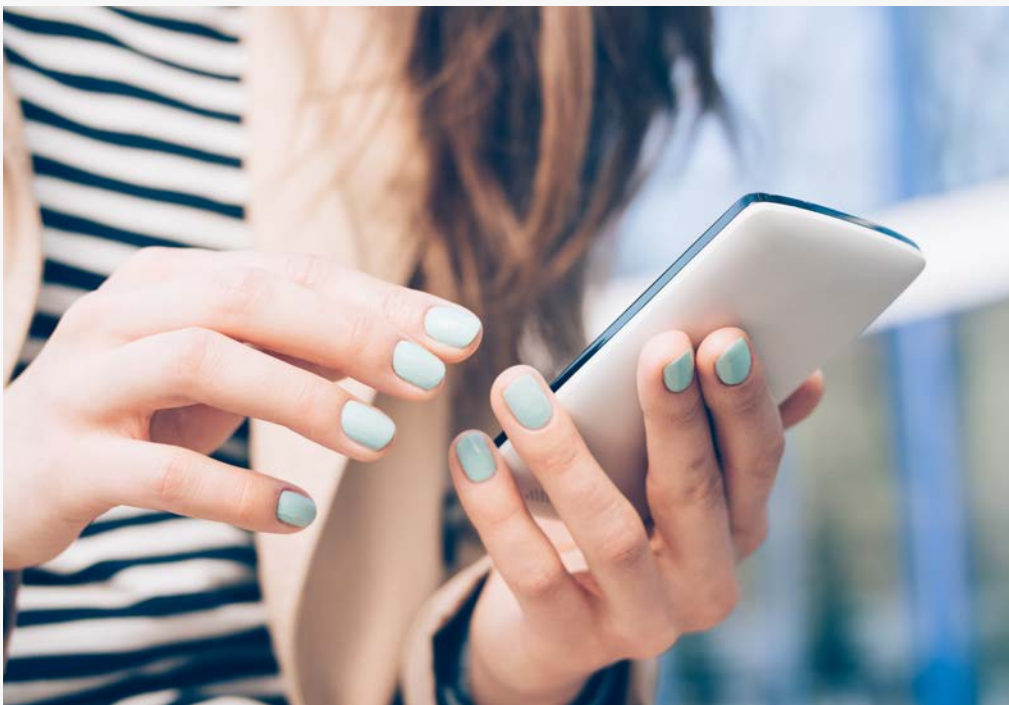




THE INSIDE SCOOP
ON
Instagram
FOR BUSINESS





Got a burning question about Instagram, but don't know who to ask?

In this blog, I tackle the top 10 most frequently asked questions about the platform so that you can stop pondering and start posting.

Want to know what to post, when to post and how to get more engagement? Then let's crack on...




Do I need to be on Instagram for business?

● **This is totally up to you but, there are a number of things to consider before deciding whether Instagram is the right platform.**

● **Is your target audience on Instagram? If you're a Tax accountant then I'd say probably not. People aren't going to use this platform to seek out tax advice! If, however, you sell products or services then it's worth doing some research to see whether other brands in your niche are doing well.**

● **Do you have plenty of pictures and / or videos? Instagram is predominately an image (and increasingly video) -focused site so you'll need a healthy supply of good quality photos to use.**

● **Do you like Instagram? When you commit to a social media channel, you're going to spend a lot of time there. It's important that you enjoy the platform or it will quickly become a chore you dread.**



Should I use a photo or logo as my bio pic?

- If you're a solopreneur or the face of your brand then use a photo.



- If your business is bigger with lots of staff and your personal identity is less prominent, use a logo.



