Completing Your Profile

- **Profile Photo:** Your profile picture is enclosed in a circle so make sure your company logo fits within there evenly.
- **Description:** Fill out your profile description with as much detail, and keywords as possible. Also include your website in the appropriate field.
- **Connect:** Link your other social media account profiles for easy upload and sharing accross your networks.
- **Public:** As a business you have nothing to hide, so be sure to make your profile public.
- **Strategy:** Create a brand specific strategy – focus on how your brand sees the world, and how you want the world to see your brand.

Building an Audience

- **Hashtags:** Hashtags are how users find images on Instagram search – use relevant choices to increase your appearance in search. If you use more than three hashtags, put the rest in the first comment.
- **Follow:** Find industry leaders and influencers, local organizations, etc. to follow
- **Showcase:** Show off your followers by sharing their pictures on your social sites
    - **NOTE:** Ask permission before sharing photos of others' photos or photos of people, even if you photographed them yourself.
- **Respond:** While it's normal for businesses not to respond on Instagram, to build an engaging community it is recommended to answer user questions.
- **Engage:** Engage with photos of others you follow by liking and commenting on them.
- **Interesting Content:** Ask questions with your images to encourage user engagement.

Posting Attractive Images

- **Relevancy:** Take pictures your audience will find interesting
- **Real Placement:** Show your products/services creatively and authentically – as customers would use them.
- **Highlight:** Show your brand story, who you are, and behind-the-scenes exclusive images that users normally wouldn't see.
- **Filters:** Use the filters and edits available on Instagram to make more appealing images.

Crop/Zoom   Photo Filters   Sharpen   Brightness