



### Intro to Instagram

Instagram, is a mobile application to take and share pictures and video using a smartphone or tablet. Popular, as it is simple, to share photos and videos with other social networking channels – Facebook, Twitter, Flickr and Tumblr pages. The Instagram application allows businesses to share information, details and products. Specific #hashtags (keyword used to group topics of interest) are used to share the images.

- Instagram has over 130 million users
- Offers photo and video capability
- Over 1,000 comments made per second

### Getting Started

- **Download app and practice personally**
  - Get familiar with taking and sharing images/videos
- **Identify your strategy – What do you want to accomplish? What are your goals?**
  - Do you want to drive traffic to your business website, enhance brand awareness, promote new products, educate customers, increase sales, improve customer service?
- **Register and setup an Instagram profile**
  - Be consistent with other social media profiles and descriptions associated with your business online presence

### Things to Know

#### SELL

- Show your products
- Pictures of new products – sneak peak
- Specials and sales events

#### SHARE

- Tell your company's story thru images/video – allows you to establish credibility and foster a personal relationship with customers.
- Share history – company logo revisions
- Storefront or website evolutions
- Staff meetings
- Office events
- Behind the scenes
- Recognize loyal customers
- Pictures of store owner – then and now
- Photos of pets
- Educate – create micro-tutorials about how to use products you sell

#### Quick Tip

- Instagram helps you to get your name out there and grow your brand recognition.
- Make sure you share on a regular basis.

<http://www.everythingetsy.com/2013/06/instagram15-quick-tips-to-get-you-started/>

## Top Ten List

1. Understand importance and create strategy
2. Tell your business story and make it personal
3. Create images/video to build relationships, promote and inform
4. Maximize search engine optimization (SEO) by using keywords on titles and descriptions so customers can find you when searching
5. Think about your call to action for engagement
6. Connect with your other social media profiles
7. Follow others and keep informed on the trends
8. Take photos of you, your company and your products (note: be careful not to overload your followers with too many posts)
9. Be consistent with your business social networking profiles
10. Analyze the traffic

## Things to Know (Continued)

### ENGAGE

- Make your photos/video a resource
  - Link to other websites/blogs for inspiration and instruction
  - Call to Actions = 80% increase in engagement
    - Focus on FREE reports, e-Books, videos and podcasts you offer. Add the live link to the posts and description
- Drive traffic to your business website
  - Create teaser content to drive people from image to website

### PROMOTE

- Connect with your other social media – Facebook, Twitter, blogs

### ANALYZE

- Look at stats and determine what group of your customers are using Instagram, then market your posts specifically to your target group.
- Statigram app is good free analytic tool. <http://statigr.am/>

## Getting Started (Continued)

- **Set up Notifications**
  - Depending on level of comfort, you can set up push notifications via text messages when a user likes or comments on your photo, @ mentions you in a comment and when your photo is most viewed on Instagram.
- **Connect to Social**
  - Connect to other social networking accounts you are using for your business—Twitter, Facebook, Foursquare, Flickr, Tumblr, etc (Note: It is not a good idea to link business accounts with personal accounts – keep business social networking separate).
- **Add a photo or video**
- **Edit**
  - Crop
  - Incorporate a filter or border
  - Tilt or Shift
  - Add a caption – using keywords or keyword phrases
- **Share**

## About the Author

### Connie Hancock, Extension Educator, University of Nebraska-Lincoln

There is opportunity around every corner and we only need to think about how we reach our audiences and market our product in new ways! Connie provides educational programming to communities and businesses in the areas of creating your Online Presence, utilizing the new tools for marketing.

As a member of the eXtension Entrepreneurs and Their Community, she has been able to utilize her knowledge Nationally.

## *Resources*

- <http://www.bizjournals.com/washington/blog/techflash/2013/07/are-pinterest-and-instagram-retail.html>
- <http://www.responsys.com/blogs/nsm/social-media-2/5-tips-for-better-pinterest-and-instagram-descriptions/>
- [http://www.huffingtonpost.com/brian-honigman/100-fascinating-social-me\\_b\\_2185281.html](http://www.huffingtonpost.com/brian-honigman/100-fascinating-social-me_b_2185281.html)
- <http://blog.microsecommerce.com/index.php/social-marketing/instagram-v-pinterest-where-should-your-hotel-spend-its-time/>
- <http://www.digiday.com/brands/15-stats-brands-should-know-about-instagram/>
- <http://en.wikipedia.org/wiki/Instagram>
- <http://www.shutterstock.com/blog/2013/06/instagram-video-make-it-work/>
- <http://mashable.com/2012/05/29/instagram-for-beginners/>
- <http://www.everythingetsy.com/2013/06/instagram15-quick-tips-to-get-you-started/>