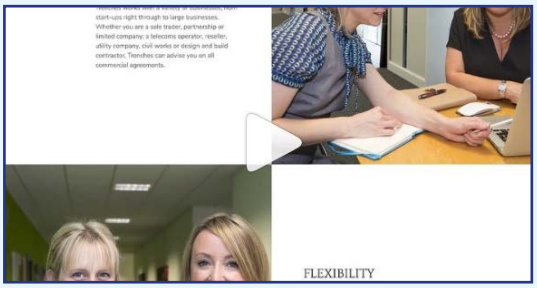
INSTAGRAM FOR BEGINNERS:

Instagram is a great social media platform for your business because it has 700 million monthly users, which has less competition and a more engaged audience than Facebook. Here is a list of top tips and everything you need to know about Instagram. For further information please refer to our website www.webdirections.co.uk/useful-information/your-social-media/

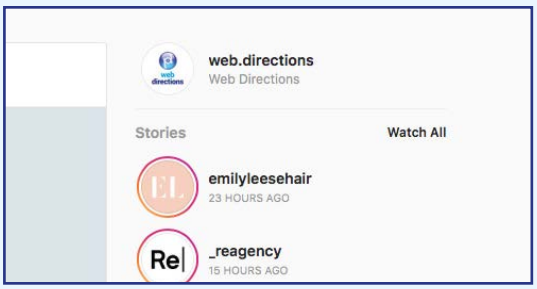
1 BE CREATIVE

The most important asset for Instagram is the visual content (photos and videos), so make sure whatever you post you do in a 'creative way'. If your business is service-related, then show the process behind providing the service, show your company culture, or some tips and "how to". You can upload photos, videos up to one minute long or short videos, similar to GIFS, called Boomerangs.



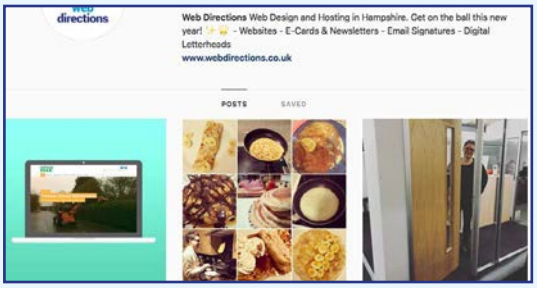
2 STORIES

Instagram stories are in a slideshow format and only lasts for 24 hours (similar to that of Snapchat). It is a great way to experiment with photos, videos and even filters. You can also add locations to your story, allowing the audience to feel fully immersed. The order in which you add to your story is the order the photos will be played back to the audience, and if at any time you would like to delete a picture from your story then this is easily done.



3 PROFILE

Create yourself a winning profile. You do not have to fill all 150 characters in the bio, instead focus on your unique selling point and sum it up in one sentence, maybe two. Your bio can also contain a click-able link, which you can update as often as you like. Change the link often to allow your audience to have different experiences either through: booking, downloads or purchases.

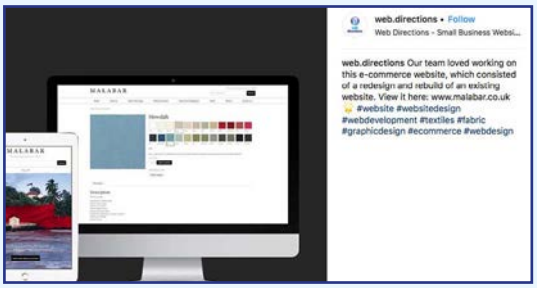


4 BEHIND THE SCENES

Take your customers behind the scenes! Everyone has a natural curiosity of what people get up to behind the scenes, and your customers are no different! Show your customers where their products come from, source images to demonstrate how your product is made, let them see everything that goes into the finished service/product.

5 #HASHTAGS

Expand your reach with #hashtags. Whether they are general or specific just make sure they are relevant. Make sure you set up #yourbrandname as a starting point to promoting your brand. Use this #yourbrandname sparingly across Instagram and Twitter. By using #yourbrandname it will make it easier for people to find content related to your company. It is best practice to use between three and five hashtags per post but you can use up to thirty. Use popular hashtags to increase the discover-ability of your content. Also consider industry related hashtags e.g. if you are run a nail business you could use '#manicure'.



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