Instagram for your business

Social Media Workshop

July 2015

Presented by Ryan Mobilia from www.hookmedia.com.au

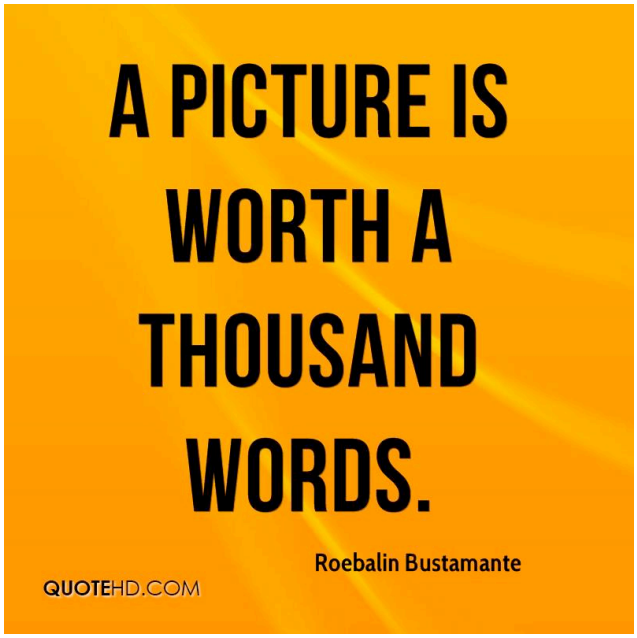
The Social Media landscape in 2015:

Valuable content has the power to:

- Engage
- Educate
- Entertain
- Motivate
- Inspire

What are some characteristics?

- Imagery
- Video
- Asking a question
- Solving a problem
- Hashtags
- Mention/Tagging
- Links
- Industry news

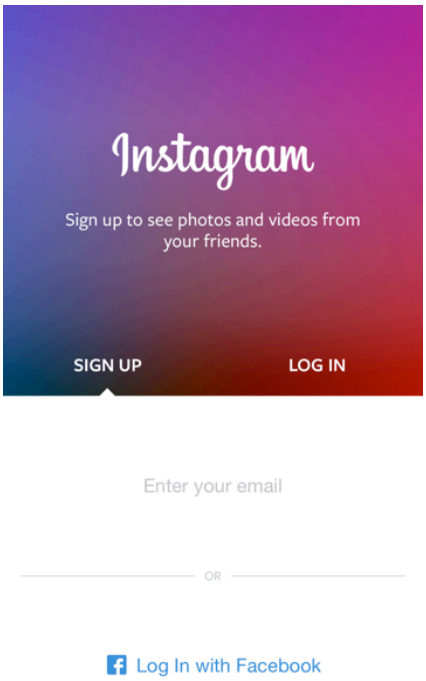


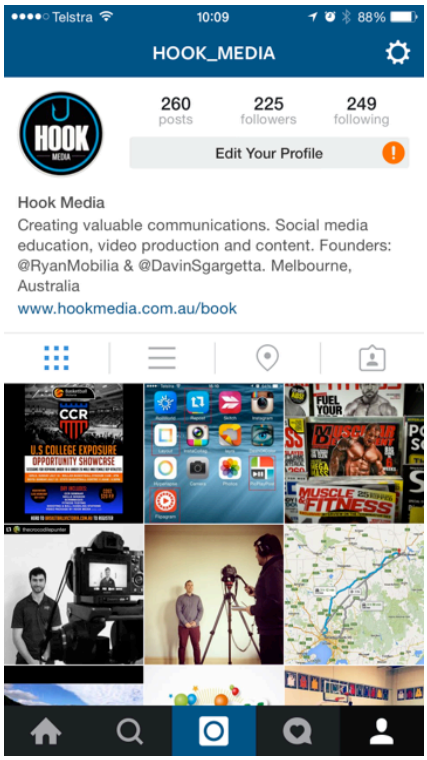
Creating for and communicating on Instagram

Opening an account

Username: Decide on a username consistent with your business

Bio: Fill in your Bio – make sure it links to your website or includes your address

