HOW TO USE INSTAGRAM FOR MARKETING - PART 1

What We Will Cover

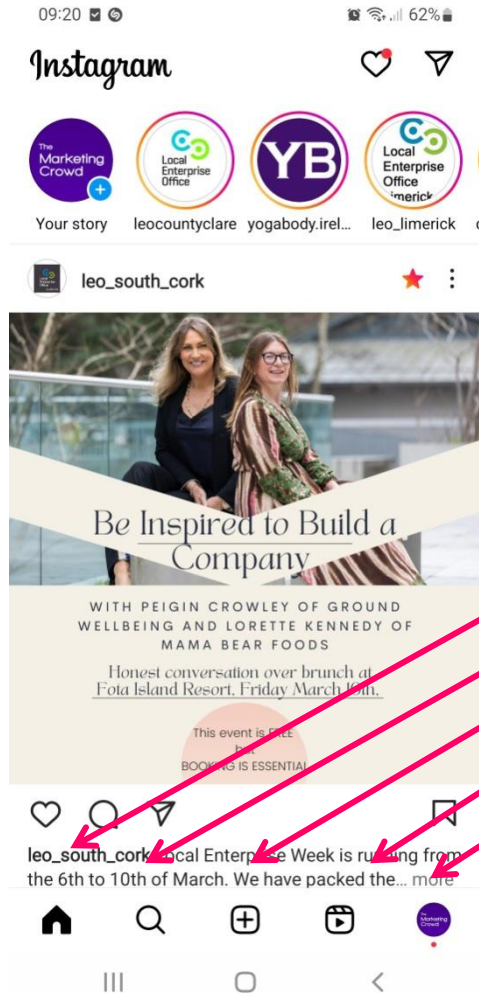**Part 1: How to use Instagram (from a marketing perspective)**

1. How to setup your profile correctly & some key settings for business
2. How to migrate to a business or creator account
3. Overview of Reels
4. How to search and get found
5. How the Feed works

What We Will Cover

Part 2: How to use Instagram for marketing

1. How to post images and carousels
2. Overview of Instagram Stories
3. How to attract more followers
4. How to get more reach and engagement
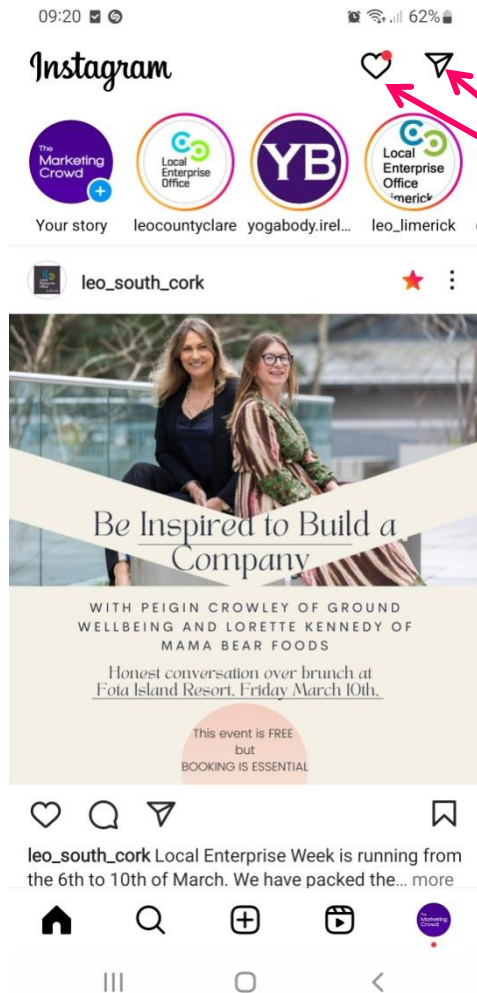5. How to drive people to your website

The main menu is comprised of 5 icons at the bottom of the screen

1. Home - Newsfeed
2. Explore (search)
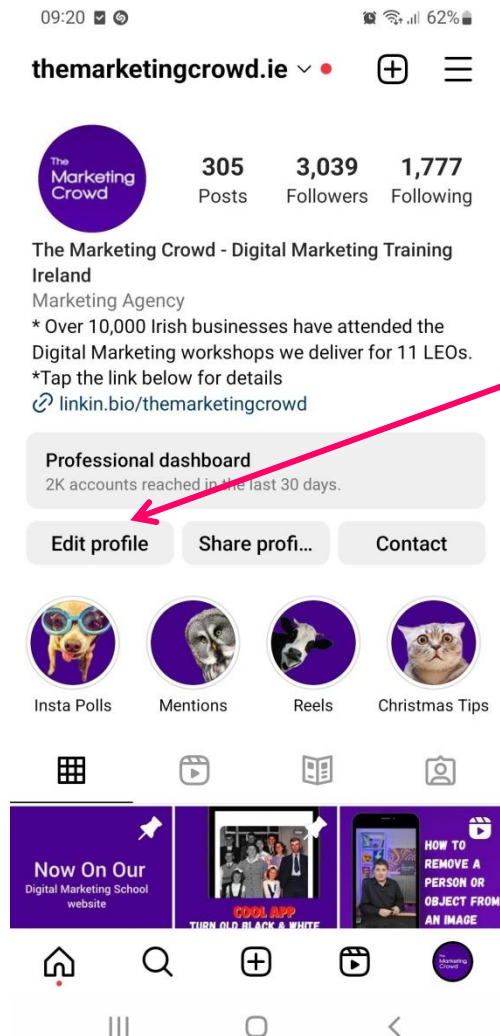3. Create
4. Reels feed
5. Your Profile

Overview of the Navigation

There are also 2 menu options at the top of the Homepage screen

1. Heart = Notifications
2. Paper plane = Private messages

Completing Your Profile

1. To edit your profile click edit profile

2. You can now add your logo / picture as your profile picture

The first thing you need to do is to complete the Rest of your profile information so click on The profile icon on the bottom right of the menu

Completing Your Profile

1. To edit the other details in your profile tap on "edit profile"
2. Add your web address
3. Add a description of your business (150 characters). Explain what the business does but also why people should follow your profile

Your account settings
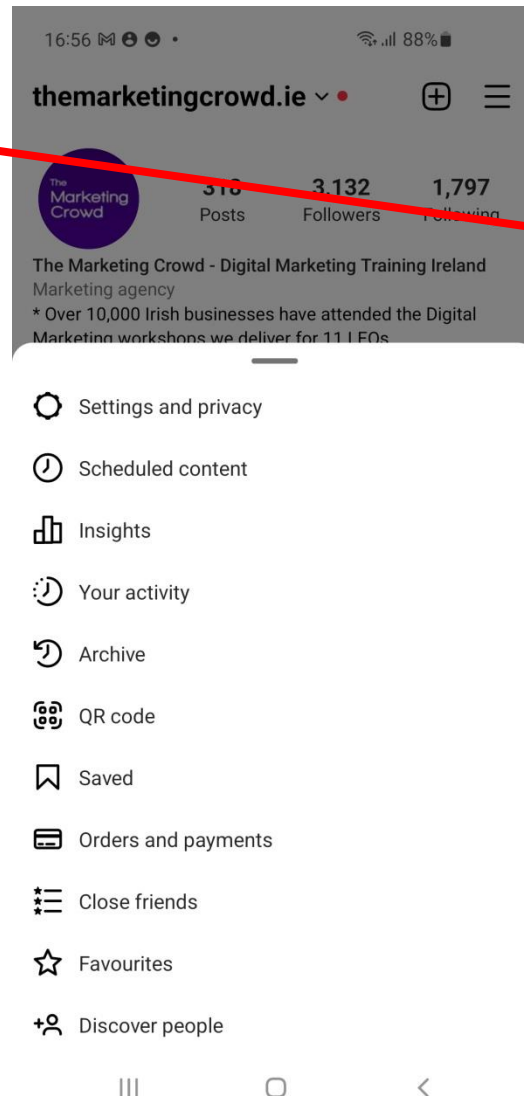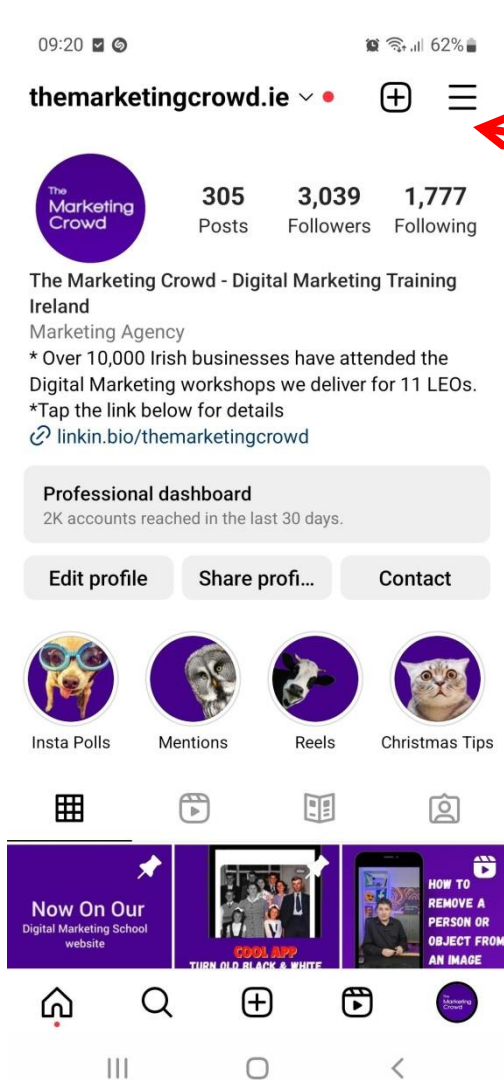
1. There are some settings in your account that you will find useful. To get to them click on the menu top right when on your profile

You can then ...

