

Tips for Instagram Profile Set Up and Posting

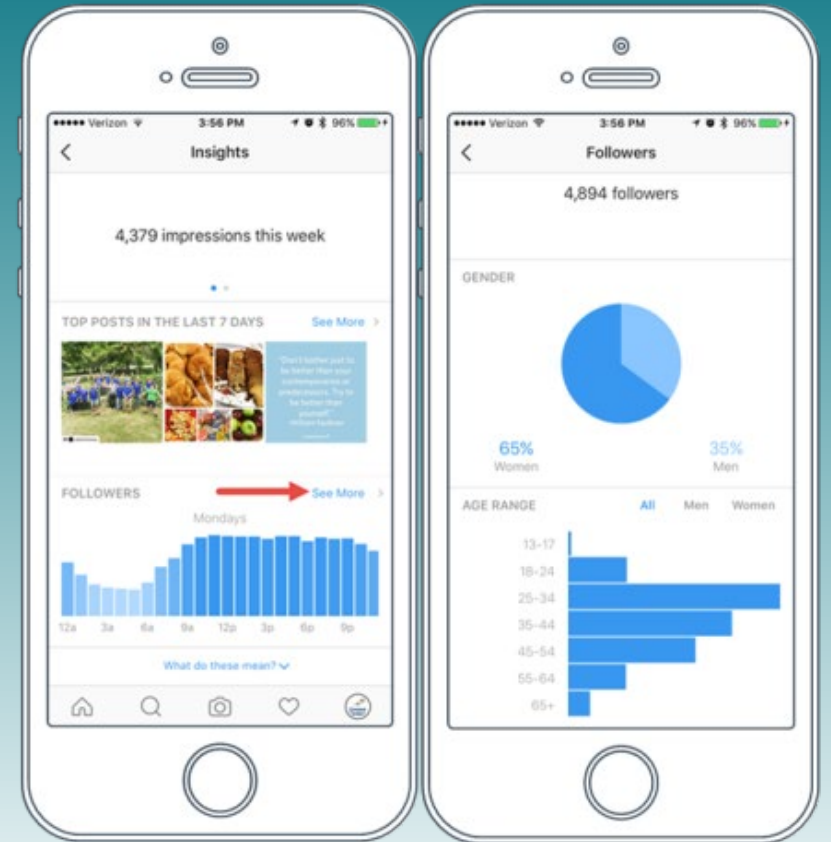
What we're covering:

- Profile set up tips
- Guidance for posting to the newsfeed



Set Up Instagram Business Profile

There are different types of Instagram accounts based on what you're trying to accomplish. By signing up for a [business profile](#), you'll get access to deeper analytics, shopping options and additional CTAs. You can choose business account on creation set up, or change over your account at any time following [these steps](#).



BUILDING YOUR ACCOUNT

Wanting a
visual step by
step walk
through?
Check out this
video!

**HOW TO CREATE AN
INSTAGRAM
BUSINESS
ACCOUNT**

step by step tutorial!

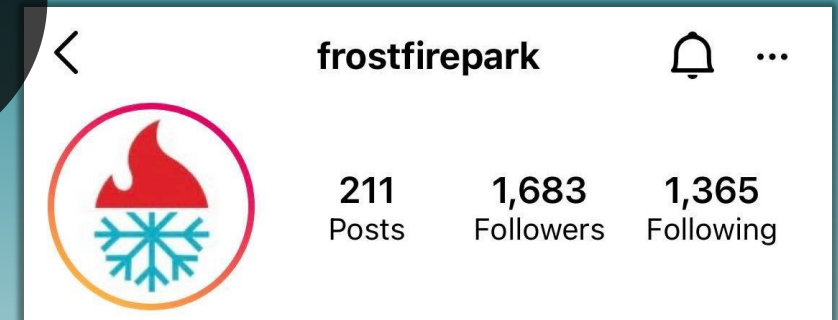
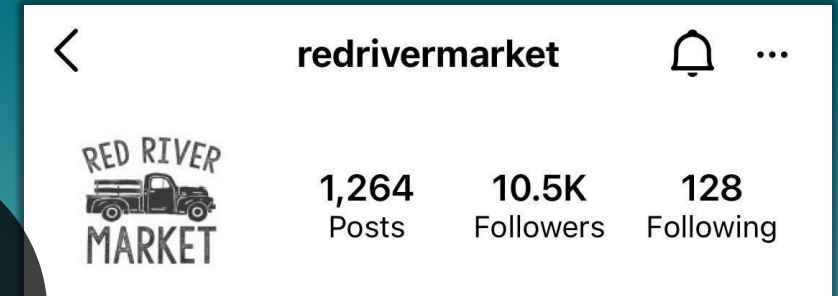


CHOOSING A PROFILE PICTURE

- Optimize for mobile, make sure its readable on your phone.
- 320x320
- Clear and eye-catching
- Make sure it fits the circle format.

