



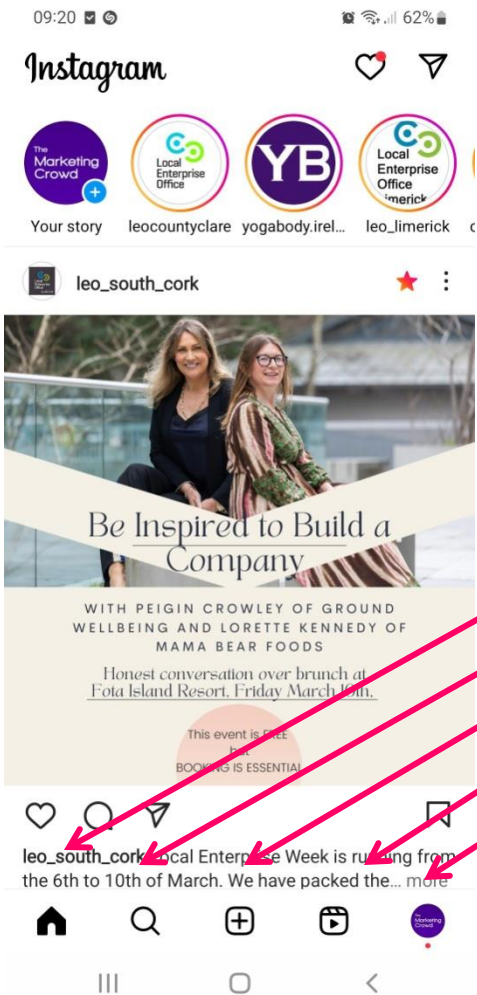
HOW TO USE INSTAGRAM FOR MARKETING

What We Will Cover in Level 1

How to use Instagram for marketing

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 Newsfeed works
6. How to post images, videos, carousels
7. Overview of Instagram Stories

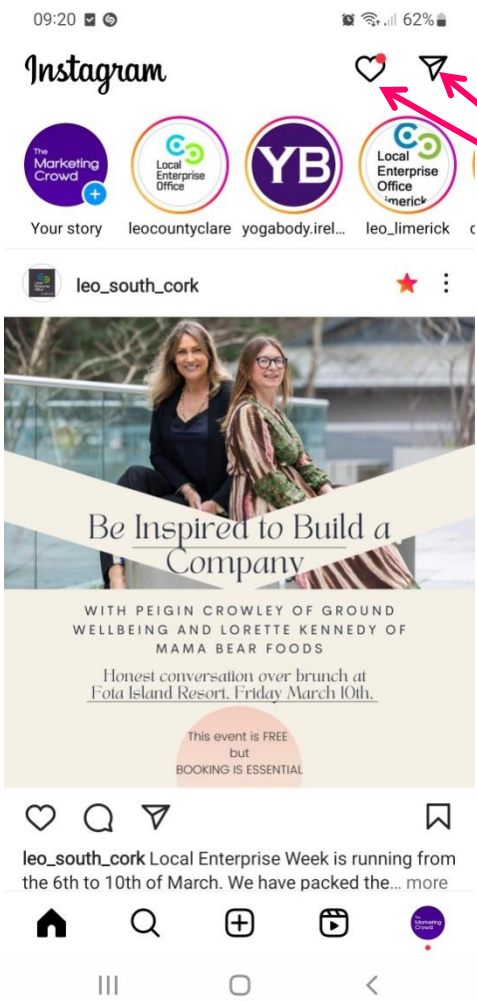
Overview of the Navigation



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

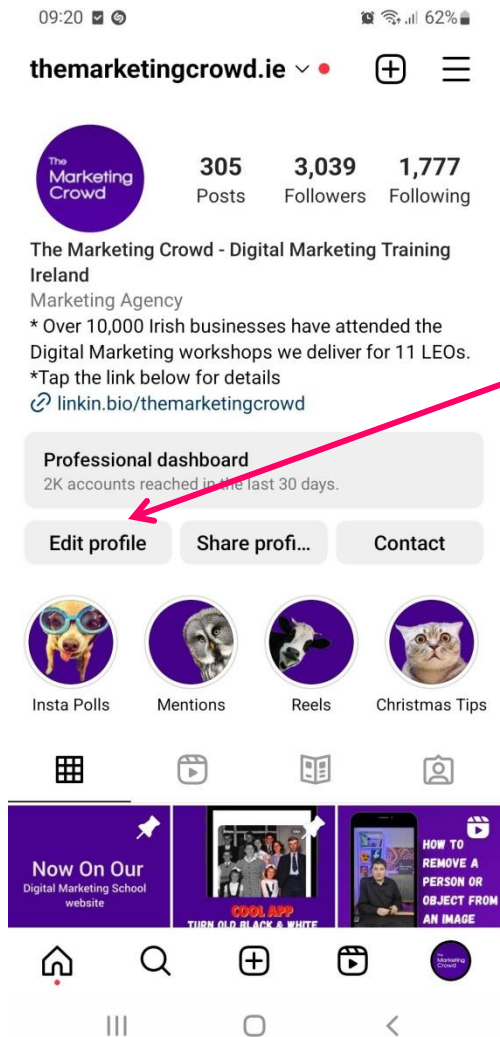
Overview of the Navigation



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

09:20 62%

✕ **Edit profile** ✓

 
[Edit picture or avatar](#)

Name
Marketing Crowd - Digital Marketing Training Ireland

Username
themarketingcrowd.ie

Pronouns

Bio
Member for 11 LEOs. *Tap the link below for details

Links 1

Profile information

Page The Marketing Crowd >

Category Marketing Agency >

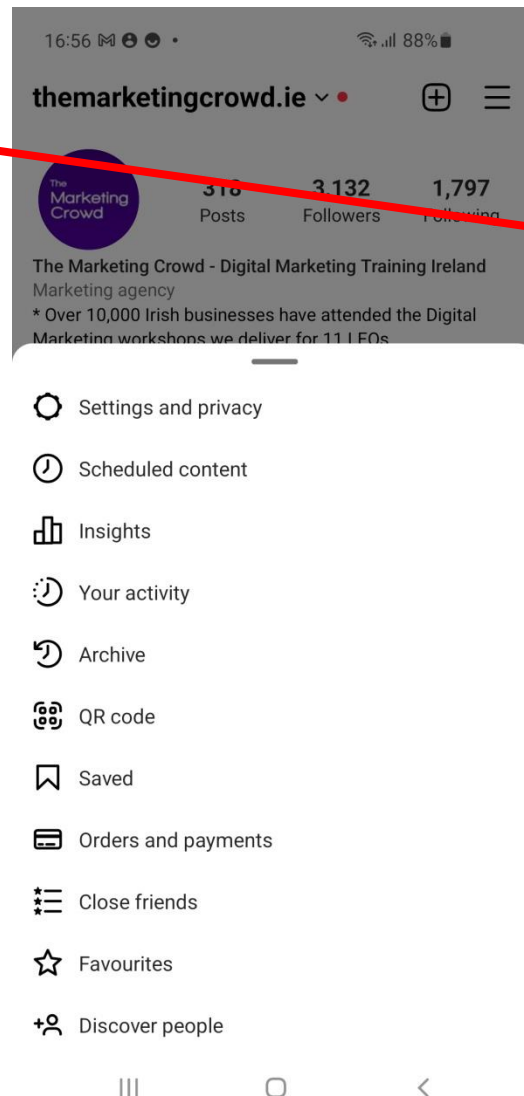
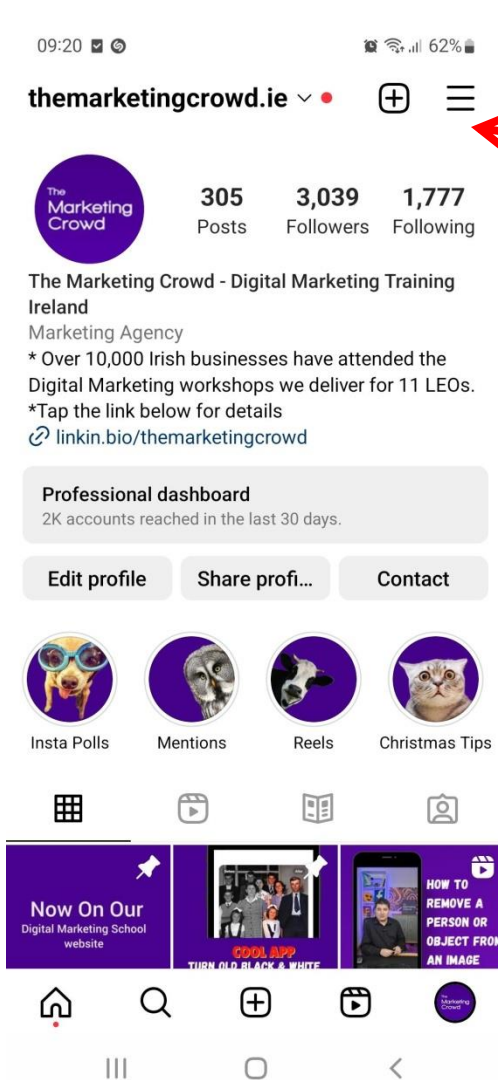
Contact options Email, Phone >

Action buttons None active >

☰ ○ <

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

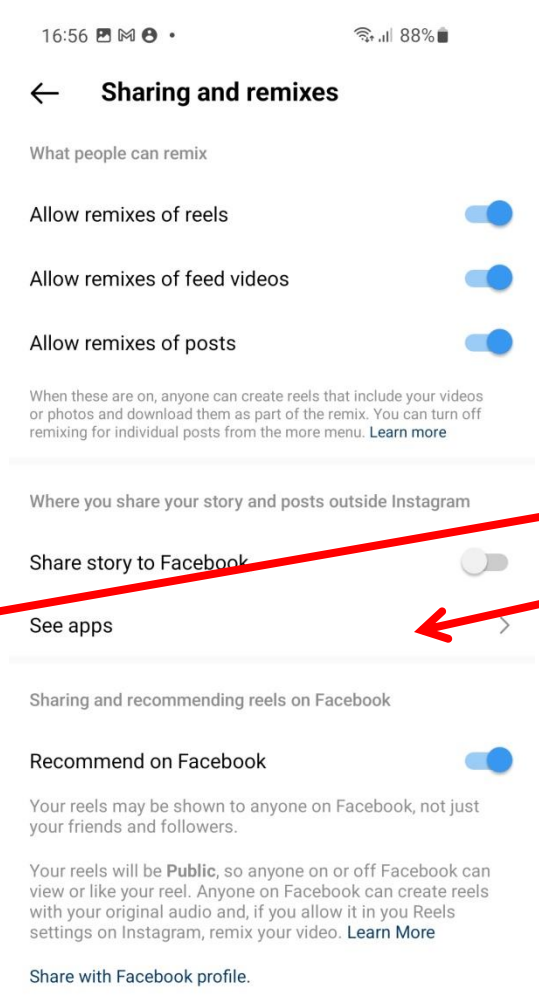
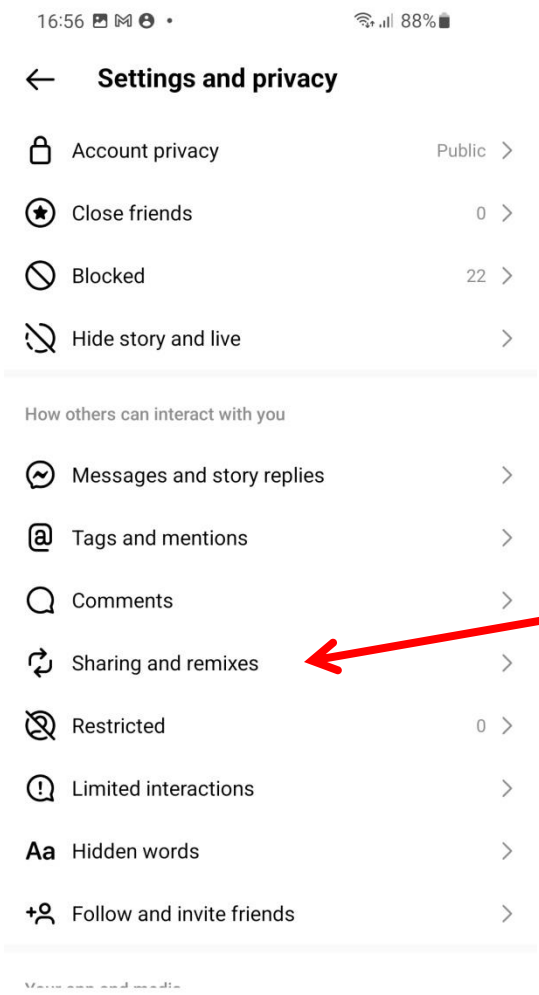


1. There are some settings in your account that you will find useful. To get to them click on the menu top right when on your profile

You can then ...