- Find Facebook friends
- Find phone contacts
- See the posts you have liked
- Switch to a business profile
- Make your account private

From the menu screen:

- Settings and privacy
- Scheduled content
- Insights
- Your activity
- Archive
- QR code
- Saved
- Orders and payments
- Close friends
- Favourites
- Discover people

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Step 1 – Switch to a business or Creator Account
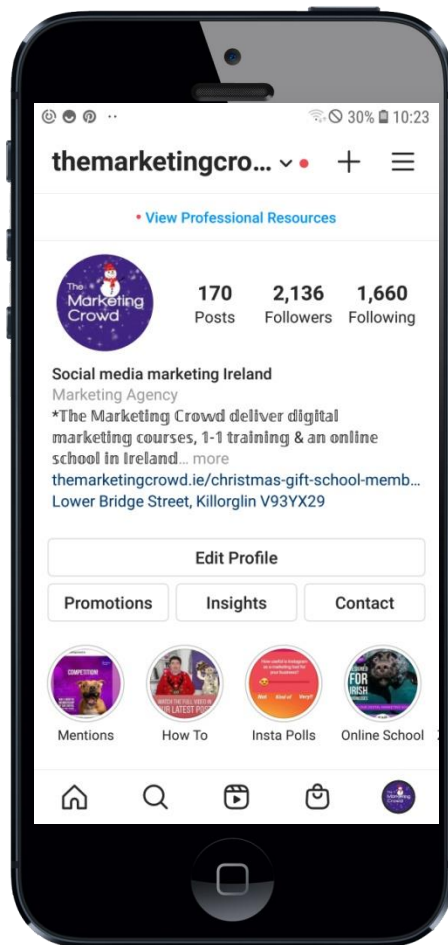
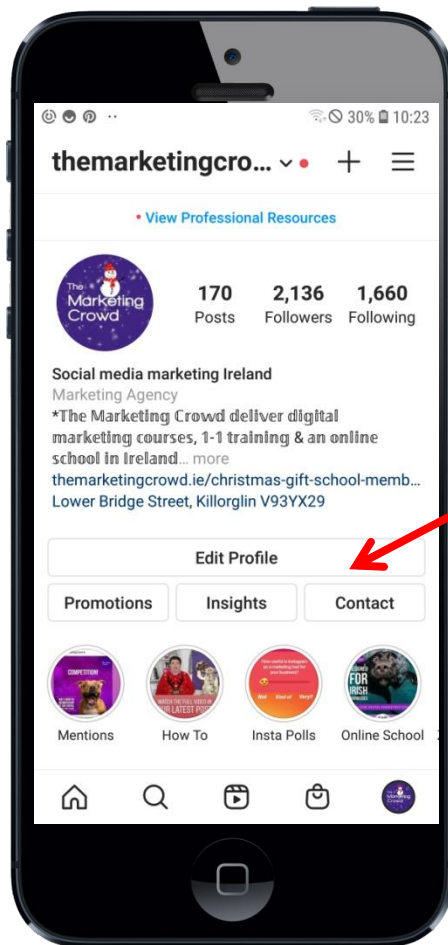If you use Instagram for business you can migrate your profile to a business or Creator account

Both are very similar but the main difference is you get the good music library with a Creator account but you get a stock music library with the business account. This impacts your ability to make Reels
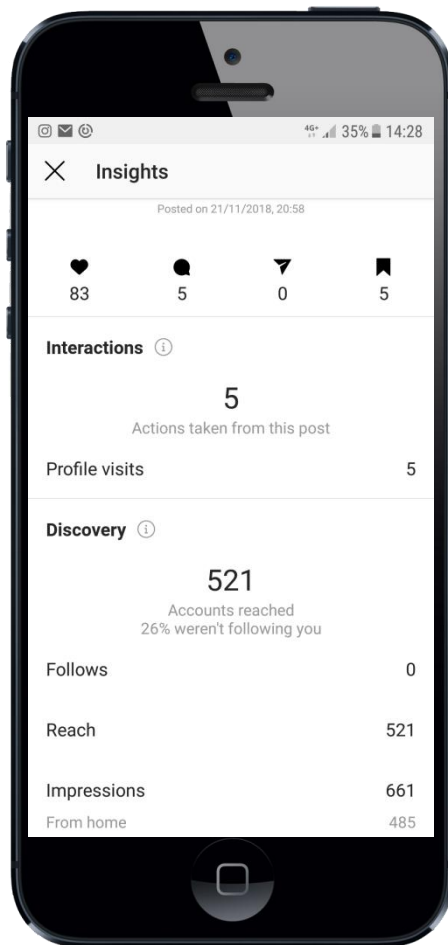
Why migrate? What are the benefits?

1. Better contact options

Once you provide contact information for your business account, a contact button will appear in your profile. Instagram users simply have to click that button and then chose whether they want to email you, call you, or find your location on a map.

Why migrate? What are the benefits?

2. Access to analytics

You can get an overall view of your Instagram posts by going to your profile and clicking the Insights icon on the top right of the screen. When you go to the Insights section, you'll see analytics for impressions, reach, and follower information within the past week, but the tool will only show you analytics for individual posts created after you switch to a business or creator account

Why migrate? What are the benefits?
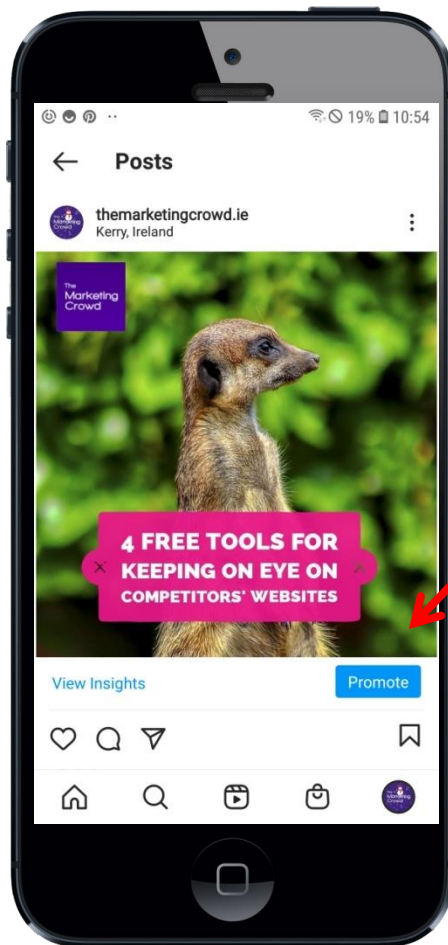
3. Instagram ads

The Instagram business or Creator account makes ad creation easy. Ad creation could only be accessed through Facebook's advertising tools prior to the business profile rollout.

You can promote a post by clicking on it and then selecting Promote.

Why migrate? What are the benefits?

FACEBOOK Business Suite

4. You can schedule posts

In Dec 2022, Instagram introduced scheduling within the Instagram App.
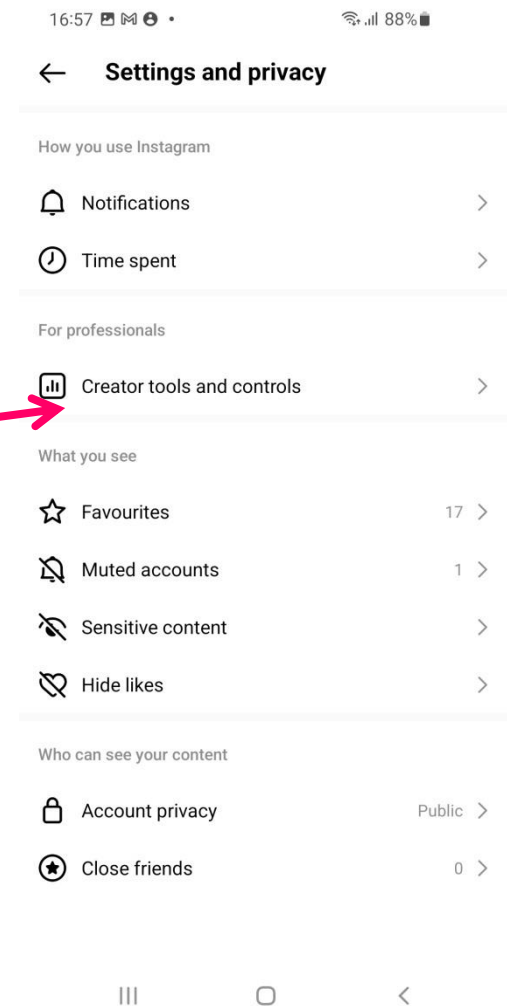
If this hasn't yet rolled-out to your app you can still schedule ...

1. From a PC use Meta Business Suite

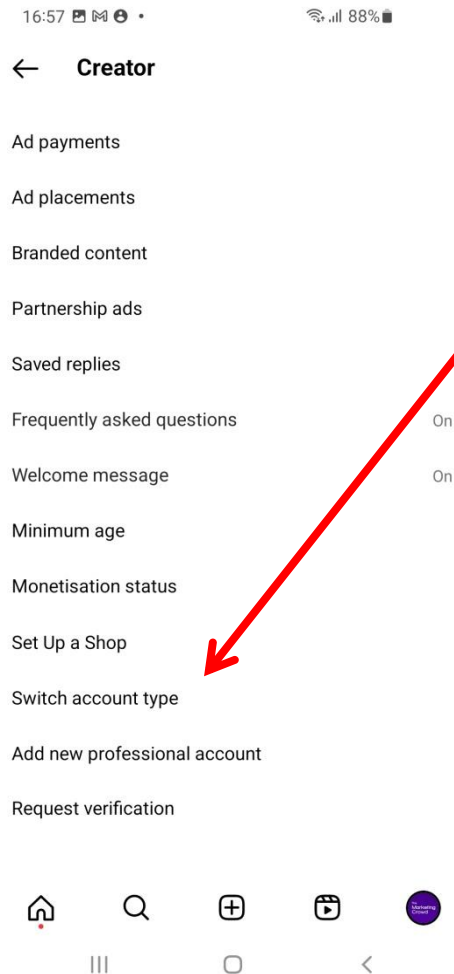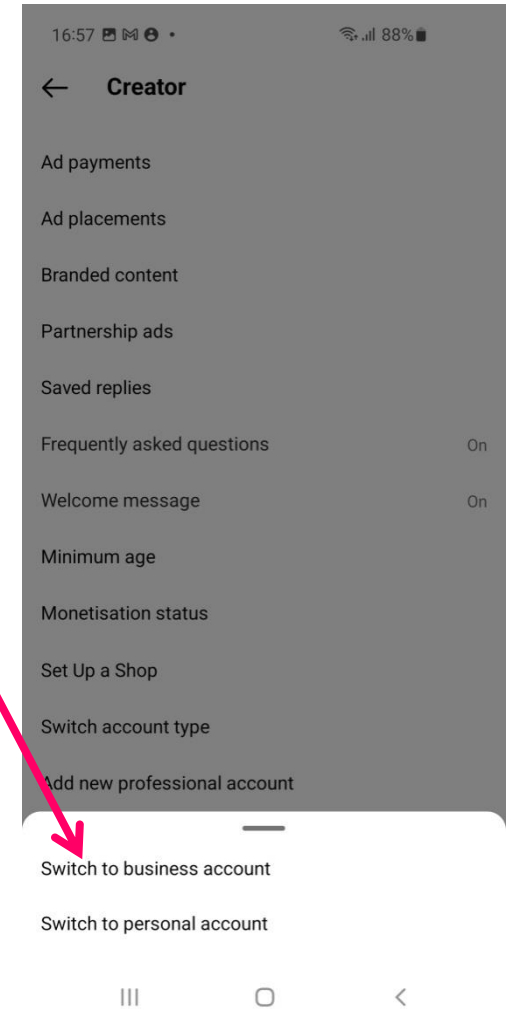2. From a Phone use the Meta Business suite app