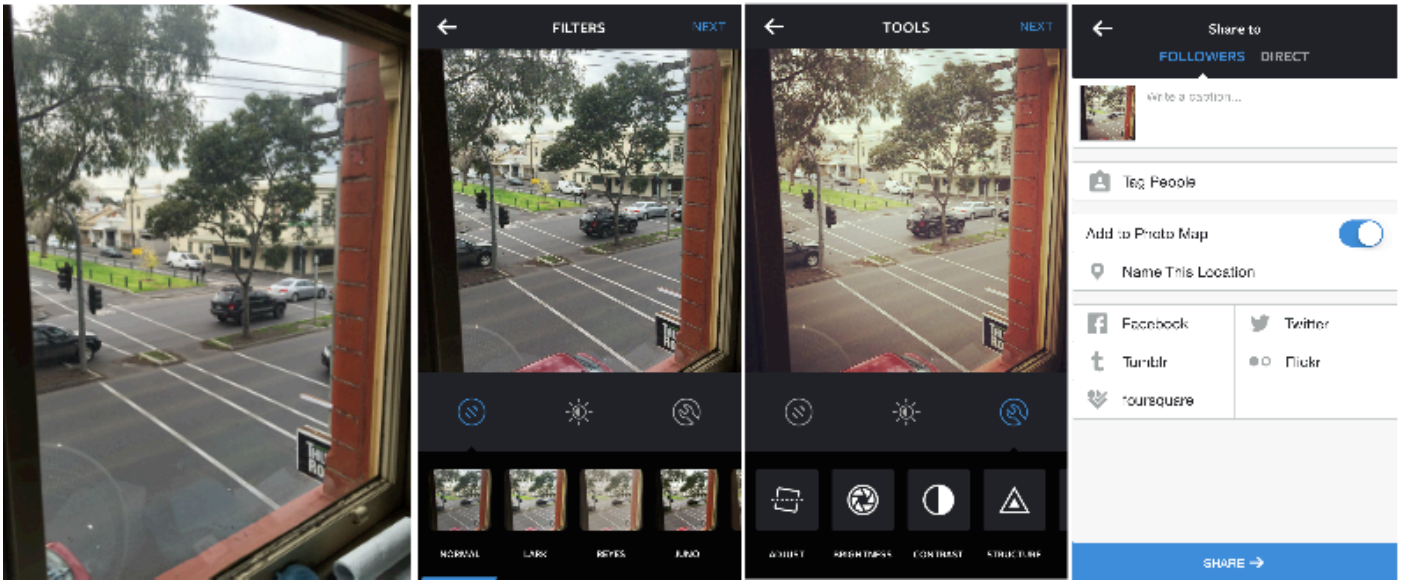




Posting

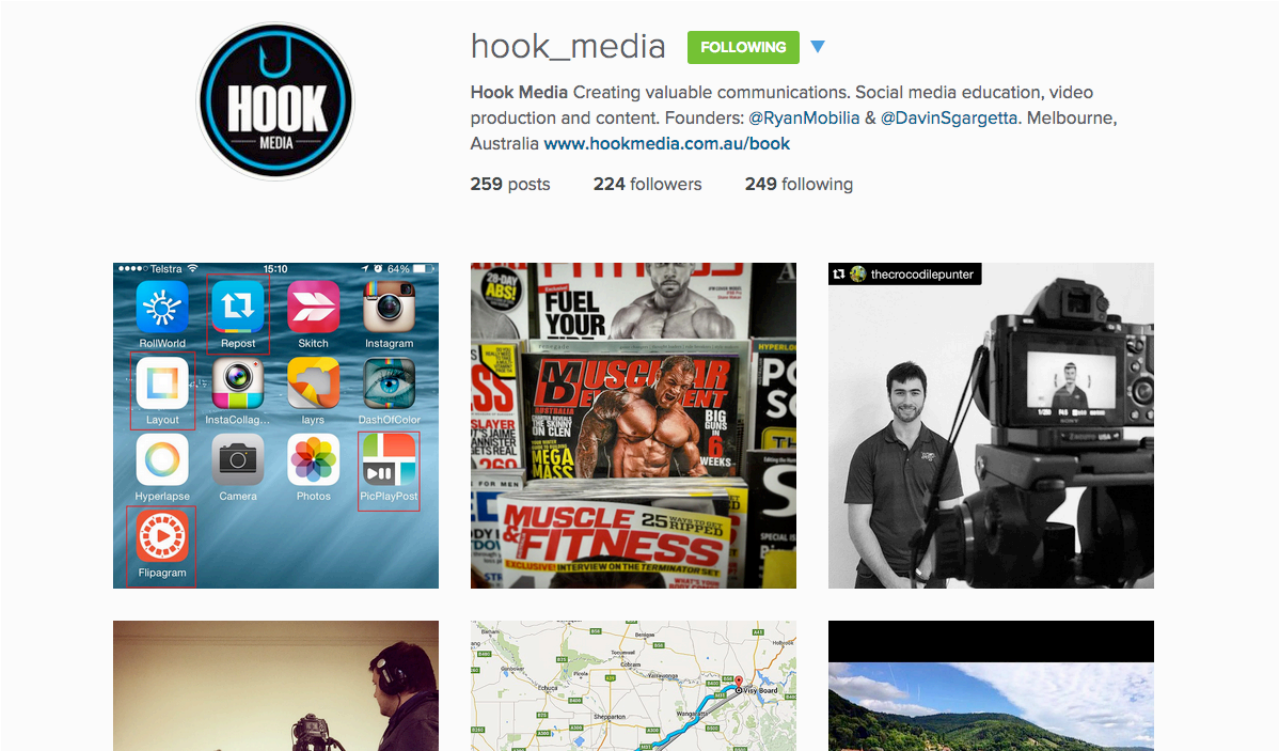
Take photos or videos in the app, or upload directly from your mobile device

