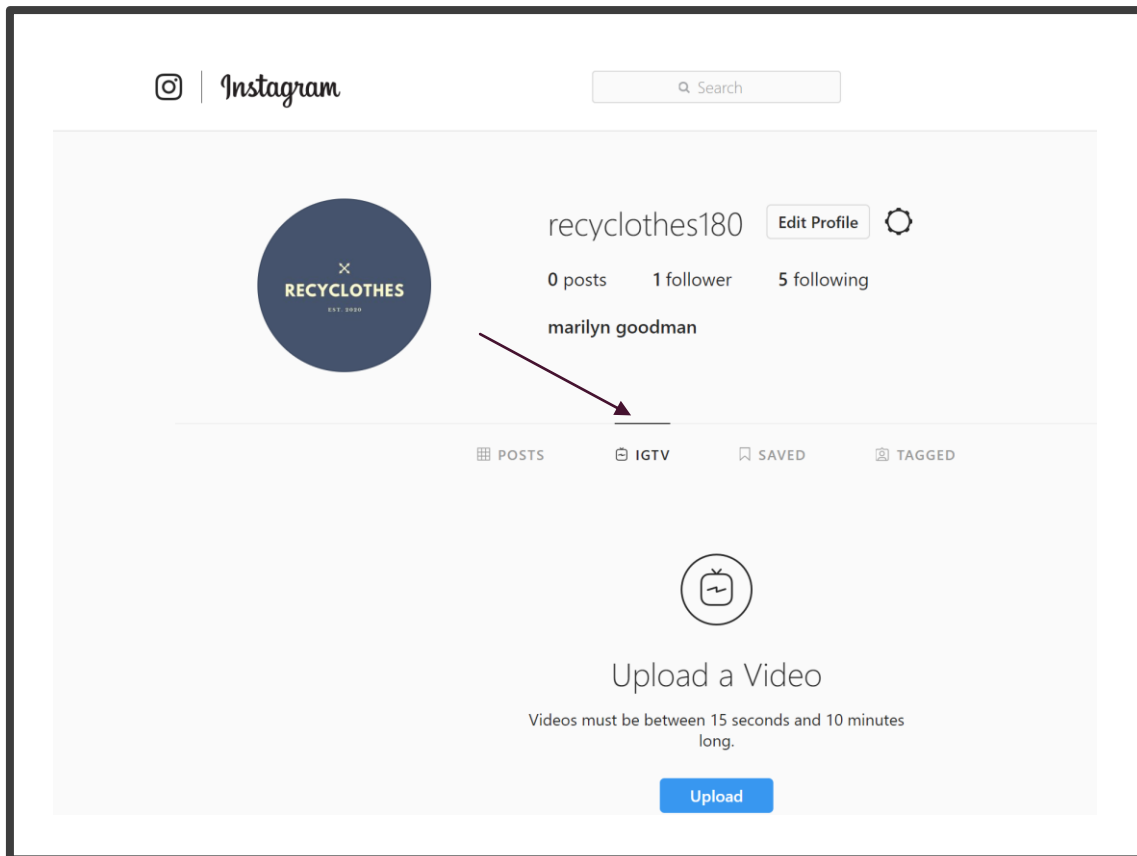
Lexie Carbone | January 23, 2019 | Ecommerce, Instagram, Marketing

If you've ever thought about using Instagram Stories for business, now is the time!

Not only are Instagram Stories fun and creative, but they're great for growing your engagement, building brand awareness, driving traffic to your website, and even