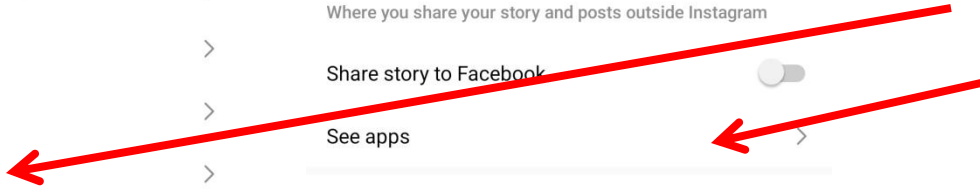
- Find Facebook friends
- Find phone contacts
- See the posts you have liked
- Switch to a business profile
- Make your account private

Link to your Instagram account to your Facebook page



You can then link to your Facebook business page

1. In settings tap on Sharing and remixes
2. Then tap on Sharing and remixes
3. Then Under share story to Facebook tap See apps



Link to your Instagram account to your Facebook page

16:56 88%

← Sharing to other apps

- Facebook **The Marketing Crowd** ✓
- WhatsApp

16:57 88%

← Sharing across profiles

Share from

themarketingcrowd.ie
Instagram

Share to

The Marketing Crowd
Facebook · Evan Mangan

Automatically share

- Your Instagram story
- Your Instagram posts
- Your Instagram reels

Always share your Instagram story, posts or reels to Facebook. You can change this each time you create a story, post or reel.

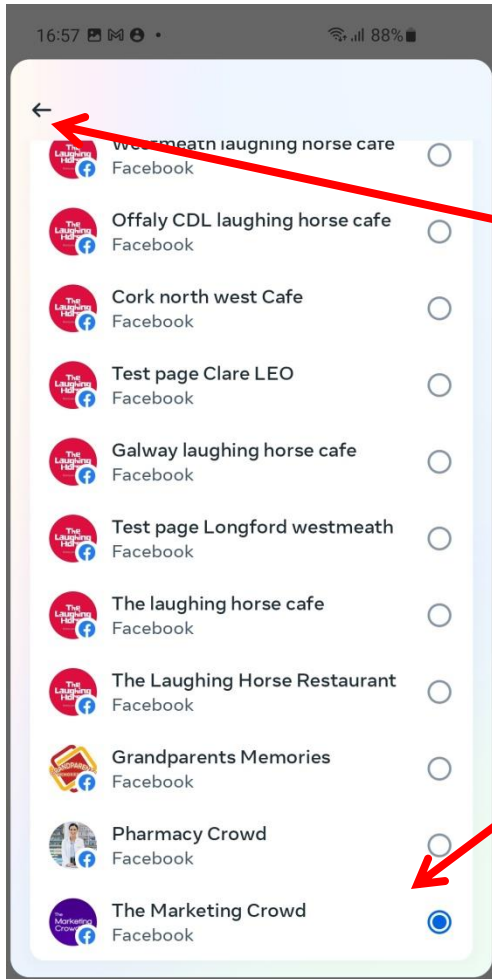
If it says the name of your Facebook page next to Facebook it is connected correctly.

If it is blank, or has your personal name, tap on Facebook

Then tap on what it says under Share to



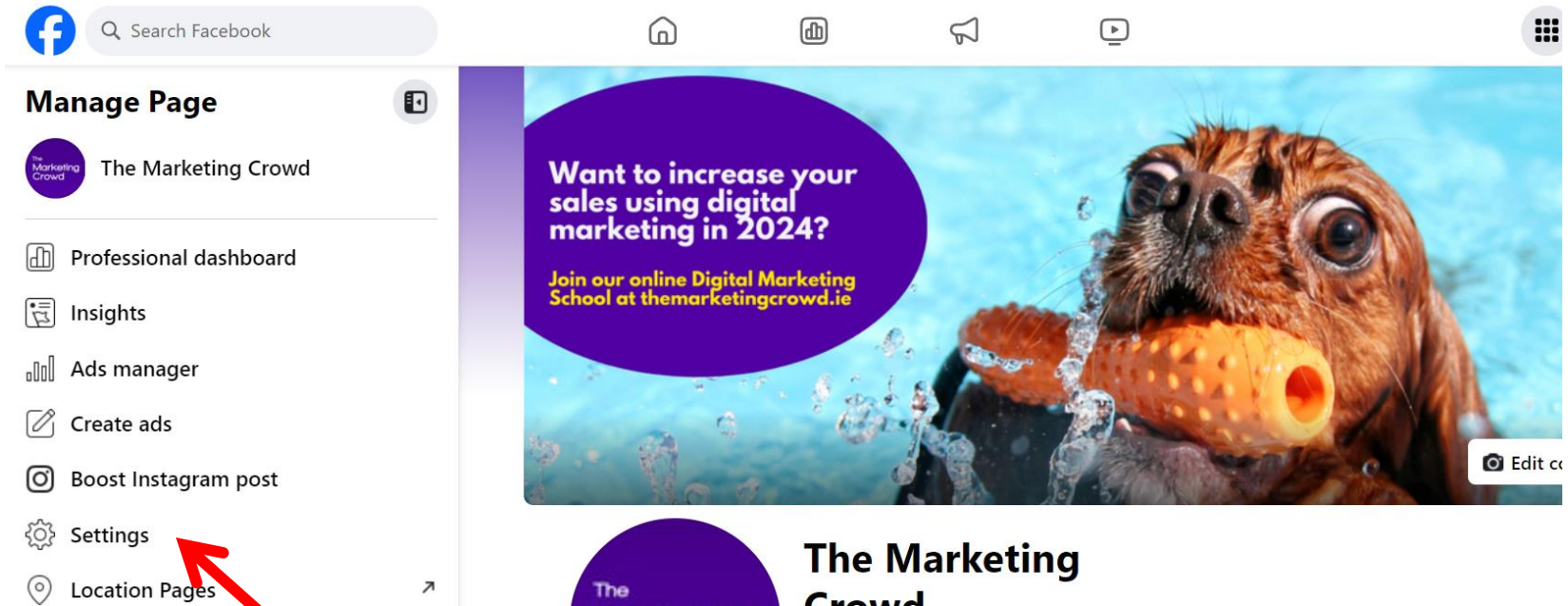
Link to your Instagram account to your Facebook page



Then tap next to the name of your page

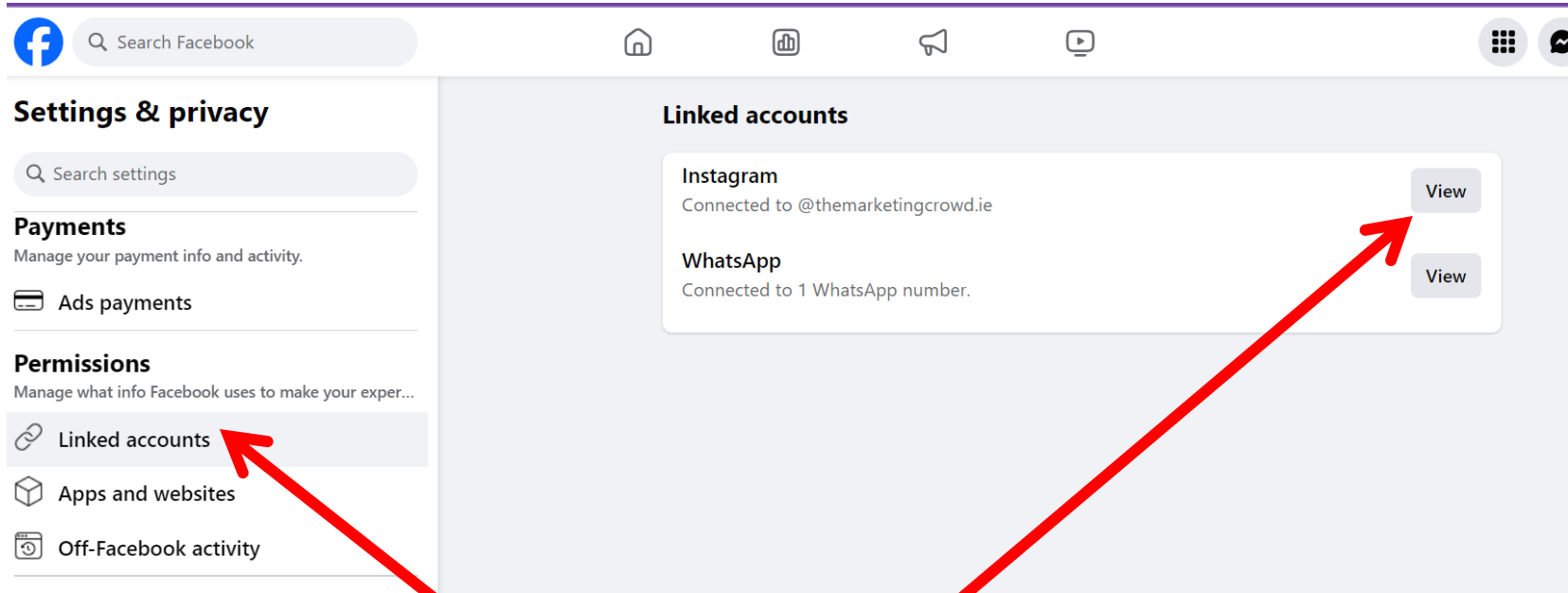
Then hit the back arrow to exit

Or you can do this on your Facebook business page



To get to your settings, ensure you have switched to using Facebook as your page.
Go to your page
On the left hand side click on settings

How to “connect to your Instagram account”



To link to your Instagram account

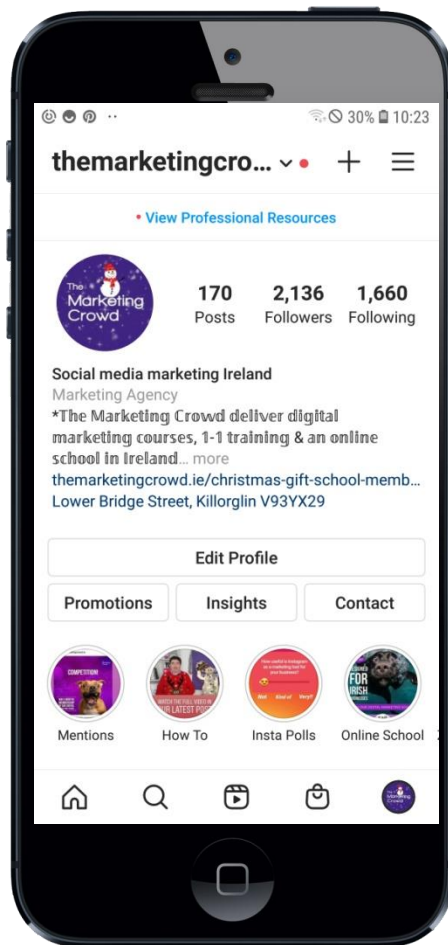
1. Click on settings
2. Scroll down and in the left hand menu click on LinkedIn account
3. Then, next to Instagram click Connect. You will then enter your Instagram user name and password to connect your page to Instagram

What We Will Cover

Part 1: How to use Instagram from a marketing perspective

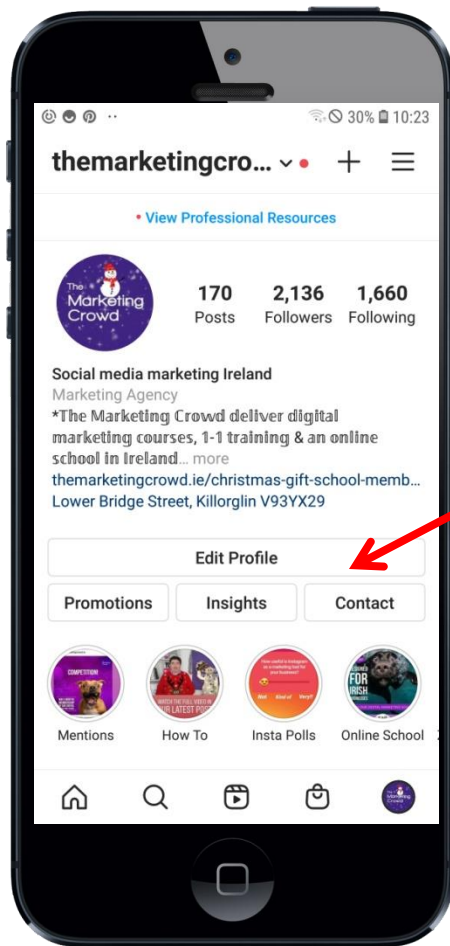
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Step 1 – Switch to a business or Creator Account



If you use Instagram for business you can migrate your profile to a business profile

Why migrate? What are the benefits?

