



# THE BEGINNER'S GUIDE TO: INSTAGRAM

## Consistency

Stay as consistent as possible among your platforms! Specifically: try to keep your handle names and profile images the same to create brand continuity and recognition.

## Analytics

Setting up an Instagram account as a business page means that you'll have access to insights and metrics that will help you determine exactly what content performs best with your audience.

## Audience Relationships

Create a relationship with your audience and drive conversations through video posts which receive the most comments typically. Engage with the comments you receive, answer questions, and follow your product manufacturers, like Lumbermen's, and reshare their content.

## Captions

Captions should be short and sweet; under 10 words. They should include emojis to complement your point as well.

## Hashtags

Using #hashtags helps your content to show up in searches! Think of them like key terms that you want to highlight. Hiding the hashtags in the caption works for smaller profiles, with a following under 100K. (Ex: Hit for 3-4 lines beneath your caption, and then add your hashtags.)

## Engagement

Engagement- measured by likes, shares, and comments from consumers- is off the charts, boasting a rate of 4.21%. That's 10 times higher than Facebook, 54 times higher than Pinterest, and 84 times higher than Twitter.

## Stories

Instagram Stories are a separate stream within the app that expire 24 hours after posting. They're a great way to update your audience, ask questions, or get feedback. 1/3 of the most viewed IG stories are from businesses.

## Page Admin

At this time, Instagram only allows one admin user, but multiple users are able to log onto the account separately on their own devices. With Instagram, be sure to coordinate who is interacting and posting content so there's no overlap!