



INSTAGRAM BASICS

LEVERAGING SOCIAL MEDIA FOR
YOUR BUSINESS IN 2022



INSTAGRAM STATISTICS



- Instagram started in 2010
- Owned by Facebook
- Instagram is the 10th most visited website
- Has the 4th most users of any mobile app (outranked only by Facebook, WhatsApp, and Facebook Messenger)
- There are 1.074 billion Instagram users worldwide in 2021



INSTAGRAM STATISTICS



- 71% of the billion monthly active users on the Instagram app are under the age of 35.
- Instagram users spend an average of 53 minutes per day.
- 500 million IG accounts use Instagram stories every day.
- Instagram can generate over 4 x more interactions on Instagram compared to Facebook.
- 71% of US businesses use Instagram.



INSTAGRAM STATISTICS

- The average post on Instagram contains 10.7 hashtags
- Mobile only platform (limited functionality on desktop)

ACCOUNT TYPES

PERSONAL

For personal use -
public or private.
Can't monetize /
limited features

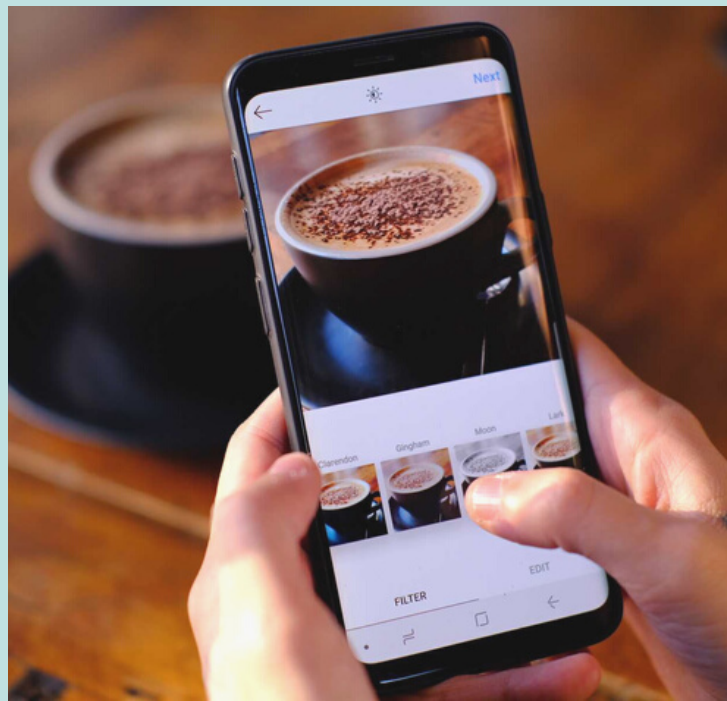
CREATOR

Designed for
influencers / brand