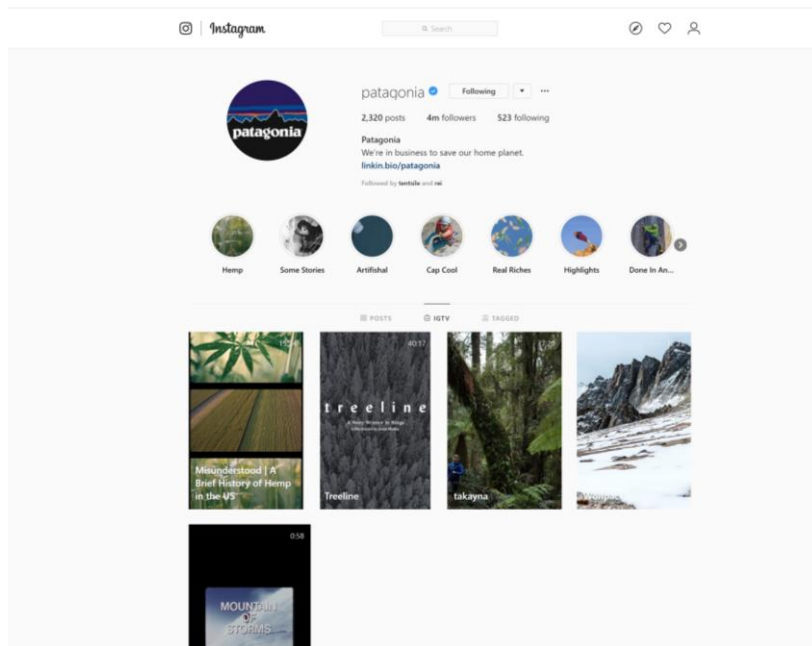


LIVE VIDEO AND IGTV



- Instagram is also a great place to take advantage of **live video**, which also appears within an Instagram story. Followers will receive a notification when an account goes live so utilizing live video is a great way to quickly grab the attention of followers.
- Lastly, in 2018 Instagram launched a new feature for long-form vertical only video content called Instagram TV (IGTV).
- IGTV is available within the Instagram app, and also as a stand-alone app. Unlike regular **Instagram videos that are limited to just one minute, IGTV videos can be up to an hour long and do not disappear after 24 hours.** Creators have their own IGTV channels, similar to YouTube, and content is fed to users based on the accounts they follow, and others they may be interested.
- While still in its infancy, IGTV opens up new possibilities for brands to offer rich new content to their followers. Check out the IGTV launch video below!

REI - IGTV



<https://www.instagram.com/tv/BtTrioZn936/>

GROW ORGANICALLY ON INSTAGRAM



- <https://www.youtube.com/watch?v=UgiTBSpNdqo>
- https://www.youtube.com/watch?v=6ap0V_LGC-Y

INSTAGRAM ALGORITHM

- Prior to 2016, Instagram displayed followers' content in chronological order by the date and time that the content was posted.
- In 2016, Instagram updated its algorithm, taking a similar approach as Facebook by showing the content that followers engage with the most at the top of the feed.
- The algorithm has three main factors:
 - how interested its users will be in the post based on content they engaged with in the past,
 - the timing or recency of when the post was published
 - a user's relationship with and how much they have interacted with the person or brand who published the post.
 - In order to best **leverage** the algorithm it is important for brands to adopt a content strategy that increases overall post engagement.
 - A brand's followers are more likely to see posts that have high quantities of **likes, comments, and interactions** on them.
 - Content with lower engagement is less likely to be seen in followers' feeds.



Social media for brands is all about storytelling.



No matter the industry or target market, it is vital for companies to tell a consistent and compelling narrative through visual content that engages followers.



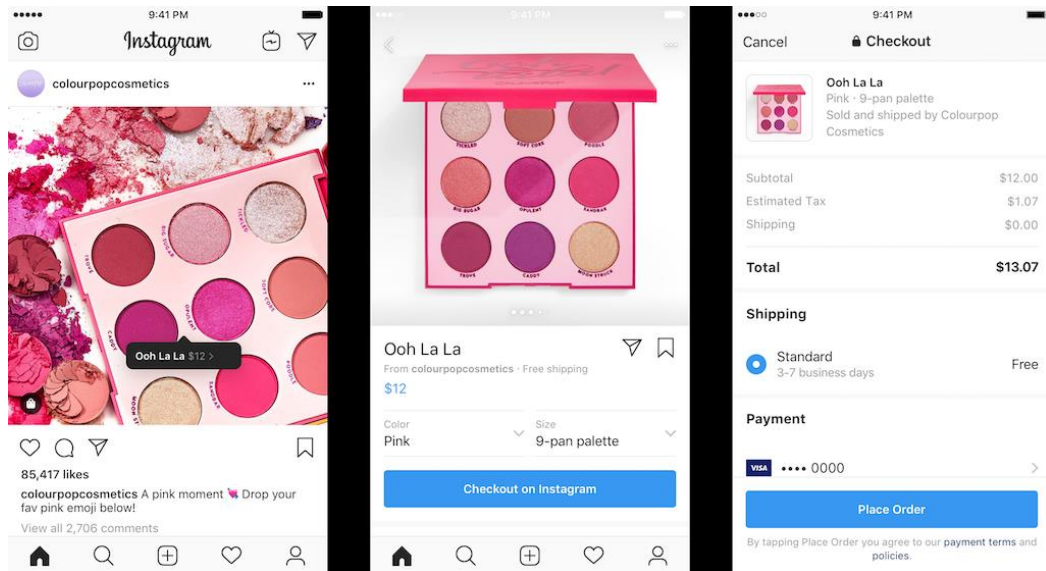
The following tactics can help businesses take full advantage of Instagram to increase engagement with followers.

