



G E M S

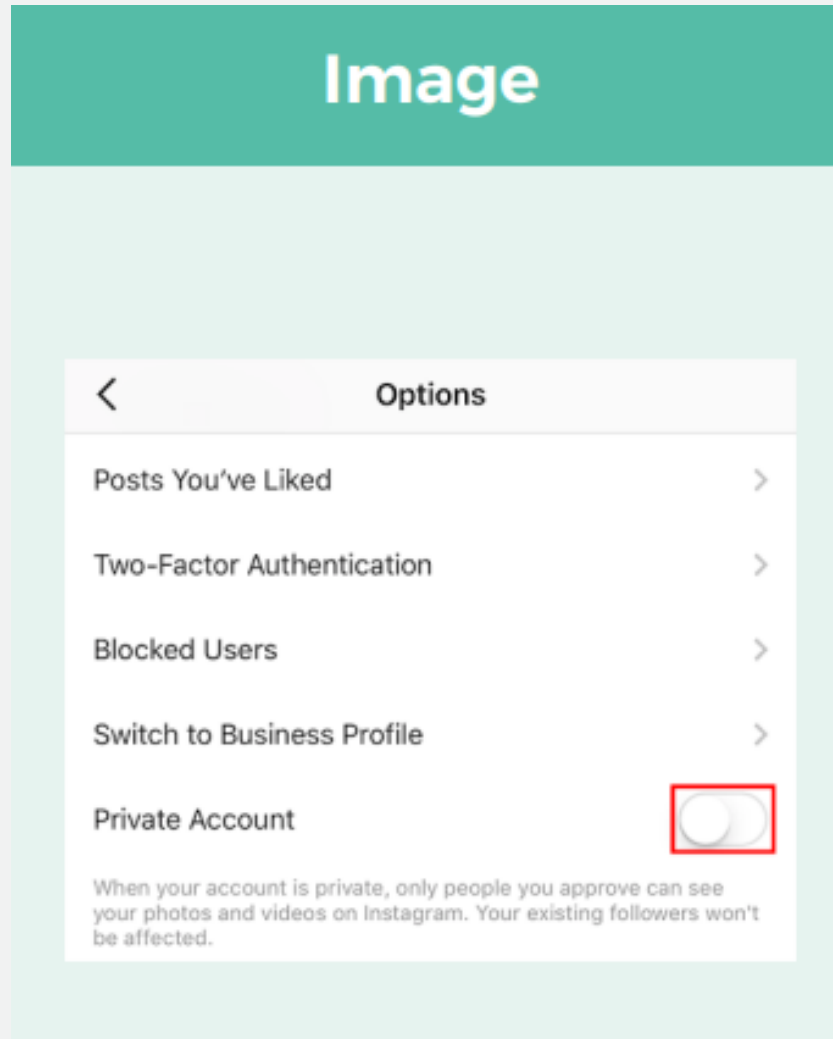


Instagram

Checklist

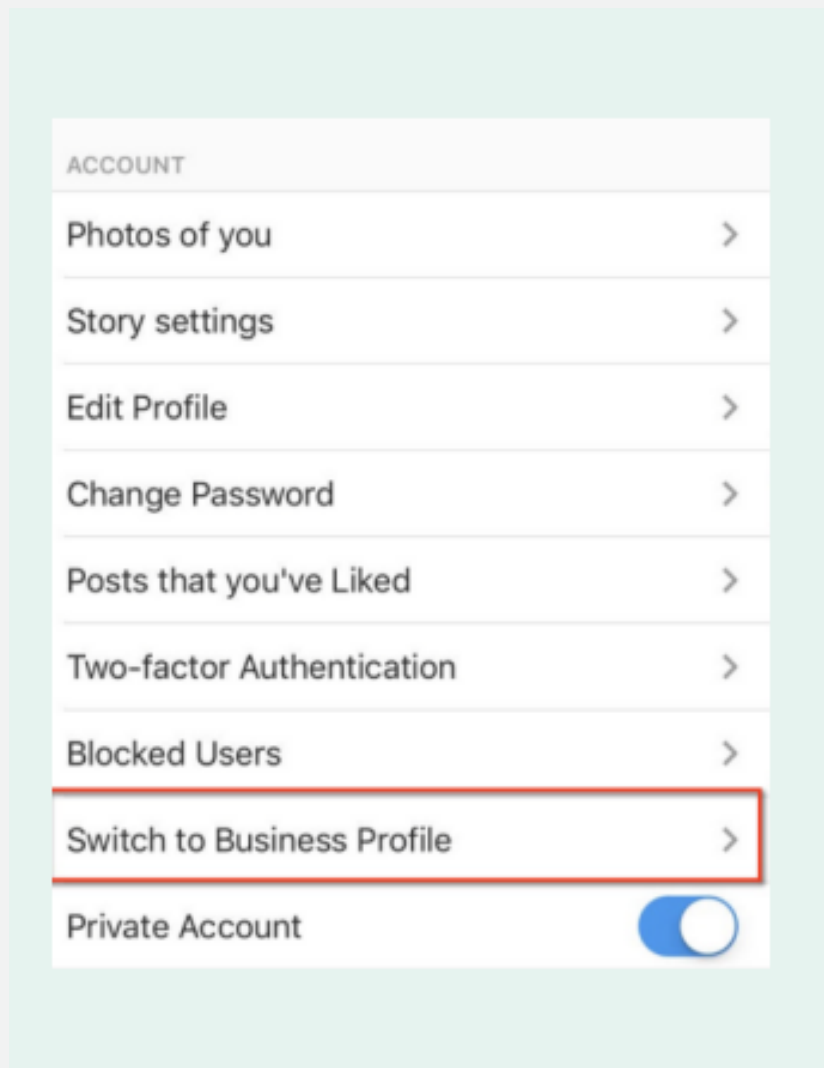


The Instagram Profile Essentials



Switch from a Private to a Public Account:

This allows your content to appear for hashtags, location tags, explore and search.



Switch from Personal to Business Profile:

This gives you access to Insights/Analytics and enables features such as “Tap to Shop” and Action Buttons e.g Email, Shop, Website Tap the “gear” icon in the top right corner of the screen to access your account settings. Tap “Switch to Business Profile” Tap “Continue” and connect to Facebook.

Choose a category for your profile

Choosing the right category and subcategory helps people understand what your business is about.

