

Become Insta-Fabulous with Instagram



with Lisa Nicholls, CEO of Tira! Strategies,
a digital marketing company.



Who Am I?

- Social Media Manager
- 13 Years of Social Media Experience
- Work With All Industries
- Have Helped Hundreds of Businesses With Social Media
- Frequent Social Media Speaker



What is Instagram?

- Instagram is a free photo and video sharing app.
- Users upload photos or videos and share them with their followers or with a select group of friends.
- Users can also view, comment and like posts shared by their friends on Instagram.
- Anyone 13 and older can create an account by registering an email address and selecting a username.

Why Instagram?

- Instagram is the 8th most visited website in the world.
- Instagram is the 4th most used social platform - behind Facebook, YouTube, and WhatsApp.
- Instagram has over 2 billion monthly users.
- 47% of American adults use Instagram.
- Americans spend 30 minutes per day on Instagram.
- Instagram is the #1 social media platform for people to connect with brands

Why Instagram?

Instagram is exceptional for building awareness among your target audience for your brand and for you as a business owner.

Definitions

- **Bio:** your biography on Instagram. You only have 150 characters.
- **Mention:** when you include someone's screen name in your caption or comments.
- **Tag:** done is done in the image of your original post. Similar to a mention.
- **IG Live:** Instagram's live streaming feature. You can add up to 3 other people on an IG Live.

Definitions

- **Reels:** short form videos similar to TikTok. You can add music, stickers, etc.
- **Stories:** identical to Snapchat. Photo or video that only lasts 24 hours unless you save it to...
- **Highlights:** a way to keep Stories active for more than 24 hours and showcase your best content.
- **DMs:** Instagram's messaging platform.

Definitions

- **Hashtags:** a collection of words, letters, or a phrase preceded by the # symbol. Hashtags are seen by anyone searching for that set of words.
- **Carousel:** a post with multiple photos. Instagram lets you use up to 10.
- **Follow:** following someone on Instagram means their content will show up in your feed. If they follow you, your content will show up in their feed.

Starting Out

Do:

- Be authentic
- Be consistent
- Decide on your social media voice and tone.
- Plan your posts.

Starting Out

Don't:

- Use an awkward name
- Set your profile to private
- Auto share to FB
- Buy followers
- Use images from Google searches

Your Instagram Bio...

- Make it fun so that it reflects your personality.
- Use emojis to generate interest.
- Use keywords in the name field.
- Use a link in your bio to send people to the right destination.
- Add a call to action.
- Use a good photo.

Your Instagram Bio...

lisaanicholls 9+

887 Posts 1,232 Followers 1,296 Following

Lisa | Social Media Speaker
Social Media Agency
Social media speaker 🎤, strategist, trainer.
CEO, Tira! Strategies.
🐶 mom
🐱 mom
👩 mom
Grab my free download to make your Insta account rockstar! 📌
linktr.ee/lisaanicholls
Herndon, Virginia