- + Take Advantage of + Instagram Stories and Live Video
- + Leverage IGTV
- + Sell Products with Instagram Shopping (when ready – need 10,000 followers)

INSTAGRAM CONTENT STRATEGY – REMEMBER CHAPTER 4

CHECKOUT ON INSTAGRAM

<https://help.instagram.com/357872324807367>



■ Take Advantage of Instagram Stories and Live Video

- Instagram stories and live videos make businesses more discoverable and also provide businesses means to showcase brands in a different way. Businesses can utilize Instagram Stories and live video to launch a new product, showcase products, deliver special offers like coupons or promotions, make big announcements, show behind-the-scenes footage, conduct a live Q&A or chat with followers, or even feature influencers or guests by having them present live videos on a business account

https://www.youtube.com/watch?time_continue=2&v=86XpRJbxfVs

■ Leverage IGTV

- Some brands are adopting a video content strategy for IGTV similar to YouTube, while others are using IGTV to experiment with new types of fun and engaging video content. National Geographic posted a 45 minute episode of one of their television shows called “[One Strange Rock](#).”

■ Sell Products on Instagram

- Feature products by tagging up to five products per image or add product stickers to Instagram stories. When products are tagged in posts, Instagram users can easily view product pricing and details, and tap on a product tag to make a purchase. In 2019, Instagram also released a native checkout feature allowing users to checkout right from Instagram without ever leaving the app to a web browser. Watch the video below to see how easy it is to use the shopping feature in [Instagram](#).

■ <https://help.instagram.com/1627591223954487> – requirements to sell on Instagram shop

USE INFLUENCERS



oliviaculpo • Follow
Paid partnership with vitalpro

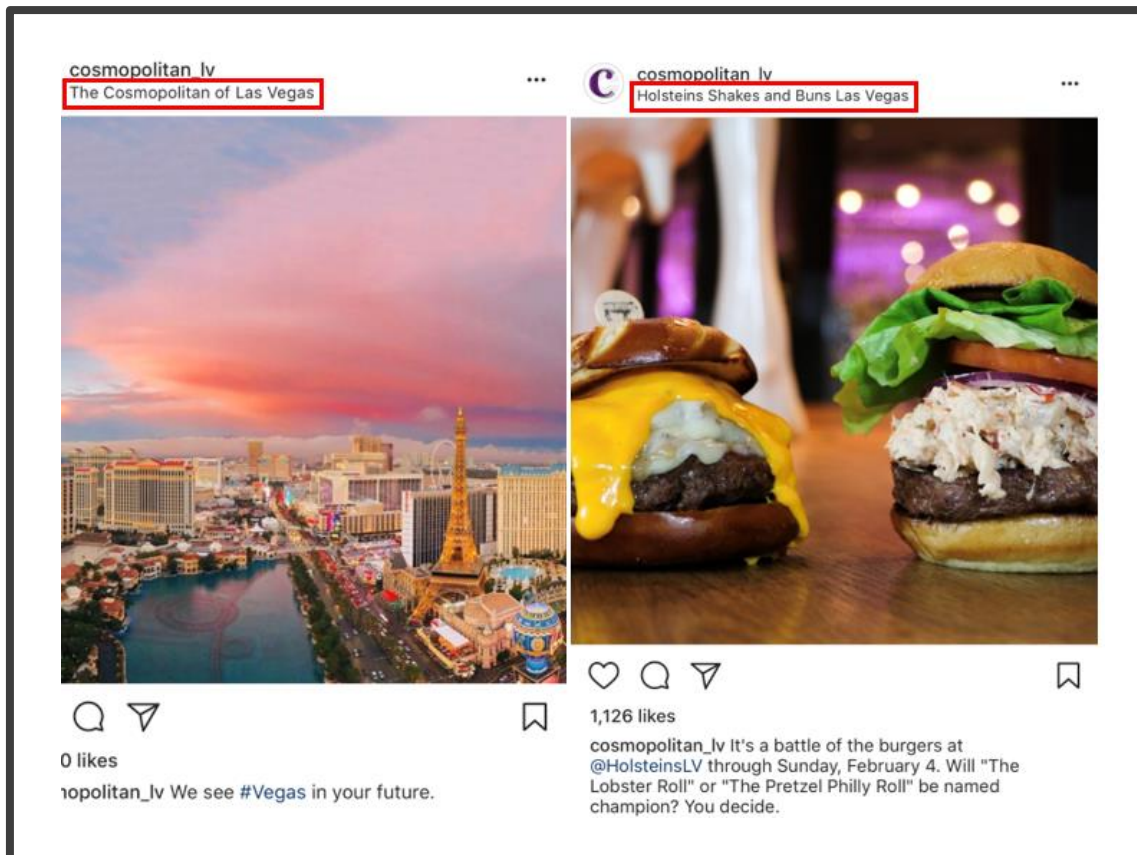
oliviaculpo My go to morning sm and green juice recipes below. Ive looooved using @vitalproteins w/ juicing because its the only powd found that adds protein and colla completely unflavored 🥰🥰🥰
Healthy berry smoothie: * 1 -1.5 c unsweetened almond milk, skim r coconut milk * 1 Tbs chia seeds * cups frozen mixed berries
* 1 cup vanilla Greek yogurt
* 1 handful of spinach * 1 scoop v proteins * Blend together
Super low sugar healthy greens ju in juicer) : * 1 Kale Stalk Bunch
* 2 Medium Cucumbers
* 1 Lemon
* 1/2 Green Apple
* 5 oz Container of Spinach
* 2-4 inch Ginger Root