Choose a Category

Health/Beauty

Sports & Recreation

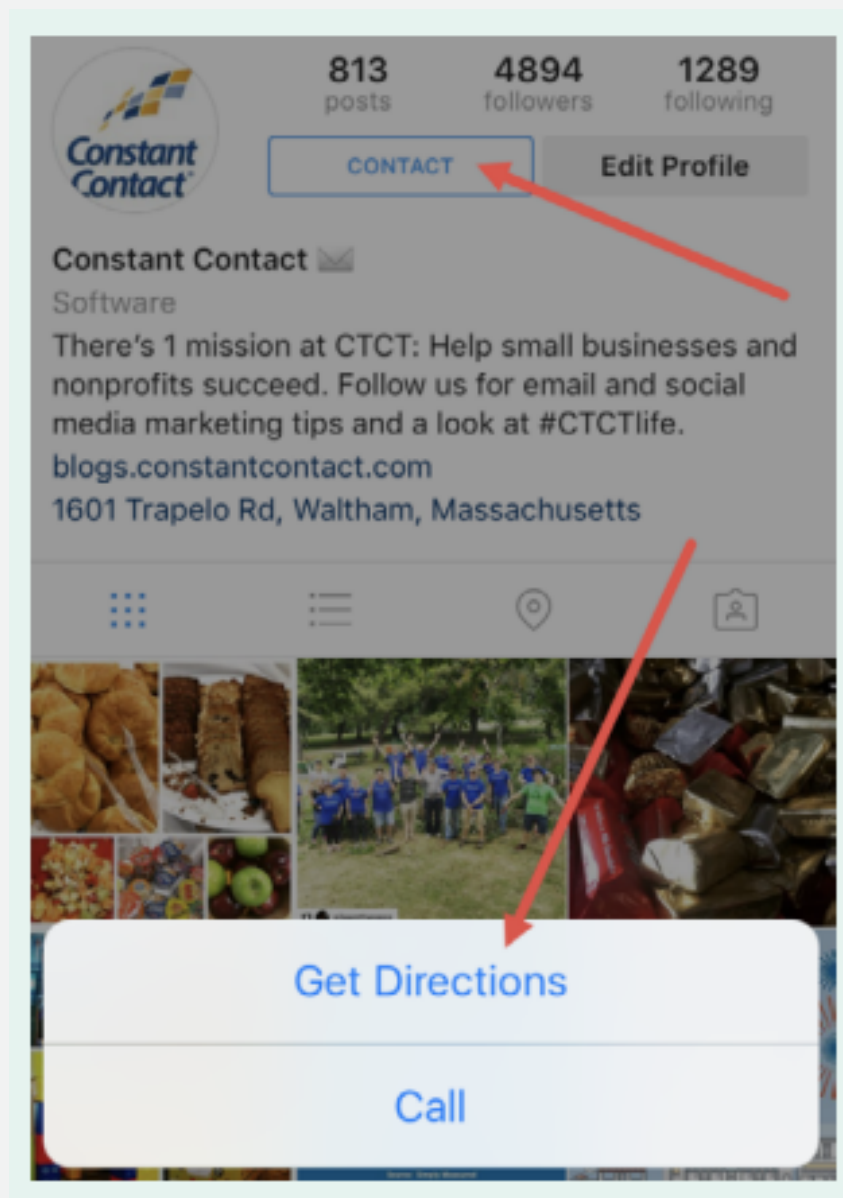
Personal Blog

Product/Service

Fill out all Business Information fields including:

Page: Link this to your Business Facebook Fanpage

Category: Select your relevant category.

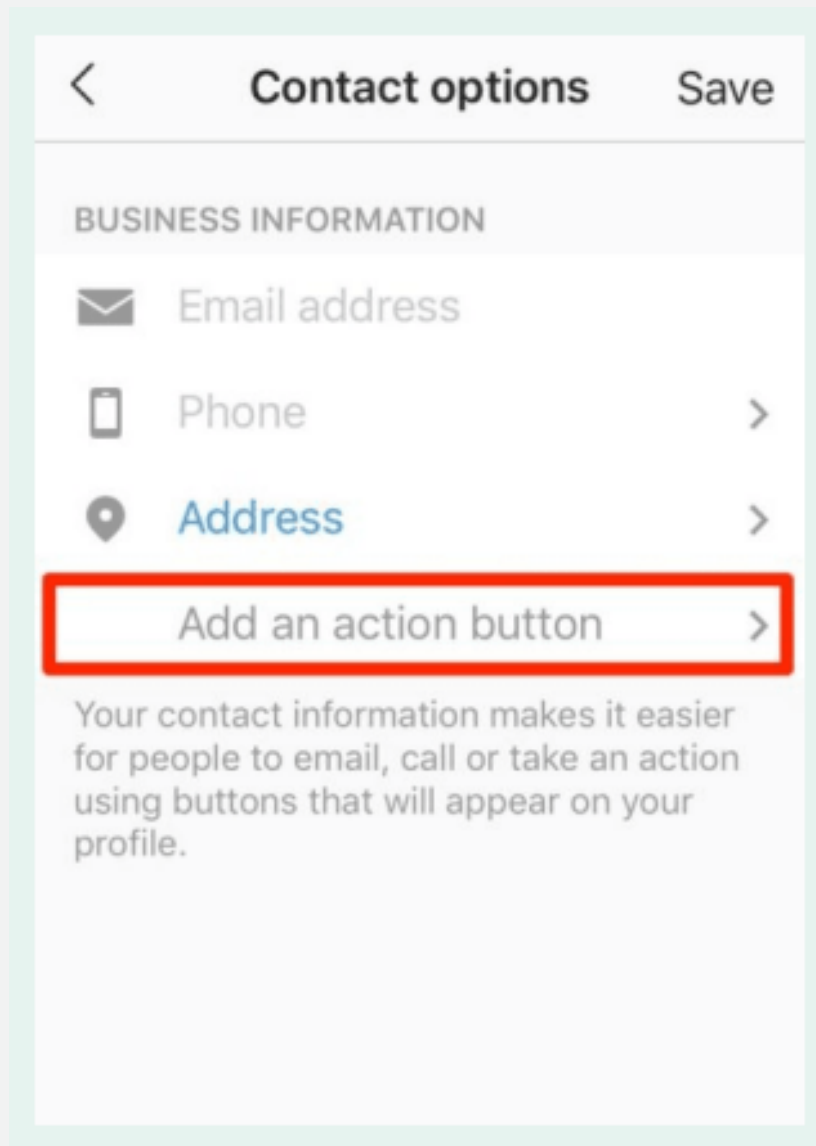


Add Contact Buttons:

Once you've connected your Facebook Page to your Instagram Account, when you fill out your contact information you can add a 'Contact' button to your account:

Tap "Edit Profile"

Tap the "Contact Options" under the Public Business Information section to add/edit



Add Action Buttons:

If you are connected to one of the qualified third party apps (e.g EventBrite, Yelp) you can add one of the following action buttons:

Buy/Get Tickets: Buy movie tickets or event tickets.

