

# Instagram Basic Training

## 5-21-20 Webinar Instagram Basic Training

### Instagram Stats - <https://business.instagram.com>

- 1 Billion+ Instagram accounts worldwide are active every single month.
- 90 Percent of accounts follow a business on Instagram.
- 500 Million+ accounts use Instagram Stories every day.

### Set up Business Account

- Necessary to use 3<sup>rd</sup> party app to post
- Gives you extra benefits, such as including your website URL
- How to:
  - Smartphone screen share: demonstrate set up
    - Fill out business profile, including URL
    - Make sure connect Facebook
    - Check settings: allowing all followers to see and reply to your Stories
  - Desktop screen share
    - Login to Facebook page to check Instagram connection

### Define Your Audience

- Age demographics
  - Gen Z is the largest user base, followed by millennials
    - Ages 18–24: 75%
    - Ages 25–29: 57%
    - Ages 30–49: 47%
    - Ages 50–64: 23%
    - Ages 65+: 8%
  - 85% of teens say Instagram is their preferred social network
- The United States is the largest Instagram market: 116 million users
- Income: 42% of users make \$75,000+
- Education: 43% of adult users have a college degree or more, and 37% of users have some college

### Post to Engage Your Instagram Audience

- Images and videos
  - Lighthearted and authentic posts perform best
  - Use emojis and 1-4 hashtags per post
  - Use a branded hashtag
  - Geotagging posts increase engagement an average of 79%
  - Engage followers by including a call-to-action in your caption
  - You can also use your caption to direct people to your bio link, where they can check out a new product or blog post. Just remember to change the link so it corresponds with your most recent post. Tip: Use shortened tracking links in your URL so you can see how much traffic came from your Instagram account or a specific post.
- Posts to main feed: post 1-3 times per day, more polished than Stories
  - SMclicks.com
- Stories: post more frequently
  - Disappear in 24 hours

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- Authentic, more organic images and videos
- Great for behind-the-scenes posts and live events
- Instagram Live: live video stream, followers on Instagram receive a notification that you're live
- Instagram does not allow clickable links in posts, except a link to your profile

## Grow your followers

- First, have your profile optimized and several high-quality posts
- Start following users in your target audience
  - Instagram will begin suggesting related users for you to follow
- Engage the users you follow by interacting with their content
  - Users are notified when you engage with their content, and may start to follow you
- Responding to users who engage with their content
- Encourage people to share your content on Instagram, especially influencers
- Promote your Instagram on other social channels

## More Info

- <https://www.hubspot.com/instagram-marketing>
- <https://blog.hootsuite.com/instagram-demographics>
- <https://buffer.com/library/instagram-marketing>
- <https://www.wordstream.com/blog/ws/2015/01/06/instagram-marketing>