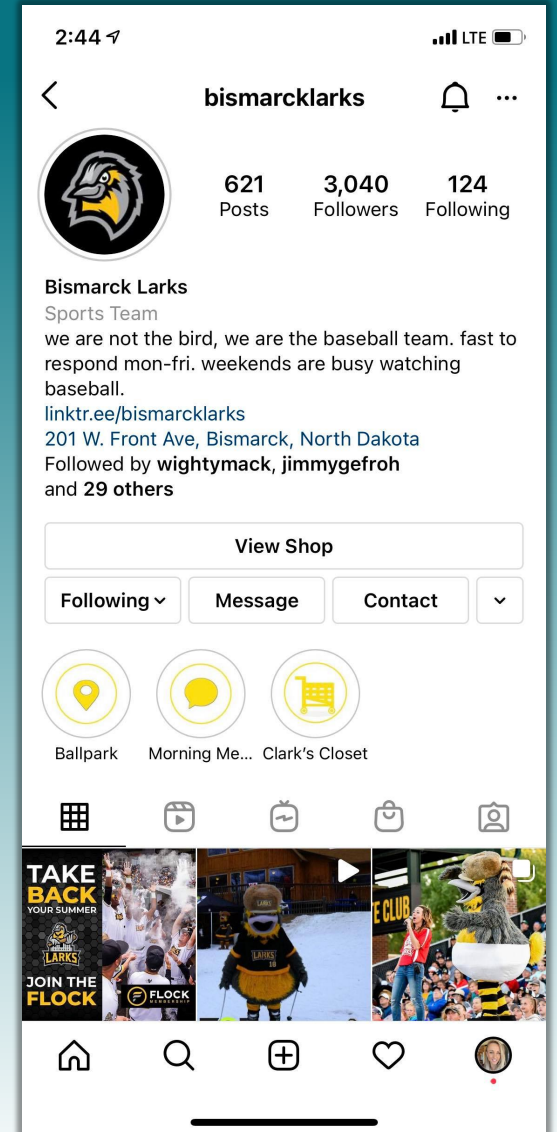
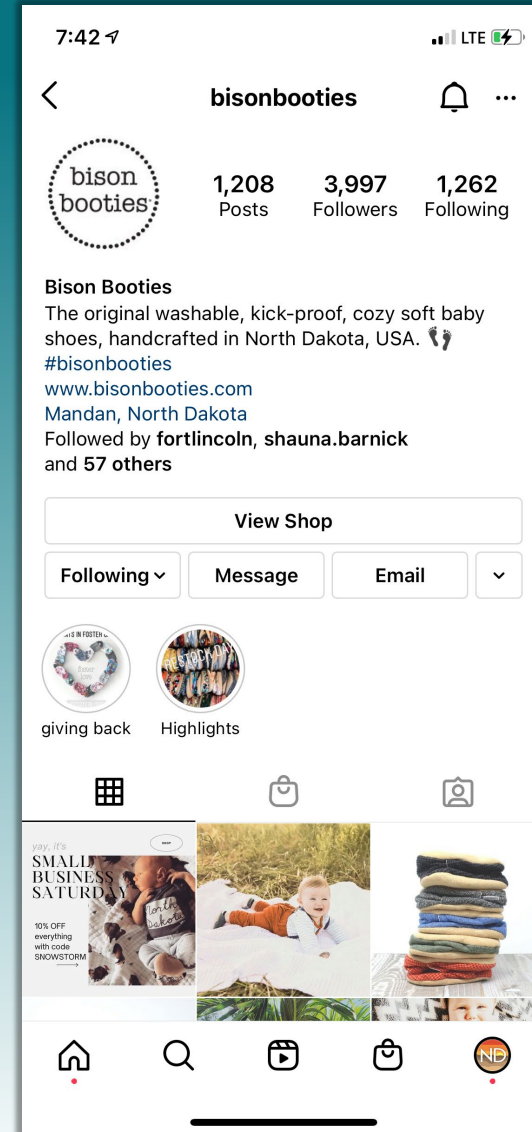
Do
This!

Not
this.

