Etcetera

Instagram Guide

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Introduction

The purpose of this guide is to provide Rachelle with tips on how to utilize a Business Instagram profile in order to best communicate information to her clients.

Interacting with Followers

Engaging with Followers

Post content the audience wants. You should rely on audience engagement. Audience engagement can include holding contests or give-a-ways, posting user-generated content, asking questions and posting from unique locations. Examples of these are listed below.

- "In order to be entered to win a $10 off voucher, tag a friend in the comments below and repost this to your instagram page and tag me in the post!"
- "Checkout this chic style from @etceteranyc Winter collection. Do any of these pieces stand out to you? Let me know in the comments below!"
- "Are you finding my fashion advice useful? I am always open to suggestions on content you would like to see on my blog! Comment some ideas you have below or feel free to send them via private message."

Avoid being cliche or unoriginal. Personalize the information and content. It is perfectly fine to look at other profiles for inspiration or ideas on content, but try and steer clear of copying other user's content to closely. Another way to make your content original is to come up with one or two hashtags that are unique to your page (more information on hashtags on page 6).

Gaining Followers

Use Instagram's explore page. This helps people find users or posts their own followers liked, followed or commented on. Tag people who are involved. This can include the models of the clothing or also any members involved in the post (family members, friends, co-workers). Use hashtags frequently, hashtags help a page to get discovered.

Examples of hashtags that would benefit *Etcetera:*

- #Fashion,
- #Fall2017Looks
- #BusinessStyle
- #DressForSuccess

- #FashionBlogging

When a hashtag is used on a post, any user that searches that particular hashtag will see every post that has used that hashtag on their page. Use geo-locations. Users use geo locations to find content tagged at that specific location and make decisions based off of location.

Analytics

Analytics can be used to gage your follower count as well as your follower demographics. The button to the insights page ﯿ is located in the top right of your profile page. Your profile analytics page looks like this
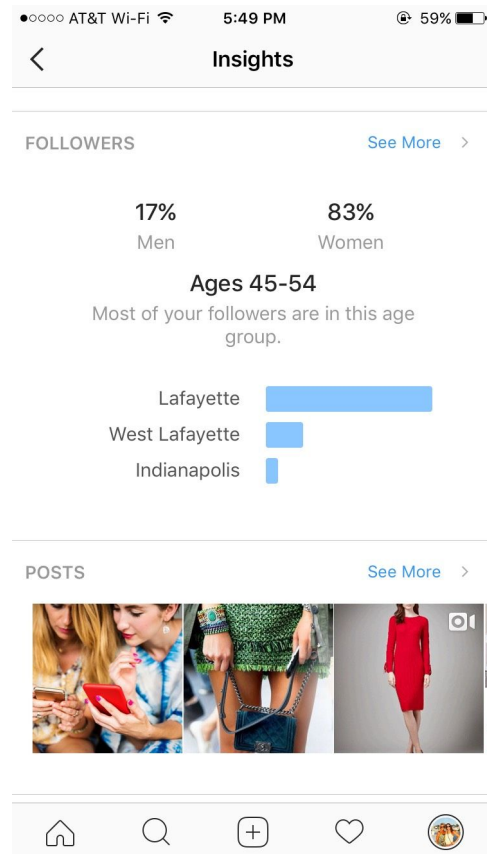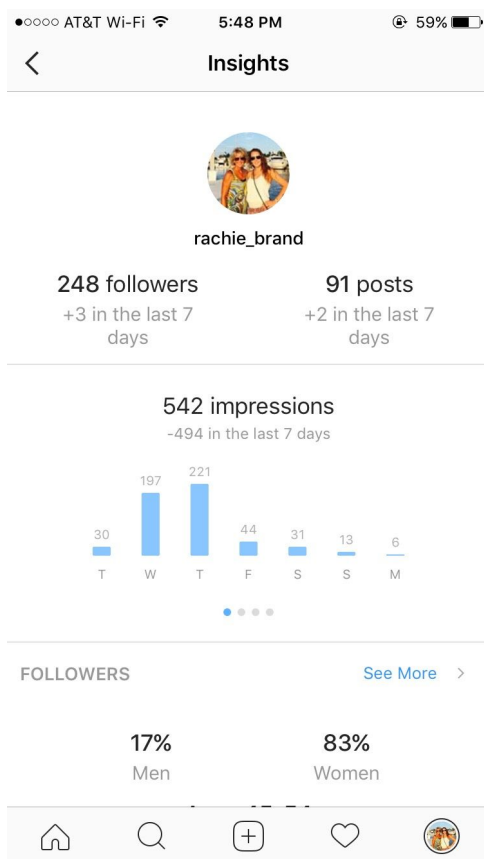
Content

Be current with Instagram trends because Instagram is constantly updating and changing. Keeping up with trends helps plan for future and also builds out a marketing strategy/plan. How to keep up with trends can include monitoring what the people Etcetera follows are doing as well as constantly researching new trends. Blogs like *HubSpot have* a Marketing section that is great at keeping one up to date.