Add Filters, other effects, write a comment/description, tag or mention people, places, events etc, and name your location.



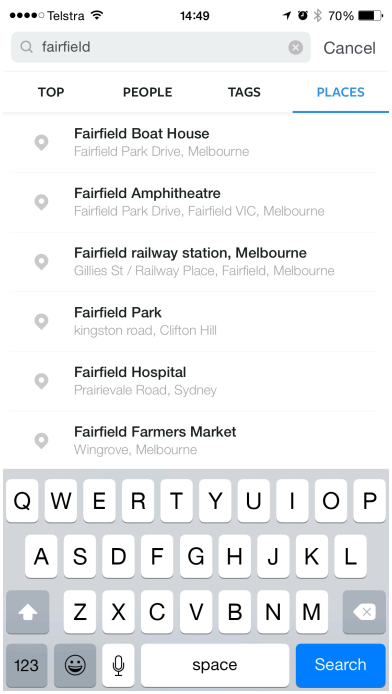
On the website / desktop version

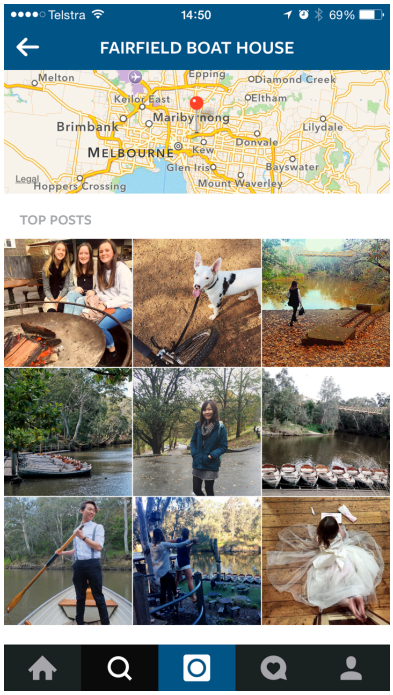
Instagram can be used on a desktop (non mobile) device so you can share and display your images and updates across the web with links.

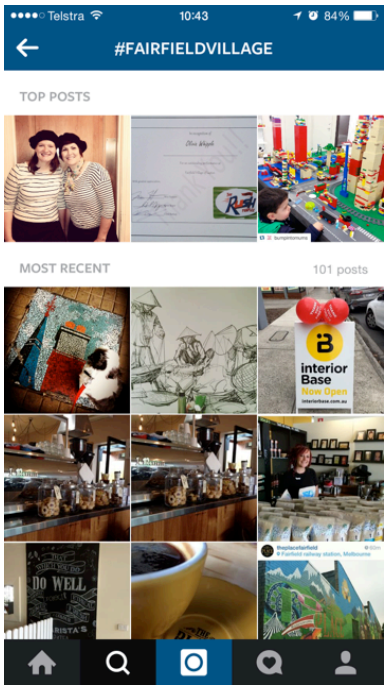


Location

Instagram recently introduced features to search by location to find the best updates from your area. A great benefit to local traders looking to be found on the platform.