Start Order: Order food through select restaurants.

Book: Book an appointment.

Reserve: Make a reservation at a restaurant

alleceambur

Edit Profile



275 posts

1,870 followers

416 following

ALLE | SOCIAL MEDIA MARKETING

Entrepreneur

Hey 🙌 I'm Alle!

Marketing strategist 📈 Content creator 🎨 Coach

Helping you market your biz in the digital world 🌐

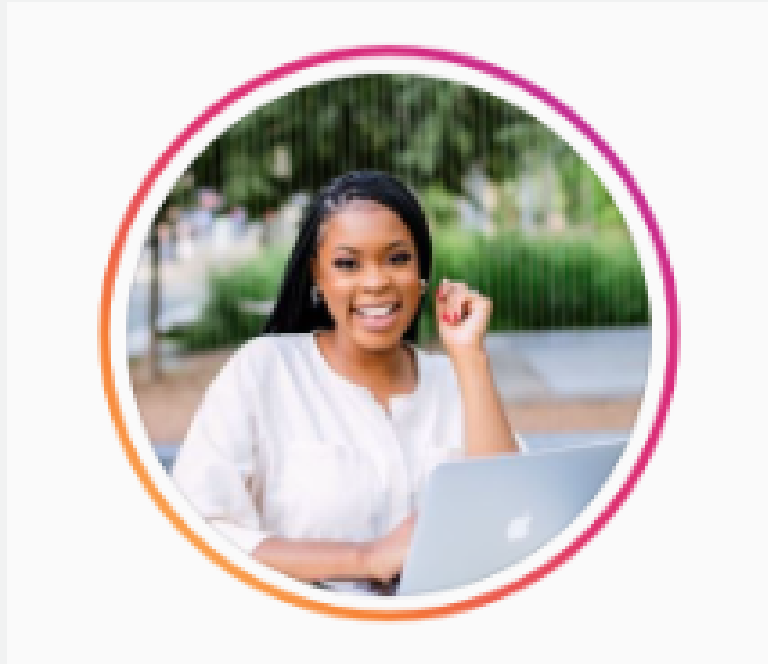
➡️ FREE Instagram training on FB 📲

smily.bio/alleceambur



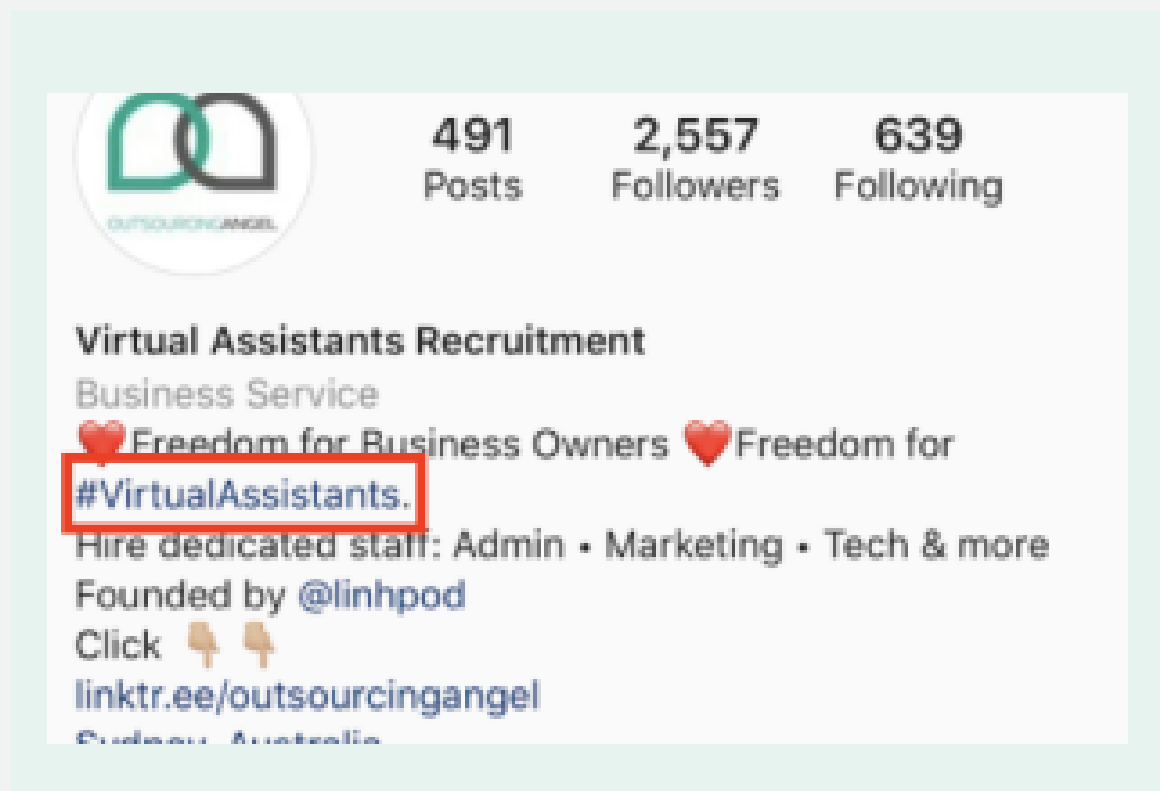
Instagram Name:

Include keywords in your “Instagram Name”. This is different from your Username and allows you to appear in search results for the keyword used in your Instagram Name.



Profile Picture:

Select eye catching image that will make people click on your page when you interact with theirs.



Bio Hashtag:

Include a key hashtag in your bio you want to be associated with. This will allow people to click and follow your hashtag.