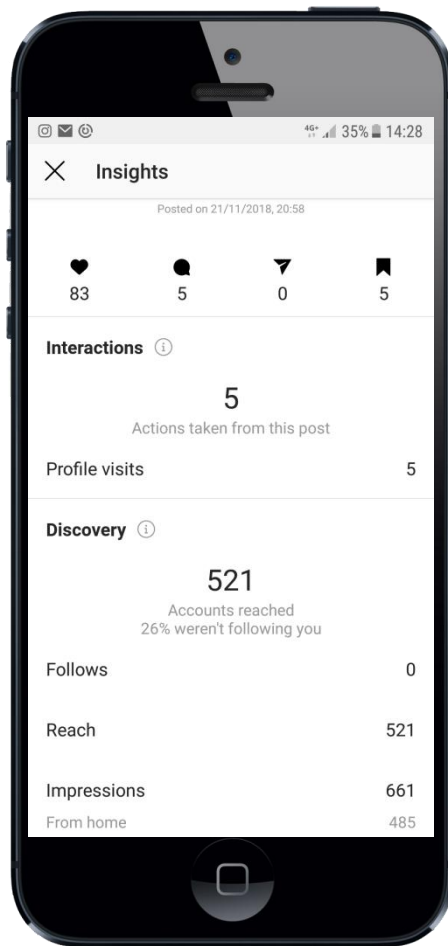


1. Getting found

Before Instagram business profiles were rolled out, the only way followers could engage with a business outside of Instagram was to click their website link in their profile.

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?

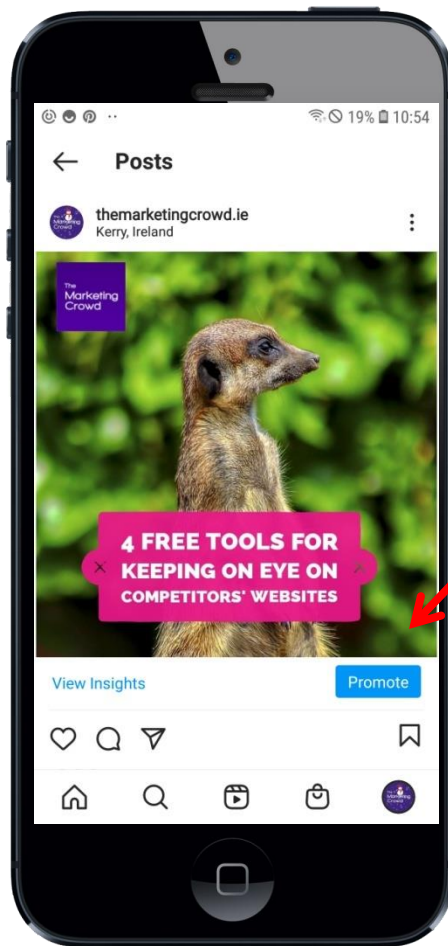


2. Access to analytics

Instagram is one of the last major social networks to introduce analytics tools. Until now, you could only monitor analytics by using a free or paid third-party tool. The Instagram business analytics tools — which are called Insights — aren't robust, but they're a convenient way for you to get a quick look at how your Instagram content is working for you.

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 profile.

Why migrate? What are the benefits?



3. Instagram ads

The Instagram business 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

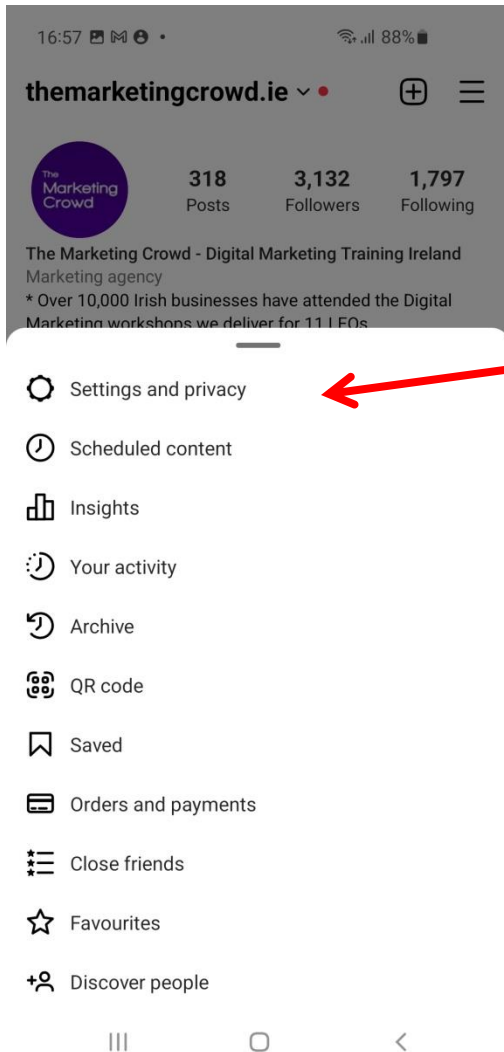


4. You can schedule posts (using 3rd party tools)

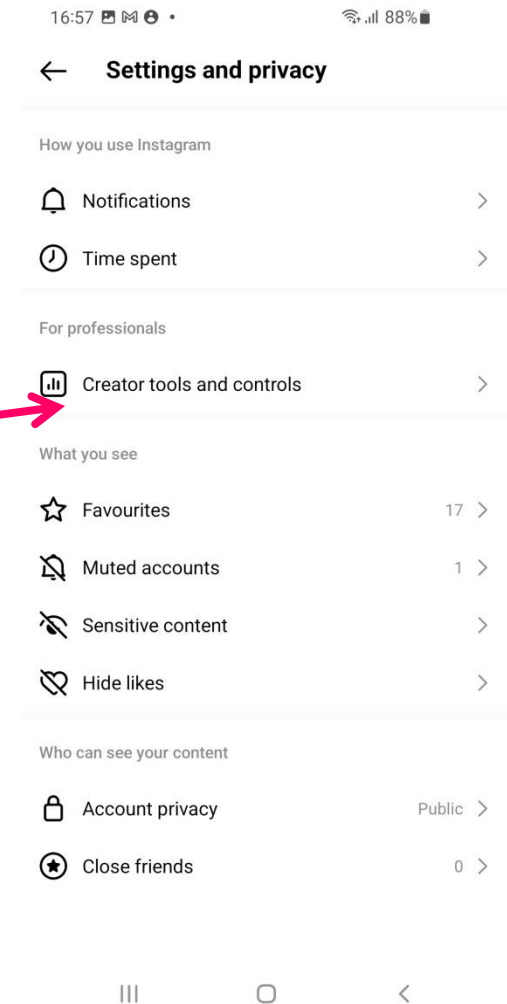
You can't schedule posts within the Instagram app but you can use

1. From a PC use Creator Studio
<https://www.facebook.com/creatorstudio>
2. From a Phone use the Facebook Business suite app

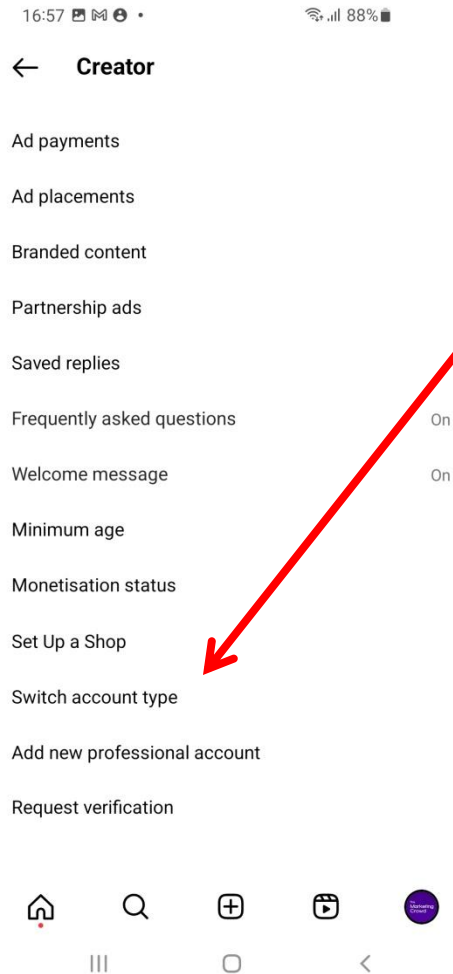
How to migrate



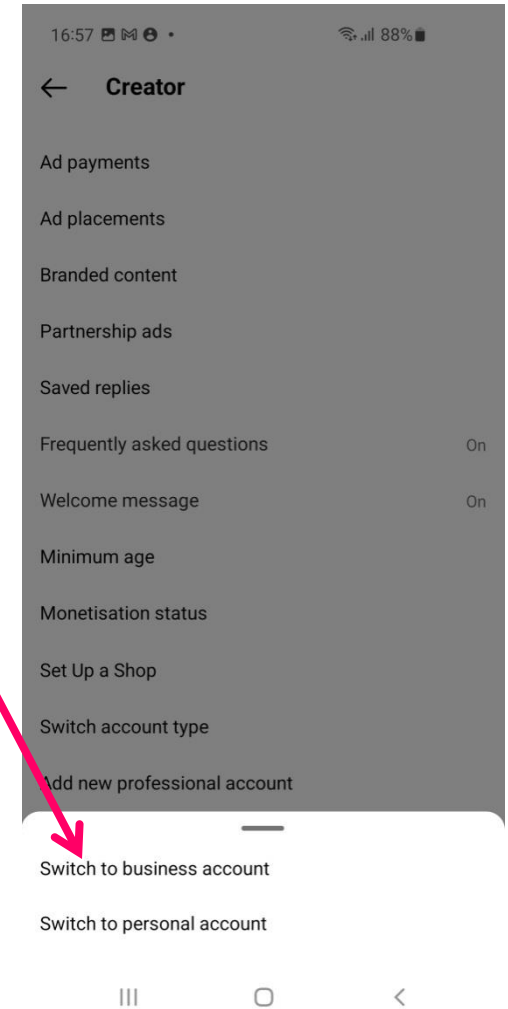
1. Click on your profile icon in the bottom right
2. Then click on menu top right
3. Then tap on settings and privacy
4. Then tap Creator Tools and controls (or business tools and controls)



How to migrate



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.
- A pink arrow points from the second step of the instructions to the 'Switch to business account' option in the screenshot on the right.



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What are Instagram Reels?



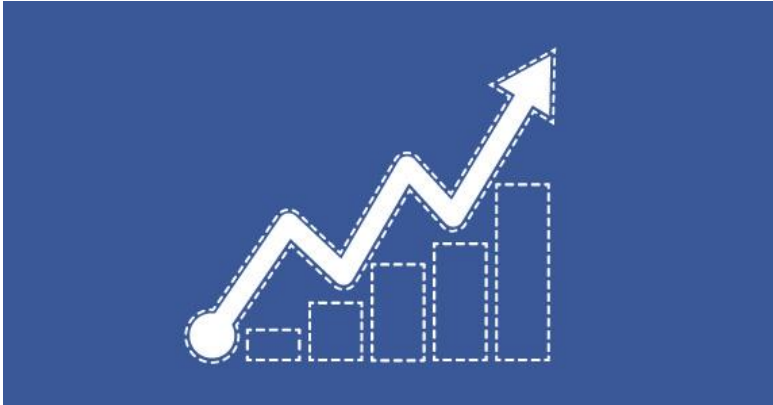
About Reels...