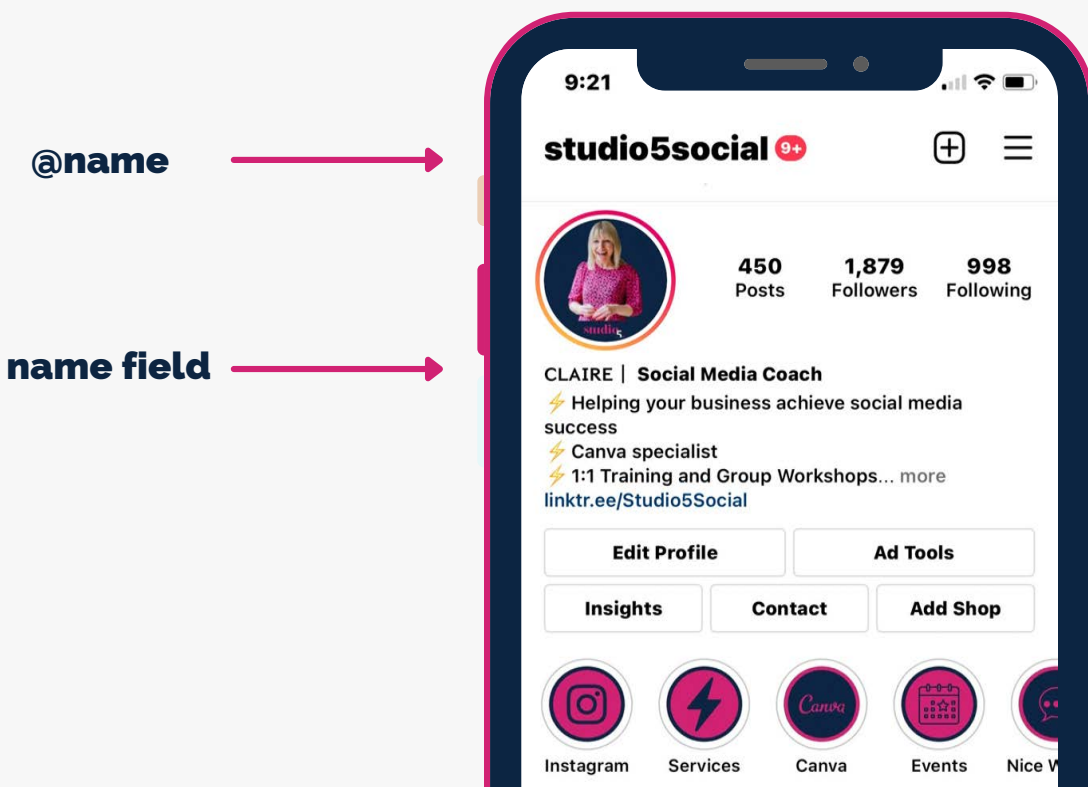
- Or you can combine both really effectively.



- Whichever you use, just make sure you're consistent across all your social media platforms.

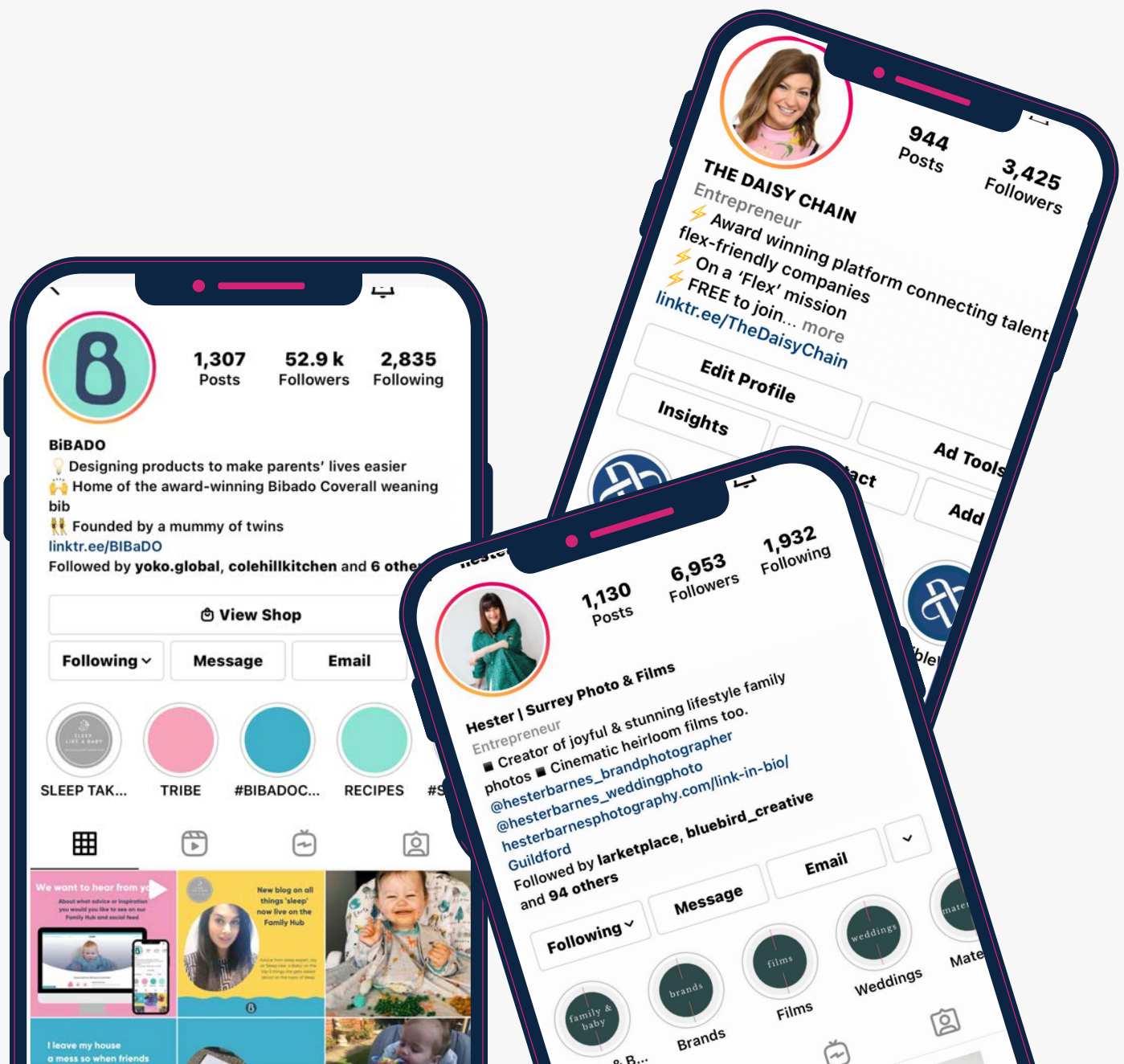
What should I write in my bio?