nataniacreates

Follow



1,170 posts

21.7k followers

943 following

Natania • Business Coach

Entrepreneur

👋 Coach for online biz owners

💰 Profitable strategies to scale to 6 figures

👤 Multi 6 figure CEO @shopchocolate_

🚀 Scale For Profit IS OPEN 📌

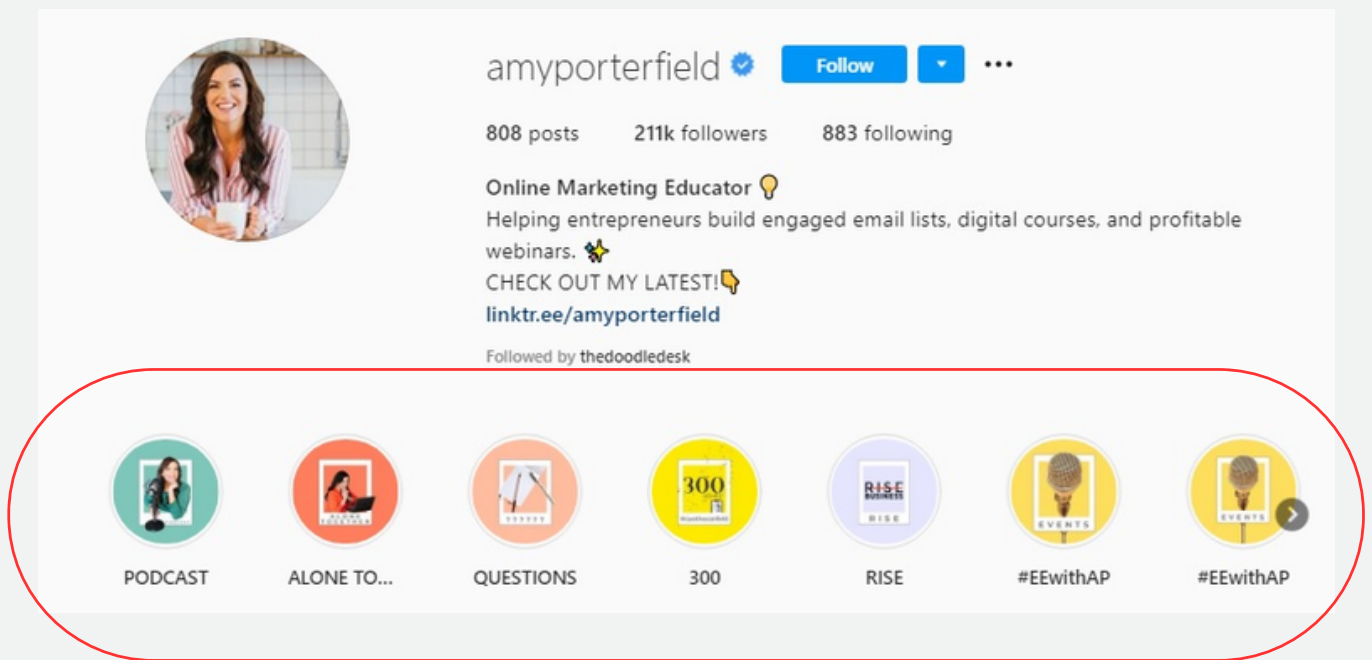
nataniacreates.com/mobile-links

Followed by womenwhofreelanceca and freelancewritingcafe



Profile Link:

Include a link to your main site, regardless of having Action Buttons. Ensure this link is optimised for mobile and fast to load - Linktree.

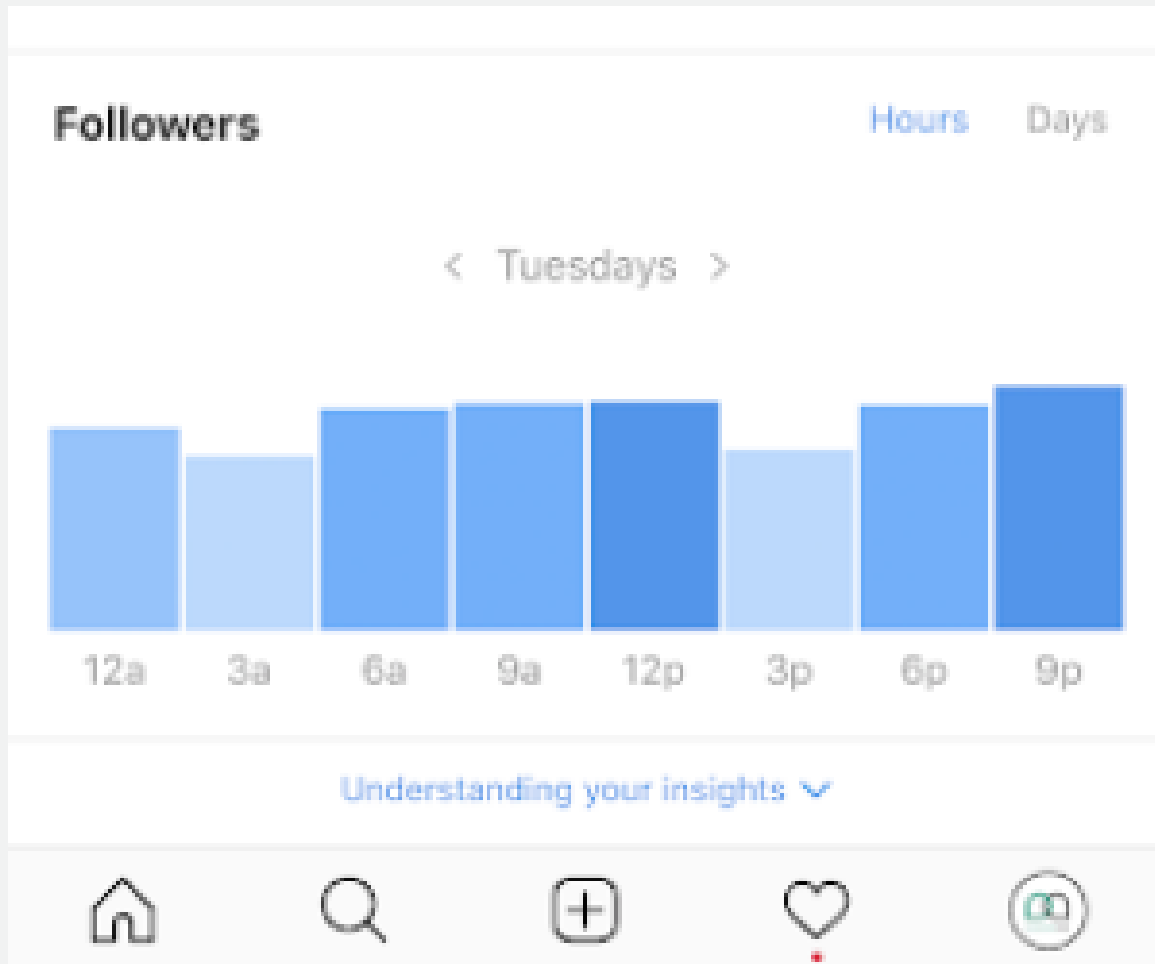


Story Highlights:

Use at least 4 Story Highlights by filling the real estate underneath your bio with your values, hobbies, interests, background info or latest offers.

Once you've uploaded Stories Tap 'Story Highlights' under your bio . Select the story or stories you want to add to highlights, then tap Next Choose a cover photo and enter a story name for your highlight, then tap 'Add' or 'Done'

Reports & Scheduling



Determine your posting schedule:

Go to your Instagram Insights > Audience

Look at when your followers are online during the day by each day of the week

Determine your peak hour for each day of the week.