How to migrate
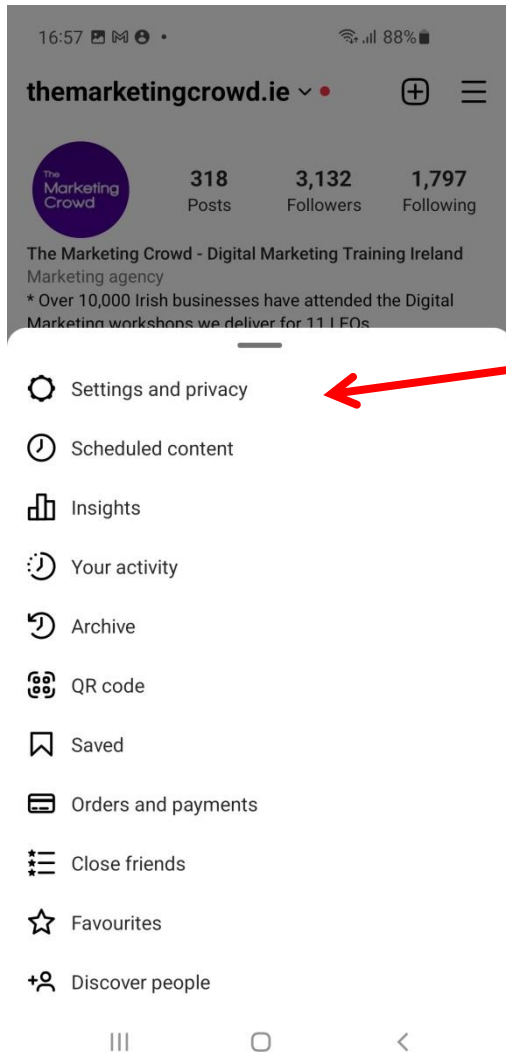
1. Click on your profile icon in the bottom right

2. Then click on menu top right

3. Then tap on settings and privacy

4. Then tap Creator Tools and controls (or business tools and controls)

How to migrate

Creator

- Ad payments
- Ad placements
- Branded content
- Partnership ads
- Saved replies
- Frequently asked questions — On
- Welcome message — On
- Minimum age
- Monetisation status
- Set Up a Shop
- Switch account type
- Add new professional account
- Request verification

1. Tap switch account type

2. Then choose which account type you want

1. It will then ask which account you want. Select Business account.

2. Then skip through the benefits of switching

3. Then choose a category for your business profile

4. Add your contact details

5. Choose which Facebook page it will be linked to

6. That's it – you have now switched.

Creator

- Ad payments
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Switch to business account

Switch to personal account

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What are Instagram Reels?

About Reels...

1. It is Instagram's version of TikTok
2. You can create videos up to 90 seconds using Instagram's video creation / editing tool
3. You can add any music track to the video using Instagram's music library
4. You can add text, stickers etc just like Stories

Where to they appear?
1. Reels appear in the newsfeeds of your followers
2. There is also a dedicated Reels feed so your Reel can get in front of non followers if Instagram feels it is interesting.
3. Reels also appear in search results
4. You can also share your Reel to your story and users can share your Reel to their stories
5. Your Reels appear in your profile grid and in their own Reels grid

# Why businesses are seeing much bigger reach and engagement with Reels
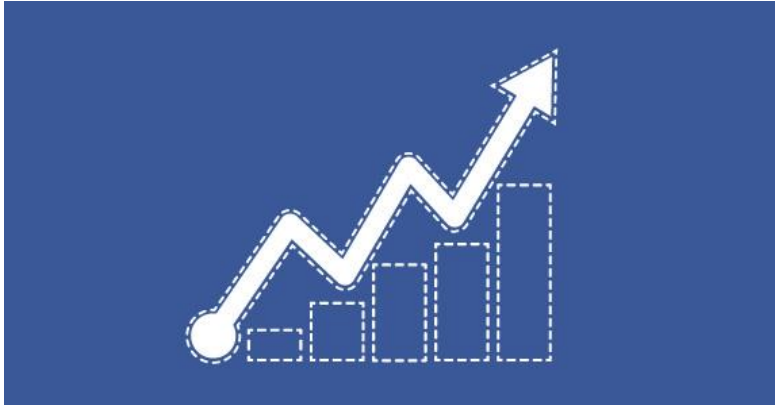
TikTok is a threat to Facebook and Instagram and they don't want people leaving Instagram to post TikToks

So the Instagram Algorithm is really pushing Reels. When you post a Reel ...

- It will reach more of your followers in their newsfeeds so you get more reach
- People enjoy the music and fun element of Reels so they tend to get more engagement
- If the Algorithm thinks your Reel is interesting it shows your Reel to non followers in the dedicated Reels feed so your can reach a lot more non followers that you can with posts or Stories. This can result in more followers.

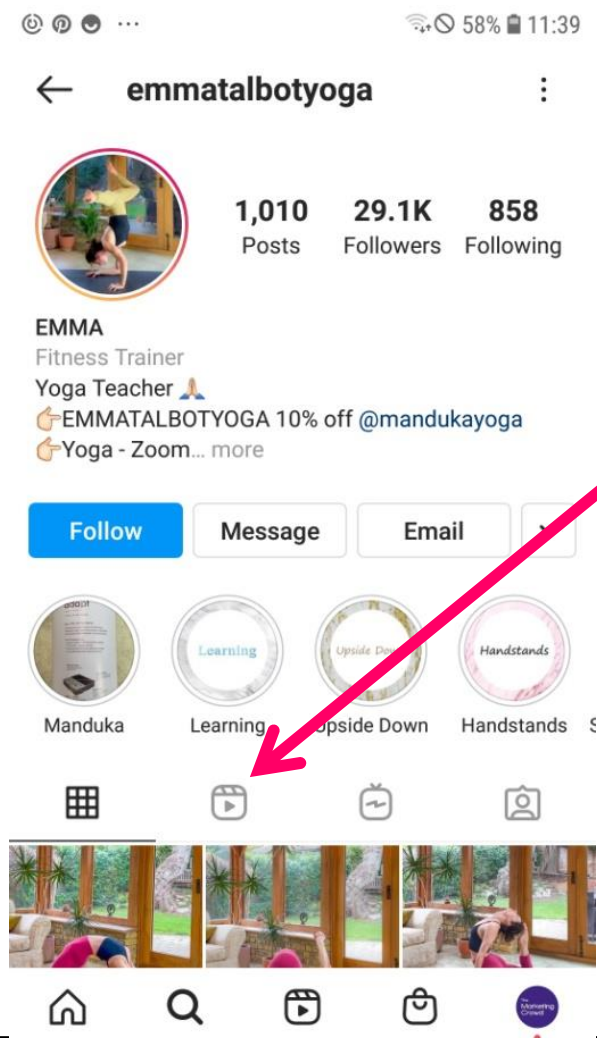Therefore, Reels can get you more reach, engagement and followers.

How to find Reels to do with a specific topic
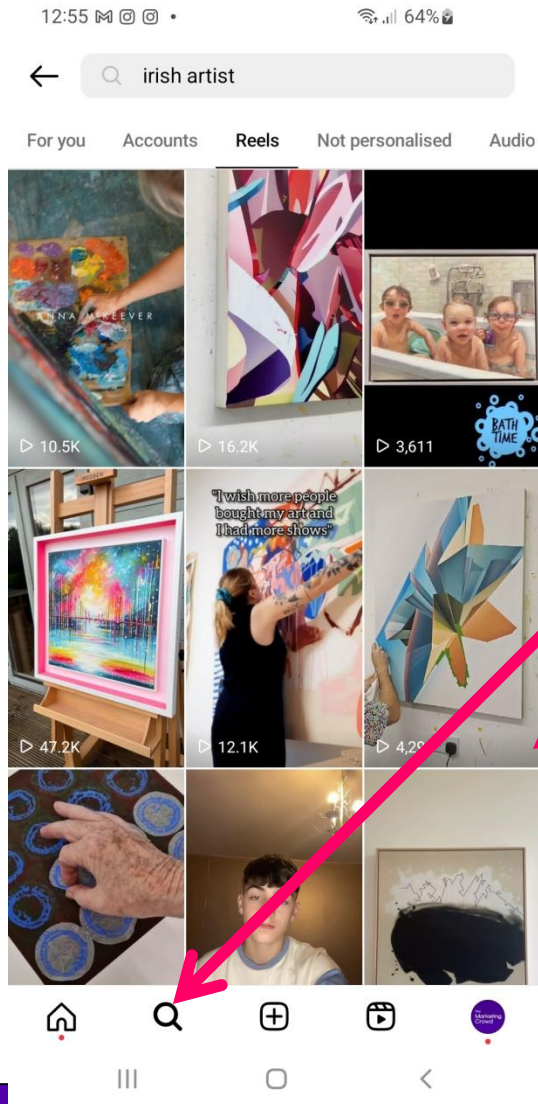
- Tap on search in the navigation
- Type in a search term e.g. Irish artist
- Tap on Reels

You are now shown all the reels that contain those search terms in the caption area of the Reel – including hashtags

How to find Reels that a specific account has posted

Go to an Instagram profile of an account within your industry

Next to the grid icon, tap on the Reel icon

You can now browse through the Reels in their Reel grid

Ways businesses use Reels for marketing

You could use Reels to ...