- **Think of your Instagram bio as your business card. It should clearly state who you are and what you do.**
- **You'd be amazed at how many profiles I see without people's actual names in them, so don't let this be you! It makes it much harder for people to get in touch.**
- **Your @name and the name field in your bio are both searchable, so make sure they're different as this will maximise your chances of being found.**



- Use your bio to let people know how you can help them.
- You only have 150 characters so bullet points work well.

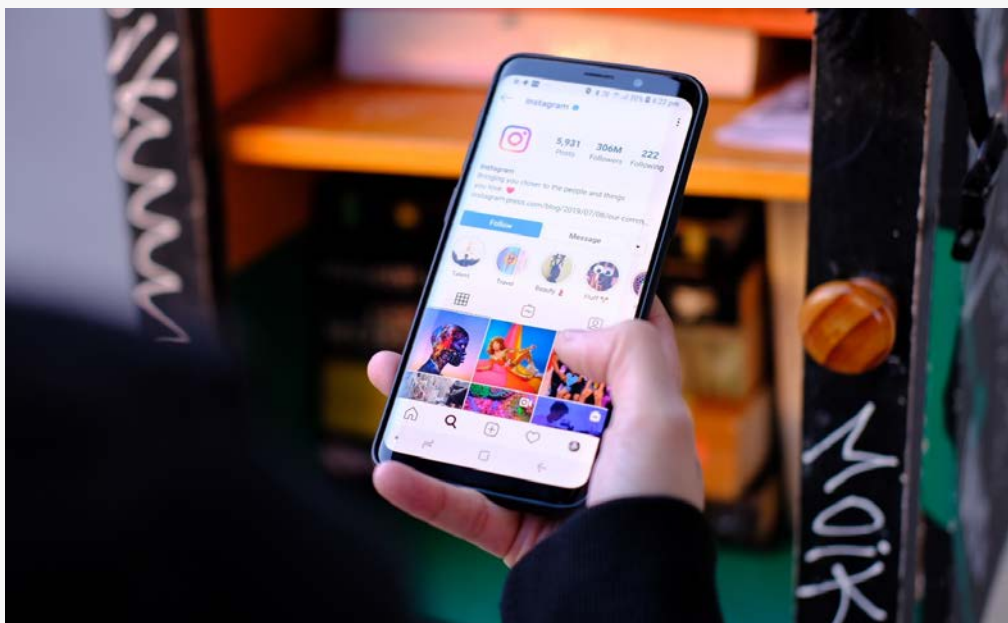
Here are some examples of some great Insta profiles



What should I post?