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



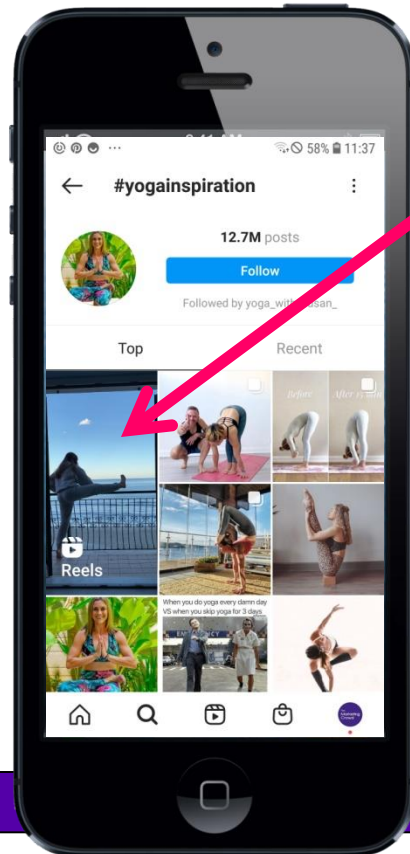
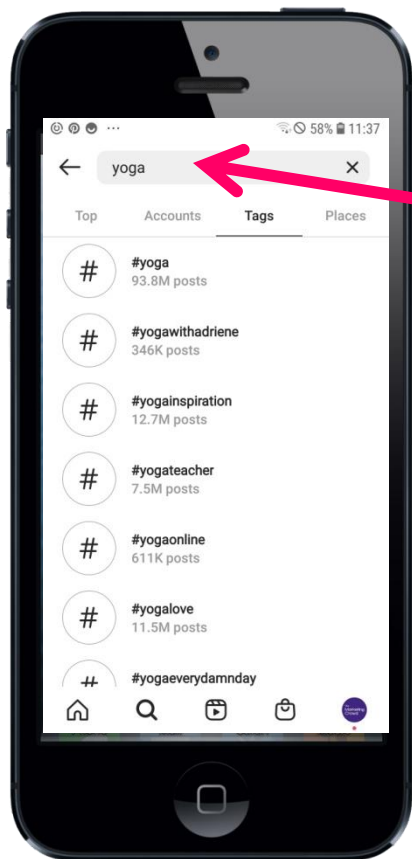
TikTok is a threat to Facebook and Instagram and they don't want people leaving Instagram to post TikToks

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 you 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

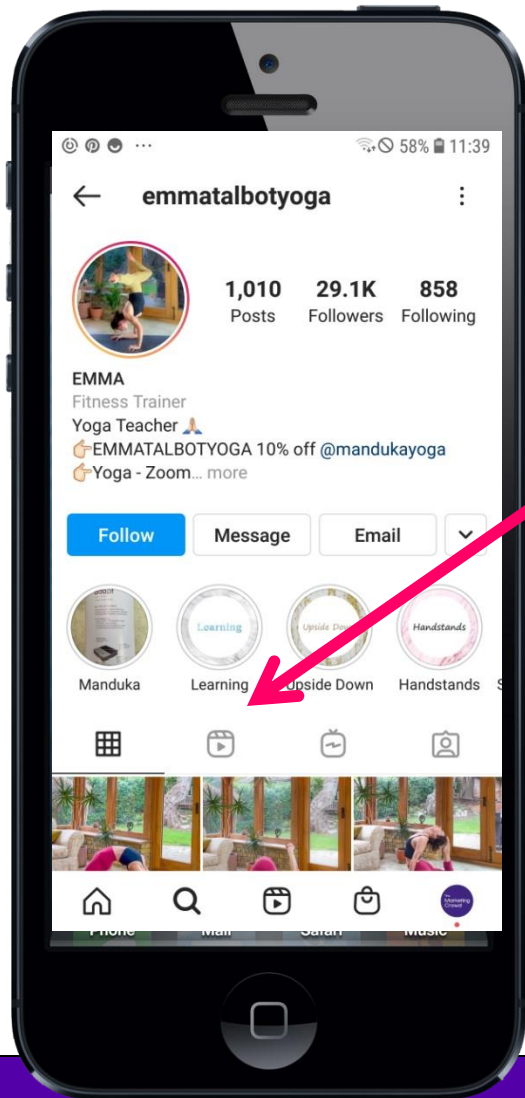


- Tap on search in the navigation
- Type in a search term e.g. Yoga
- Tap on Tags

There will be a Reel in the top left of search results. Tap on that and then swipe up to browse through all the Reels to do with handbags.

Tip: To get your Reel appearing in these search results use relevant hashtags when posting your Reel (up to 30)

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

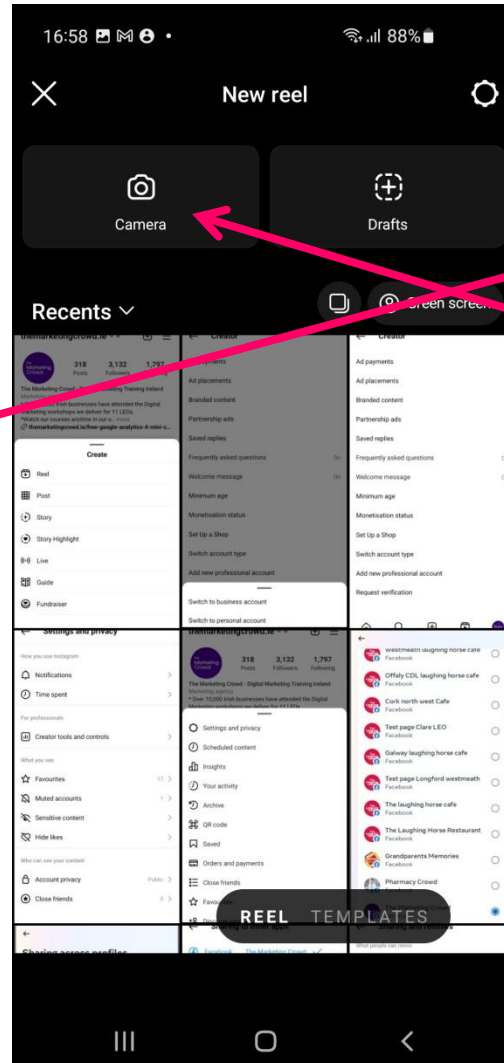
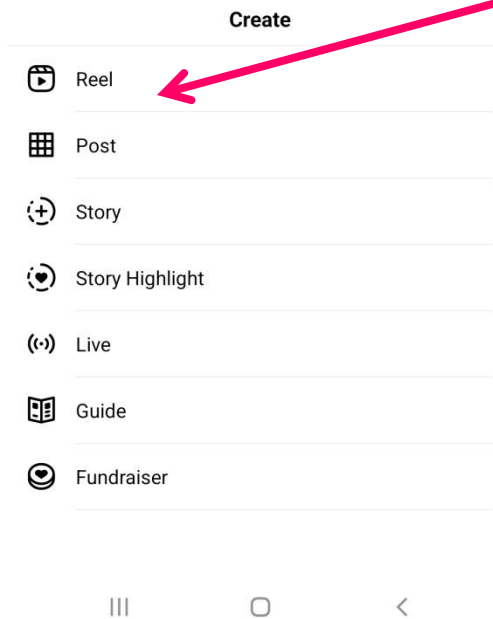
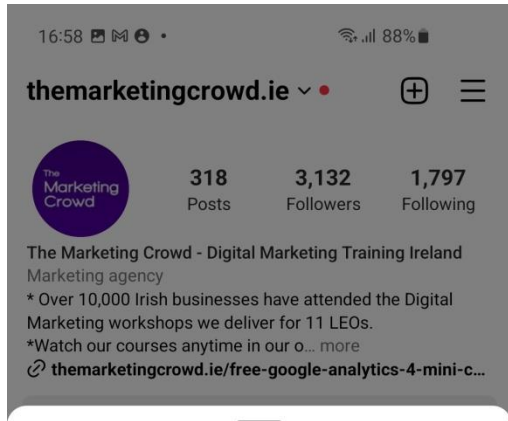
Ways businesses use Reels for marketing



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

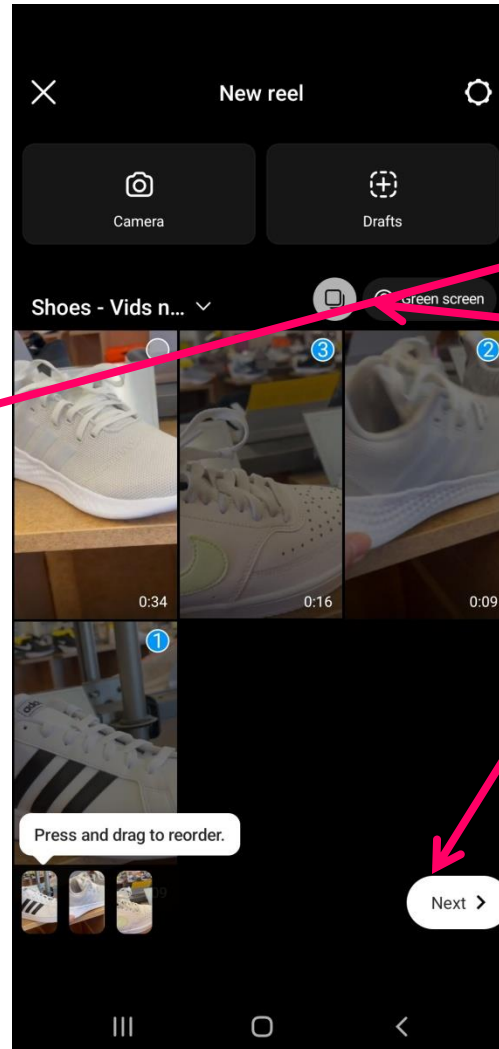
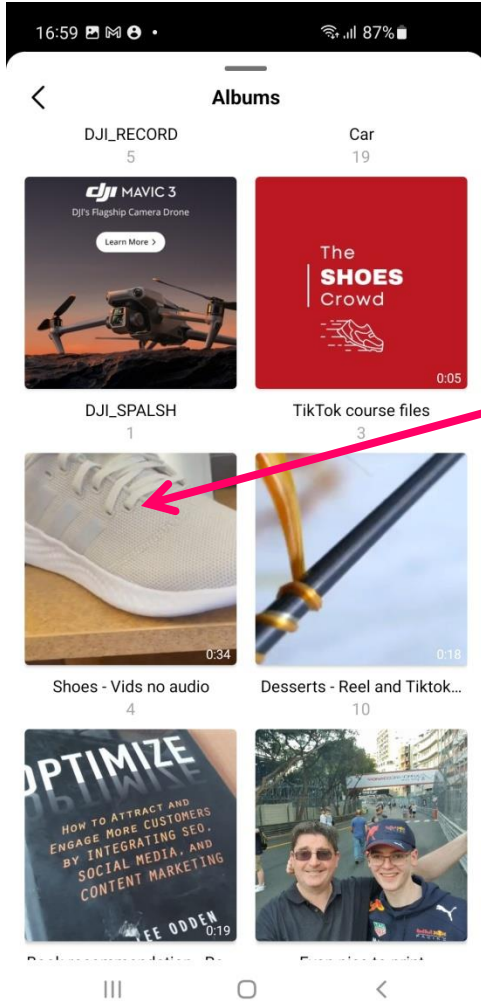
How to create a Reel using video footage, music and text



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

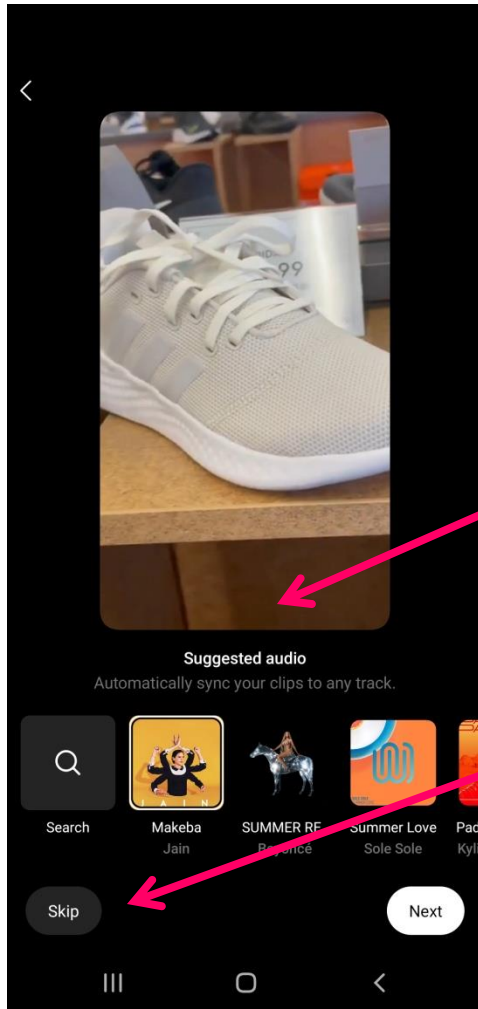
Then choose a folder

Then tap on the multiple icon (square on square)