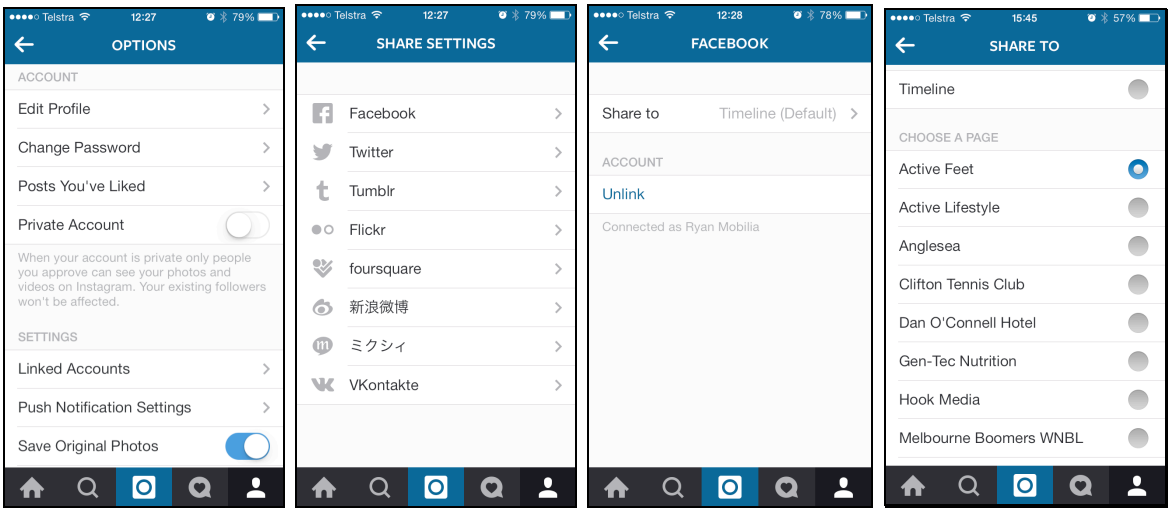






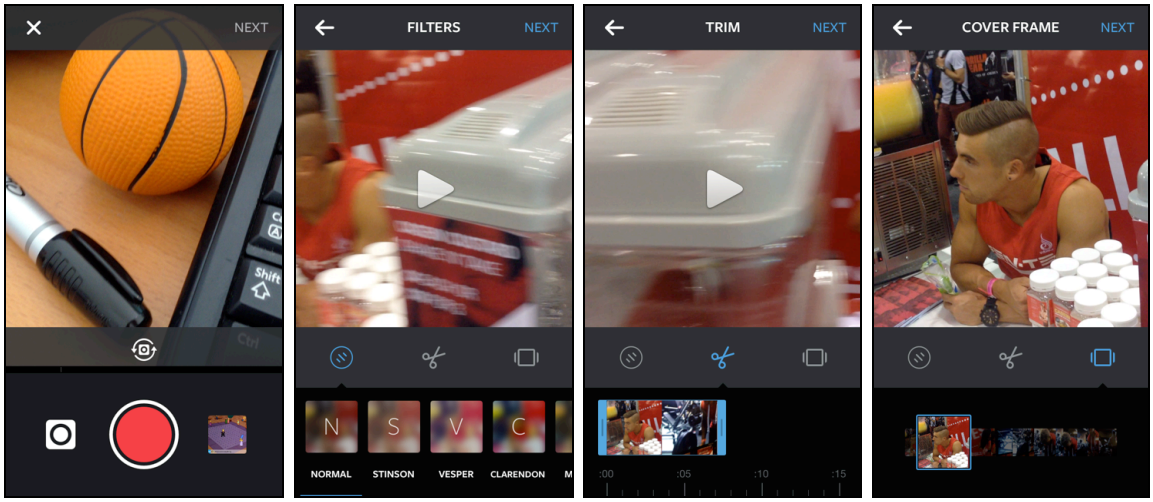
Linking Accounts

Upload to Instagram, then share post directly across to your Facebook page.