promoters

BUSINESS

Best for brand
management, link to
your FB business
page & access tools

INSTAGRAM FEATURES



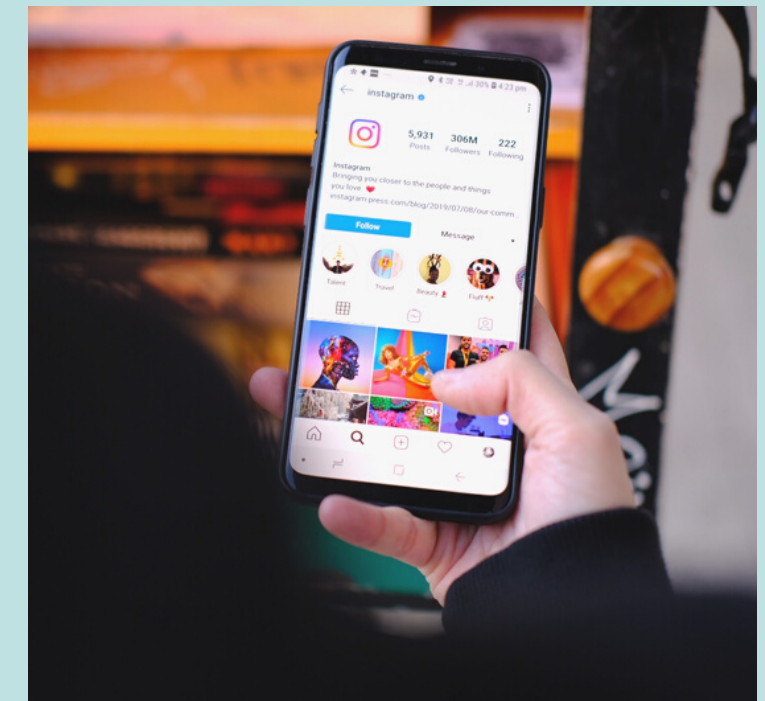
POSTS / FEED

Photo or video



STORIES

Daily snapshots -
photo or video



REELS

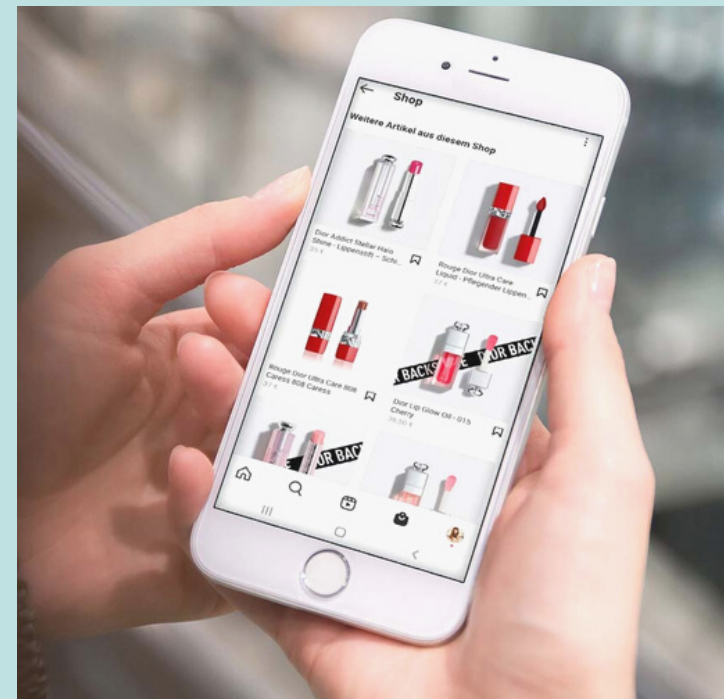
Fun & creative videos

INSTAGRAM FEATURES



MESSENGER

Chatting in the platform



SHOPPING

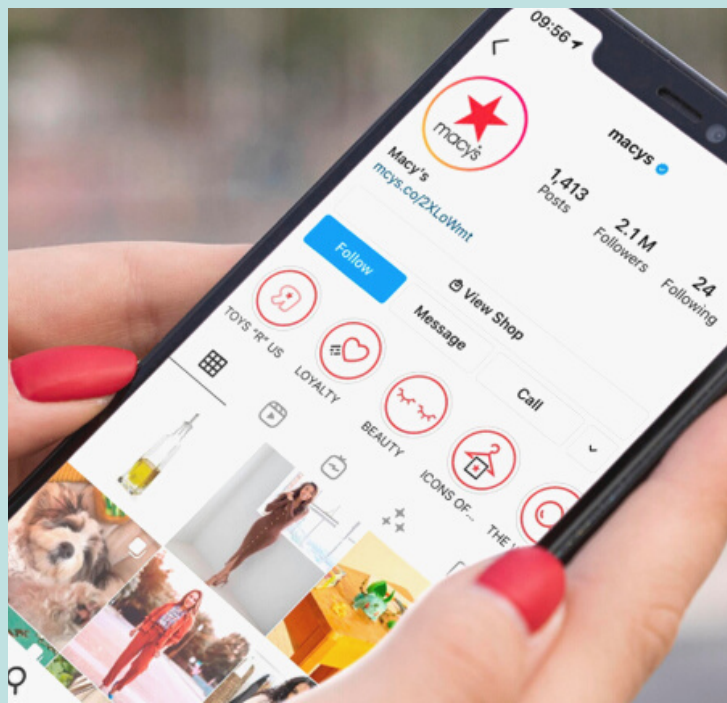
Purchasing goods



SEARCH & EXPLORE

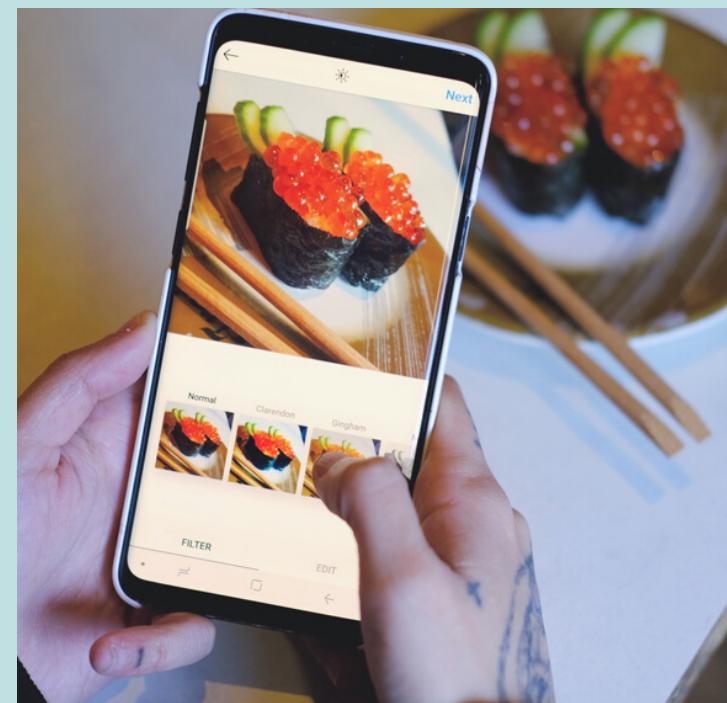
Find things of interest

INSTAGRAM FEATURES



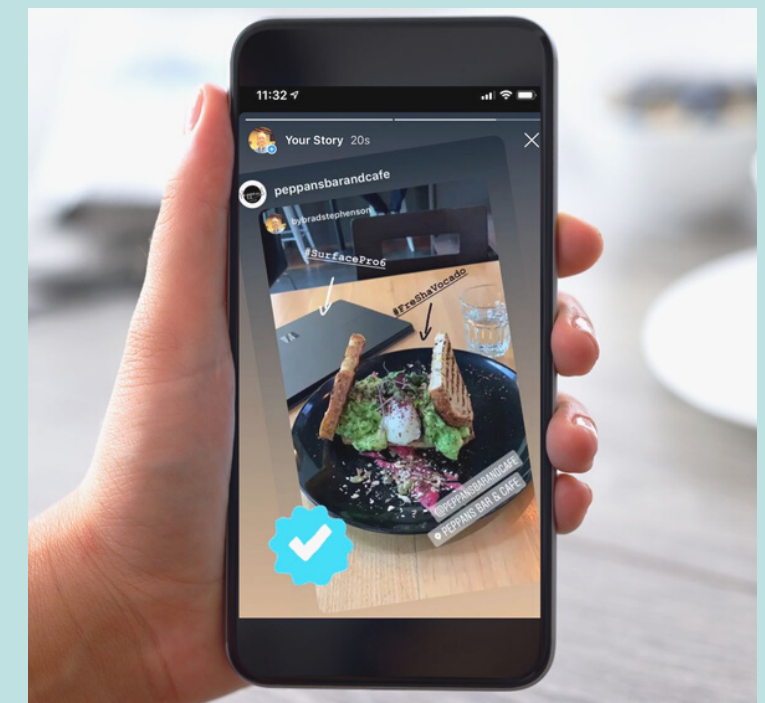
HIGHLIGHTS

Shortcut to past stories



FILTERS

Enhance your photos / stories



STICKERS

Fun add-on for stories

GUIDE TO ICONS



Home



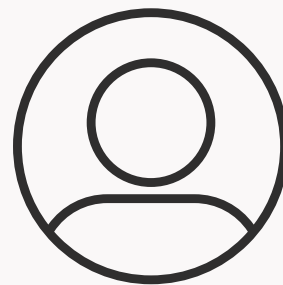
Explore



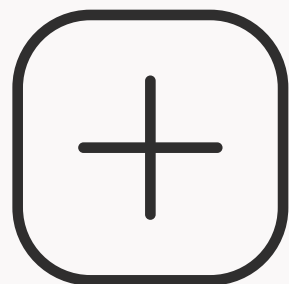
Reels



Shopping



**Your Profile
& Past Posts**



**Create Post
or Story**



Notifications



Messages



CREATING A WINNING PROFILE



HANDLE/USERNAME

- Your handle is how you will be identified on Instagram. Starts with the @