1. Showcase your products – product demonstrations, how to use your product
2. Showcase your service
3. Share Educational content – Advice and "How To"
4. Inspire people – beautiful scenery if you are a tour guide, fitness if you own a gym
5. Show behind the scenes activity at work
6. Show your personality – Reels is a great way to show your sense of humour and your fun side
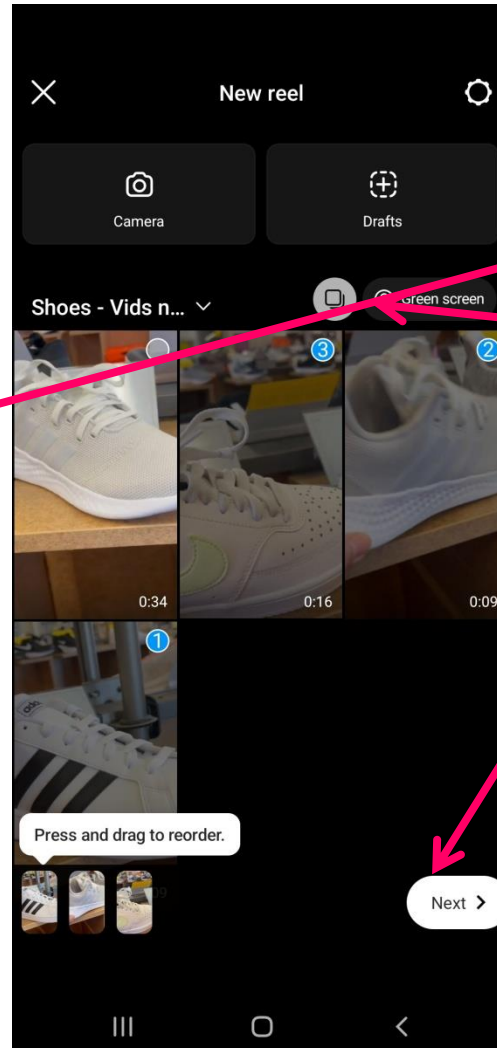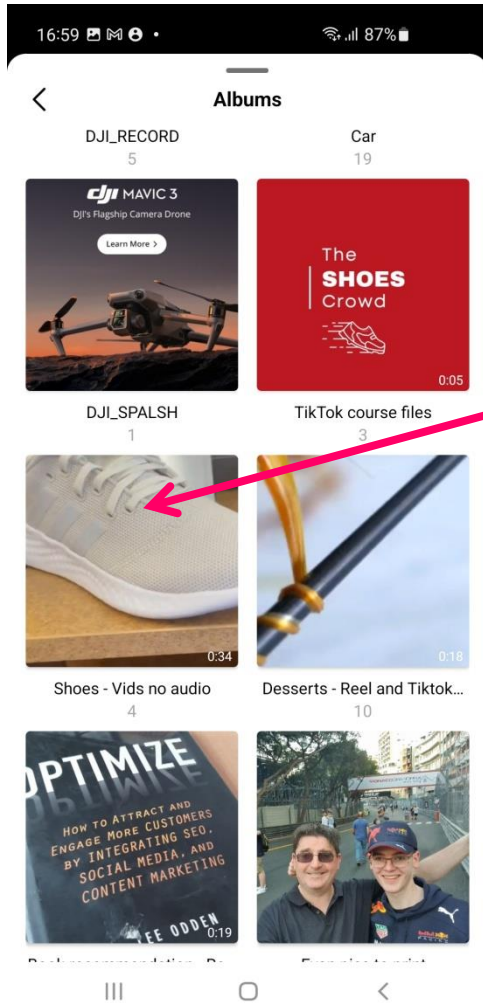
How to create a Reel using video footage, music and text
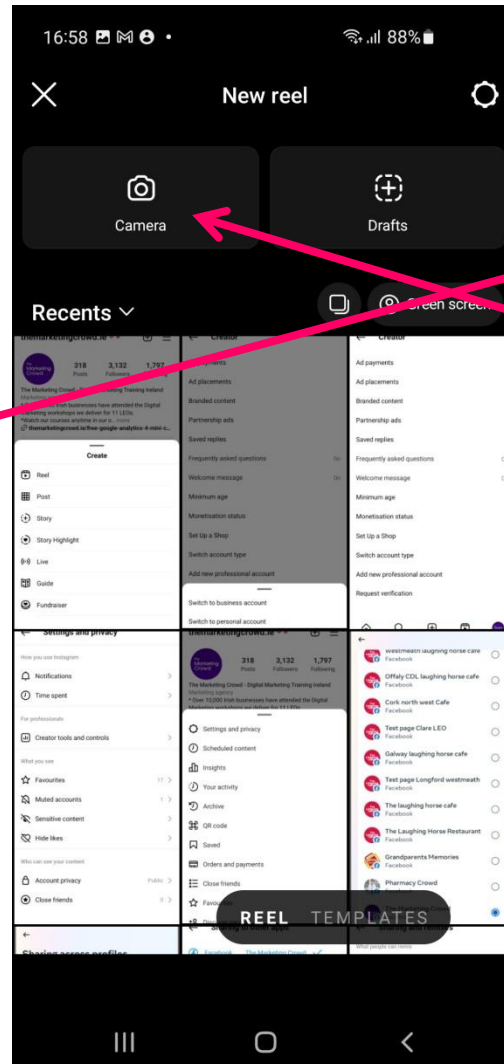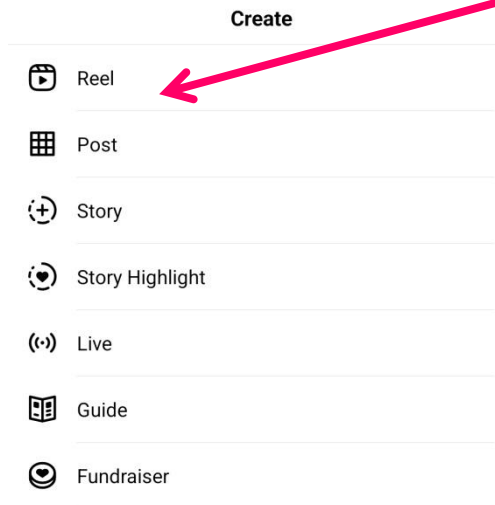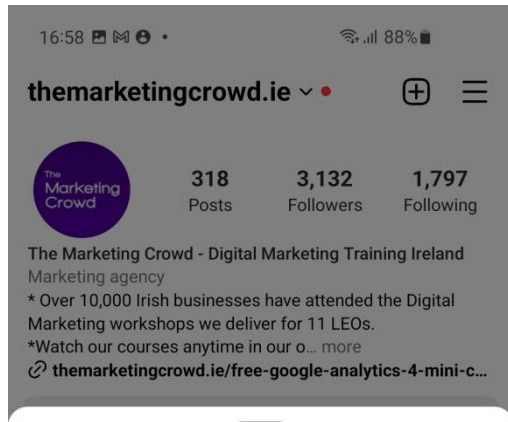
How to create a Reel

1. Go to your profile and tap +
2. Then tap on Reel
3. Then tap on gallery to choose clips from your phone

How to create a Reel using video footage, music and text
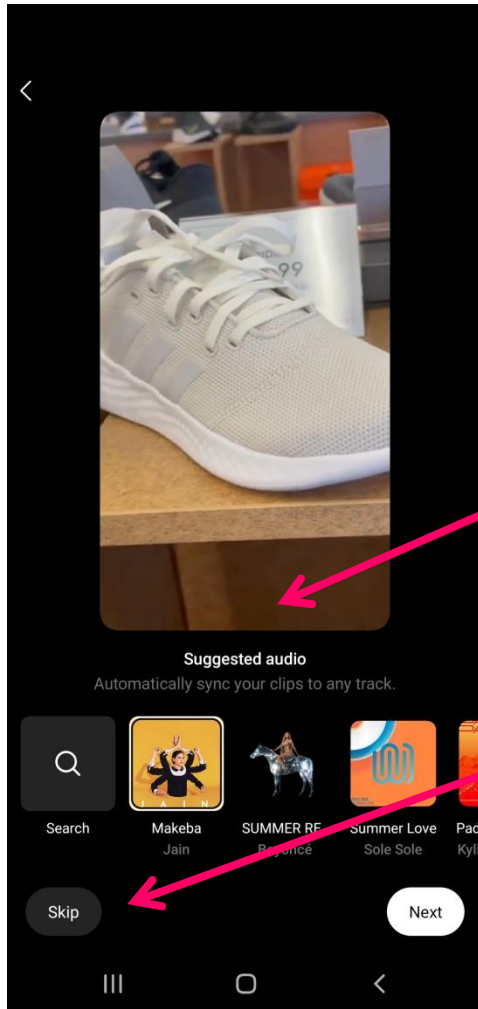

How to create a Reel

Then choose a folder

Then tap on the multiple icon (square on square)
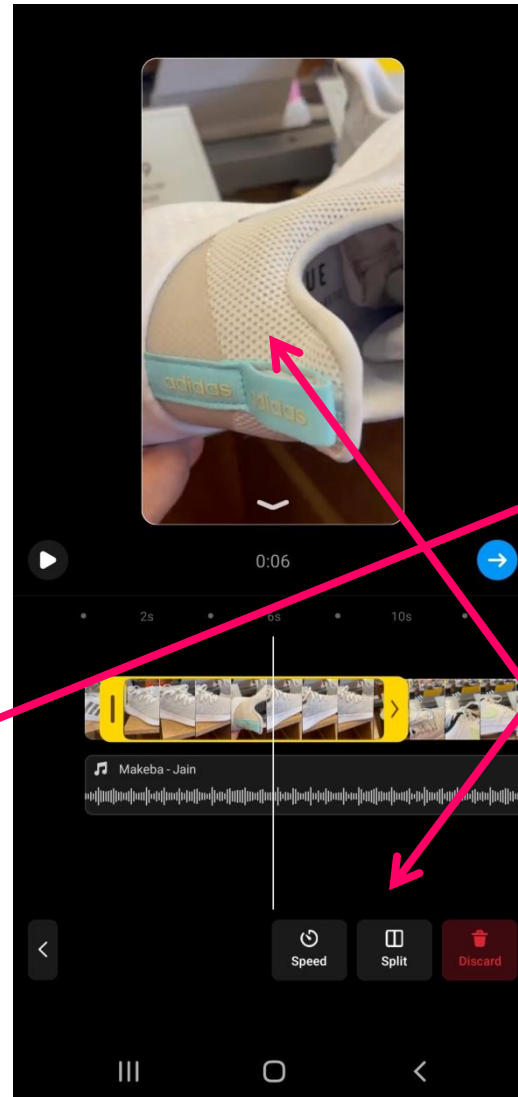
Then select the clips you want

Tap next

How to create a Reel

They are now giving you some options of premade Reels. They are adding effects and some music you have previously saved.