Then select the clips you want

Tap next

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



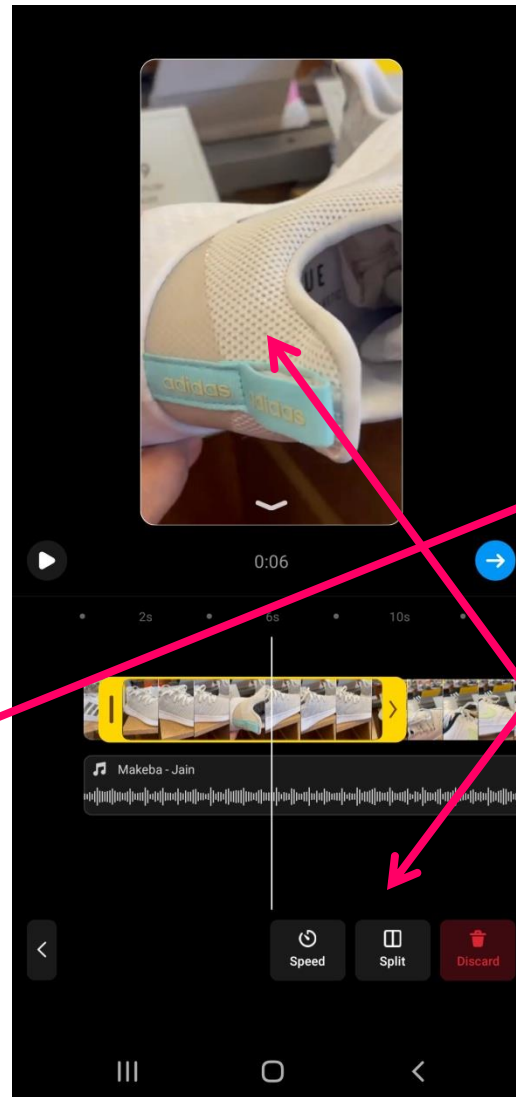
How to create a Reel

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

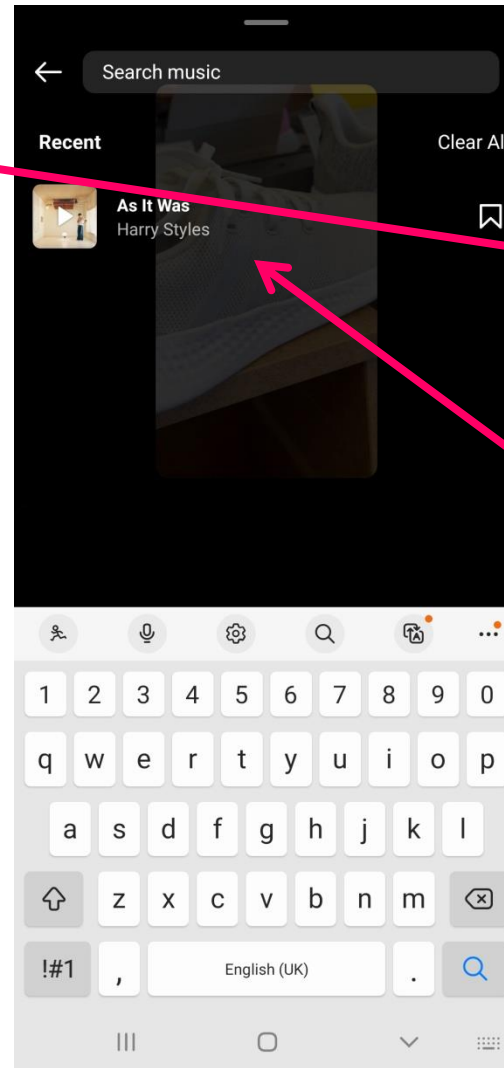
You are now at the point where you can edit the video, add text, stickers, effects

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

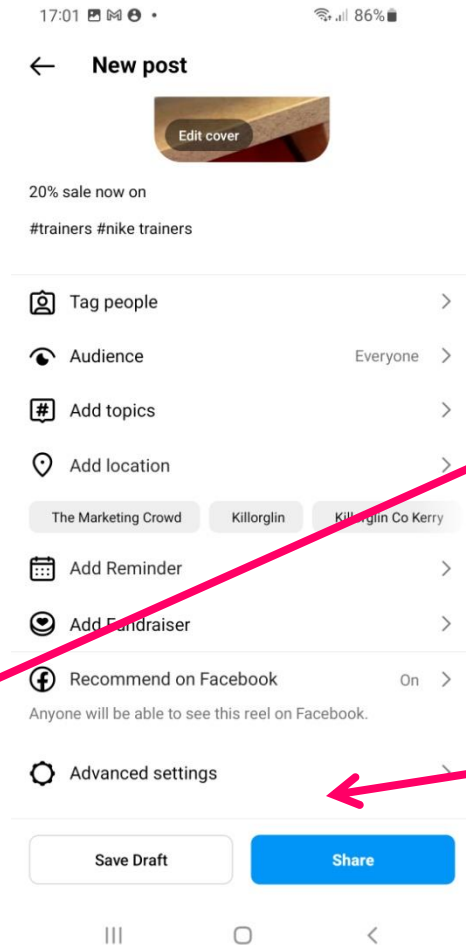
Tap the sticker icon to add stickers

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 using video footage, music and text



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 image

Add a location

Switch recommend on Facebook on

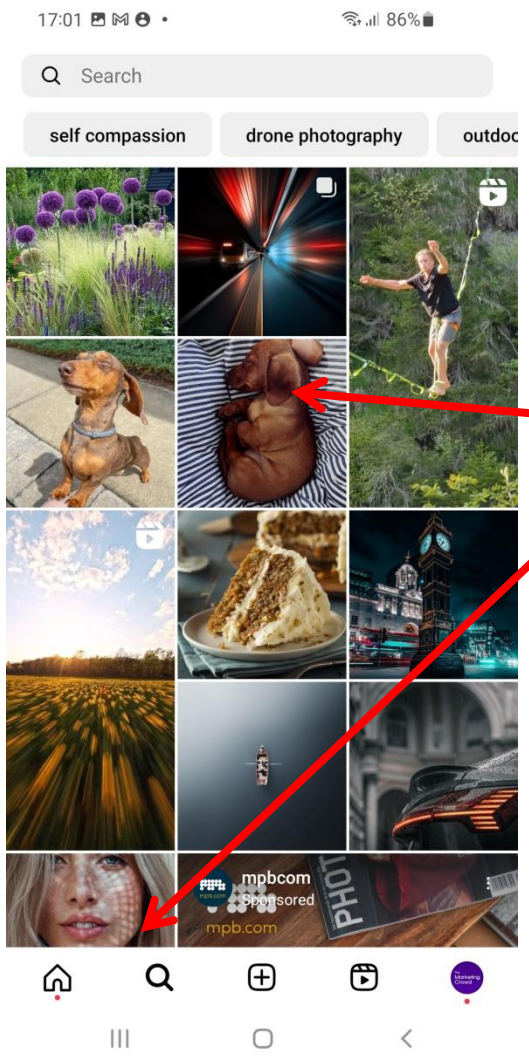
To schedule, tap advanced settings and then schedule

What We Will Cover

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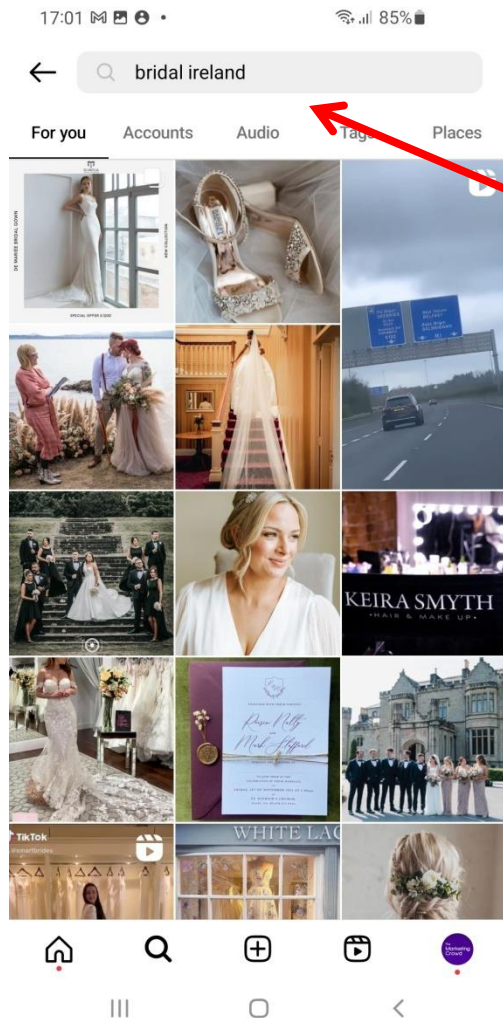
How to find content and people to follow



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



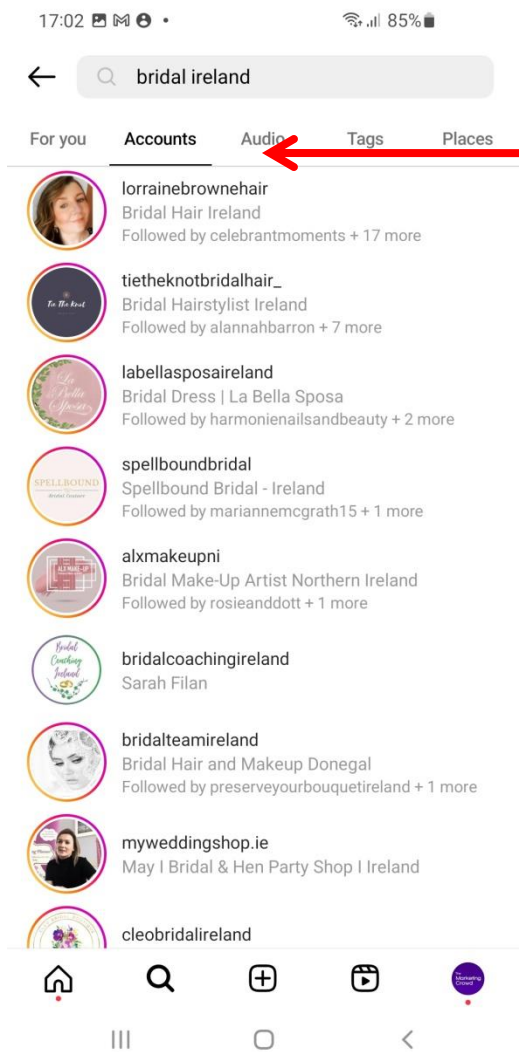
When you type in search words you will be taken to the search results.