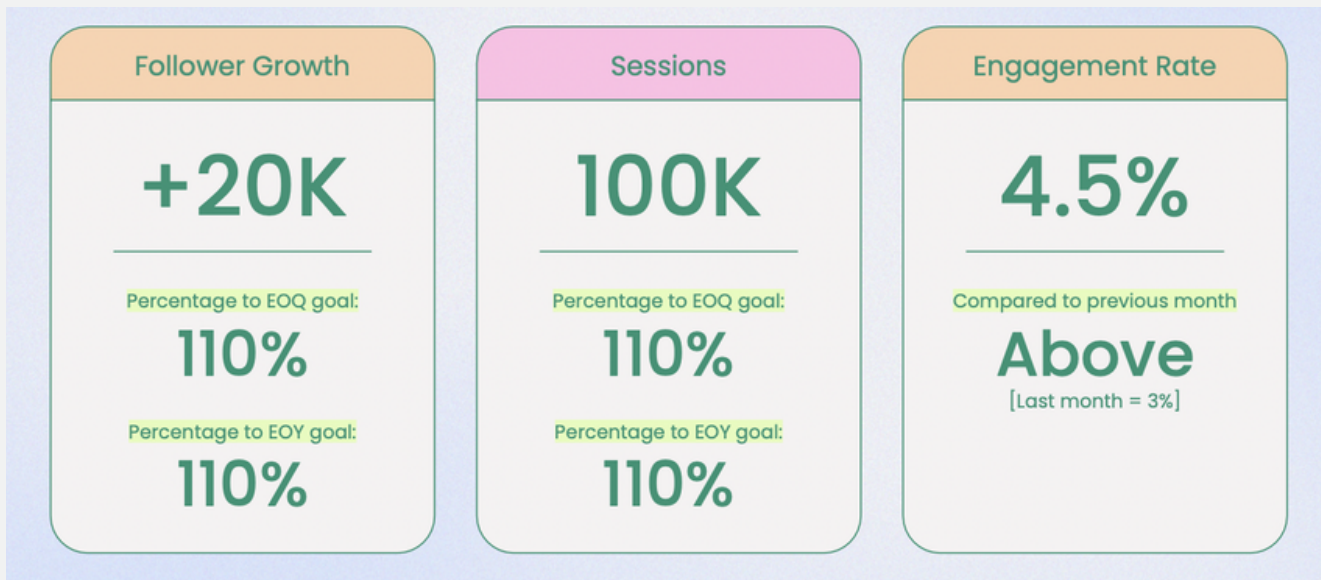
This is the time you should schedule/post your Instagram Content.



Determine your content themes:

Each day of the week should follow a suitable theme e.g Monday is good for Motivational Posts, Mid-week is good for educational posts, Thursdays is good for promotions etc.

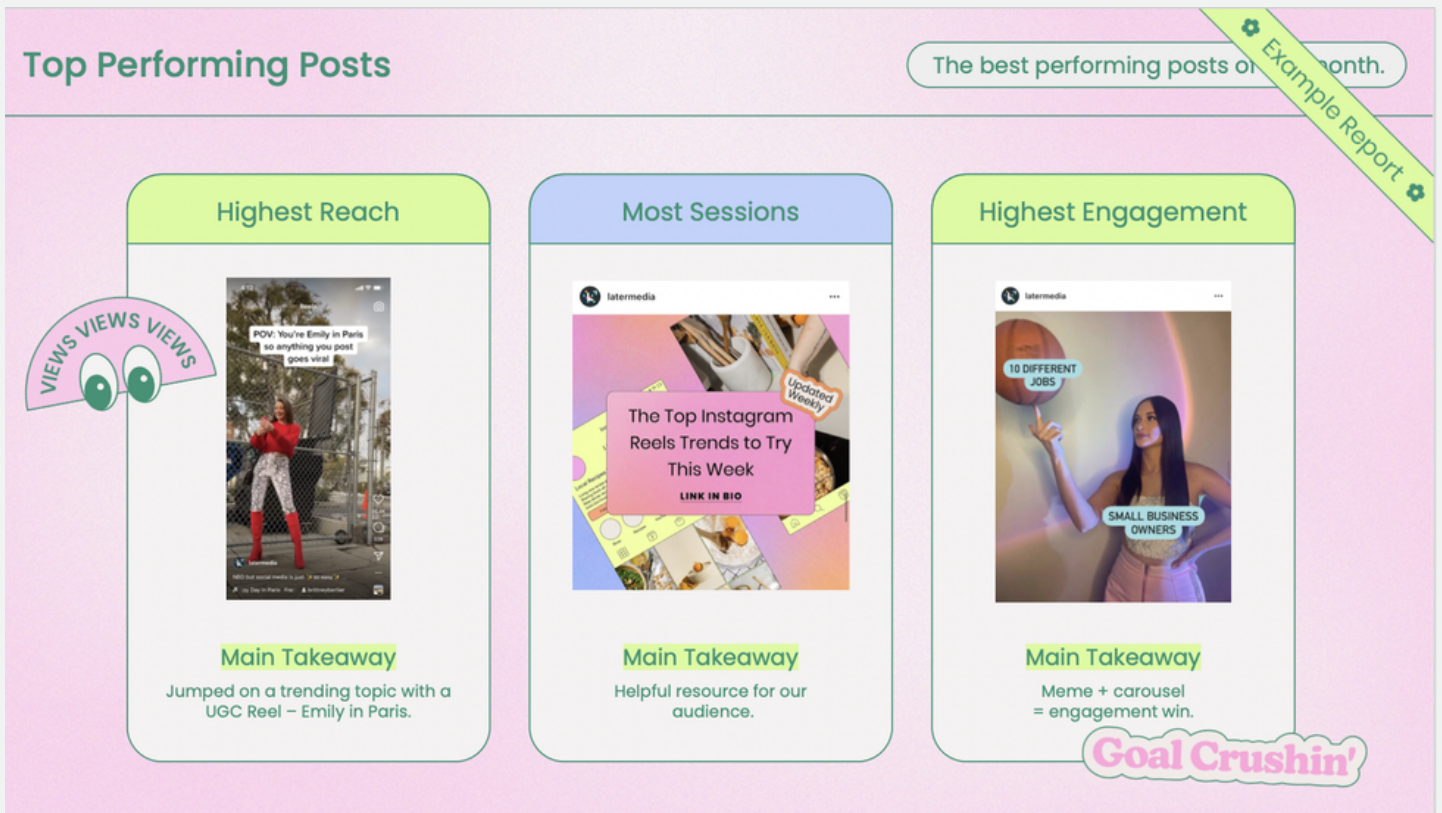
Determine what your content themes are for each day of the week and insert this into your schedule.



Determine your benchmarks:

If your account has been active for more than one week with content uploads, your Instagram Insights should give you your benchmarks for your weekly reach, impressions, website clicks, emails and engagement.