Edit Profile Promotions Insights

Verizon 11:10 PM 98% 🔋

spusdigital

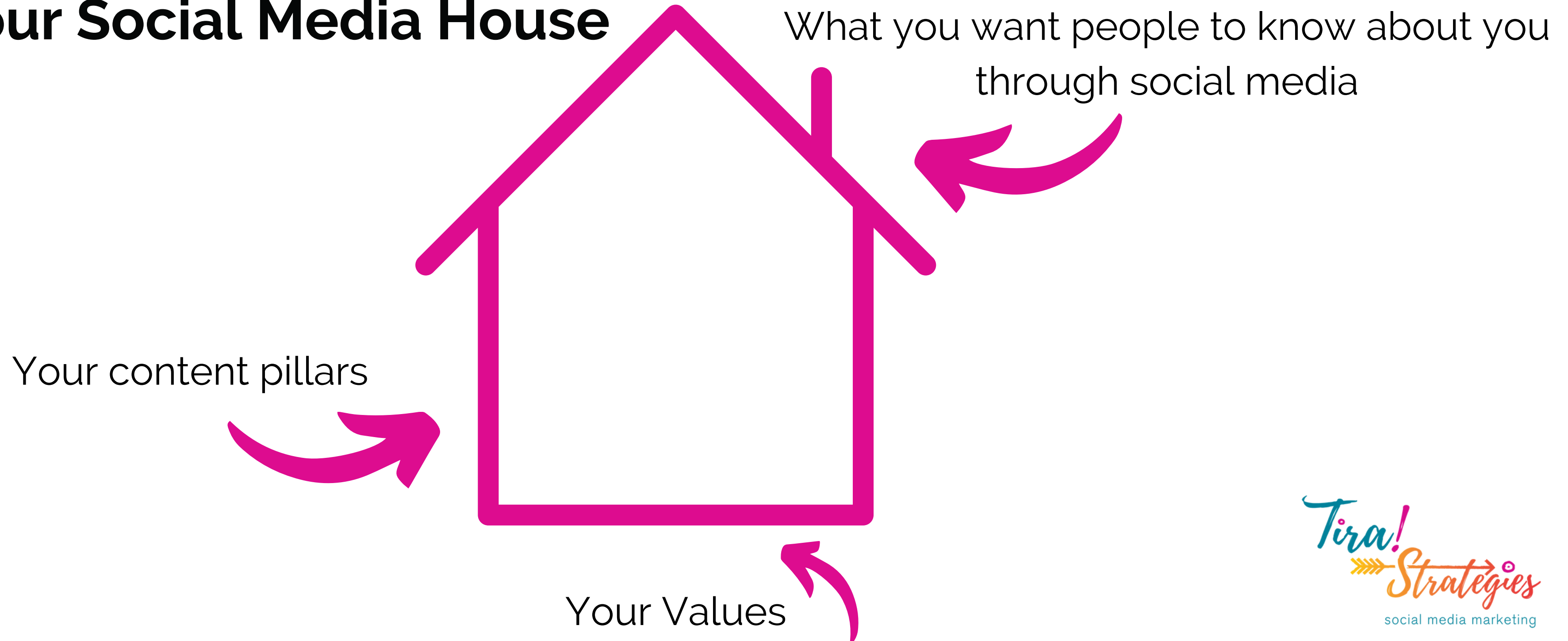
220 Posts 277 Followers 551 Following

Lia Biscardi - Photographer
Product/Service
When nature and my camera 📷 make love you get me 🧡
sunsets 🌅 and adorable animals 🐝🐶
📍 North Carolina
📧 Join my email list for freebies! 📩
www.campsite.bio/spus/
Followed by iamdavidspinnerconsulting, iamjaysfitness and 3 others