Photo Editing

Instagram gives you the option to edit the elements of your picture in order to make it more visually appealing. Below are the various elements of your picture that can be changed.

- Brightness
- Contrast
- Structure
- Warmth
- Saturation
- Color
- Fade
- Highlights
- Shadows
- Vignette
- Tilt Shift
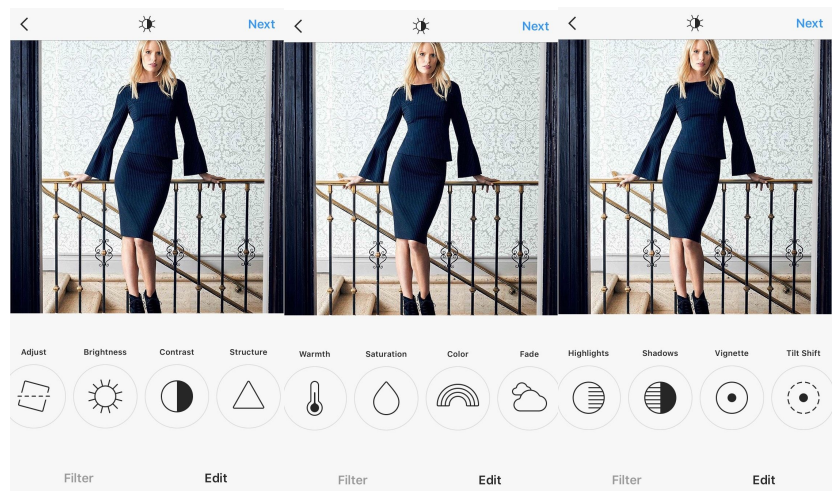
Filters

Instagram also allows you to place various filters over your image to further deepen the aesthetic appeal of your images. Below is a list of a few of the filters that Instagram offers, as well as examples.
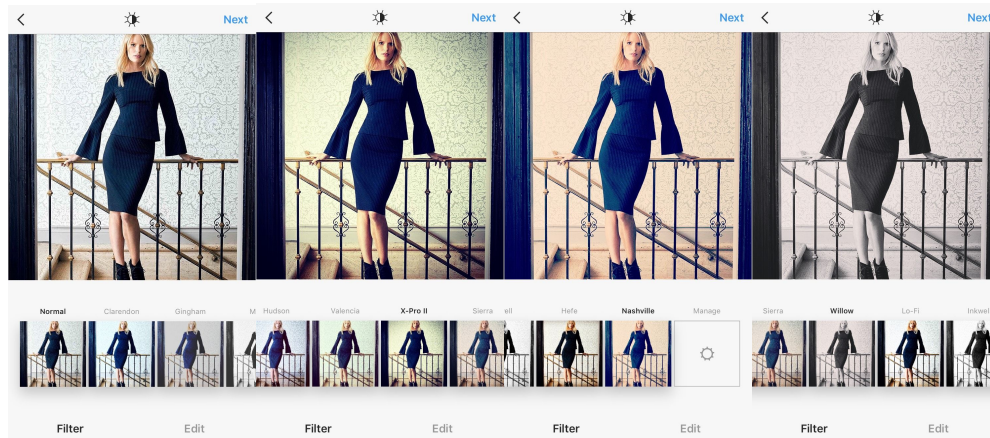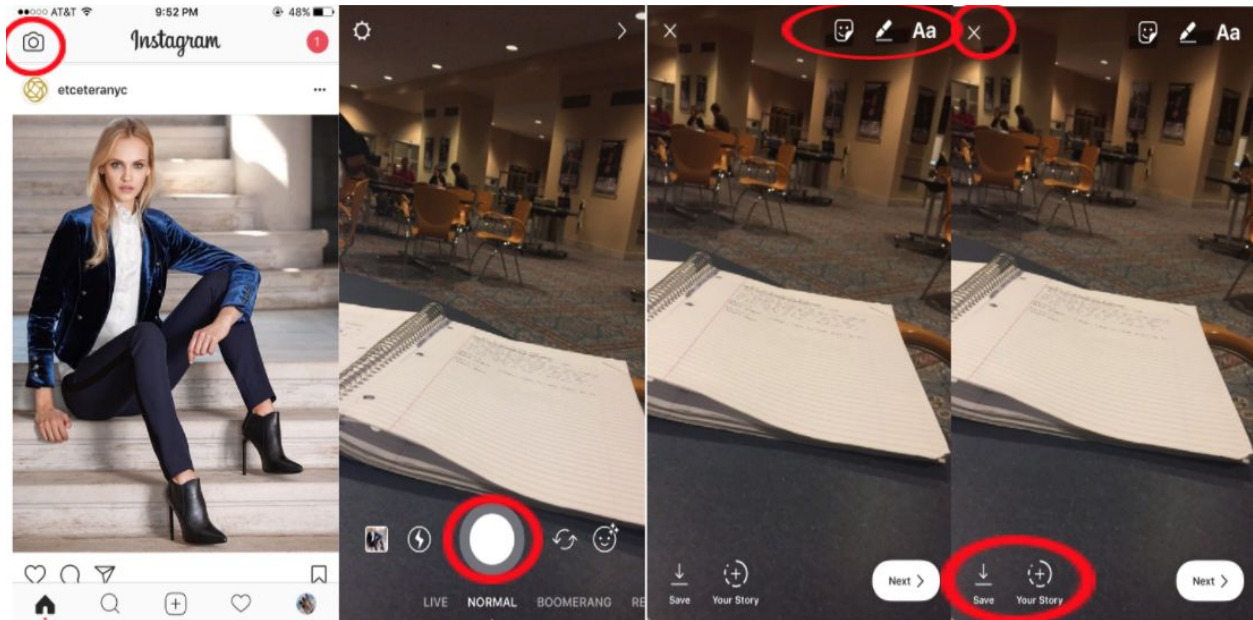