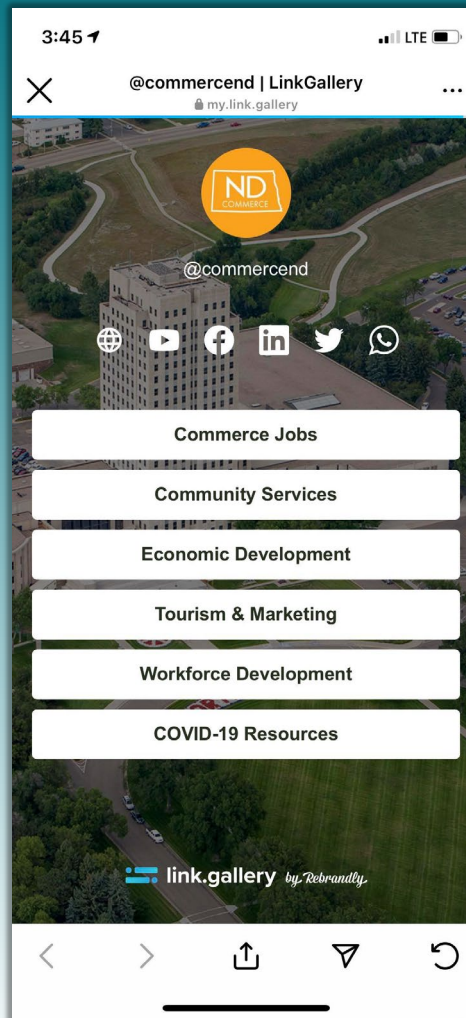
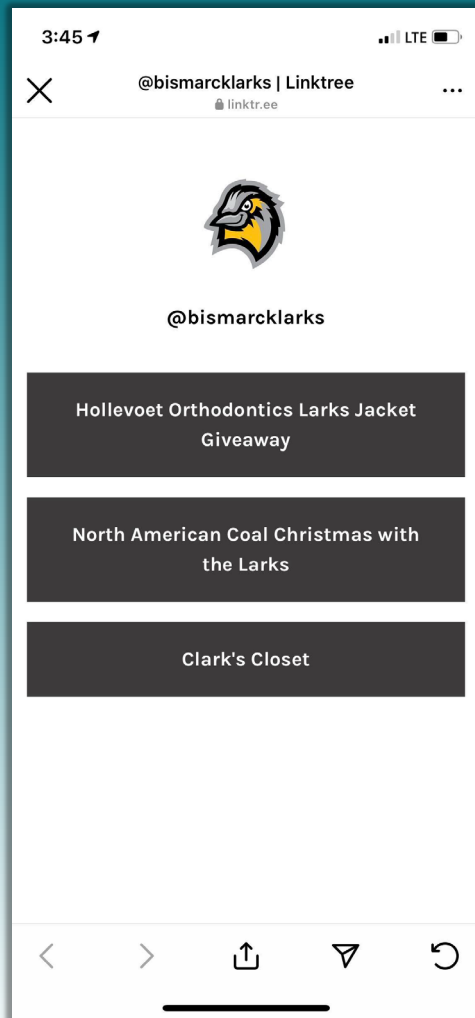


WRITING A BIO

- Clear name and username, try to get your username as close to your business name as possible. Match with FB if possible!
- Business category
- Short and sweet description of your business.
 - Brand voice
 - What do you want people to know most about your business?
 - You can break it up into bullet points
 - Emojis and hashtags!
- Website, you can include one link in your bio.
 - Link gallery
 - Change it up with special promos
- Address
- Calls-to-action within the buttons



LINK GALLERY



Consider adding a link gallery to your profile to give your audience page options from your website in one spot! All you have to do is drop the link in your bio.

[10 Best Link
for Bio
Options](#)

BRAND VOICE:

When it comes to writing copy for your content, keep in mind your brand voice at all times. If you're struggling with developing yours, consider breaking it down into tiers for different purposes.

Let's create an example using these three broad traits:

- › Passionate
- › Quirky
- › Authentic

Define each one further. How do these characteristics show up in audience communication? How do they come across in the kind of content you're creating? How do they appear in your focused topics? Let's continue this example:

- › Passionate – expressive, enthusiastic, heartfelt, action-oriented
- › Quirky – irreverent, unexpected, contrarian
- › Authentic – genuine, trustworthy, engaging, direct

5 Brand
Voice
Tips

Newsfeed: Your top priority content, typically of high quality, clear description and brand supportive. Try to post once a day.



Best Practices:

- Imagery that supports your brand, typically high quality
- Location
- Copy that reflects brand voice, with clear messaging.
 - Tag whoever is a direct focus in the photo (don't over-tag within the caption)
- Emojis!
- Hashtags (10-15 max)
- Photo credits if necessary.
- Ask question to increase engagements
- Tags within the photos (this will now show up on their profile too under tagged photos).

ANY QUESTIONS?

Feel free to email me at ajolliffe@nd.gov