115,739 likes

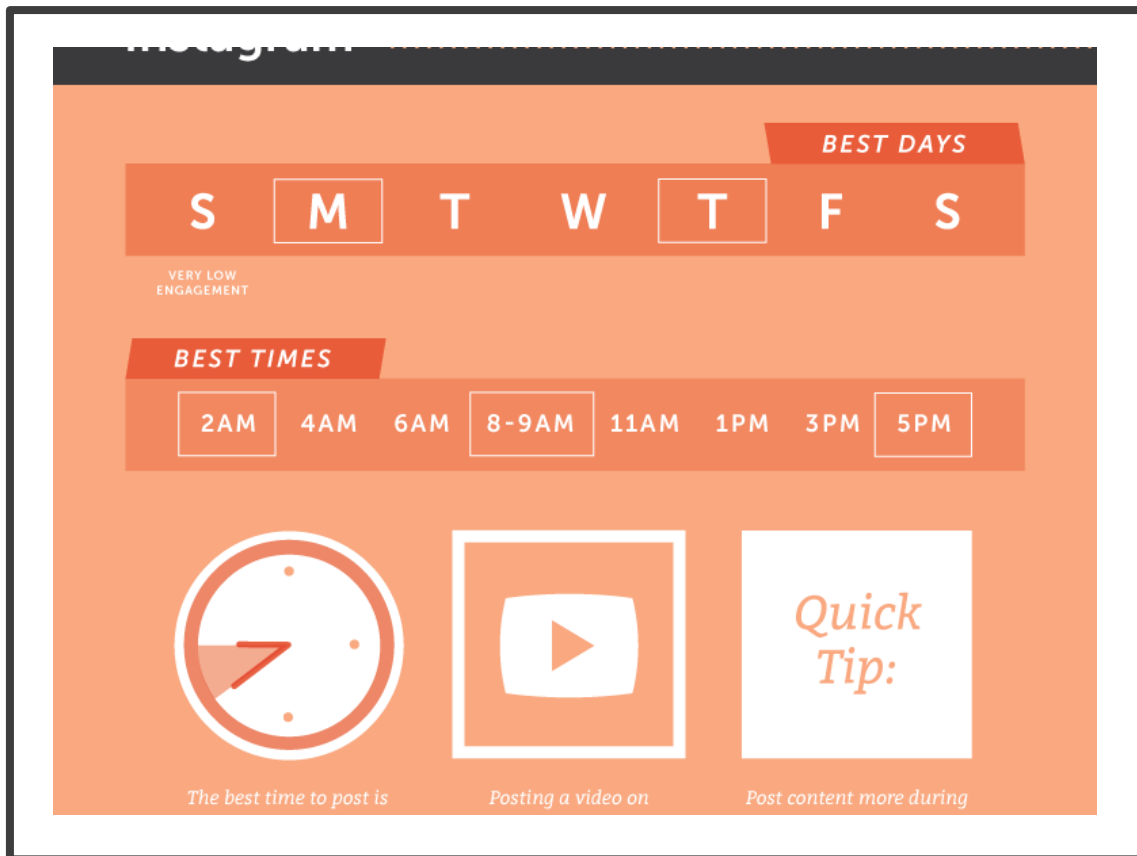
- **Influencer marketing** has exploded in popularity over the past few years, and Instagram has proven to be a very effective platform for influencers, especially with a younger demographic of users.
- Brands can engage with influencers on Instagram to have them share their content, take and post pictures with their products, create a video for instagram stories, account takeovers and more.
- Influencer marketing is a great way for brands to **increase their exposure and boost engagement**, leveraging the influence and followers of the influencer, often offering value for both parties involved.
- Often times the influencer is compensated or offered free products and services for promoting the brand.