If you like one of these suggestions click next

If you want to skip this tap skip

How to create a Reel using video footage, music and text
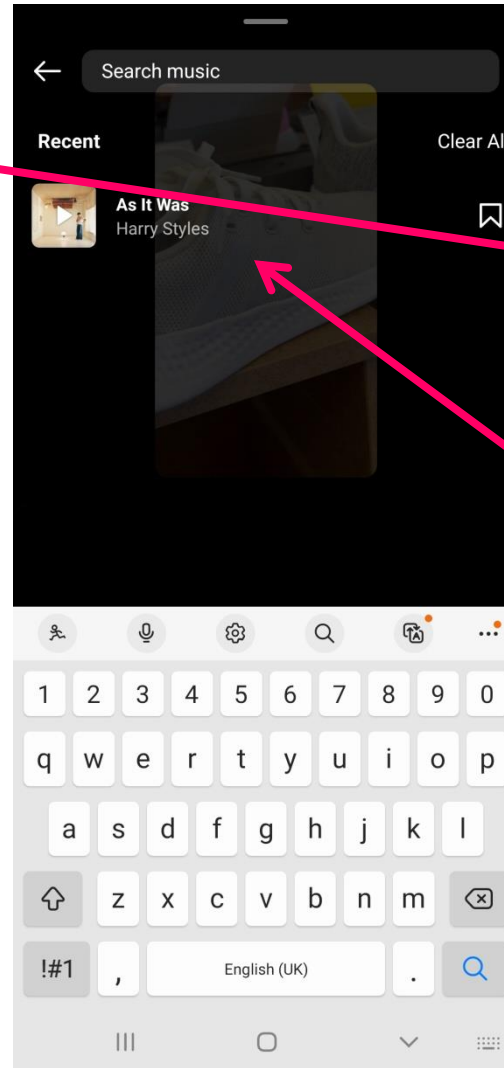

How to create a Reel

You are now at the point where you can edit the video, add text, stickers, effects

To edit parts of out of your clips, tap on edit video

You can now cut out parts of your clips by pausing and tapping split and deleting the bit you don't want

Tap on the main screen to go back to other options

How to create a Reel using video footage, music and text

How to create a Reel

To add music tap on the music icon in the top

Search for a music track. (Business accounts get limited music choice. Personal and creator account get the full music library)

How to create a Reel using video footage, music and text

How to create a Reel
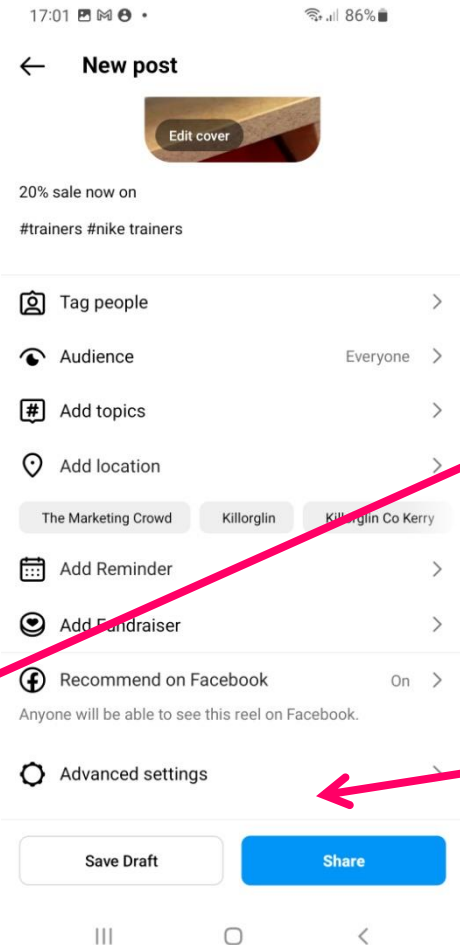
Tap AA to add text to your video

Tap the sticker icon to add stickers

Tap the 3 stars to add effects

Tap download icon to download your video (without music)

Once you are happy with your video tap next

How to create a Reel

You can then add a caption, including up to 30 hashtags

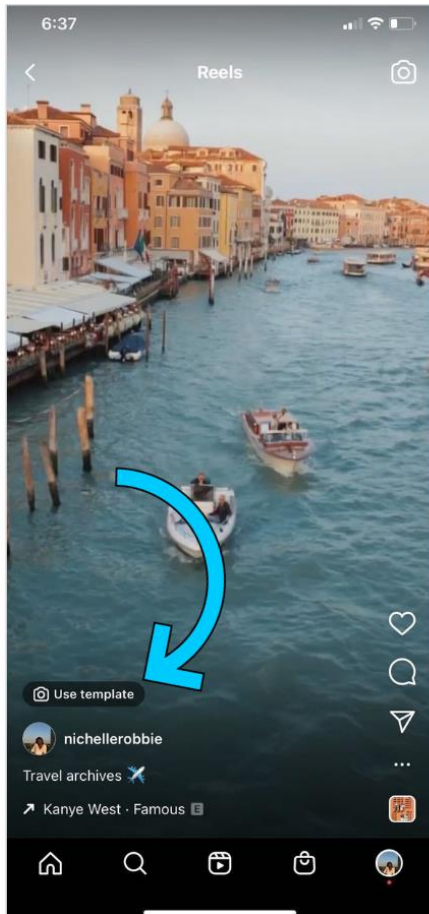Tap edit cover to choose a part of the video to be your cover i Mage

Add a location

Switch recommend on Facebook on

To schedule, tap advanced settings and then schedule

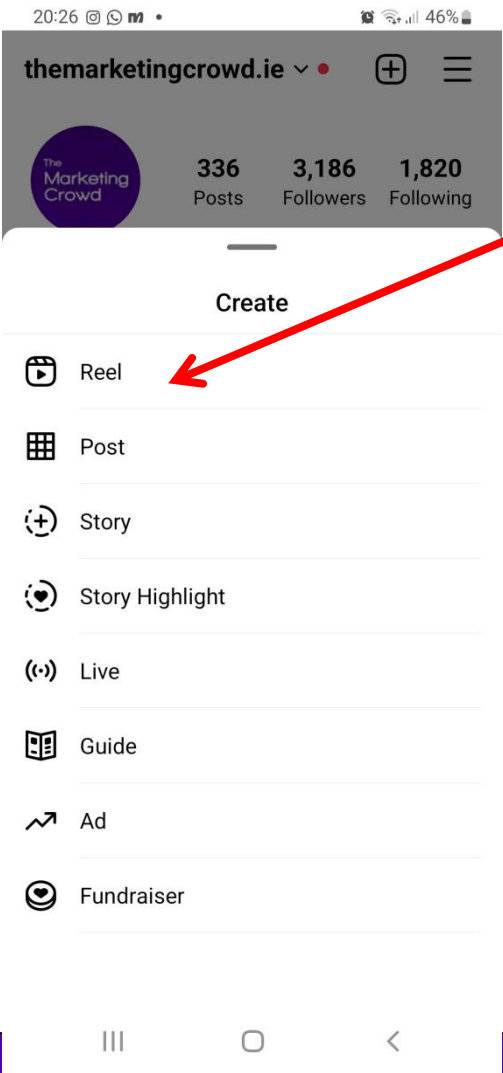# How to create a Reel using Reel templates

In order to make it easier for people to make Reels, you can use other people's Reels as a template

Like the look of a Reel?

If it has "Use template" written on it you can just replace their clips with yours

How to create a Reel using Reel templates

Tap the + button and select Reels

Tap on templates

Browse through the templates and choose one you like
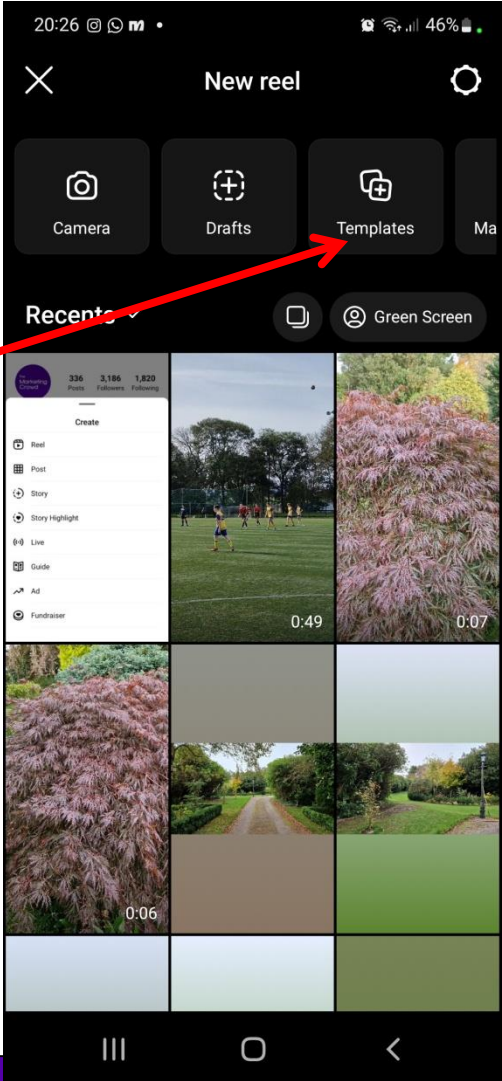
How to create a Reel using Reel templates
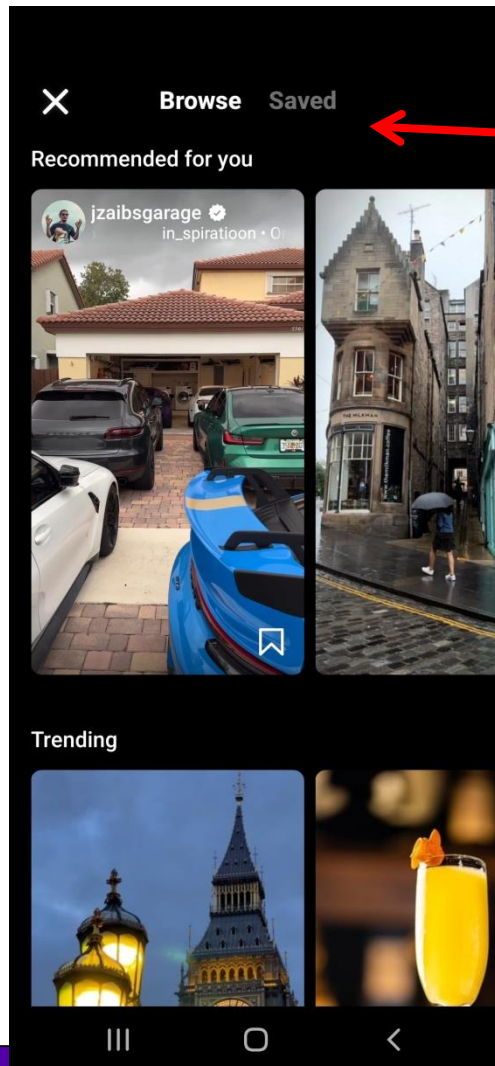
There are now two tabs – Browse and Saved