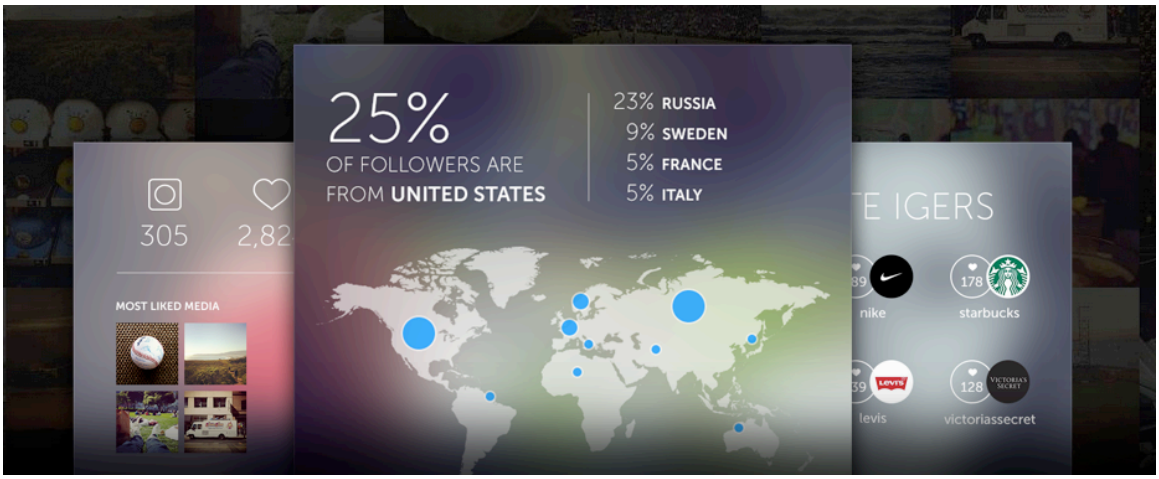


Uploading a video

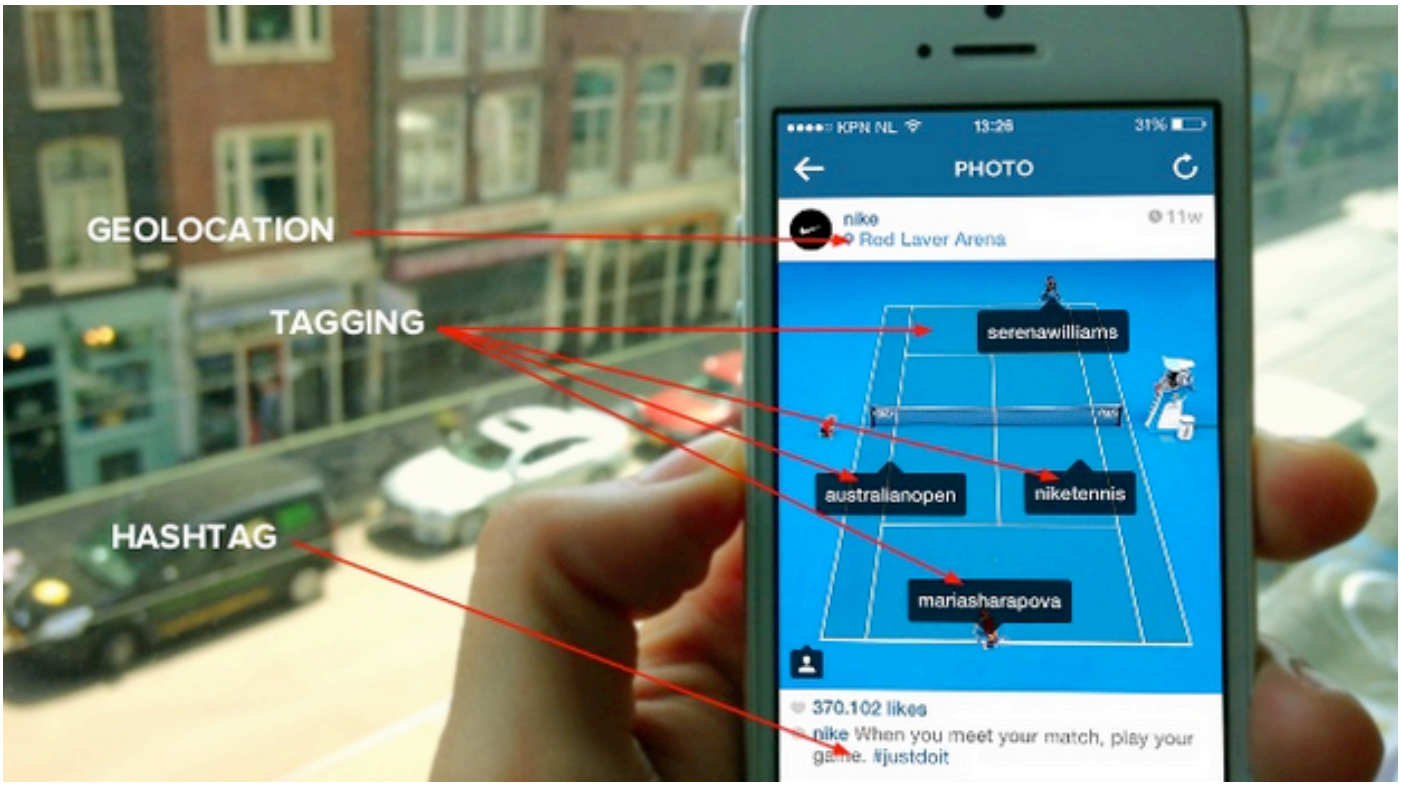
Upload up to 15 seconds of video, add filters, crop and choose a cover frame that best tells the audience what to expect. Remember that the video will be cropped to square when uploaded