POST WITH A LOCATION



- Instagram has built-in **geo-tagging**, allowing users to add a location to every post.
- Tagging locations in posts allows users searching those places to easily discover your content.
 - In fact, posts with locations receive **79%** more engagement than posts without.
- Location stickers can also be added to Instagram stories so that when the sticker is tapped, followers are redirected to view all of the posts tagged at that location.
 - The Cosmopolitan Hotel in Las Vegas Nevada tags its location in every single post, as well as the locations of their many restaurants, shops, nightlife and shows located within the hotel.

POST CONSISTENTLY AND AT OPTIMAL TIMES



- The best times to post will vary by industry and target market, but studies show that Instagram audiences engage more with posts on weekdays, specifically Mondays and Thursdays
- **Before and after work are typically the best times to post on Instagram, with 3-4 p.m. being the worst time of the day to post.**
- Instagram videos receive more interactions around **9 p.m.**
- Every business has a unique audience, so it's important to test posting content at different times of the day to determine the best time to post on Instagram for your specific business.
 - Instagram Insights allows brands to track and schedule posts during the days and times when their fans are most often online.

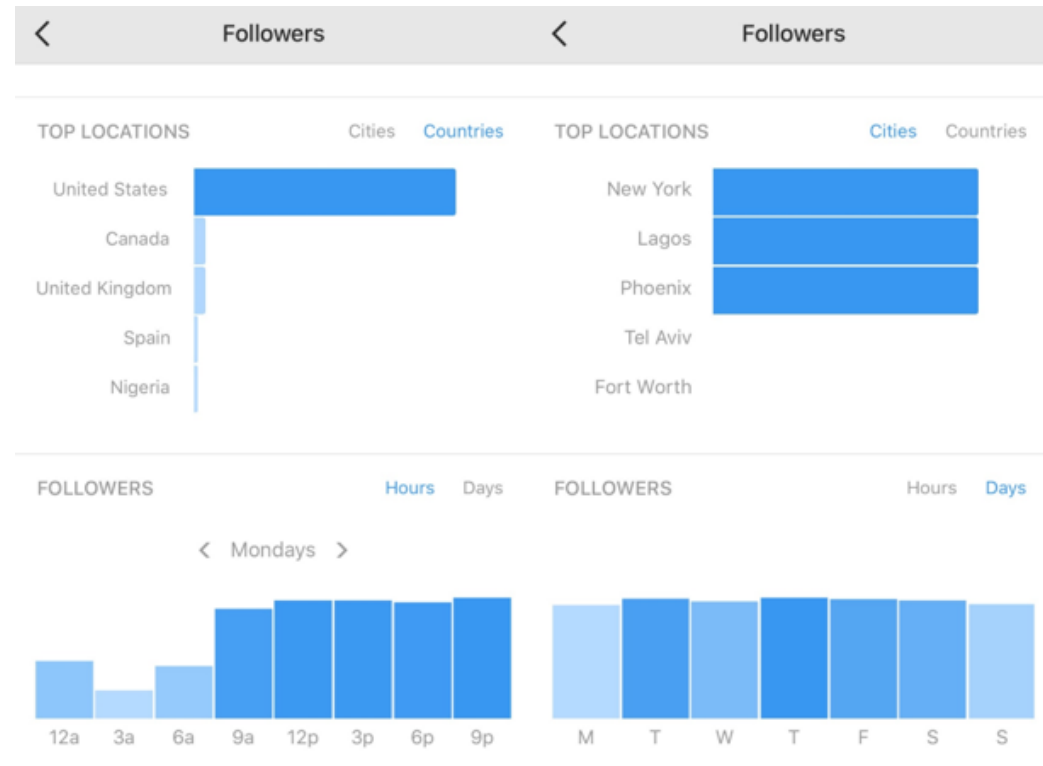
INSTAGRAM INSIGHTS

Instagram Insights allows brands to track and schedule posts during the days and times when their fans are most often online.

