



INSTAGRAM
**Quick
Start**

www.BrightlyBranded.com

Jump into Social Media

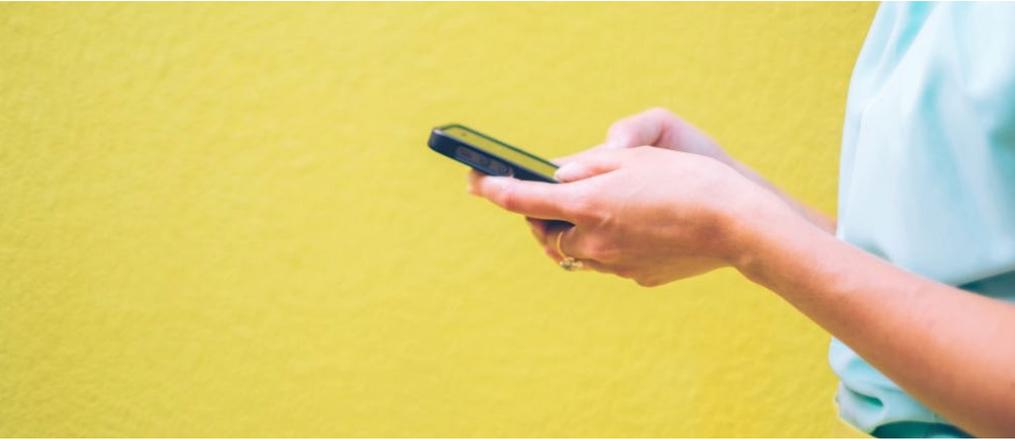


Instagram is a wonderful opportunity for your business to reach and be seen by millions of people looking for exactly what you do.

I promise you, I've had countless conversations with business owners just like you feeling intimidated or overwhelmed by social media. Once you learn the basics of it and your business is ready to roll out online- well then, the only thing that needs to move is you!

Reading through this guide will answer the basics, the things every other business seems to know but you want to know too. Plus, at the end there is a handy checklist included for you!

**Your bio is your digital
business card. It needs
to explain WHO you
are and WHAT you do.**



Insta Bio Crafting

This is place to be clear instead of clever. You want to be sure your bio translates your business as quickly as possible.



Service

Make sure and state your services, tell them what you do, clearly.



Hashtags

Create and add your branded hashtag to your bio. This will help drive post engagement and create a community around your brand.



Emojis

Emojis give a visually fresh and fun feel while helping your brand stand out from the crowd. Use relevant and emojis to your business..



It is for them

List valuable specific skills or experience that would give a lurker the urge to follow because they understand how you will make their life easier.



Brand Voice

Using your brand's voice ensures consistency across your social networks and enables your audience to immediately recognize you. Be personable vs. corporate.



Call to Action

Tell your audience what you want them to do, usually this a website link for them to visit.

Bio Pic

Logo

Using your logo will make it easy for your target audience to recognize you. It will also help raise awareness of your business making sure it visible within your reach on social media.

Department Stores, Restaurants, Breweries, etc., would be best suited to use their logo.



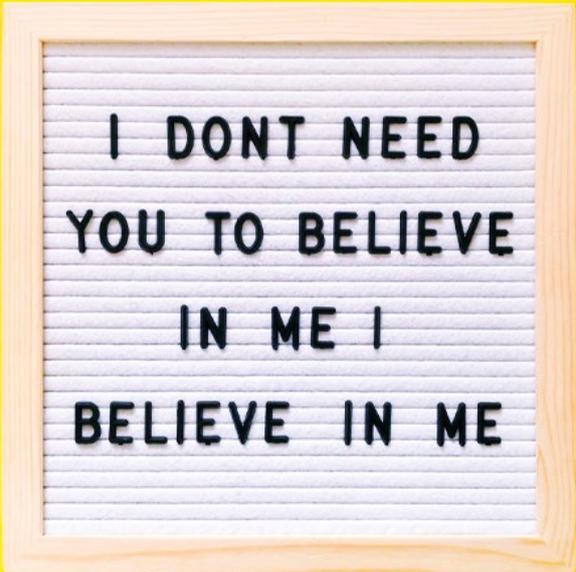
Photograph

When your brand leans to the more personable side, where relationship building is where the heart of your business is, a great and professional profile image is best.