Iconosquare – www.iconosquare.com (Instagram analytics)



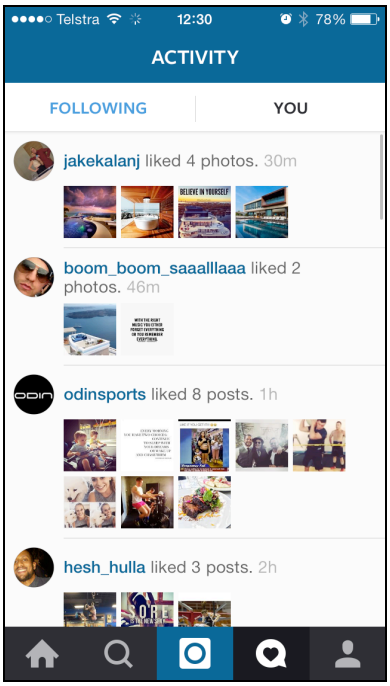
Post example

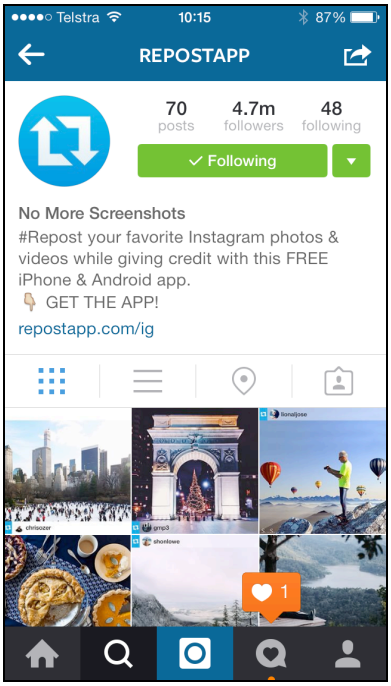


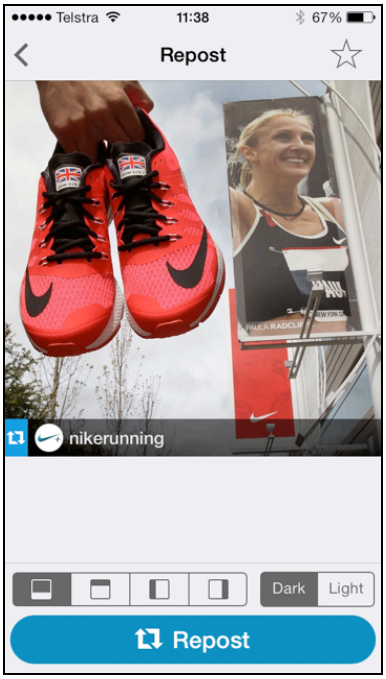
Repost (Sharing for Instagram)

Downloading the ‘Repost’ App lets you quickly and easily share great content that your community, customers, staff and industry has created.

Encourage others to tag you in images to find and ‘Repost’.