Instagram stories

Stories are displayed on the top of a user's page- users are more likely to see stories than actual posts. Stories can be used to capture behind-the-scenes content that doesn't have to be posted in a regular post. Short videos, photos and boomerangs are great for catching attention.

How to post stories according to Instagram's official website: Your Story is a way of sharing photos and videos with your followers that disappear after 24 hours. To share a photo or video to your story:

1. Tap 📷 in the top left of your screen or swipe right from anywhere in Feed.

2. Tap ⭕ at the bottom of the screen to take a photo, or tap and hold to record a video. You can also:
    ○ Tap Boomerang at the bottom of the screen, then tap the circle to take a burst of photos that loops forward and backward.
    ○ Swipe left then tap Hands-Free at the bottom of the screen to take a video without having to tap and hold.

3. Tap , or to draw, add text or a sticker to your photo or video. Tap undo to remove a drawing effect or Done to save it. To remove text or a sticker, drag and drop it on at the bottom of the screen.
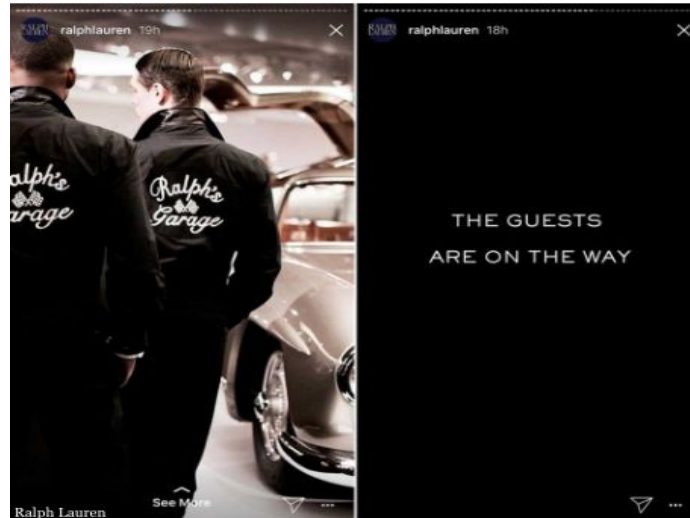

