

INSTAGRAM ESSENTIALS

Creating a hashtag:

Come up with a hashtag for your locality or business. Keep it simple and straightforward. Once you pick one, you should stick with it. So choose wisely!

- Search to see if your hashtag already exists and, if so, what type of posts are already using that tag.
- Use this tag consistently across all Instagram posts.
- Include this tag in other marketing.
 - Print ads, website, Twitter, rack cards, table tent, etc.
- Encourage folks using Instagram and Twitter to use your hashtag if applicable.
 - Include it in your bio with a message like: “Share your favorite Virginia travel moments with us by tagging #LoveVA, and we’ll repost our favs!”

How you can engage with users:

Numbers are important, but establishing relationships and engaging with your followers is even more important.

- Like and comment on other users’ posts.
- Follow relevant accounts.
- Repost images that showcase your locality.
- Like and/or reply to comments on your own posts.
- Check and respond to direct messages on a regular basis.

SHOULD YOU SWITCH TO AN INSTAGRAM BUSINESS PROFILE?

VIRGINIA IS FOR LOVERS[®]

