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?

ARE YOU A BUSINESS?

YES

DO YOU HAVE 10K+ FOLLOWERS?

NO

DO YOU USE INSTAGRAM STORIES?

YES

WOULD INSTAGRAM ANALYTICS BE USEFUL TO YOU?

NO

WOULD A CONTACT BUTTON ON YOUR ACCOUNT BE USEFUL TO YOU?

YES

GO BUSINESS!

NO

KEEP IT PERSONAL!

NO

IS YOUR GOAL TO GROW ENGAGEMENT OR FOLLOWERS?

YES

DO YOU USE INSTAGRAM FOR MARKETING?

NO

WOULD YOU EVER RUN ADS ON INSTAGRAM?

YES

DO YOU PLAN TO KEEP YOUR INSTAGRAM ACCOUNT PRIVATE?

NO

KEEP IT PERSONAL!