The million-dollar question!

There really is no one size fits all answer to this one as each business and audience is different.



But there are a few guidelines you can follow:

- **Be clear on who your target audience is and address their pain points.**
- **Post a mixture of content which is promotional, personal and problem-solving.**
- **Make time each month to review what worked in the past and to plan what to post next.**




On the following page are nine ideas to get you started.

All of this content will help you CONNECT with your audience.

If you struggle or feel like you would benefit from additional support when it comes to creating a content strategy and planning content why not sign up for a content strategy power hour? Within the session, I share lots of bespoke advice, tips and tools to help you create an effective strategy.

With a strong strategy in place, you will be able to quickly and easily produce content that connects with your ideal audience, increases sales, and have more time to do the things you love doing!





Content prompts that **WILL** help you find your groove AND add value to your audience



Say hi and introduce or re-introduce **yourself** and **your business**. If your not ready for a talking story then use a picture BUT let your audience see and connect with **you!**



What's new for 2022? Share any new products or services you are launching in Q1.



How can your audience buy from you or work with you?

Let them know the customer journey step by step - you can't say it too many times!



Share a customer review. Also **check** that you are collecting reviews through your sales process - absolute **content gold**.



Quick poll to check in on how your audience's week is going or to gain input on something e.g. business decision, favorite way to..., what do they need help with?



Highlight and share new trends or predictions for your industry - great content for building trust and showcasing your expertise.



Answer the 3 most FAQ from over the last quarter - so valuable and you already know people want to see it.



Share your experience(s) - especially findings that have helped you do what you do. If you've learnt from the experience so can your audience.



Your why? Remind people why you launched that product or service. It's such great way to connect and passion always oozes energy.

How often should I post?

There's no hard and fast answer to this.

It comes down to how much time you have, how much good quality content you have, and how engaged your audience is.

The important thing with posting is less about how many times you post but more about you being consistent and posting high-quality content instead.

If this looks like 2 a week then great!

If this looks like 3-5 a week then good for you!

If this is every morning and every evening then amazing!

If you're posting just because you feel you should, but no one is responding to those posts, then you're probably wasting your time.

When is the best time to post?

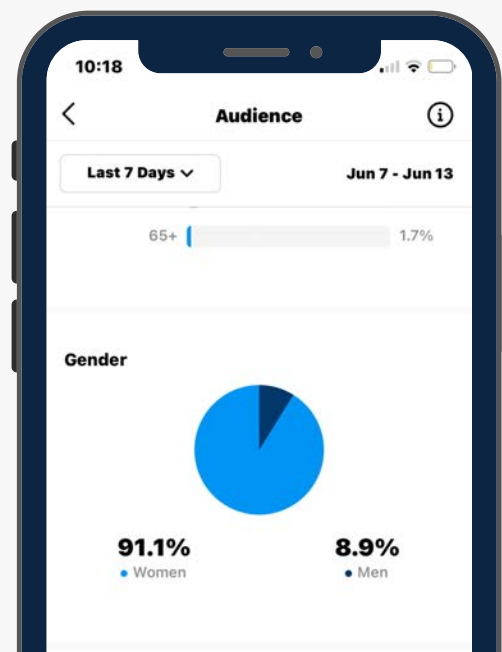
- If you have a business account (this is an easy switch to make in your settings) you will have access to Insights (press the burger / 3 lines top right of your screen) which gives you lots of valuable information about when your followers are online.

You can use this as a starting point, or you can just test it and see!

- Another great insight for this is to go LIVE but don't really!) to see how many, and which, of your followers are currently active before you post.
- Test this a few times and you will start to get to know your optimum posting times for engagement with your community.