View Shop

Content

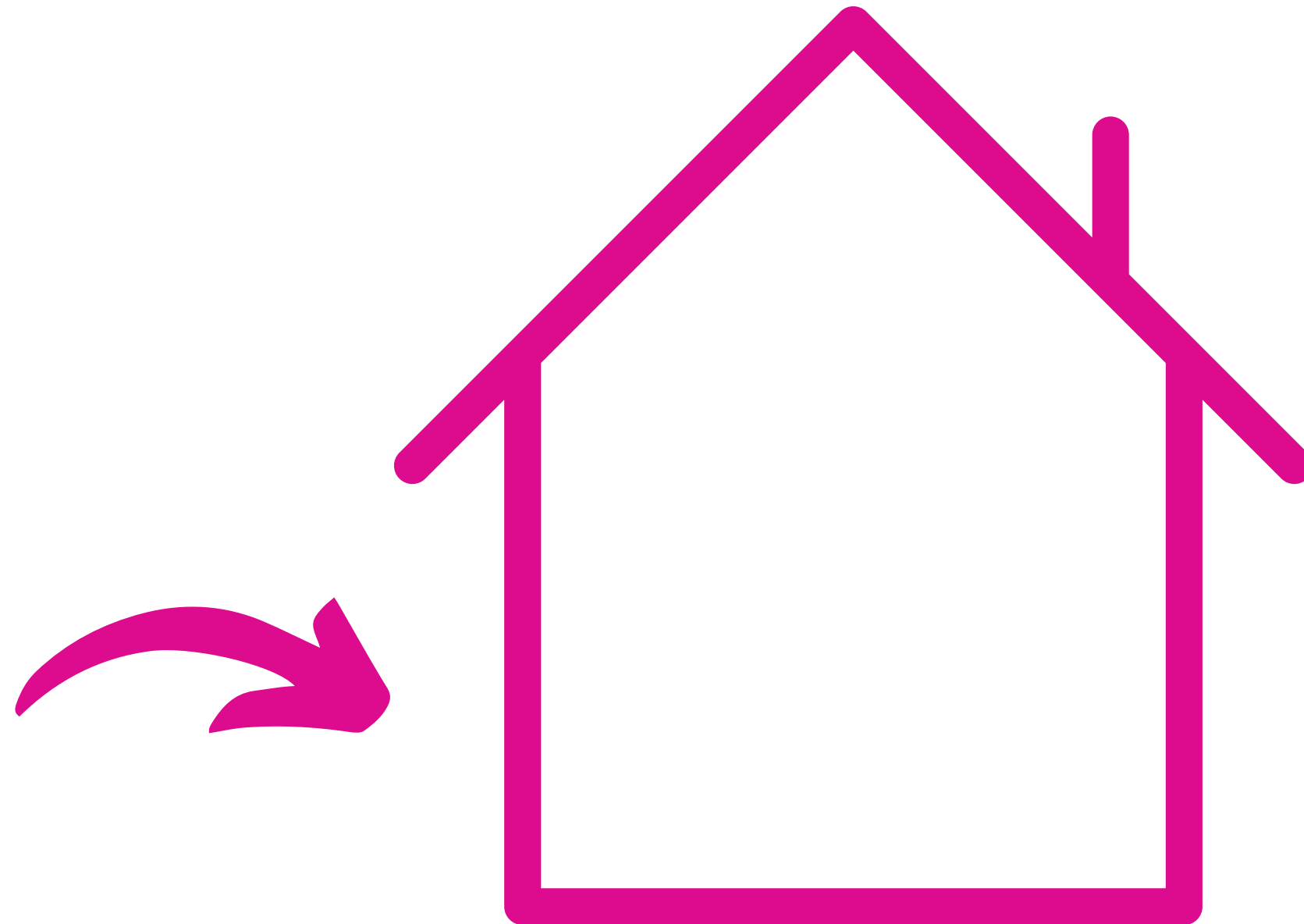
Your Social Media House



Content

Your content pillars:

- 1.**
- 2.**
- 3.**
- 4.**
- 5.**



Content

Types of posts:

- Post
- **Reel**
- Story
- Instagram Live
- Guide

Content

Types of content:

- Quotes
- Questions - short vs long
- Teaching/sharing knowledge
- Personal stories
- Lifestyle posts
- Testimonials

Content

Types of content:

- Video
- Behind the Scenes
- Fun facts
- Promo Posts
- User generated content

Content - the BIG question

How often should you post on Instagram?

Best practice is to share Instagram posts a minimum of 2-3 times per week and no more than 1-2 times per day.

Consistency is essential.

The Trends: Reels

Reels? Why?

- People reshare Reels 1 billion times a day through DMs.
- The potential ad audience on Reels is 758.5 million users.
- Reels take up to 30% of the time people spend on Instagram

The Trends: Reels

- Instagram is pushing Reels.
- For the best reach and engagement, post one each per day.
- It does not have to be polished and professional.

The Trends: Reels

Reels

- Good for top of sales funnel
 - Short tips, content with value
- Good for awareness and growth because they are discoverable by people who don't follow you.

The Trends: Reels

Reels

- Up to 90 seconds.
- Video.
- Comments are visible to everyone.
- Use hashtags in captions.
- Can be saved.
- Can be shared to anyone's Story.
- Can be posted to Reels, main feed, and Stories.
- Can show up in Explore section of Instagram.