4. You can tap Cancel to discard your photo or video, or Save to save it to your phone. When you're done, tap Your Story to share it to your story.
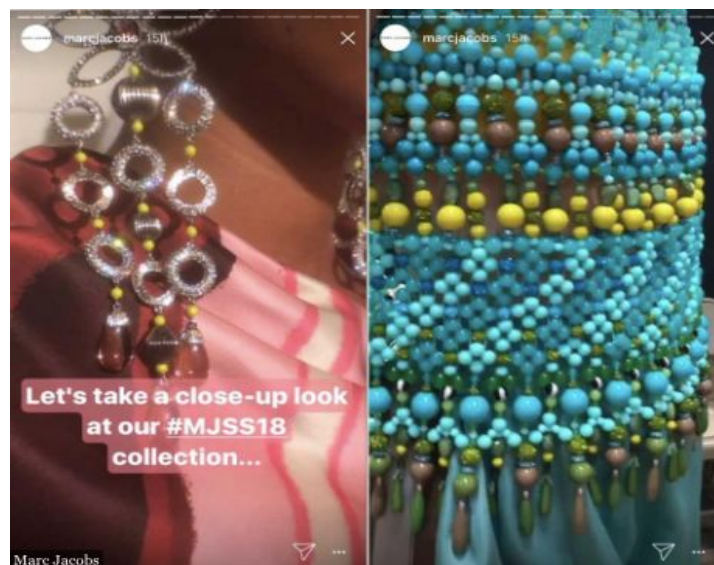
Example of Instagram story with drawings:

Examples of other business utilizing Instagram Stories

- [@ralphlauren](#) uses Instagram Stories for timed reveals and sneak peeks of their designs.

- [@marcjacobs](#) uses stories to post up-close and detailed shots of their inventory.


Instagram Themes

Some profiles have color schemes to them or themes that create a pattern. Create a brand for the business. Use repetitive color schemes that are unique to *Etcetera*. Crop the photos posted the same way to develop a consistent format. Avoid being cliche or

unoriginal. Personalize the information and content. It is perfectly fine to look at other profiles for inspiration or ideas on content, but try and steer clear of copying other user's content to closely. Another way to make your content original is to come up with one or two hashtags that are unique to your page (more information on hashtags located on page 6).

Examples of users employing themes to their pages:

- [@jvhahne](#) crops all of her photos with white backgrounds which makes the presentation of her photos more consistent
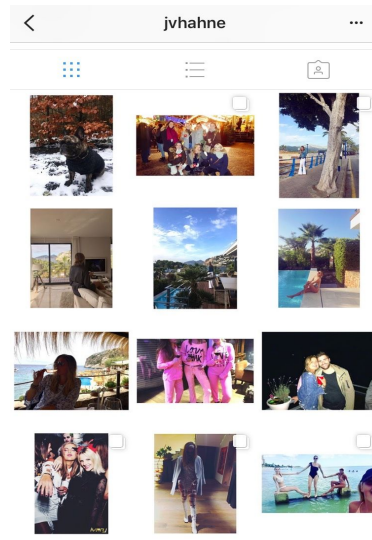
- [@theskinnyconfidential](#) uses black and white backgrounds with the main focus of the picture in color. This makes the main objects of their images stand out or pop.
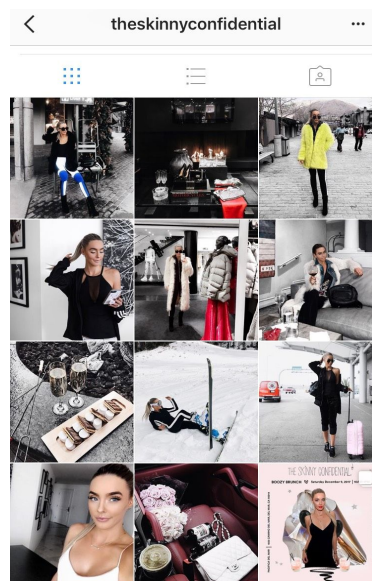
Instagram Content Calendar

Planning out social content a few weeks in advance can come in handy when you are too busy during the week to generate content. You can sit down on the weekends and thoughtfully plan out your content to be posted at a later date.

Example Content Calendar:

Week	Date	Time	Topic	Image(s)	Caption	Other Elements (hashtags, location, users)
1	11/17/17	12:00	Trunk Show Promotion Sneak Peek		This ruby retro ensemble offers a slight blast to the past while incorporating a modern twist.	#VintageFasion #DressForSuccess

Link to current Instagram content calendar:

https://docs.google.com/spreadsheets/d/1uc6py2sbdApDk00RhuLJ5R_5BRlC8siSvfJ2Hv8cov8/edit#gid=607449446