

@spark_social



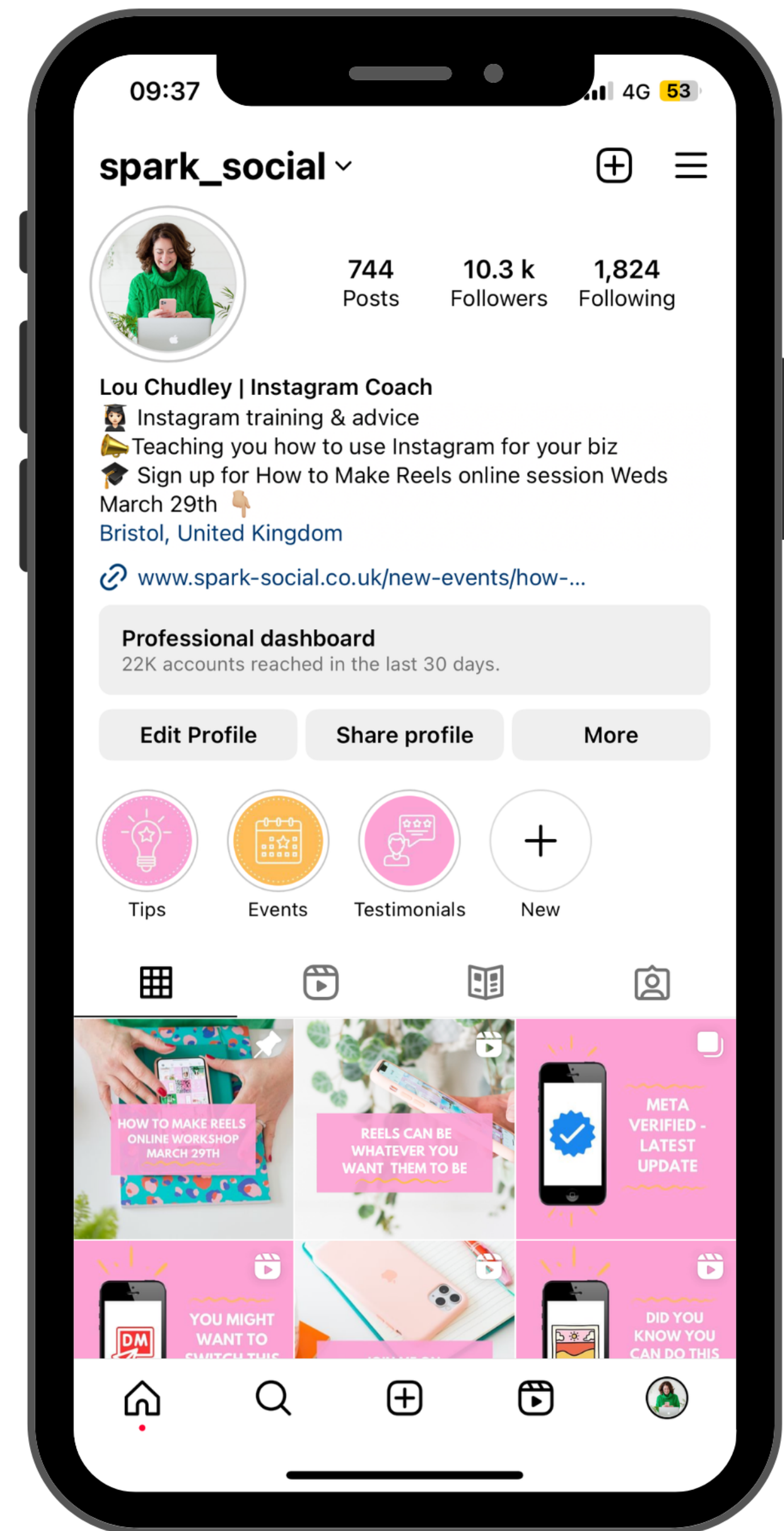
Instagram Best Practices for 2023

- Are you telling people about what you do?
- How often are you reminding people what you do?
- How discoverable is your account/ content?
- Are you making it easy for your customers?
- Are you taking people behind the scenes?
- Are you making video content?