Browse – these show you Reels Templates that are recommended for you based on your previous activities

Saved – these are reels templates that you have previous saved or music you have saved that have been used in Templates

How to create a Reel using Reel templates
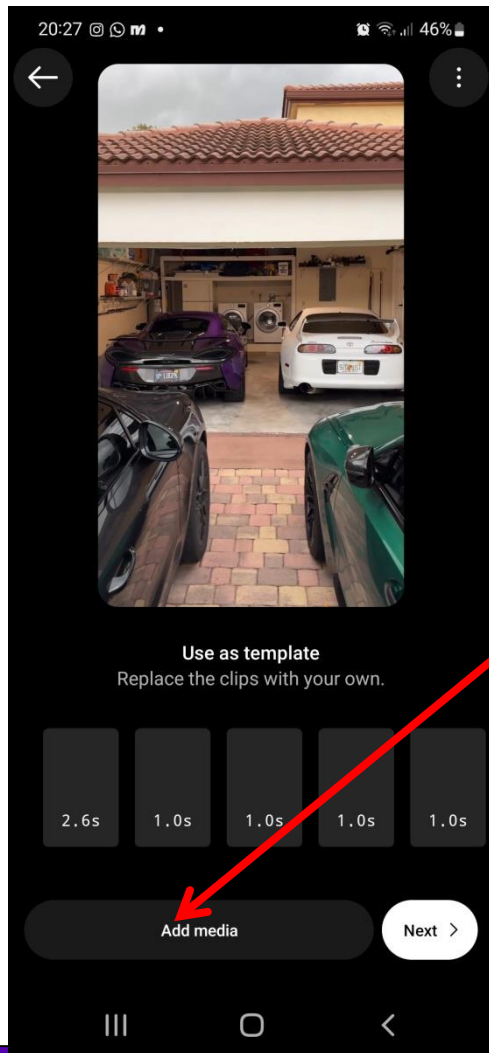
Tap on Add media

Choose the video clips or images form your phone and then tap next

Your Reel is now created

You can then add text, effects, caption, cover as normal

Another way to find templates?
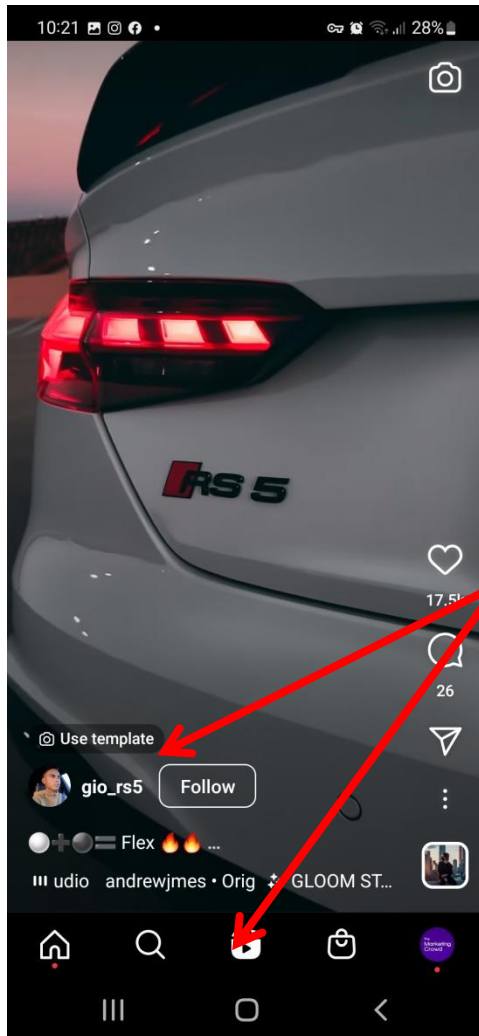
Tap on the Reels tab

Browse through very popular Reels

Notice that a lot of hem have "use template"

Tap that to use as a template

Tip! It would be a good idea to save reels (that you like the look of) that are templates into a collection called templates. You can then go to your saved templates whenever you want.

How to find content and people to follow
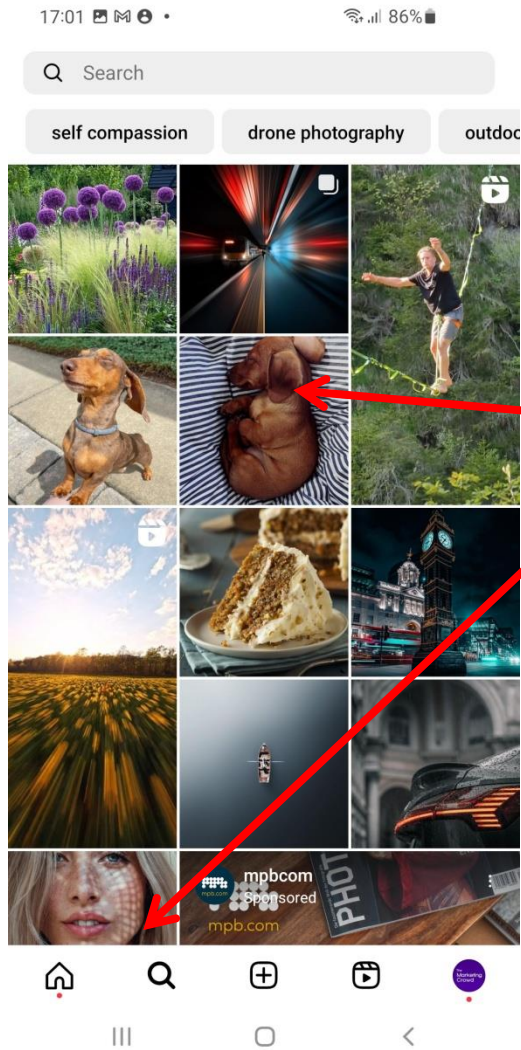
Tap the search icon just to the right of the Home icon to perform searches based on People, hashtags and places.

Under this search bar, Instagram also presents popular posts and Reels it thinks you would be interested in based

How to find content and people to follow
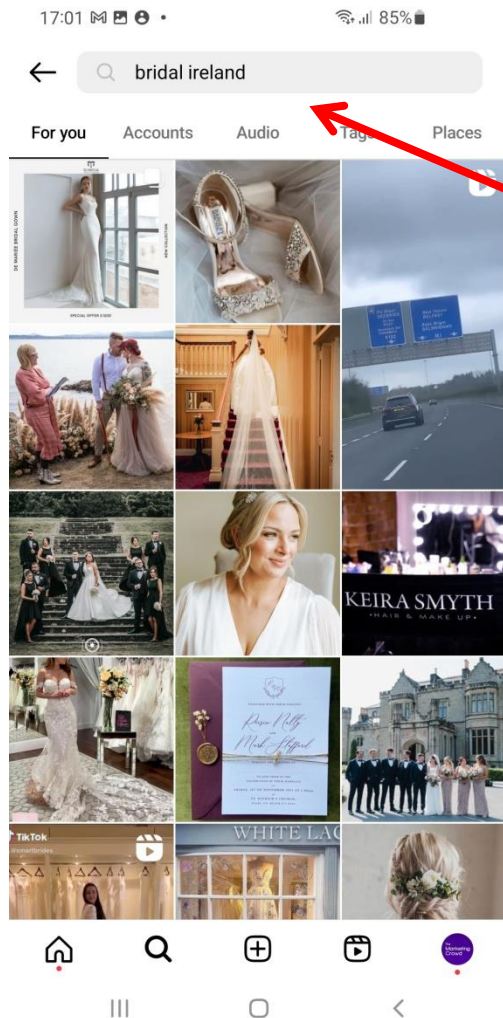
When you type in search words you will be taken to the search results.

The first category is "For you"

I searched for Bridal Ireland so these are posts and reels that have those 2 words somewhere in the caption – either in the sentences or in Hashtags.

Hashtags increase your ability to appear in these results

How to find content and people to follow
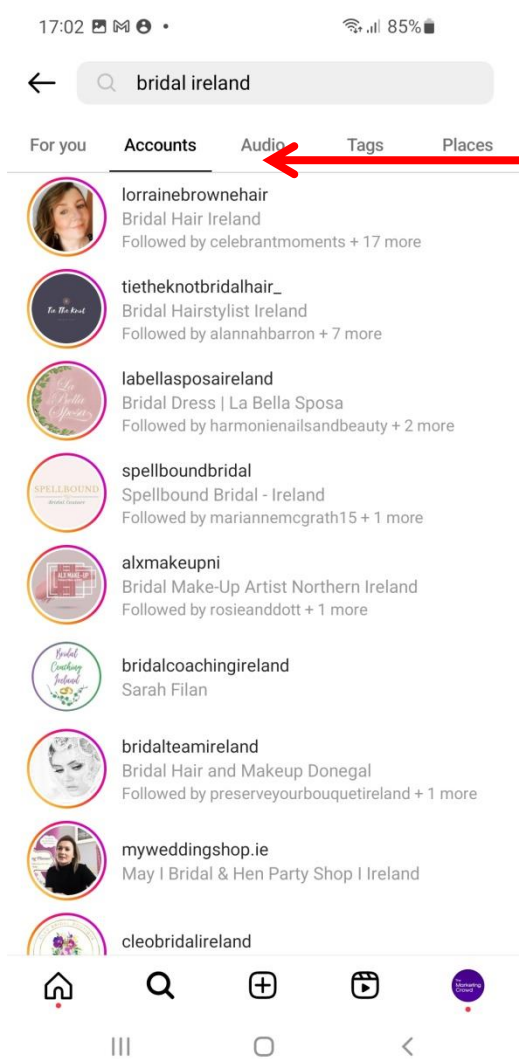
Next category is Accounts

They are now showing me accounts that have the words Bridal and Ireland in the name or username of the account

How to find content and people to follow

Next category is Audio.