Record these metrics and reflect on them weekly to keep track of your performance.



Determine your best and worst performing posts:

Work out the engagement rate of all the posts you've uploaded in the past week and identify the worst and best performing posts each week to give you a better understanding of the type of content your followers want to see.

Apply this same method to any competitor pages to see what works and doesn't work for them.

Content Planning

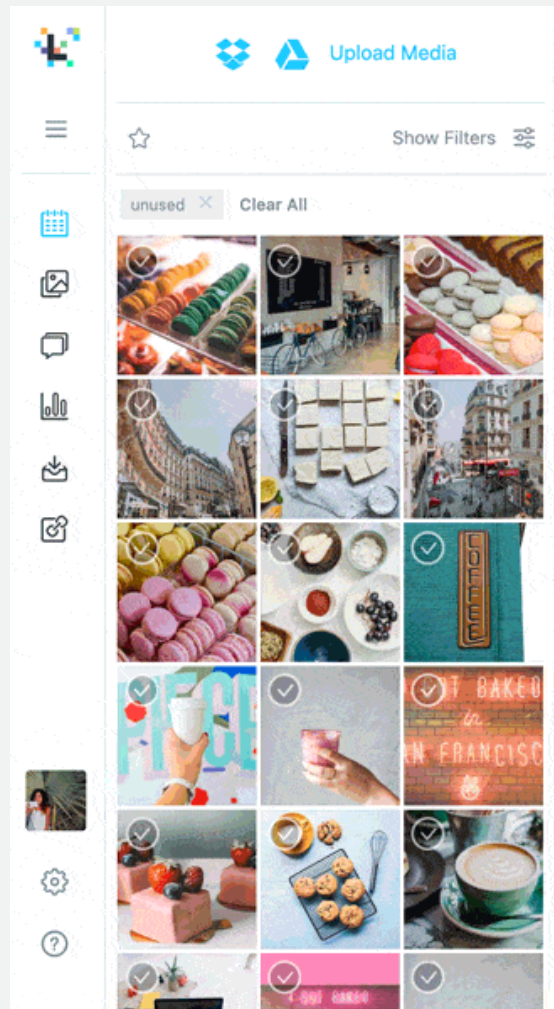
Mon	Tue	Wed	Thu	Fri	Sat	Sun
25	26	27	28	29	30	31
	<ul style="list-style-type: none">[Instagram] Monthly Employee Highlight: Wendy Kao	<ul style="list-style-type: none">[Facebook] Share press piece on new funding round[LinkedIn] Share press piece on new funding round		<ul style="list-style-type: none">[LinkedIn] #Productivity campaign	<ul style="list-style-type: none">[Twitter] March in Review Highlights	
1	2	3	4	5	6	7
November 2	<ul style="list-style-type: none">[Twitter] Launch: Announcing Our New Site[LinkedIn] Launch: Announcing Our New Site[Facebook] Launch: Announcing Our New Site	<ul style="list-style-type: none">[Twitter] Best Practices: Managing and motivating yo...	<ul style="list-style-type: none">[Facebook] Get To Know Our Founder			
8	9	10	11	12	13	14
	<ul style="list-style-type: none">[Instagram] Customer conversation: Design Intent	<ul style="list-style-type: none">[Twitter] Virtual conference reminder & free tickets		<ul style="list-style-type: none">[Instagram Live] New office tour video[LinkedIn] #Productivity campaign	<ul style="list-style-type: none">[Facebook] 5 tips to successful teamwork	

Gathering Content:

Owned Content: Shortlist your own photoshoot content or graphics you've created in Photoshop/ Canva and similar tools.

Earned Content: User generated content can also be used as long as you credit the owner in your post

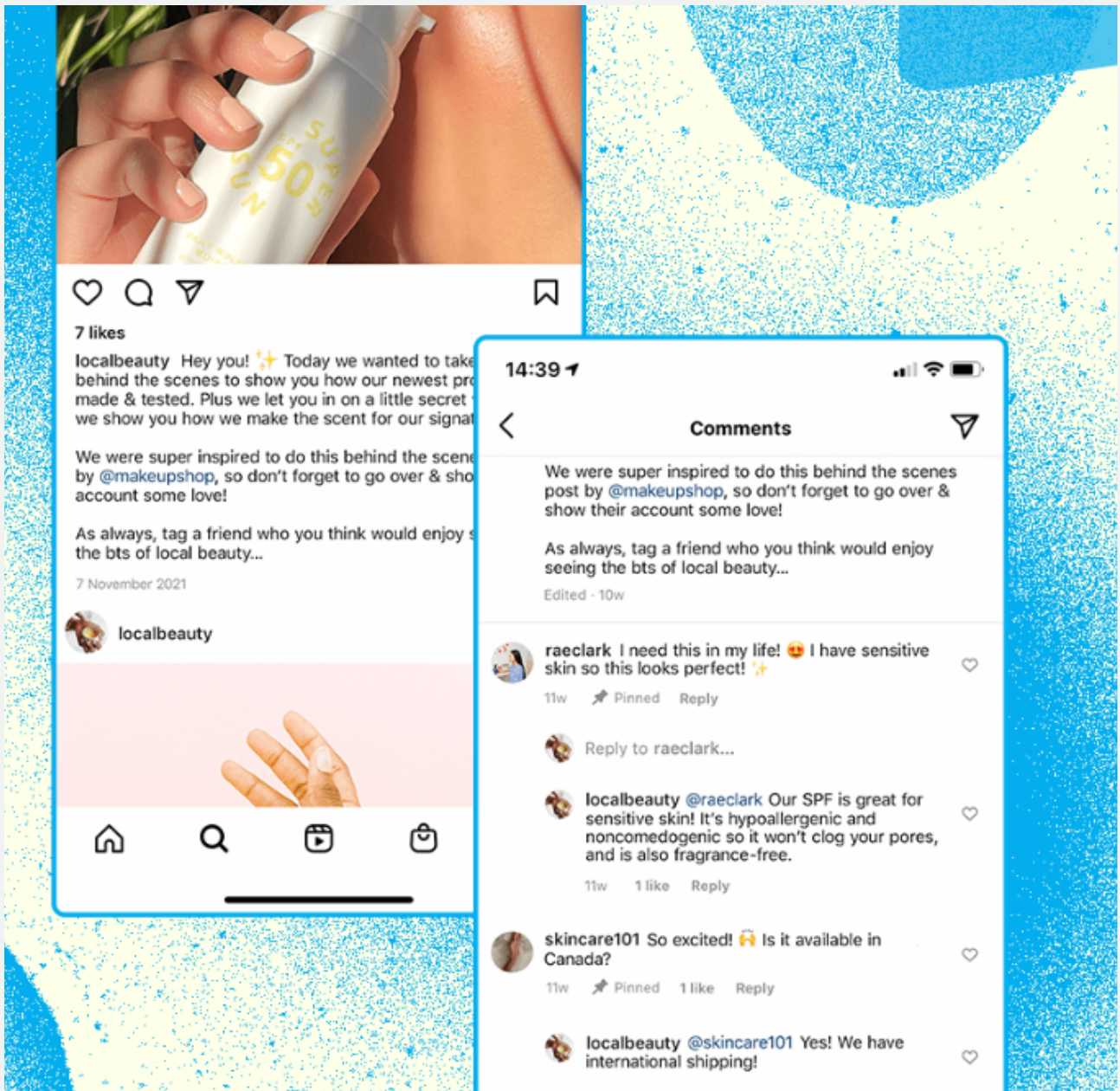
Repurposed: Curating content from other Instagram Accounts or platforms like Pinterest and Tumblr can also be used as long as you credit the owner in your post