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

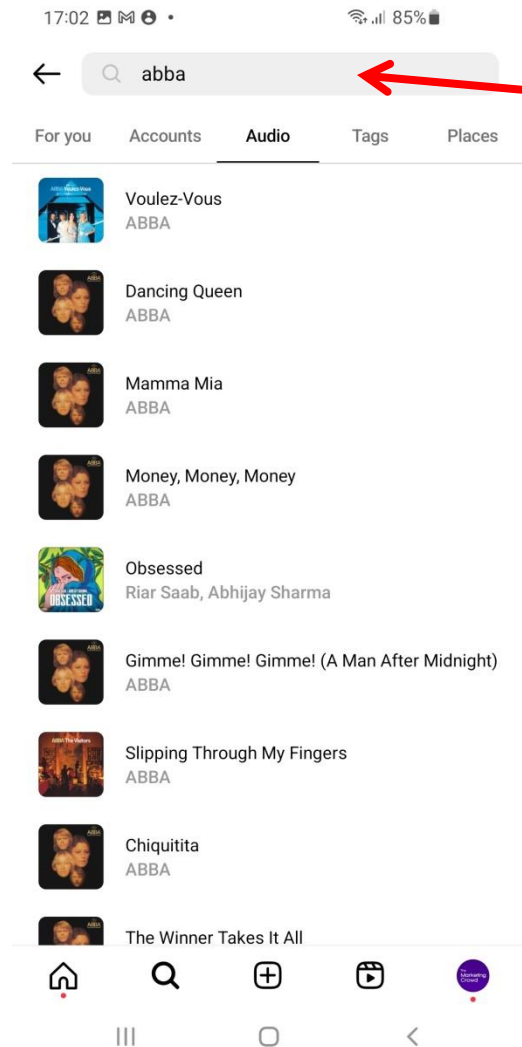
How to find content and people to follow



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

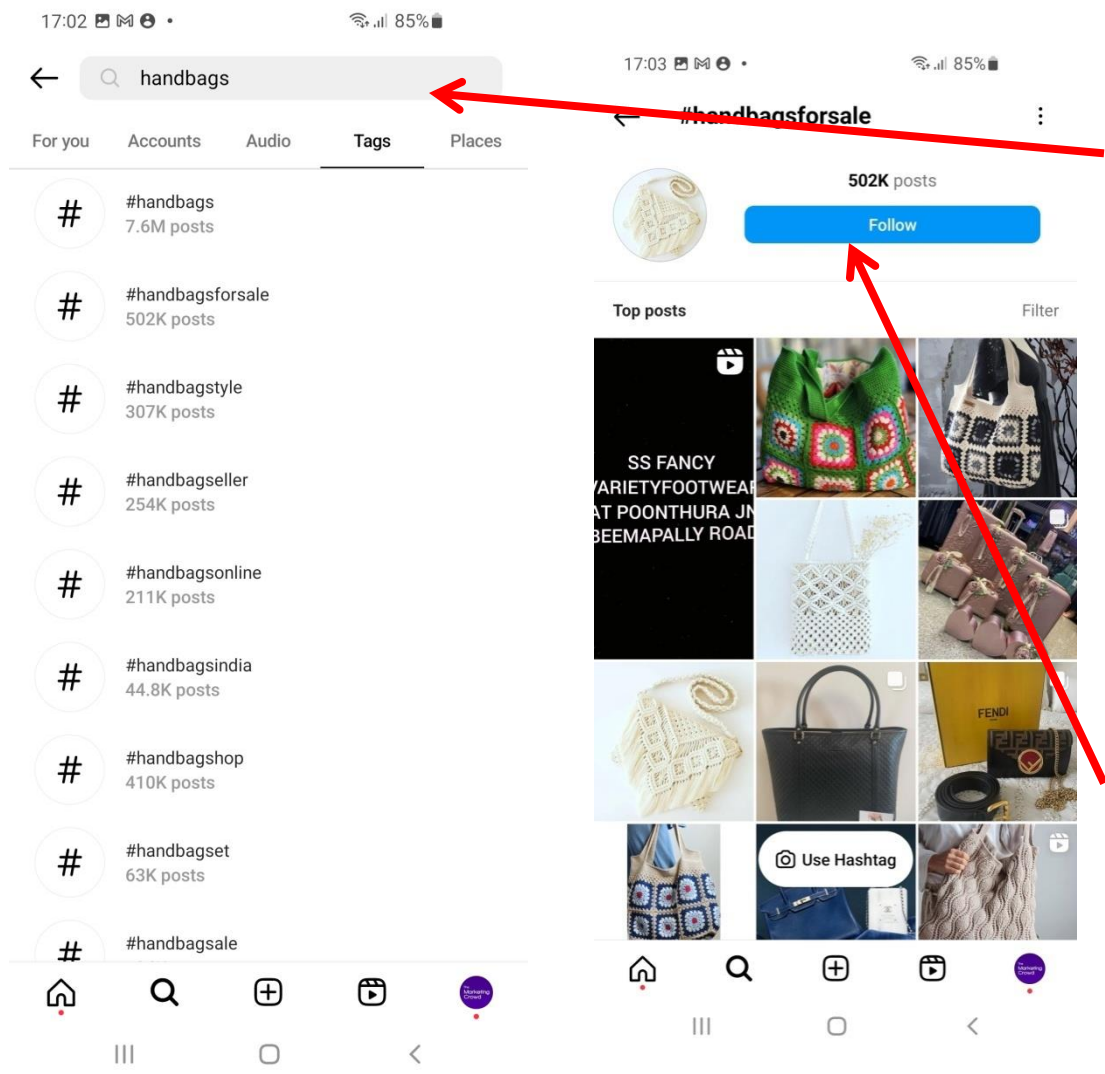
How to find content and people to follow



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

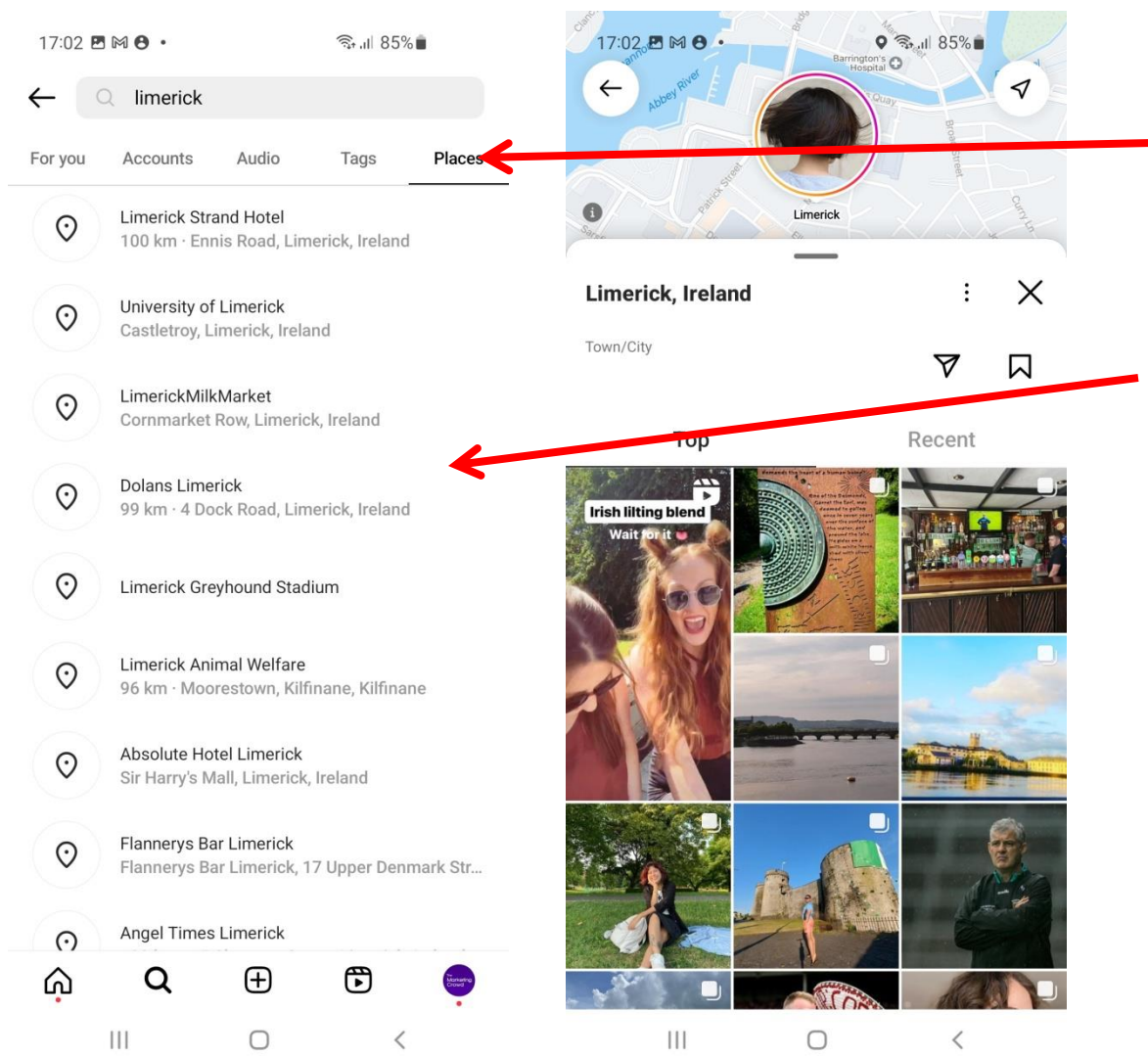
I have searched for handbags And they then show me all the Hashtags that contain the words handbags

If I tap on any hashtag 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 location added

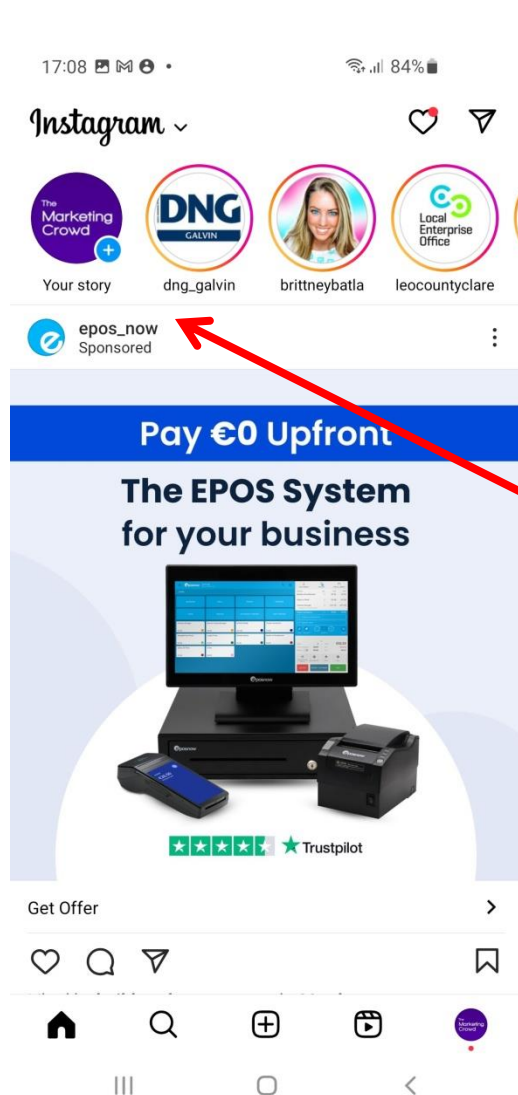
Adding a location help you get discovered in these search results

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Overview of Your Newsfeed 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.

Overview of Your Feed



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

What We Will Cover

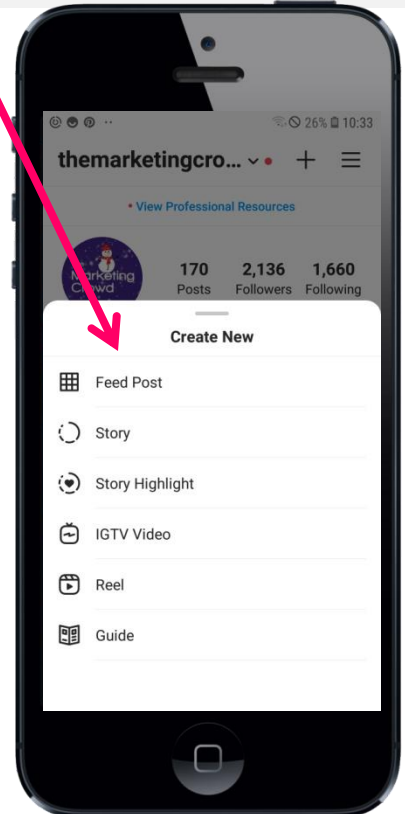
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How to post an image into the newsfeed of your followers



Tap on the + symbol at the top right
Then tap on Feed Post



How to post an image into the newsfeed of your followers



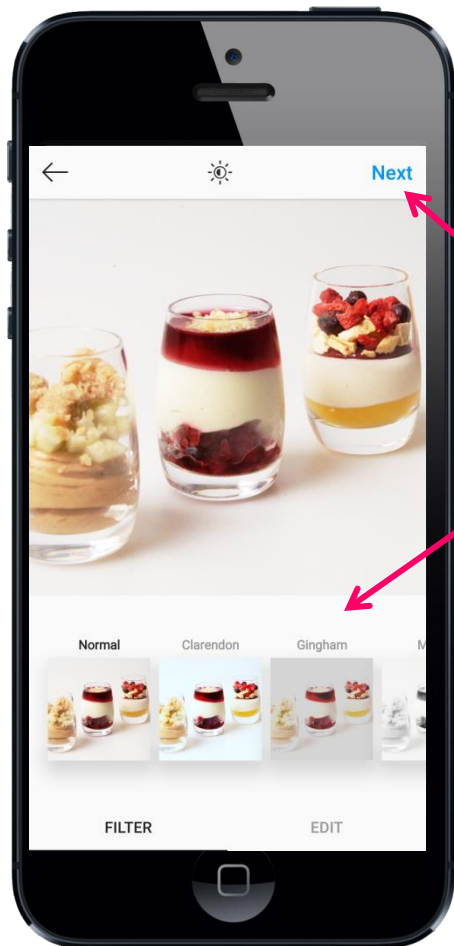
Tap on gallery to choose an image or video from your Phone

Tap on the folder name at the top to choose a folder on your phone

Select an image

Then tap next (top right)

How to post an image into the newsfeed of your followers

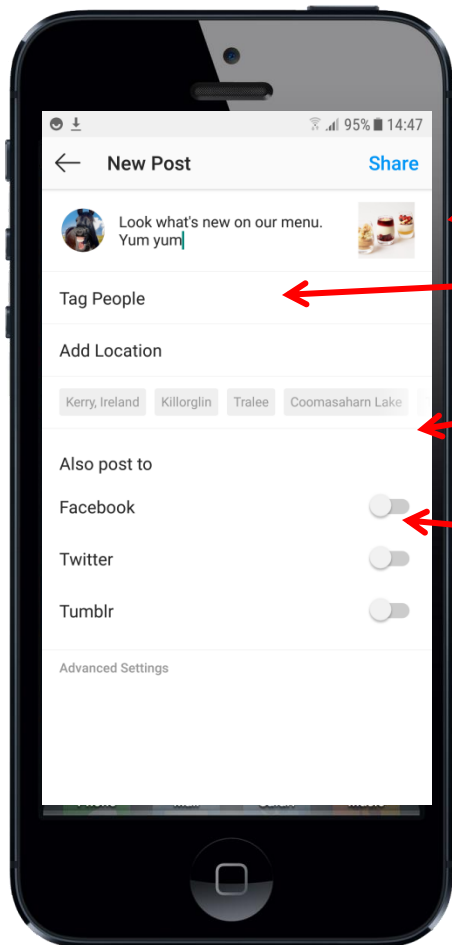


You can now add a filter if you wish and you can also edit the warmth, saturation of the image.