I have searched for Abba and they then show me all the Abba tracks that have been used in Reels

How to find content and people to follow
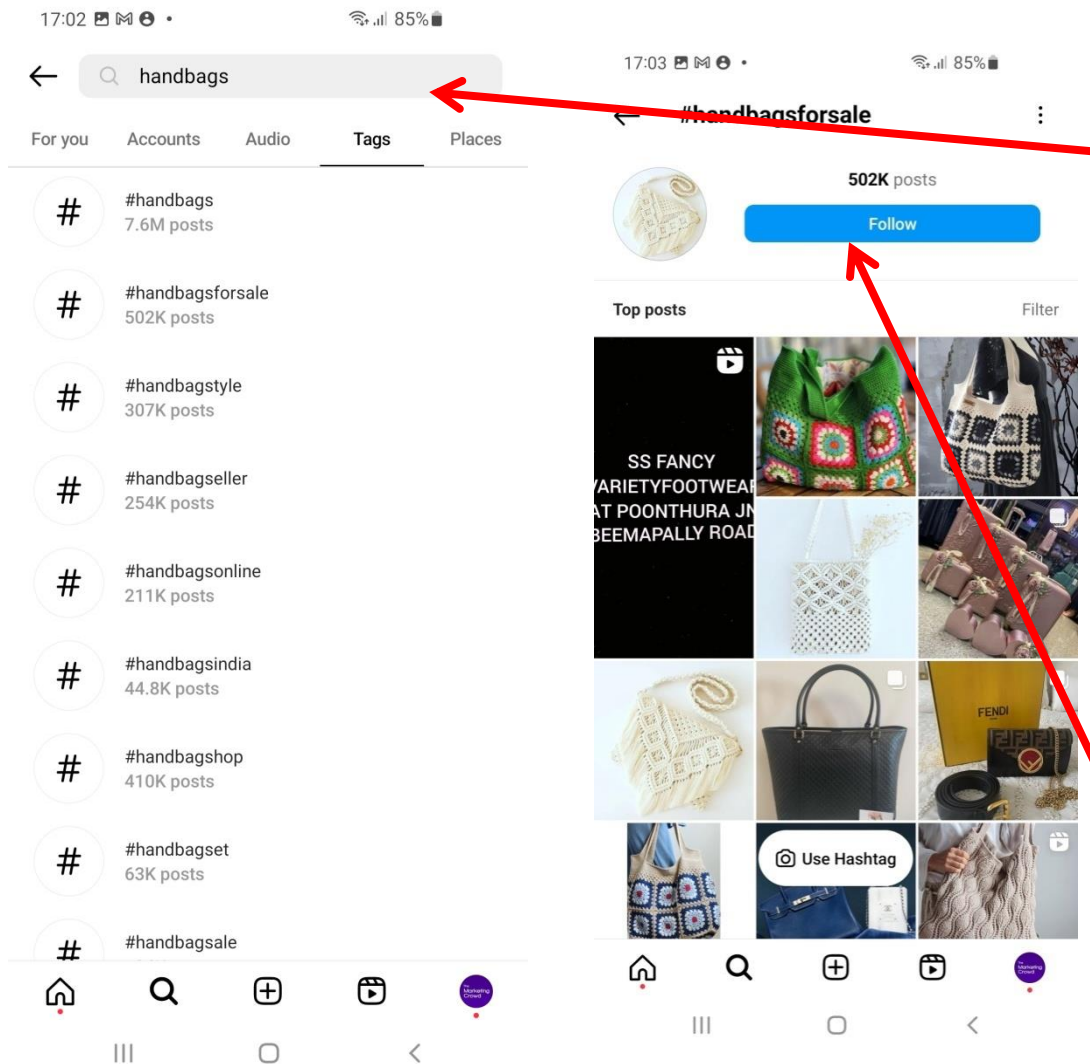
Next category is tags which means hashtags

I have searched for handbags And they then show me all the Hashtags that contain the words handbags

If I tap on any hahstag they will show me the popular posts and Reels that have that hashtag in the caption or the comments of the post / Reel

People can also follow a hashtag

Adding hashtags help you get discovered in these search results

How to find content and people to follow
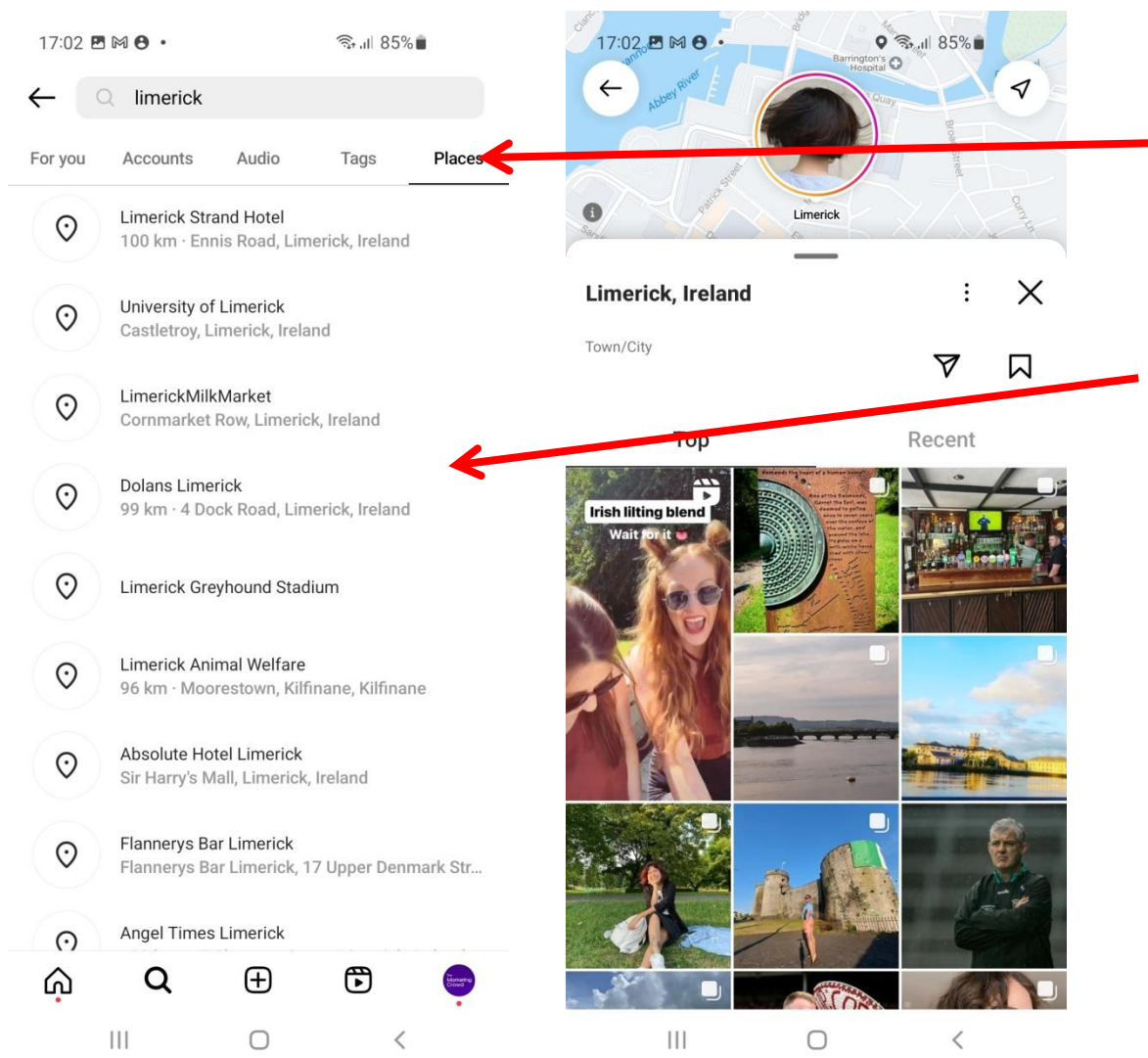
Next category is places which means posts or Reels that had a location added

I have searched for Limerick And they then show me all the Limerick related Locations people have used when adding locations to posts or reels

If I tap on any location they will show me the popular posts and Reels that have that have that l ocation added