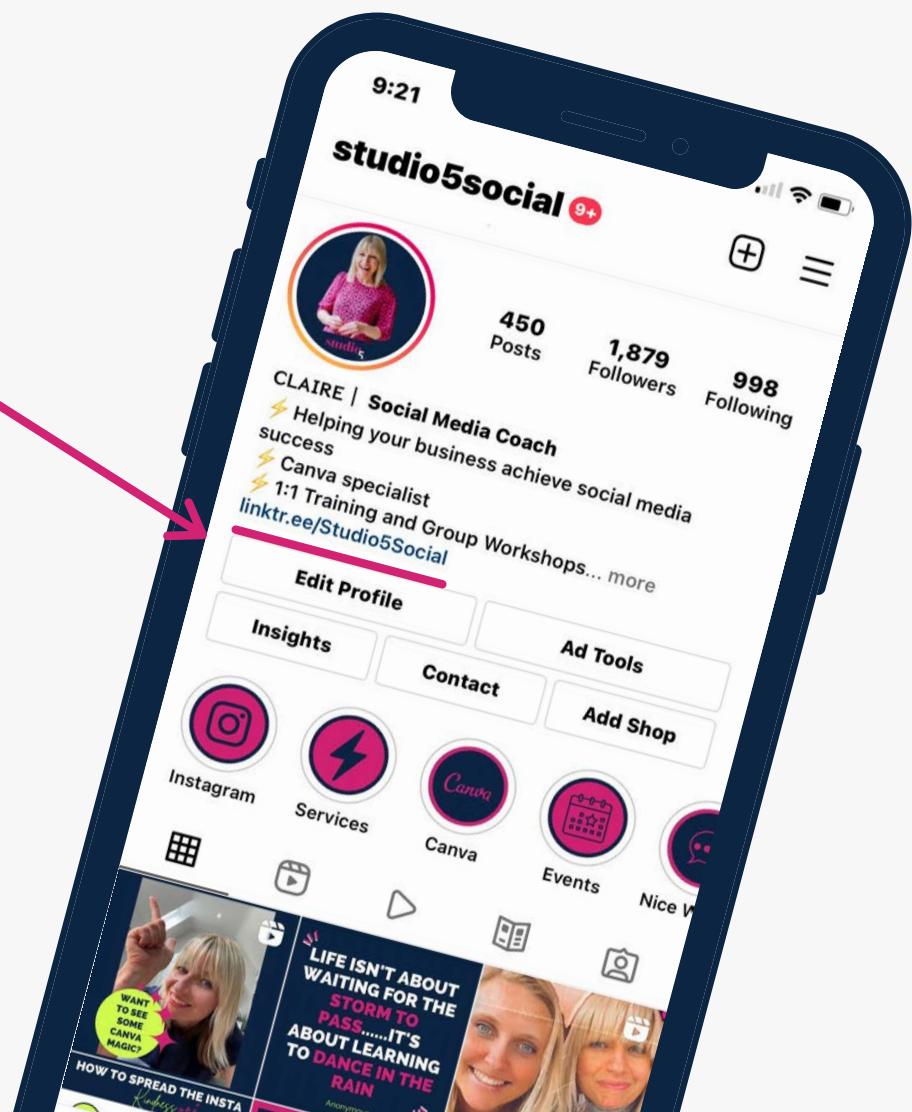
You may see 'industry experts' telling you the best time to post - they don't know your audience and these times are usually taken from millions of accounts across the world so not a true reflection of your audience. Your best insights are your own



Why don't links in my posts work?

- Instagram doesn't support links in captions.
- The easiest workaround is to use the clickable link in your bio.
- You can change this link as often as you like to promote new products or services or you can use a free service like <https://linktr.ee/> which lets followers click through to a menu of links.

clickable link



How do I get more engagement?

The super-simple answer to this is by being consistently engaged yourself.

Yes, you need to reply to all comments on your own posts and your DMs - but you also need to put yourself out there and...

- Comment on your followers' posts**
- Comment on your ideal clients' posts (they might not be following you yet)**
- Comment on posts featuring relevant hashtags**
- Comment on influencer posts**

You should also include a call to action in all your posts - invite people to comment by asking questions or asking for opinions.

Let people know what action you want them to take otherwise they won't take it! .

How many hashtags should I use?

There's so much debate about this one but my view is that Instagram gives you 30 hashtags – that's 30 opportunities to be found in search – so use them all!

TIPS

1

Keep them niche focussed - what words would people use to search for your business on google?

2

New and smaller accounts should keep the size of the hashtag 'small' (definitely less than 1 million in size)

3

Test! Play around with different hashtags and see which groups work best.



Don't forget hashtags do not work alone - you also need to be posting engaging content which encourages your audience to react to help those hashtags work hard for you



If you`d like help with hashtag research or any other aspect of Instagram get in touch through my email claire@studio5social.co.uk or send me a DM on my Instagram [@studio5social](https://www.instagram.com/studio5social).

I hope this was helpful and let me know how you get on.

Claire x