



Instagram: Let's get visual!



Get noticed... and remembered.

- Pick a **username that is closely related to your business name**, so you can easily be found.
- Write an **engaging, memorable bio** that tells people who you are, what you do and why they should follow your account.
 - You have a **maximum of 150 characters** to work with... so keep it short and sweet!
- Provide people with a way to contact you directly by including **your contact info** (email address, phone number, physical address, etc.).



Put your best pics forward.

- Instagram is **the most visual** of all social media platforms – looks definitely matter!
- Post only **high-quality images and videos** whose subject is interesting and relevant to your followers.
- Explore some of the low-cost and/or free **photo editing** tools available to help you turn average photos into Instagram-worthy images.
- To make sure you post consistently, build a **stockpile of photos and videos** you can use as needed.



Insider tips.

- Set your profile to **“public”** (not “private”) for the largest reach.
- Check your “options” settings to make sure **notifications are enabled**, so you can quickly see comments and shares, and engage with your followers.
- Your profile photo will be displayed as **110 x 110 image framed by a circle**.
- Creating **“content buckets”** – i.e., themes or regular installments that you can build into series – is a great way to produce regular content.



Did you know?

- Instagram is the **social media platform of choice for millennials**, who now own more pets than any other age group and are willing to spend money caring for them.
- Instagram, which is the **second-ranked traditional social network** in terms of active users, is affiliated to Facebook.
 - **Paid advertisements** for your Instagram business account are created within Facebook.
- Instagram allows clients to **book appointments** on your Instagram business page.

Increase reach & engagement with two types of content



Evergreen content: **INSTAGRAM POSTS**

- **Posts stay in your feed** until you choose to remove or archive them (if ever!).
- Posts captions can be **up to 2,200 characters** long, allowing you to share more official content.
- Content in your feed is usually **planned in advance**.
- **Posts are searchable**, with features like location targeting and hashtags, making content easier to get discovered by new audiences.



“Here-today-gone-tomorrow” content: **INSTAGRAM STORIES**

- Stories often appear as vertical photos or videos (max. 15 seconds) that **disappear after 24 hours**.
- Take advantage of engagement-boosting tools that (among other things) let you **ask questions** and **set up polls**, and makes it easy for followers to message you.
- Since Stories leave **no permanent record**, you can feel free to try things out and discover what resonates with your followers.