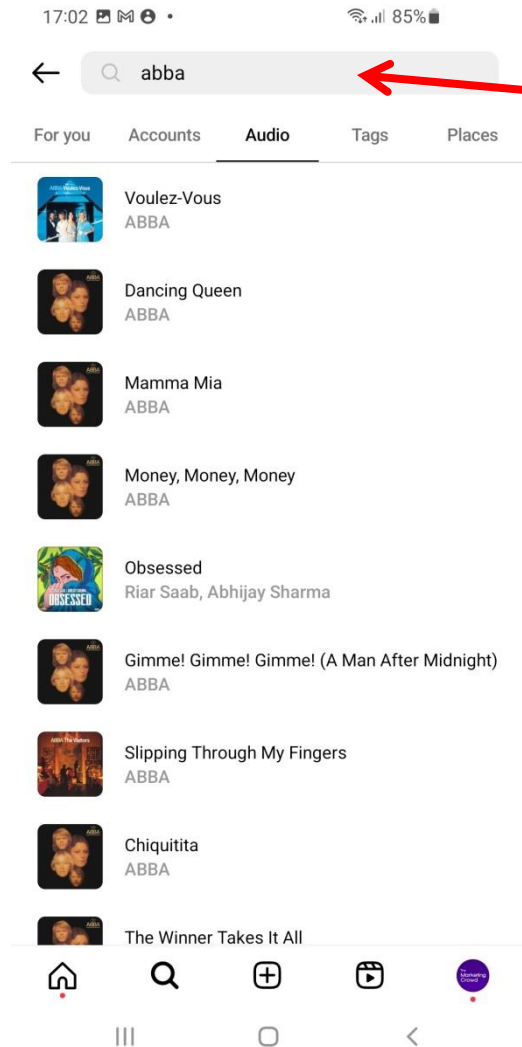Adding a location help you get discovered in these search results
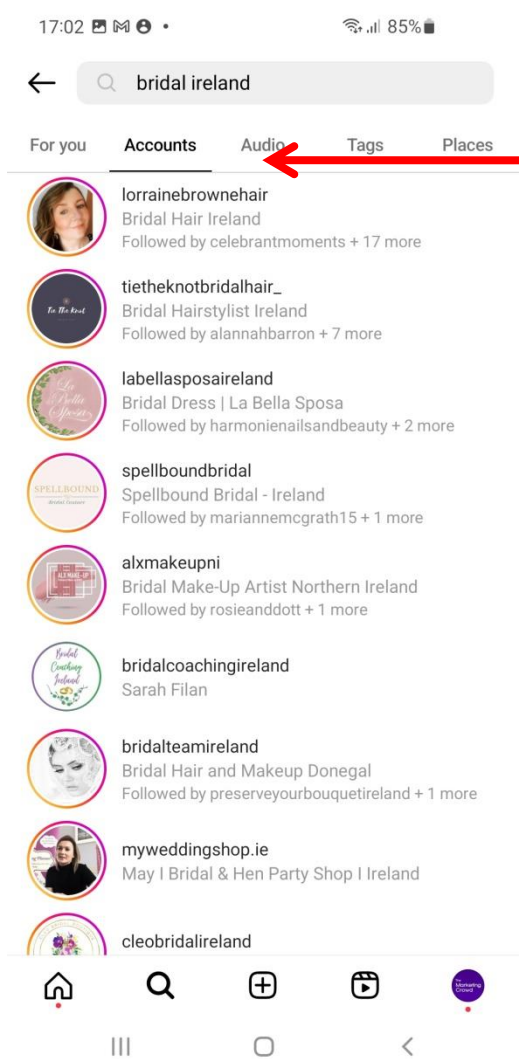
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Overview of Your feed Tab
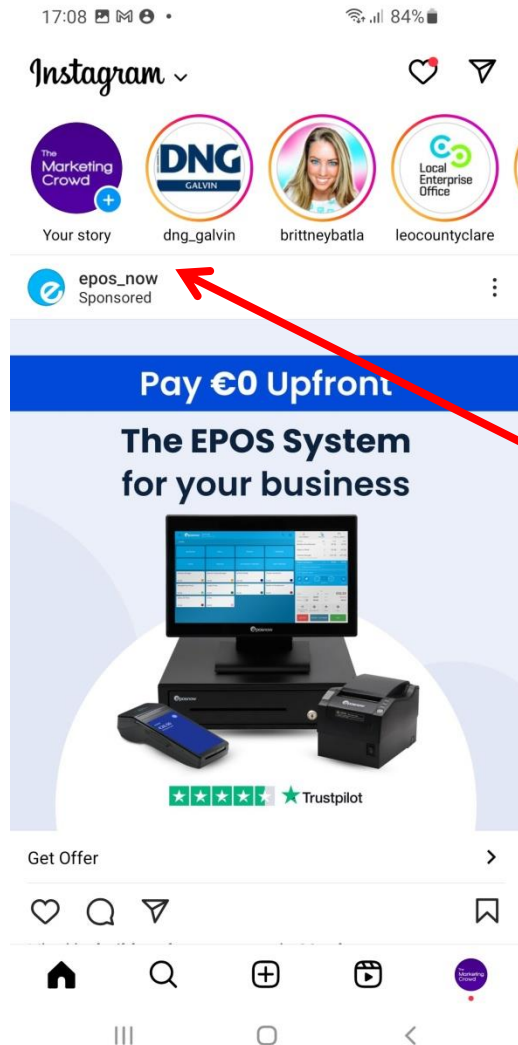
Home

When you tap the Home button you will see posts and Reels from everyone that you are following on Instagram

You can scroll through these – just like your Facebook newsfeed. You can like and comment on each post

At the top of the page you will see circles. These are "stories" from accounts you are following. Simply tap on a circle to view their story which will be available for 24 hours.

For each post in your newsfeed you can

1. Like
2. Comment
3. Forward privately to one or more people on Instagram
4. Save the post into a collection so you can view it again (these saved posts are private)

You cannot "share" a post with all of your Followers

You can share privately or to your story

How the Instagram feed algorithm works

There are four key factors that influence the Instagram algorithm for feed posts — confirmed by Instagram themselves:

Information about the post: Is it a photo or a video? When was it posted? How many likes does it have?

Information about the poster: How interesting are they to you? Are they your friend? How often do people engage with their content?

Your activity: Do you tend to watch a lot of videos? What type of content do you typically engage with?

Your interaction history: Do you typically like or comment on the poster's posts?

Based on this information, Instagram's algorithm calculates how likely someone is to interact with a post, known as a score of interest, which ultimately determines the order in which posts are displayed in their feed.

How the Instagram feed Algorithm works

But that's not all. They also take into consideration the likelihood of five important interactions. These key interactions help the algorithm determine feed ranking:

Time spent: Are you going to spend time on the post?
Likes: How likely are you to like the post?
Comments: How likely are you to comment on the post?
Saves: How likely are you to save the post?
Taps on Profile: How likely are you to tap on the profile after seeing the post?

"The more likely you are to take an action, and the more heavily we weigh that action, the higher up you'll see the post," says Adam Mosseri, Head of Instagram.

"We add and remove signals and predictions over time, working to get better at surfacing what you're interested in."

The takeaway? If you create content that your community is likely to engage with, your posts will continue to be prioritized in their feeds.

How the new chronological feed and Favourites feed on Instagram works
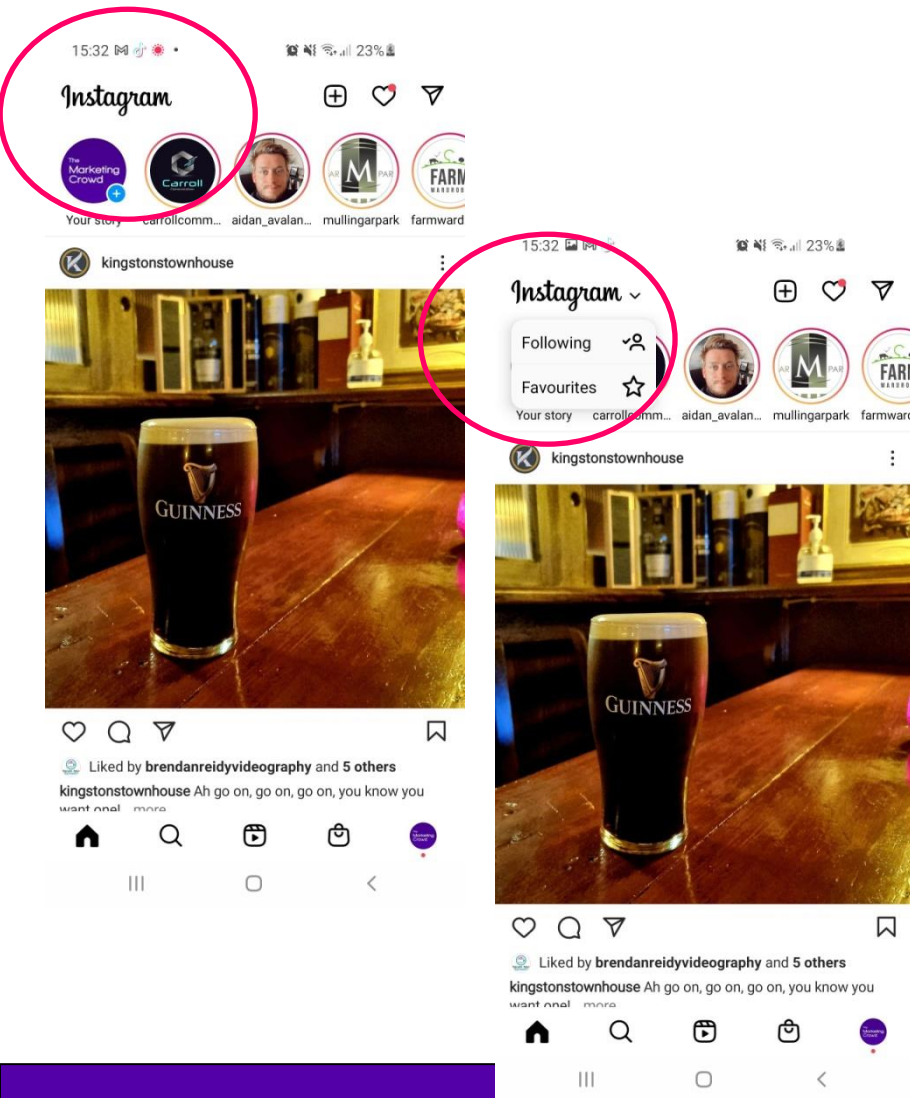
Now there are 3 ways that you can choose to view your feed.

1. **The default feed**. This is what you see every time you login to Instagram and it is based on the algorithm.
2. **Following**: If you switch to *Following*, your feed is now ordered chronologically. You see all the posts from the accounts you are following and the most recent is at the top.
3. **Favourites**: You can choose and add up to 50 accounts to your favourites and when you select favourites your feed shows the recent posts from those accounts. When you tap on Favourites it will prompt you to add accounts to your Favourites list.

<u>How to switch between feeds:</u>
It's not obvious but there is now a little arrow next to the Instagram logo in the top left of the app. Tap this and select Following or Favourites. When you are in following mode you will then see a back arrow which brings you back to the default feed (based on the algorithm).

How you could use "Favourites" feed strategically for your marketing

1. You could use the Favourites feed to follow other accounts in your industry / sector

   Note – you can only add accounts that you follow to your favourites

If you add similar businesses to yours (but outside your competitors set) you will have a favourites feed that:-

a) Keeps you up to speed with what similar businesses to yours are promoting on social media
b) Might give you ideas on clever/interesting ways to post

2. You could use the Favourites feed to follow accounts that you want to engage with regularly because your target audience is following them and you want to get noticed by commenting

Ask yourself what Instagram would your target audience be following. Make a list and exclude Competitors.

These are the accounts that you should comment on their posts – this will get you noticed by the audience and they might click through to your account

By having these posts in your Favourites feed it makes it easy to do this

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