Life Coaches, Consultants, Agents, would be best suited to use a profile photograph.



HOWEVER- If your logo isn't optimized to work within a small circle, it is best to use a photograph. Sacrificing the quality or full display of your logo is hurtful to your brand.



I DONT NEED
YOU TO BELIEVE
IN ME I
BELIEVE IN ME

Unfollows occur when

- Account purpose changes
- You were growing via giveaways
- Posting infrequently
- Content has no clear purpose
- Message no longer resonates
- People de-activate accounts
- Your product/service has a high-turn rate
- Design aesthetic is dated

Don't let unfollows hold you back, or effect your confidence. You have to keep posting- consistency is the real winner here.

Your Instagram bio doesn't need to be static—**shake it up a bit**. Try out different emojis, calls to action, text, and more.

By varying your IG bio, you will find out what your audience responds to and what works for your business.

Overall, reminder yourself that your commitment is to be

PROFITABLE
OVER POPULAR



Best Practices



Social media is always changing but reminding yourself that the core of social media is to be social and connect with people will make it easier and fun.

Don't Follow/Unfollow

This practice is seen as spam and is a way to artificially up a follower count. Instagram will catch on and penalize this behaviour.

Reply

Reply to every DM and every comment. Interaction is the gold standard.

Great Images

What is great? That is determined by your industry and your brand. Stay true to your brand in your photography.

Learn your audience

You may know exactly who you want to attract but, be mindful of who you are attracting to know if you need to edit your content.

Share the benefits

Your business account is for them, about them and not about you.

Repeat

Share about your feed's post in your stories. Dive a bit deeper to encourage more interaction.

Hashtag Basics

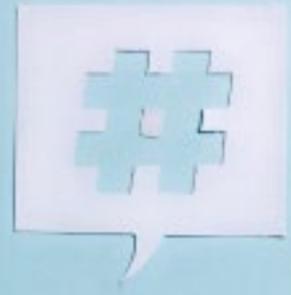
#'s are a great way to increase your reach, helping your target audience find and engage with you.

You can use up to 30 #'s in your post.

Use a mix of extremely popular through micro popularity. # # #

Keep them relevant to your post. If there isn't a poodle in your post, don't use that hashtag.

Keep a list of your hashtag groups. There are apps that can help you this, you can create a keyboard shortcut on your phone, or simply use the notes app.



Posting Checklist

Image: High quality and honors your brand aesthetically.

Captions: Conversational over salesy. Use @ mentions whenever possible and encourage interaction.

Tag Images: Allows you to mark another account on your image increasing your exposure.

Location: Make sure and include a location tag on every post.

Hashtags: These can be used sparingly in your post copy.

Stories: Can you expand your post within your stories? In addition, steer your stories to look at your post. User preferences mean stories and grid views are different.



Daily Checklist

Facebook

- Facebook Post
- Responded to comments
- Responded to messages
- Engaged with other pages/groups

Instagram

- Instagram Post
- Responded to comments
- Responded to messages
- Engaged with hashtags related to my business
- Posted on Insta Stories

Nurturing Growth

- Uploaded a pin to Pinterest
- Wrote a blog post
- Browsed LinkedIn

Content Ideas

Behind the scenes
Your face
About you

Product Feature
Service Feature
Upcoming Promo Plug

Industry Partner Highlight
How-to
Tools/Resources

Seasonal Post
"National Day of..." Post
Motivational Quote

Week Review / Week of:

Facebook Page Likes: _____

Instagram Followers: _____

DM's received? _____

Growth goal for next week: _____

NOTES



Need help with the visual design of your social media?

Cover art, post designs, branded elements,
hashtag help and more:
www.BrightlyBranded.com/services