Tip – use the Befunky app to make the colours pop in your image (see video lesson in the school)

Then tap next

How to post an image into the newsfeed of your followers



Add a caption

Choose whether to tag another Instagram account

Choose whether to Geotag your post (its a good idea to do this as it can get Your post found)

Choose whether to have the post also go out on Facebook (you will need to link your account in Settings)

Carousel posts on Instagram



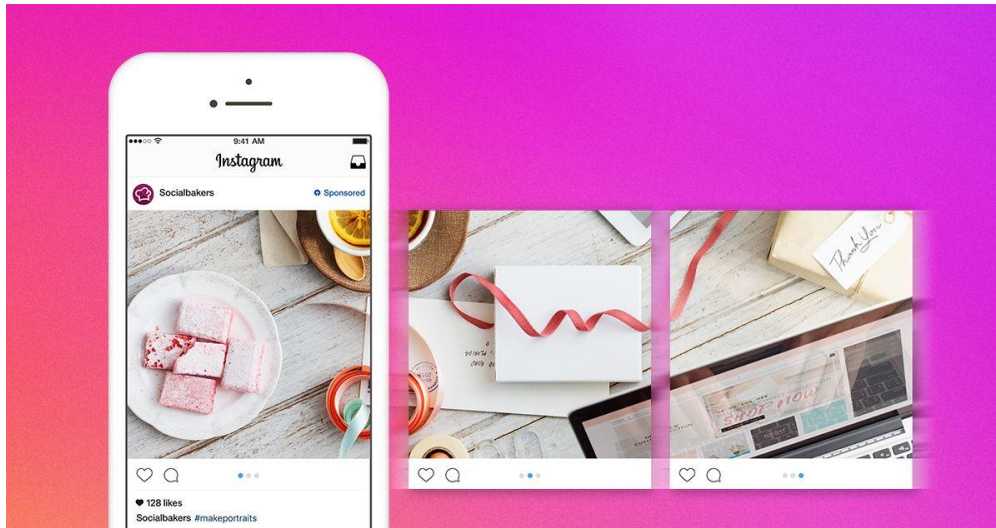
Why Create carousel posts?

You can share up to 10 images or videos in a Carousel post

Carousels are a great way to boost your presence on Instagram because, as Aia Adriano, Director of Social Media at Complex [explains on Twitter](#), "[it] increases engagement and time spent on the post simply because there's more to consume."

It's also common for carousel posts to appear in the feed more than once with a different slide displaying each time. Therefore, your carousel posts tend to reach more people.

Ideas for Carousel posts



1. Share a list of favourite tools, websites, Instagram accounts with a slide for each.
2. Share educational tips with a slide for each.
3. Share photos / videos of your products.
4. Share testimonials with a slide for each.
5. Show behind-the-scenes images / videos of your office or an event.

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7. **Overview of Instagram Stories**

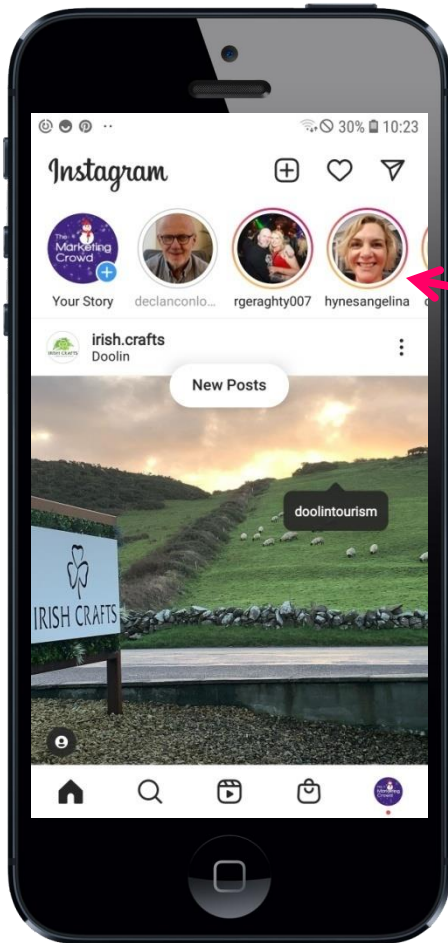
How Stories can help our marketing goals



We want to use Stories to ...

1. Get in front of more of followers. Some followers might not see our posts but could see our story
2. Keep our business in front of our followers and keep us top of mind.
3. Ideally followers might share our posts to their story or will share our story on their story – this increases our reach and awareness .and could help increase our followers
4. You can add links to your Stories so you can link out to products on your website

How to post an Instagram Story

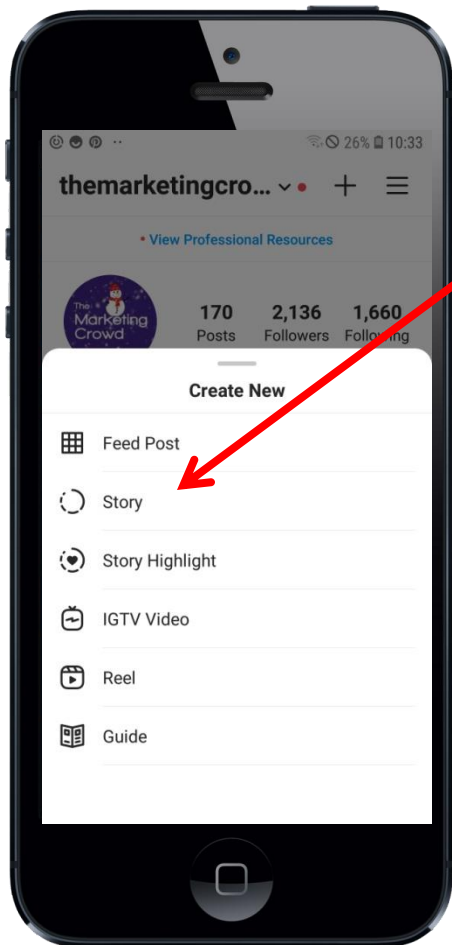


What is a story?

People and business pages can post multiple images and (up to 60 second) videos into a slideshow that will be visible for 24 hours and will then disappear.

Stories are very prominent in the newsfeed and is a way to get more visibility and reach

How to post an Instagram Story



Tap on the + icon top right

Then tap on Story

Tap the **circle button** at the bottom of the screen to take a photo

How to post an Instagram Story

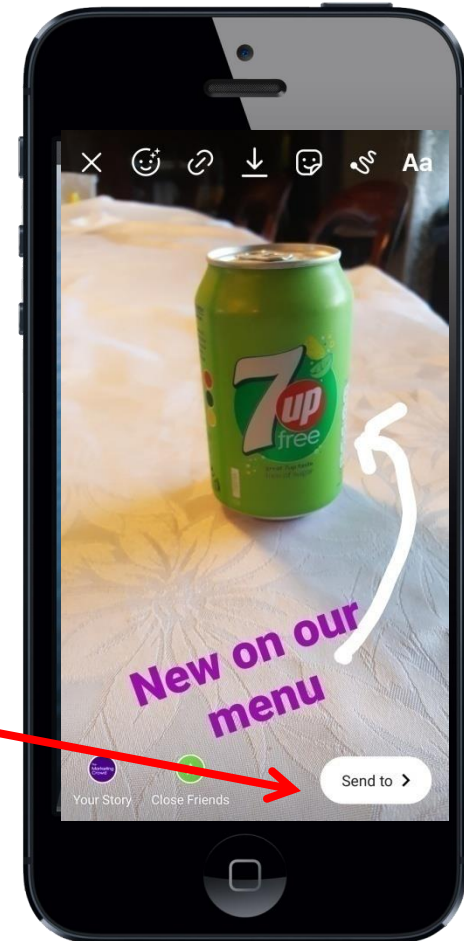


To add text to the image tap on the Aa icon.

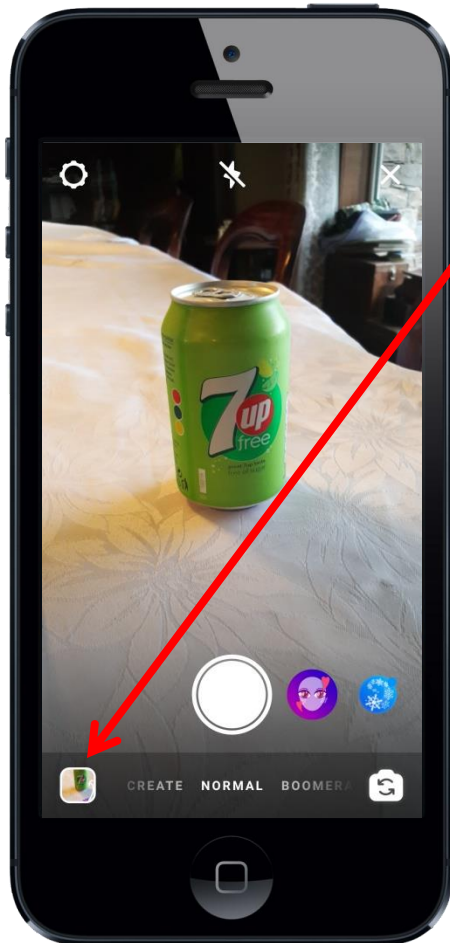
You can change the font style, colour and you can move the text to position it on your image

To add an arrow or design by drawing it with your finger select this icon and you will get some brushes that you can use

To post this to your story select "send to" and then your story



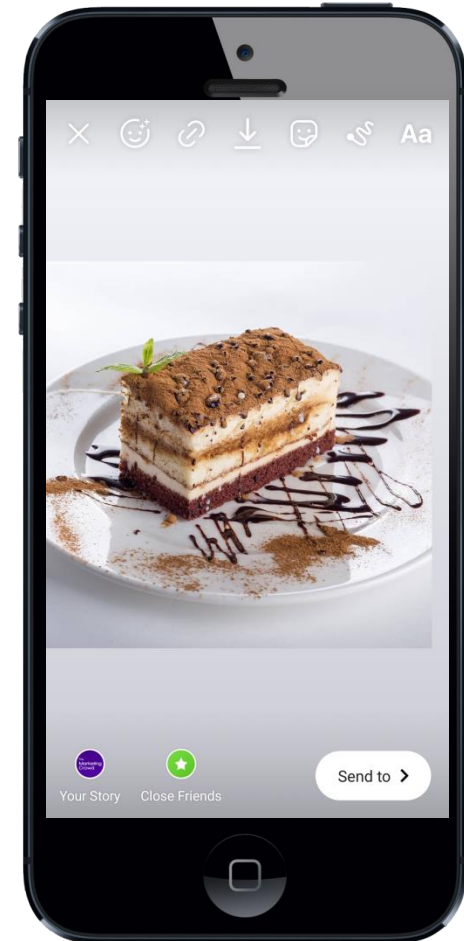
How to post an Instagram Story



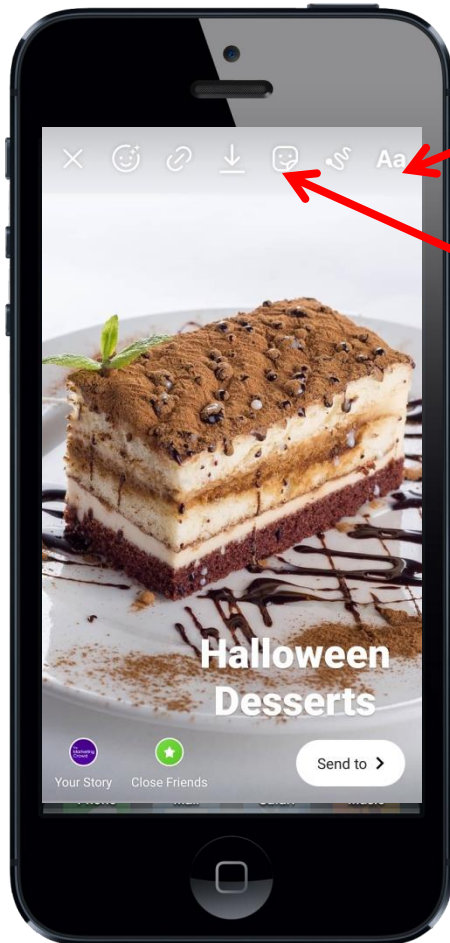
To select an image (or video) from your phone's gallery tap on the image icon bottom left

The image will now appear in the centre of the screen and the background colour will match the main colour in the image.