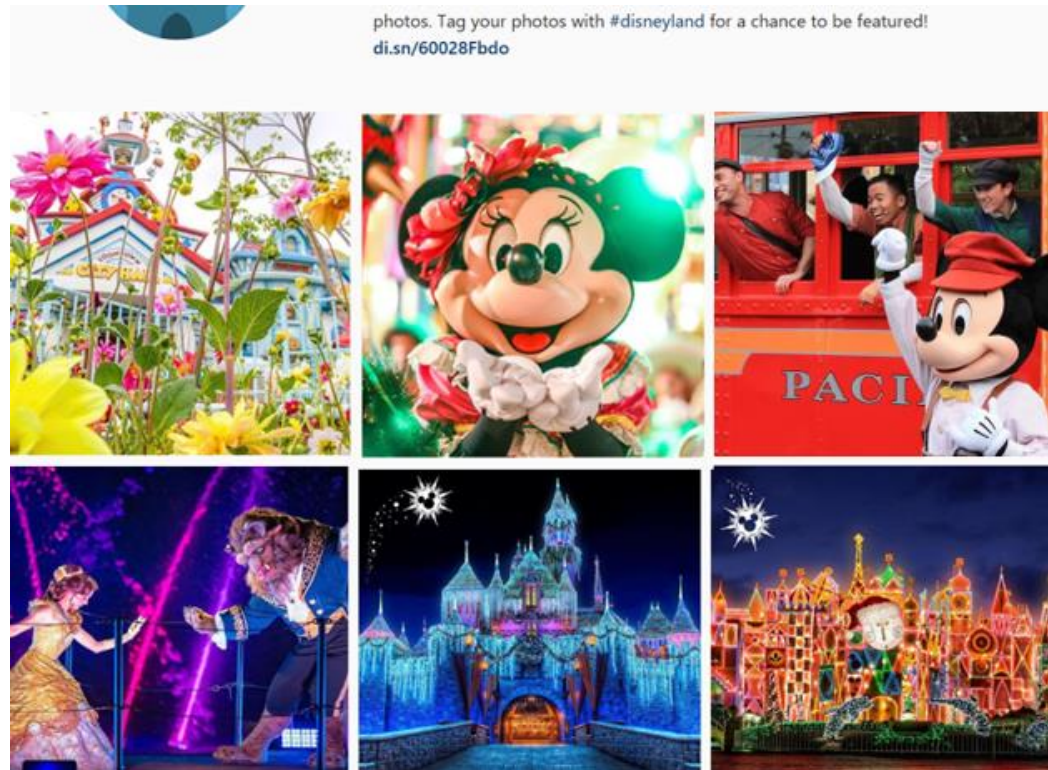
Go to setting:
Insights

See all

Click on a photo view insights

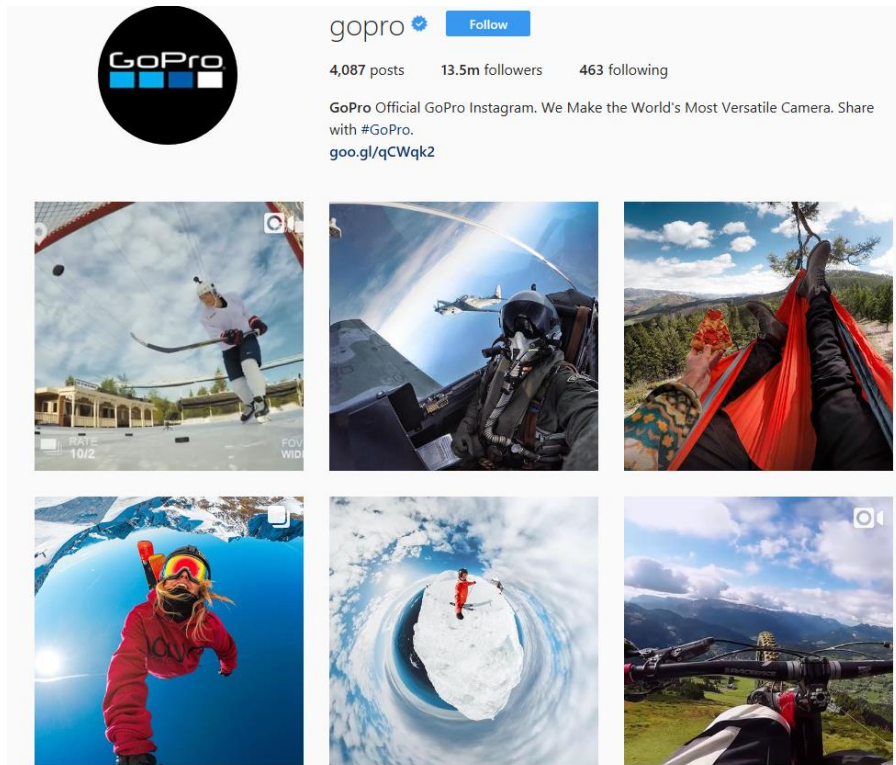


USE COHESIVE CONTENT



- All images should have a **cohesive style and color** theme. If you look at some of the top performing content on Instagram, you will find that the more visually appealing photos perform best.
- In addition, photos that feature faces get 38% more likes than those without, so it's important to utilize photos featuring people.
- Disneyland's Instagram account truly captures the brand identity of Disney by using colorful and inviting photos featuring Disney characters, customers, and employees in many Instagram posts.

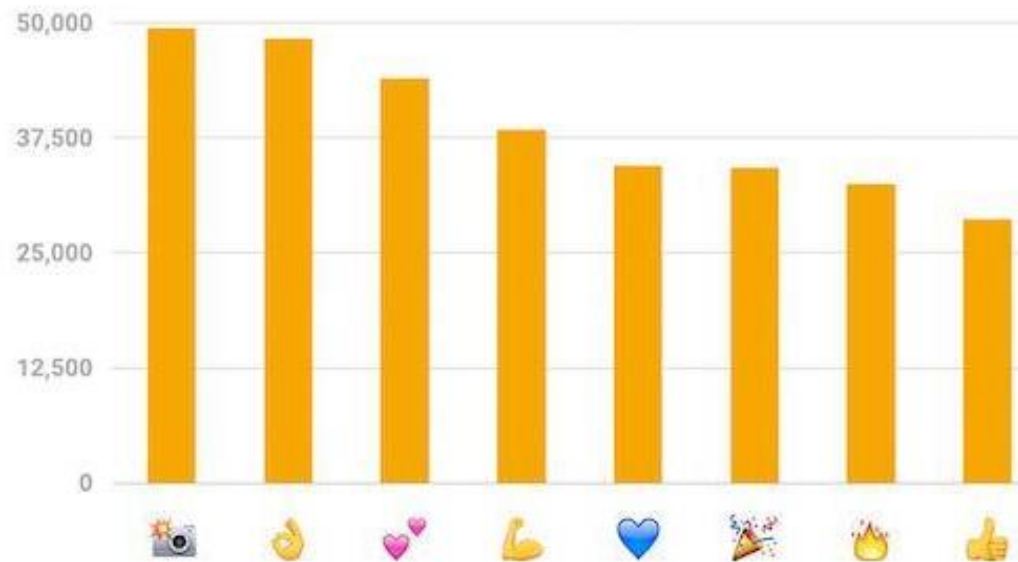
AVOID OVERT PRODUCT PITCHES



- On Instagram, many suggest using the 80/20 rule, with 80% of content **NOT** promoting the brand, with only 20% self-promotional content.
- Whichever strategy you adopt, it's important that the majority of posts **feature content that your target audience is interested in**. Instead of posting pictures and videos of products, display products in context of how they are used.
 - For example, GoPro's Instagram is filled with eye-catching photos and videos created by customers using their products around the world.
 - GoPro's posts never feature images of the actual GoPro camera or a push in the caption to purchase the product.
 - Rather, GoPro utilizes its product to tell a story through the eyes of customers.

USE EMOJIS

Top 10 Emojis on Instagram in 2016



- The use of emojis is a good way to showcase the fun side of your brand while capturing the attention of followers and increasing engagement. In fact, 56% of captions on Instagram contain emojis, and Instagram posts that include emojis receive 17% more engagements over posts that don't include emojis
- The flash camera is the most popular emoji used by both brands and individuals on Instagram, followed by the OK hand sign and the double pink heart emoji.



