



# Hello Instagram

It is time to get social!

by **roundpeg.**

# Is Instagram a Fit for Your Brand?

Is your target audience comprised primarily of people under the age of 35? Yes  No   
Do you interesting product photos or images of people using your product? Yes  No

If you answered yes to either of these questions, take a few minutes to read our suggestions before you grab your camera and start creating content for Instagram.

## Instagram 101

Instagram is a photo and video-sharing social networking service that launched in 2010 on iOS. Since its initial launch, over one billion users have created a profile and over 25 million business profiles have been created.

Instagram is disproportionately a young person's platform. If you are targeting Baby Boomers you should probably focus on Facebook. However, if your target audience is teens and young adults, Instagram is a great place for you to share content.

## Quality, Not Quantity

Instagram is all about the quality of your visuals. It is a great place to show off what you or your product does – if it is in photo or video form. Before you dive in, be sure you have a resource for a steady supply of interesting and attractive images or videos.

## Building Your Feed

Your Instagram feed should be polished and professional, but it is a mobile-first platform.

It was built for users content directly from your phone. So more natural and authentic content featuring real people doing real things tends to attract more engagement.

## Three Factors in Post Success

To reach the right people with your content, it is more scientific than you might think. Post success on Instagram comes down to these three things:

- Positive Social Signals
- Timing
- Hashtags

# Social Signals, Timing and Hashtags

## Social Signals

Instagram judges your post on the first few minutes after publication to determine whether the content being shared is quality content.

If your post receives a lot of likes in the first few minutes, Instagram treats it as quality and keeps it prominent featured in feeds and search results.

Without those positive social signals Instagram treats it as poor content and displays it less often.

## Striking a Balance with Hashtags

Determining which hashtags to use can be difficult. On the one hand, hashtags should not be too obscure. If they are, not many people are going to organically search for them.

On the other hand, if they are too common your content will be drowned out by millions of other users' posts.

There is also no limit to how many hashtags you can use. We suggest using a maximum of 15 hashtags to reach a wider audience.

## Pro Tip

*Add hashtags as comments after you publish the post. This will keep the primary post clean and Instagram will view the comment as a response.*

## Timing

Figuring out when to post is the variable that requires the most experimenting. You may see dramatically different results between posting at 8 AM and 9 AM.

Unfortunately, there is no golden rule for any single time. A good time to post for one brand could be entirely different for another brand. The only way to figure out what time is best for you and your company is to test out different times for posts and track the results.

# Posts vs Stories

## Posts vs Stories

Your posts should be carefully crafted to present a unified look and feel to your feed.

Consider creating a weekly or monthly theme so that all your images for that period have a similar look and feel. At a minimum, use similar styling for three posts to create an attractive row on your profile.

In contrast, stories can be the more casual, slice of life, short videos and fun photos which are here today and gone tomorrow.

While other platforms have experimented and failed with using stories, Instagram reigns supreme. The stories feature on Instagram truly gives you a second communication medium

## Getting Started

Take some time to plan out a few of your posts, then grab your camera, and start posting!

# Instagram Tips

Quality vs Quantity - Beautiful images required

Create a Theme - Use color or image style

Use Stories - Share more informal content

- 1 Beautiful Images Invest in 3 quality images
- 2 Pick a theme Select a color or image style
- 3 Stories Slice of life, what's happening in the office