



How to set up INSTAGRAM

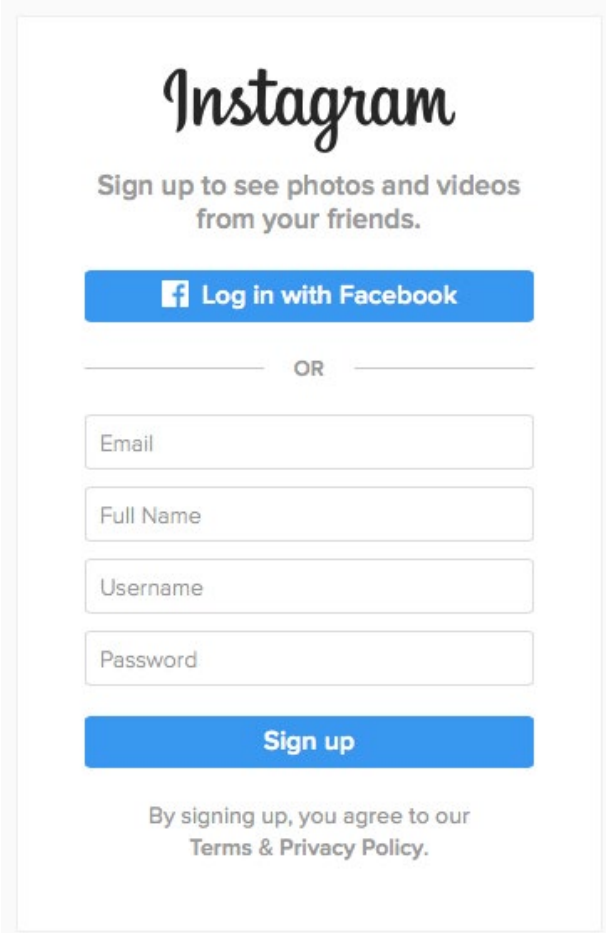


A step-by-step guide to setting up
your **Business Instagram profile!**

How to set up Instagram

You can set up Instagram on either your smart phone or your computer however, as this is an image driven social media platform you can only post from the app on your phone using the built-in camera. You can use social media scheduler apps such as Hootsuite or Buffer to schedule Instagram posts (either on your computer or smart phone), though they can only schedule a reminder with the post's content, not post on your behalf.

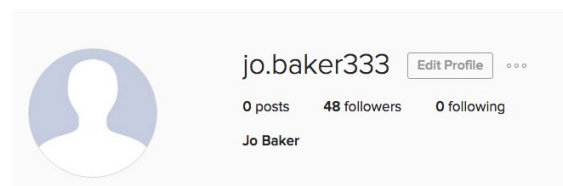
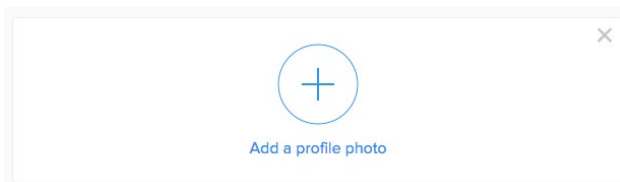
- 1 After downloading the app or navigating to the website, you'll need to create an account. Choose a master email and password or connect with your Facebook login.



The image shows the Instagram sign-up page. At the top, the word "Instagram" is written in its signature script font. Below it, the text reads "Sign up to see photos and videos from your friends." There are two main options for logging in: a blue button with the Facebook logo and the text "Log in with Facebook", and a "Sign up" button. Between these two options is the word "OR" flanked by horizontal lines. Below the "Log in with Facebook" button are four input fields: "Email", "Full Name", "Username", and "Password". At the bottom of the form is a blue "Sign up" button. Below the "Sign up" button, there is a line of text: "By signing up, you agree to our Terms & Privacy Policy."

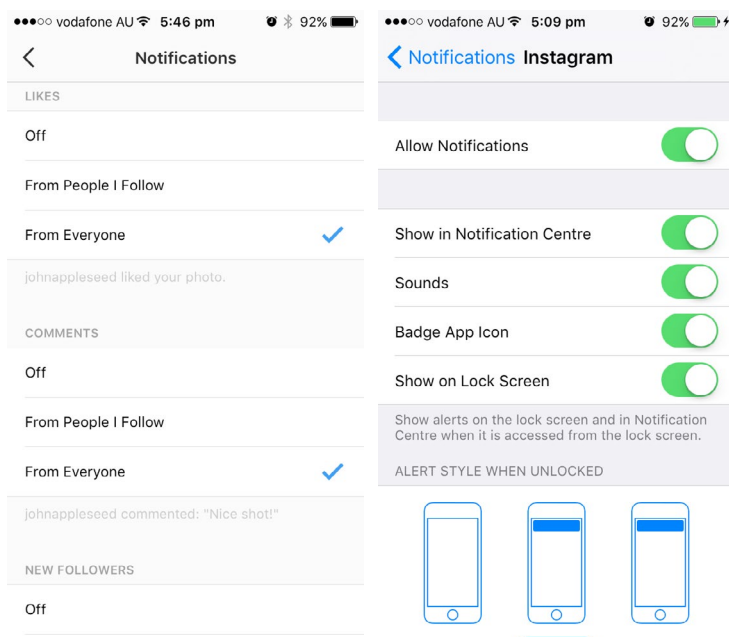
How to set up Instagram

- 2 Once you enter the app, you'll be prompted to fill out your profile. Take the time to optimise your profile before you begin using the app.
- 3 Your username should be unique to you and easily recognisable with the rest of your brand. If you are a personal brand, choose your name - if your name has already been taken, add another descriptive word such as your location or a word that describes what you do. Keep it as simple as possible, while still being relevant. If you're setting it up as a company profile, use your business name. Add in your website and a short bio. Include any branded hashtags in your bio if you want followers to use.
- 4 Your Instagram photo should either be of you if you're a personal brand, or your company logo. People need to be able to instantly recognise your brand. Don't forget that the image will crop to a circle, so make sure what you choose looks good in that format.