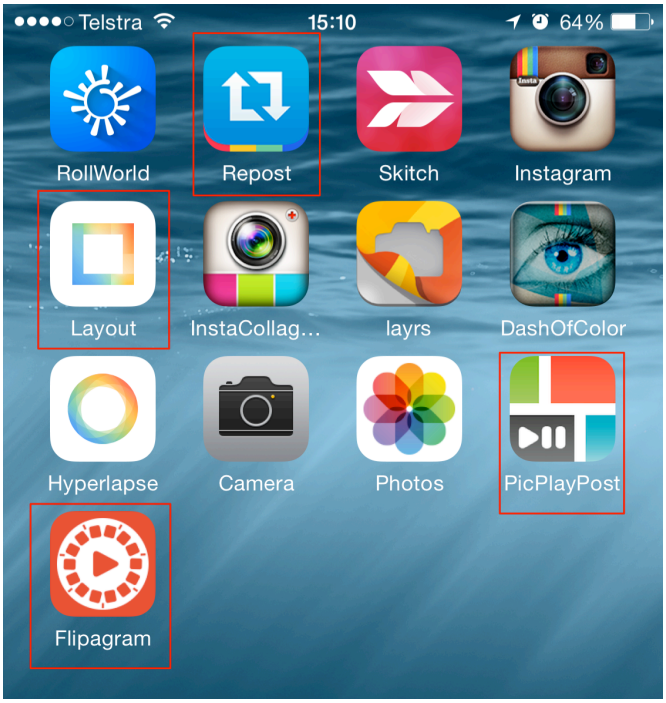






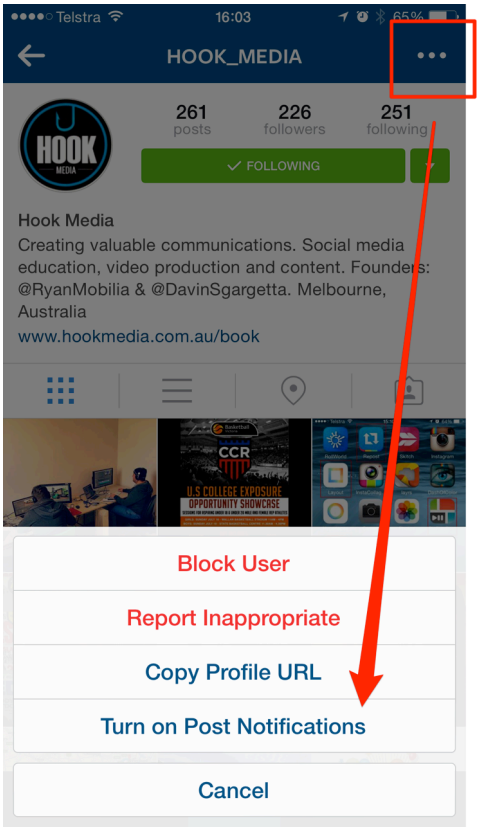
Take your posts to a higher level

These apps are some of the best for collages, videos, filters, effects, music, text and graphics. Layout and Hyperlapse are both owned and created by Instagram.



Turn on Post Notifications

Keep up to date with key suppliers, local traders, industry, brands, competitors, staff, customers and anyone of importance by turning on ‘post notifications’ to know when they’ve posted to the platform. Click on the … (top right corner) of their accounts.



Once you're rolling, some posting 'smart tips' to remember:

- 'Follow' other relevant Instagram accounts (including other local traders, customers, brands, referrers, and general industry-related accounts), and engage with the content they post. This introduces you to their business and community.

- Use hashtags. Think about all of the related terms that someone might search the platform for that relate to your business and industry and the topics you are posting about. Watch other similar traders and brands and accounts to learn from.

- Using hashtags also helps introduce your content to new and far-reaching audiences.

- Tag/mention relevant people, places, events, businesses, brands and locations in your updates where possible.

- Always 'Name your location' and tag where you are in your updates, so that curious locals can come across what you are doing and sharing when searching the area.

- Showcase 'behind-the-scenes' of the business, in-store, at events, the people who make it run, while always remembering…

- Use quality photos. This is a place to showcase your brand and community, so ensure images are clear, well lit and in focus.

- Use images of people. People love seeing themselves highlighted and put in the spotlight, use something like 'Repost App' to crowd/fan-source content of people that engage with you and post about your business or products.

- Update contact information, opening hours, links, whenever necessary.

- Always head to an in-store or external event with a plan. Think ahead about what you want to capture at – Set-up, Signage, Participants, Video or attendees in action – so you don't miss a great opportunity to gather content for use in the moment or down the track.

- Don't ignore questions and comments posted to the page (even if they are negative) – address them professionally and move on.

Contact Details:

Ryan Mobilia
Head of Social Communications
ryan@hookmedia.com.au
+61 412 058 927