HASHTAGS & EMOJIS

- Instagram now also supports the use of hashtags with emojis that function just like a hashtagged word. Brands should use eye-catching emojis to gain attention or evoke emotion.
- It's also important for brands to use emojis sparingly and only when it makes sense for your brand.

#TOYSTORY



#hashtag and emoji

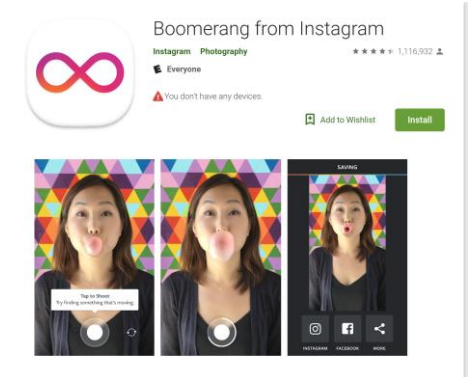
EXPERIMENT WITH DIFFERENT CAPTION LENGTHS

- Instagram is a great place to experiment with **short- and long-form**, in-depth storytelling captions.
 - Short captions can be very effective on Instagram, especially when the visual speaks for itself.
 - In the example below, Oreo uses a short caption to grab the attention of the audience while letting the photo speak for itself.
- Starbucks Partners Instagram is filled with long-form stories and photos about what it means to be a Starbucks employee (see the image below).
- These two different caption strategies have proven to be very effective for both companies.

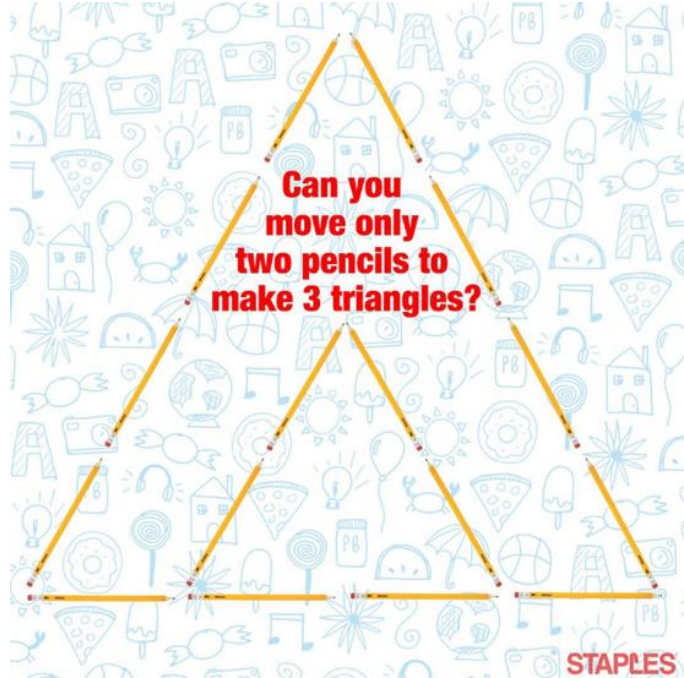


PROVIDE A GOOD MIX OF PHOTOS, VIDEOS, BOOMERANGS AND HYPERLAPSE

- Despite video consumption increasing on Instagram, photos still generate 36% more likes over videos (Osman). However, it's important for brands to adopt a content strategy that provides a good mix of photos, videos, as well Boomerangs and Hyperlapses on Instagram for increased reach and engagement.
- Boomerang allows users to create captivating mini videos that loop back and forth and that can be shared on regular Instagram feeds or within Instagram stories. On Instagram Stories, 25% of the videos shared are Boomerangs (Instagram).
- Hyperlapse allows users to capture high-quality time lapse videos even while in motion.
- Watch the below two videos to learn how to use Boomerang and Hyperlapse for Instagram.
 - Click on photos



ASK QUESTIONS



 staples 

staples Can you solve this problem?

- Questions allow for followers to engage directly with brands on social media, making them feel like their opinions are valuable.
- Questions can also help boost engagement, as posts that pose questions receive more comments than traditional posts.
 - Staples does a great job engaging with followers by asking questions and providing riddles for customers to answer while establishing a fun, playful personality.

ADVERTISE ON INSTAGRAM

- With Instagram Ads, businesses can drive awareness and increase the number of followers, product sales, mobile app downloads, and visitors to company websites.
- Since rolling out its business profile feature, Instagram now has over 1 million advertisers.
- We will cover advertising with Instagram in more detail later in this textbook but recognize that advertising is a key component of a successful social media marketing strategy for businesses today.