How to set up Instagram

- 5 Enable notifications on your phone for the app - both inside the app and in your phone settings. You'll want to enable as many notifications as you can, so that you can engage with your followers soon after they comment or tag you in a photo.



- 6 Find influencers in your industry and your clients and follow them. More often than not people will follow those that follow them. Start building up your network this way.
- 7 Start posting high quality images that meet with your brand guidelines.



How to set up Instagram

Increase Instagram Engagement: Top 10 Tips

Instagram isn't just for selfies anymore. It has evolved into a highly-visible (and visual) platform for building your business's audience.

If you're a female entrepreneur marketing to women (as most are), you may be surprised to learn that women outnumber men on the popular social media platform by about 16%¹.

So how can you reach those women (and men), capture more likes and create higher engagement...all which will lead to higher levels of brand awareness?

Here are my top ten tips:

- 1 Use a high-quality image.** Instagram audiences have inclinations toward the visual—that's why they've chosen to engage on a platform that's known for its images. Add to that stats telling us that only 10% of information is retained after three days' time, whilst 65% of that same information will be retained if it's accompanied by visual content², and it's easy to see why a high-quality photo will make the best possible impression on behalf of your brand.
- 2 Include a call-to-action.** Any consumer who feels a magnetism to your brand will want to know "what's next." Every call-to-action doesn't have to lead to a sales page...or even to a sale. It can be your target audience member's next move in the customer journey/experience, a path to claiming a free gift or more good news. No matter where you send them, make sure every Instagram post leads somewhere.



How to set up Instagram

- 3 Post at optimal times.** Generally speaking, Instagram users are most active during the lunch hour (11 am -1 pm) and in the evening (approximately 7 – 9 pm). If your audience spans different time zones, this will not apply, and it's up to you to either find a good average or use Instagram's Native Analytics Tool to determine the best time to reach the majority of your audience (or the segment that is most suited to what you're offering). Throw weekends in the mix if you're a B2C company; avoid them if you're a B2B.
- 4 Post photos with faces.** It seems that when it comes to engagement, faces are key. Posts including faces will receive, on average, 38% more likes and 32% more comments³. Age and gender do not seem to make a difference, however, more attractive people will get more engagement. This is likely due to our brains' innate abilities to read facial expressions and absorb non-verbal cues in a more efficient manner than we absorb other types of information.
- 5 Find your frequency threshold.** Studies have shown that less is more on Instagram. The more photos that are posted from a single account, the less likely those photos are to receive likes and comments. The likes will decrease first, and then the comments⁴. The rate at which this will occur will vary by account, and for this reason, you should monitor your Instagram analytics, gradually increasing the number of posts per week, watching for drops in engagement and then return to your most engaging frequency.



How to set up Instagram

- 6 Use hashtags.** These handy little #tools will help your ideal clients to find you. Avoid using hashtags just because they're popular; instead, use ones that are highly relevant to your post and your brand. If a follower or first-time viewer senses a disconnect between your hashtags and your image/post, that will translate into distrust for your brand. Analysis has revealed that the number of likes will moderately increase with the number of hashtags used⁵; however, using all 30 possible hashtags *every time* could annoy your audience.
- 7 Drive traffic.** Share your Instagram posts on other social media platforms. Include buttons leading to your Instagram account on your website, blogs and other places. Mention it in calls-to-action and on printed materials, always remembering that people can't follow you on Instagram if they don't know how to find you.
- 8 Avoid lapses.** Just as I don't recommend splurge posting, I also don't recommend allowing a week to go by without posting. As marketers, it's our job to stay top-of-mind, and if you allow time to pass without word from you on any platform, you run the risk of being overtaken by the competition.
- 9 Align with current events.** This could be a holiday, exciting global news or a national day of remembrance. When awareness channels are open, it leaves lots of room for your brand to slip into the brain alongside what people have already consciously chosen to absorb. Draw similarities between your business and the event. Tell people why your company cares, or how your corporate values align with it. Tell them what it means for them, as a fan or customer.

How to set up Instagram

- 10 Encourage commenting.** This goes far beyond, “please comment.” You have to give people good reason to *want* to comment. Run a contest. Ask for opinions. Offer to answer questions. Ask for help in naming a new product or in deciding where to hold your next event. Give people the opportunity to get involved and for their opinions to be heard, and you will increase engagement.

¹ <https://www.theatlantic.com/technology/archive/2016/06/why-are-more-women-than-men-on-instagram/485993/>

² <http://www.brainrules.net/vision>

³ <http://www.news.gatech.edu/2014/03/20/face-it-instagram-pictures-faces-are-more-popular>

⁴ <http://www.news.gatech.edu/2014/03/20/face-it-instagram-pictures-faces-are-more-popular>

⁵ <http://minimaxir.com/2014/03/hashtag-tag/>

Follow Fempire on:



Please visit Fempire’s website to:

- Find a Fempire Coach
- Become a Fempire Coach
- Join our Fempire Academy online
- Learn about workshops we run for women
 - Read our magazine
 - Get in touch

fempire.com.au