To make this image larger and to fill the screen pinch into the image

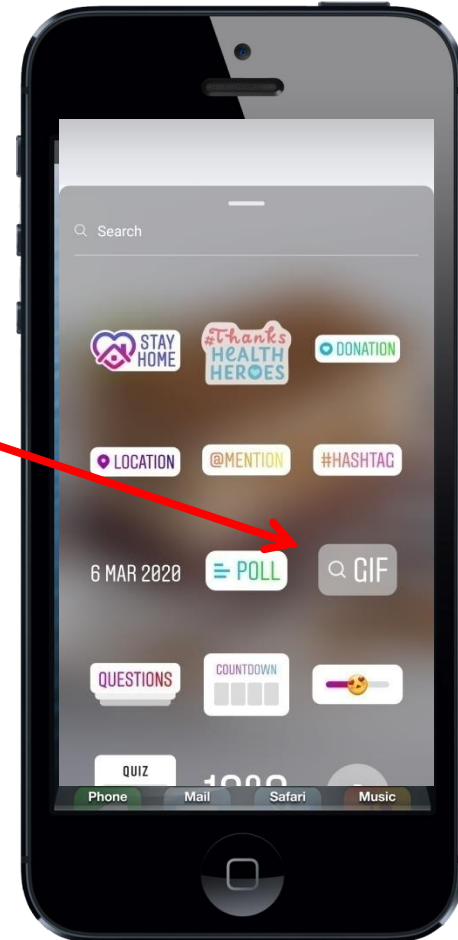


How to post an Instagram Story

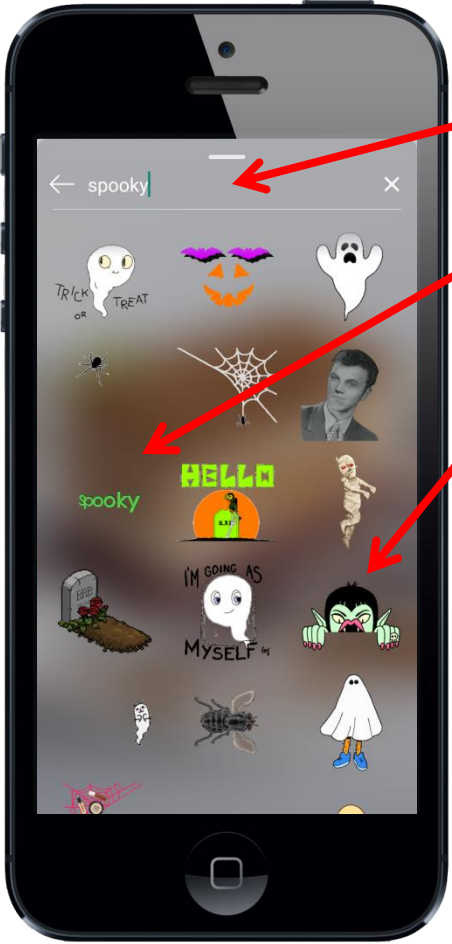


To add text tap on the Aa icon and type you text. Then position it.

To add some visually interesting text that "Moves"
Tap on the sticker icon and then select gif



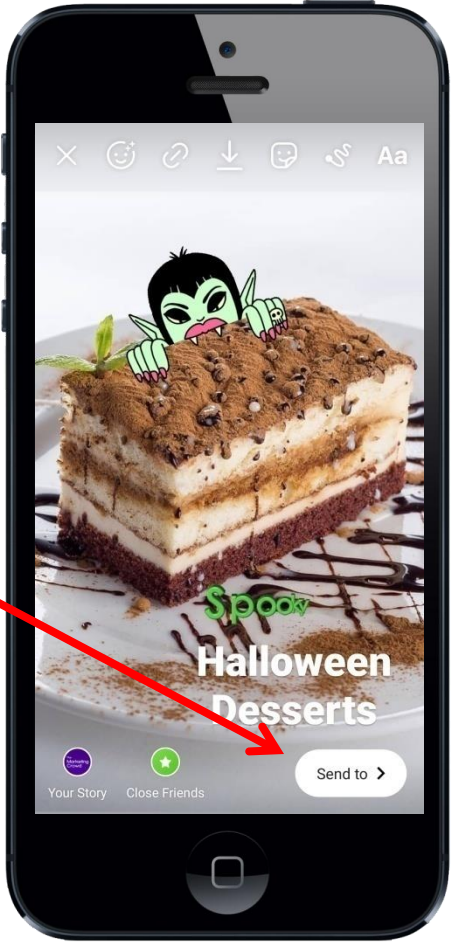
How to post an Instagram Story



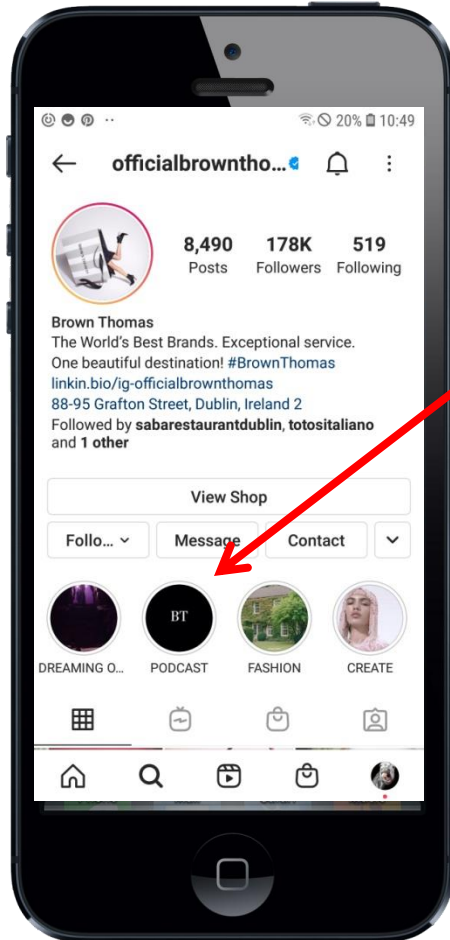
Type in the word that you would like e.g. Spooky

Select the text and also an animation

To post it to your story tap on Send to



You can also add Stories to your profile as “Highlights”

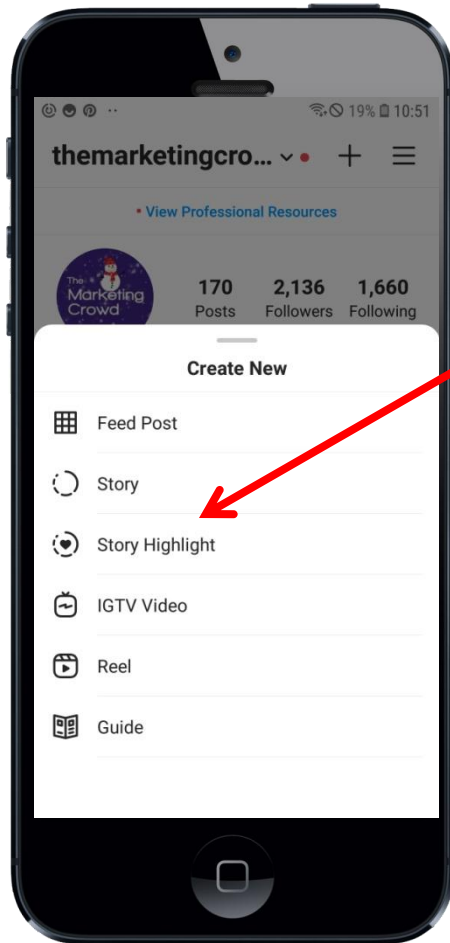


Highlights are previous stories that you would like to have on your profile.

You could use these to highlight specific

- Products or services that you offer
- Useful tips
- Events
- Testimonials
- Offers

How to add a Highlight to your profile

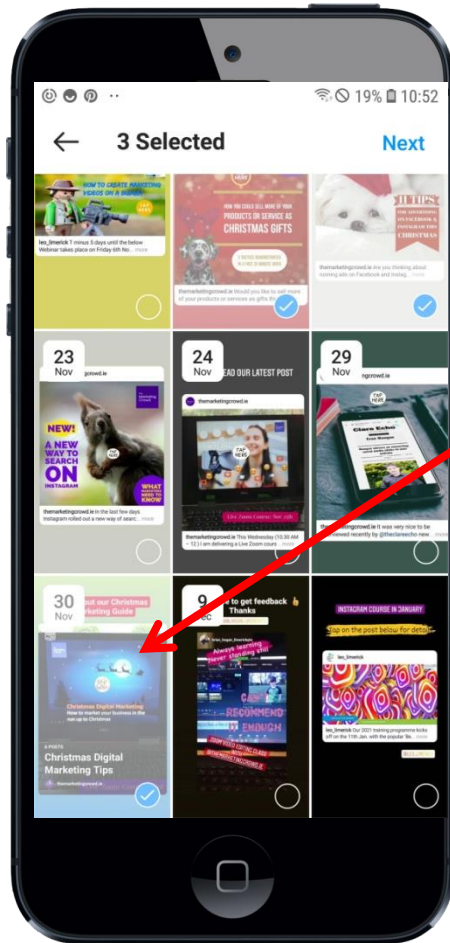


To add a highlight to your Story

Go to your profile and tap on the + icon top right

Select Story highlight

How to add a Highlight to your profile

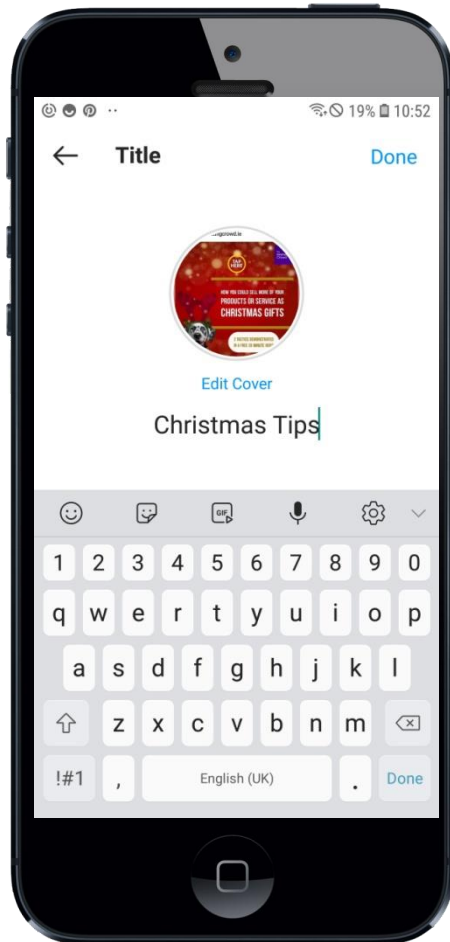


To add a highlight to your Story

Select previous story elements that you want to add to your highlight

Then tap next

How to add a Highlight to your profile



To add a highlight to your Story

Give your highlight a name

Choose an image to be the highlight circle image

Tap done

Any Questions?