Grid Flow:

A curated feed that has consistency, variety, thoughtfulness, certainly adds a great deal of value to a loyal follower.

Using apps like Planoly and Later.com can help you plan your feed a little better to make it valuable and aesthetically pleasing.



Captions:

Think of your caption as a sort of journal instead of generic quotes and copy/paste jobs.

Your audience wants to know what you've got to say in order to build a connection and trust with you.

#companyculture
#companyculturematters
#outsourcingangel #virtualassistant
#virtualassistance

Hashtags in caption:

Mandatory Hashtags: 2 - 4 hashtags that must be included in every post. This should include your company name, a unique tag line you want to be known for and basic hashtags describing your business. These are the hashtags we recommend leaving in your caption.

#virtualassistantservices
#virtualassistantforhire
#outsourcingservices
#outsourcingagency
#outsourcingsolutions #outsourcing
#businesssolutions #digitalagency
#remotestaff #remoteteam

Hashtags in comments:

You can also add more hashtags in your comments section. The maximum number of hashtags per post is 30 but we recommend having 10 - 20 in your caption.

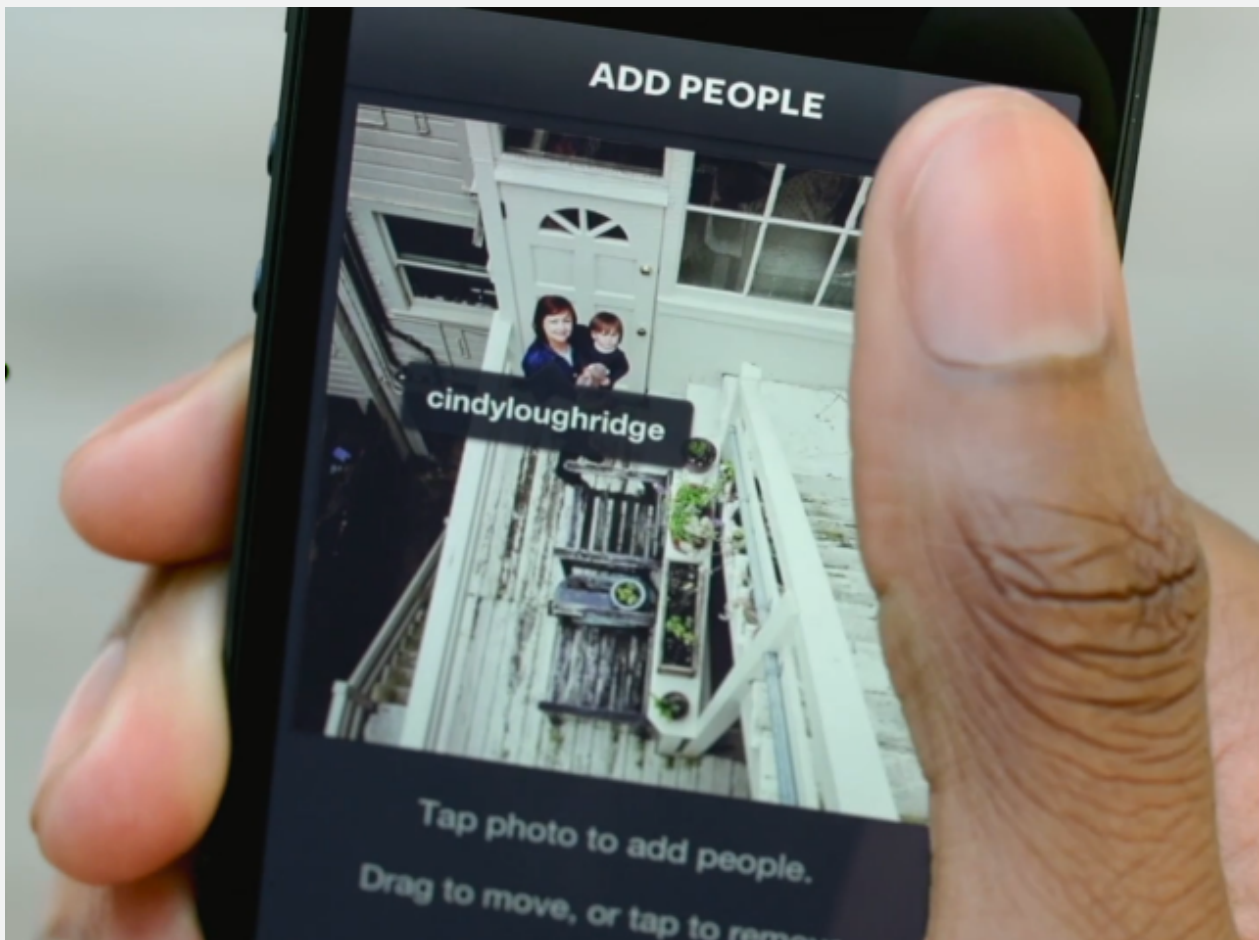
Your Social Media VA can help you research and test the best hashtags for your business by using tools like Keyword Tool IO and Hashtagify



Location Tags:

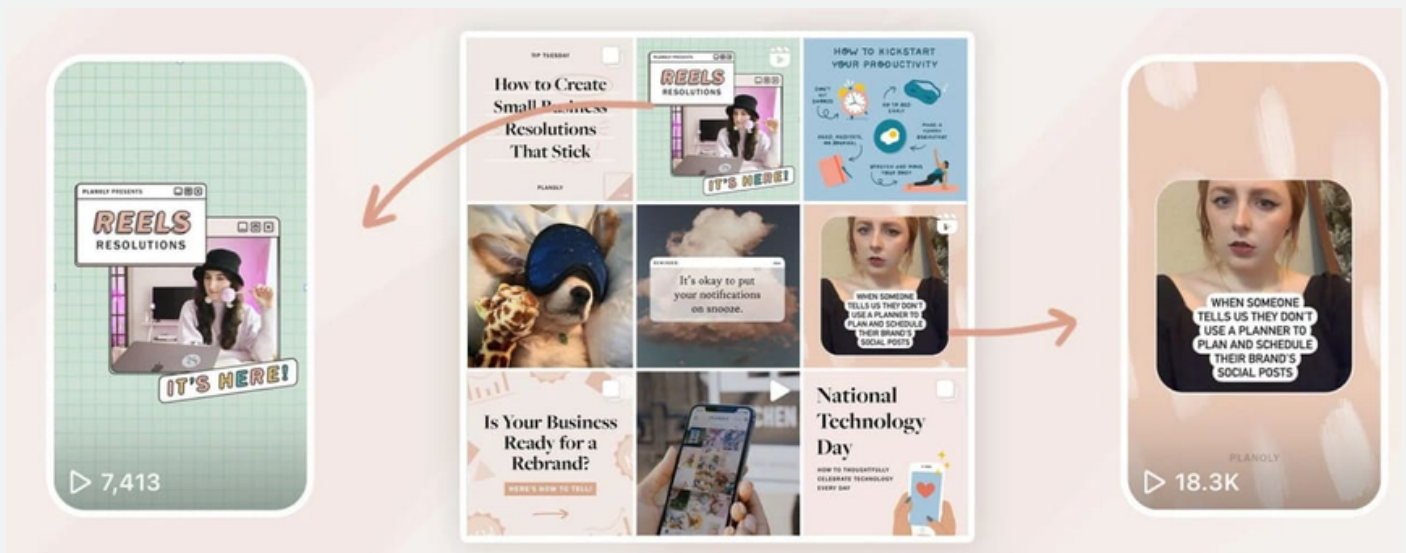
Ensure you've added the appropriate location tag for your post.

Every Instagram Post should include a location tag if you want to increase your chances of being found for these locations.



Post Tags:

If you're featuring any other Instagram Account in your post, tag them within the post itself in order for you to show up in the tagged section of their profile if people are searching.

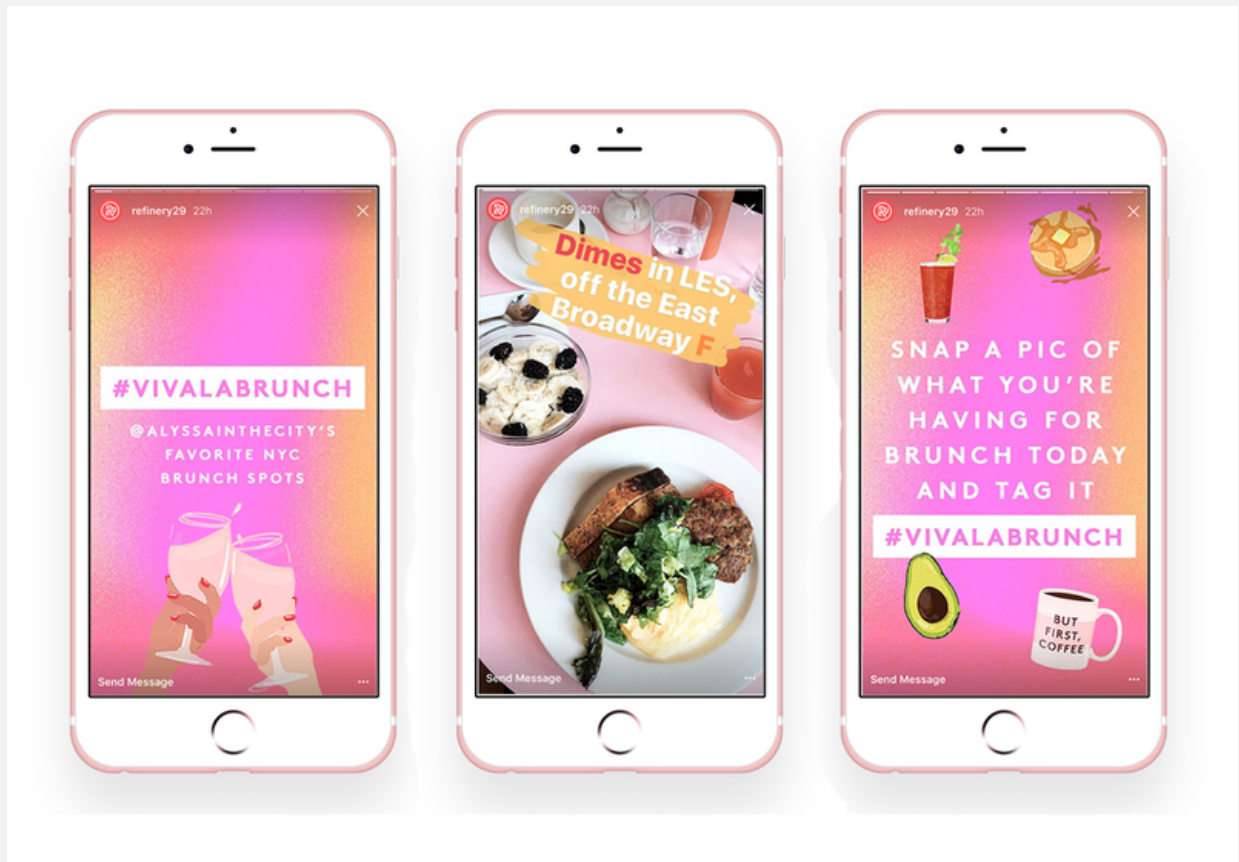


Cover Frame:

If you're uploading a video, be sure to select the cover frame you want for your video, otherwise Instagram will automatically select the first frame of your video as the cover image.

The cover image should be something that suits your theme and entices others to watch.

After Posting



Stories:

Entice people to see your latest post by sharing something related to the post E.g Sharing your post to your stories and adding a question sticker “Can you guess where we took our most recent post?” to get people clicking and engaging.



Engage:

Spend time after posting going through pictures people you follow have posted, like those pictures, and leave meaningful comments.

Check out pictures in the hashtags you've used. Like and comment on the stuff you love. If you're not actively engaging with your people, why should they engage with you?



semb511 It was available for pickup on Grabfood,why no longer??



5d Reply

— Hide replies



coffeebeansg  Hi @semb511, thanks for writing in. The 50% off promo is still available on GrabFood. Get it before the promotion ends! :)



2d Reply

Respond:

Reply to comments people have left on your post. You might not be able to reply to every comment. But reply to as many as you can.

Acknowledging your audience is certainly a surefire way to get them to stick around.