- Each handle must be unique / no duplicates
- You can use periods & underscores, but avoid if possible
- Try to match your handle with your business Facebook page
- Choose a handle that represents you (@kristincolerealtor)
- Avoid overgeneralized handles (@boiseidahorealtestate)





PROFILE PHOTO

- Try to match with your Facebook page
- Choose something professional (headshot or logo)
- If you use a logo, make sure it looks good in a square





PROFILE DETAILS

- **Name:** Business Name
- **Username:** Handle
- **Pronouns:** You determine / leave blank for business
- **Website:** Link to your site
- **Bio:** Elevator pitch
- **Public Business Information**
 - **Page:** Link to your Facebook page
 - **Category:** Real Estate
 - **Contact Options:** Include info
 - **Action Buttons:** Choose as applicable
 - **Profile Display:** Choose to hide or show your category and contact info

YOUR INSTAGRAM STRATEGY





TIPS

CREATE A POSTING PLAN

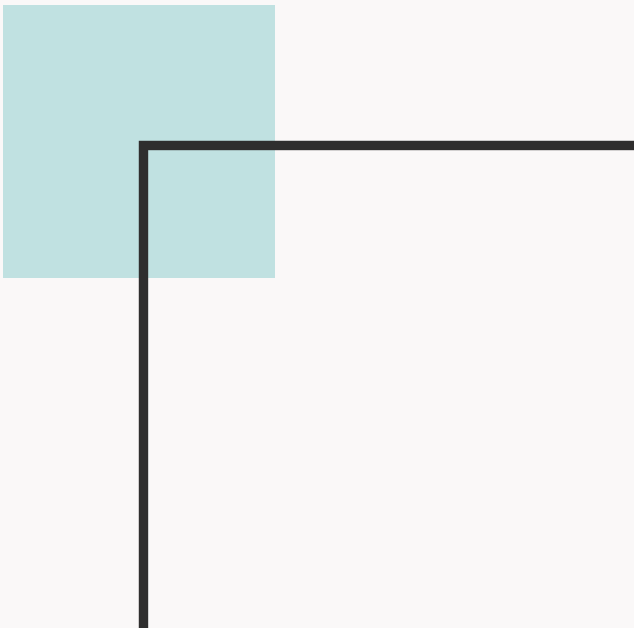
Make it easy for yourself to manage + predictable

INTERACT TO BE INTERACTED WITH

Kind of like the golden rule (of social media)

USE INSTAGRAM FEATURES

Instagram likes it when you tell them you like them. It's like a pat on the back for the guy behind the curtain





BE HAPPY

Instagram likes promoting happy people - and they know by what you post, facial expressions, words you choose, etc.

VARY YOUR CONTENT TYPES

Photo, video, posts, stories, reels

USE HASHTAGS

Make them relevant; People can follow hashtags

BE REAL

Make your content authentic + relatable





TAG / MENTION OTHERS

Create more engagement and shares by tagging others on Instagram. Think other industry pros, clients, etc.

OPTION: SHARE DIRECTLY TO FACEBOOK

Pros & cons - no right or wrong

SHARE HIGH QUALITY VISUALS

Posts to your profile should represent the best of you.

Not great at photos? Take a class!

INCLUDE A CALL TO ACTION

Make your content authentic + relatable



QUESTIONS?

Contact me

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