The Trends: Stories

Stories

- Seen by those who already know and follow you.
- Good for engagement, trust building, sales.
 - behind-the-scenes, personal glimpses, relationship nurturing

The Trends: Stories

Stories

- 15 seconds for a video.
- Video or photo/graphic..
- Comments in DMs.
- Hashtags do not work.
- Cannot be saved unless in a highlight.
- Can only be shared to someone else's story if they are tagged.
- Can only be posted to Stories.
- Disappear after 24 hours unless moved to a highlight.

The Trends: Stories vs. Reels

Use **Reels** for educational content promo posts, explanatory posts. Great for quick, fun videos. Better for engagement.

Use **Stories** for offers, behind-the-scenes, personal content. Better for relationship building.

The importance of video

Why is it so powerful?

Your audience gets to know YOU.

Establishes the know, like, and trust factor that they need to buy from you.

The importance of video

What if you hate getting in front of the camera?

It's time to get over yourself.

Practice, practice, practice.

The more you do it, the more comfortable it will be.

Hashtags

Be Hashtag Smart

- You can use up to 30 hashtags per post.
- Recommended is 3-5 per post.
- Either drop down a few lines or put in a caption.
- Do your hashtag research.
- Choose hashtags that are relevant and specific to your niche.
- Use a hashtag app: Hashtagify, Hashtag Expert

Engagement is Essential

Great way to grow your audience and followers.

- People can see that you're interested in them, not just selling.
- Helps to create relationships.
- Gets you in front of a bigger audience.

Engagement is Essential

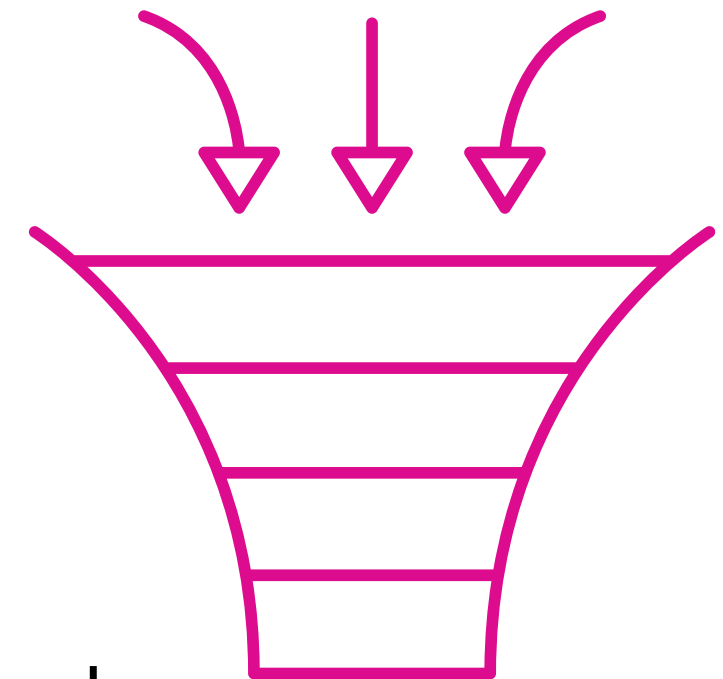
Engage With Other Accounts Daily

- Spend time each day scrolling through your feed.
- Comment in addition to liking posts.
- Share from other accounts.
- Engage before posting your own content.

Wrapping it All Together

Using Instagram to Get More Business...

- Don't just post your own stuff.
- Use Instagram for building awareness of you and your business.
- Use Instagram to get people to download a freebie and get on your mailing list.
- Nurture relationships through your email list.



Wrapping it All Together

Using Instagram to Get More Business...

- Build relationships on Instagram through DMs and engagement.
- Hold conversations through DMs and invite people to get on a call with you.
- Position yourself as an industry leader through thoughtful, interesting posts.

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TAKE NOTE

*Social media creates
communities, not markets.*

Don Schultz, marketing pioneer

Let's get social!

CONTACT ME

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Bonus Info

The Instagram Algorithms

- Saves
- Shares
- Comments
- Likes