Your Instagram Profile

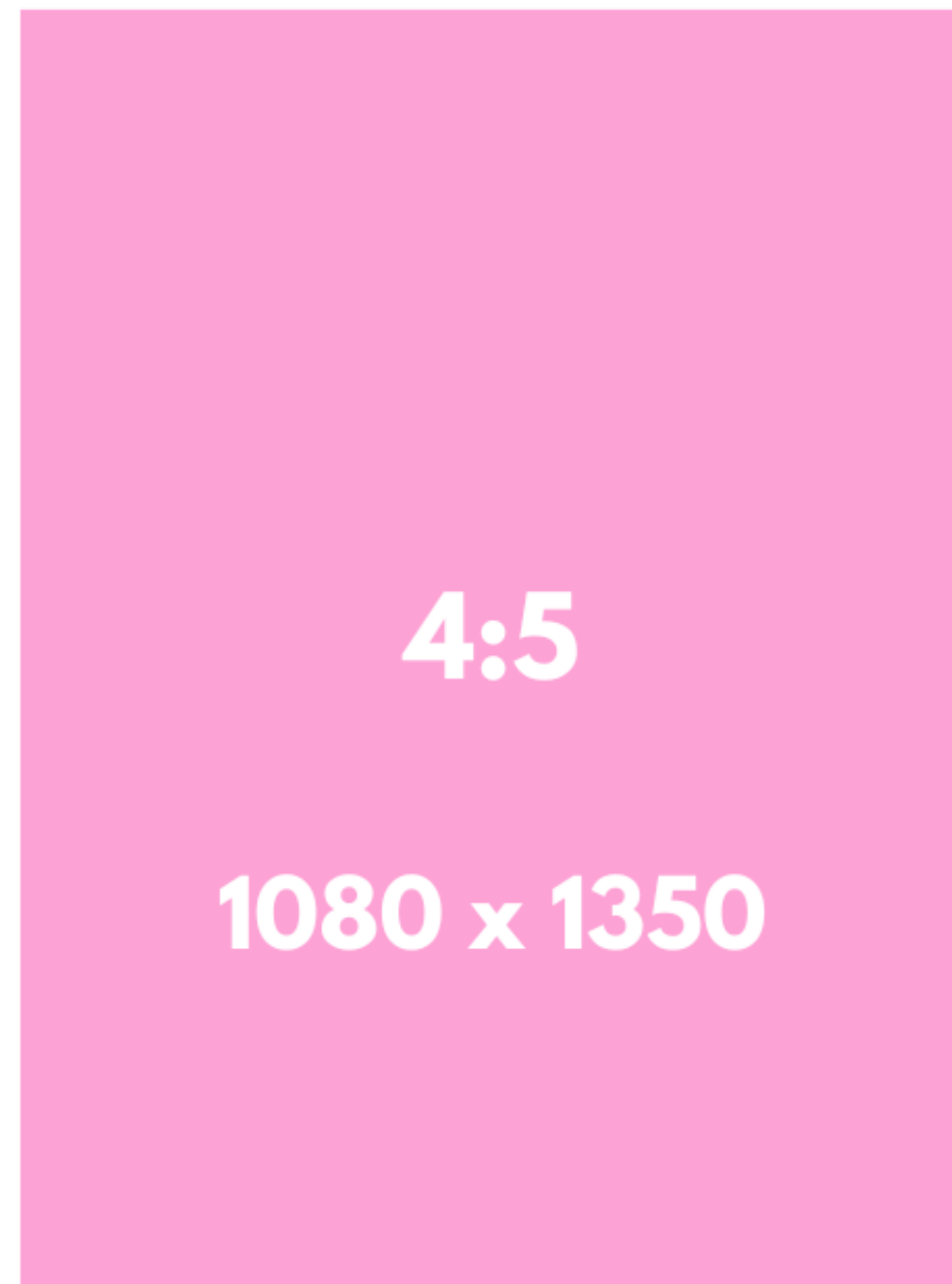
- This is your shop front window
- Make a first impression
- Make it easy for your customer
- Add your name + keywords to your Instagram name field
- Add a Call to Action
- Avoid hashtags in your bio
- Add your location



Instagram Formats

1080 X 1080

Still images & carousel posts



Stories & Reels



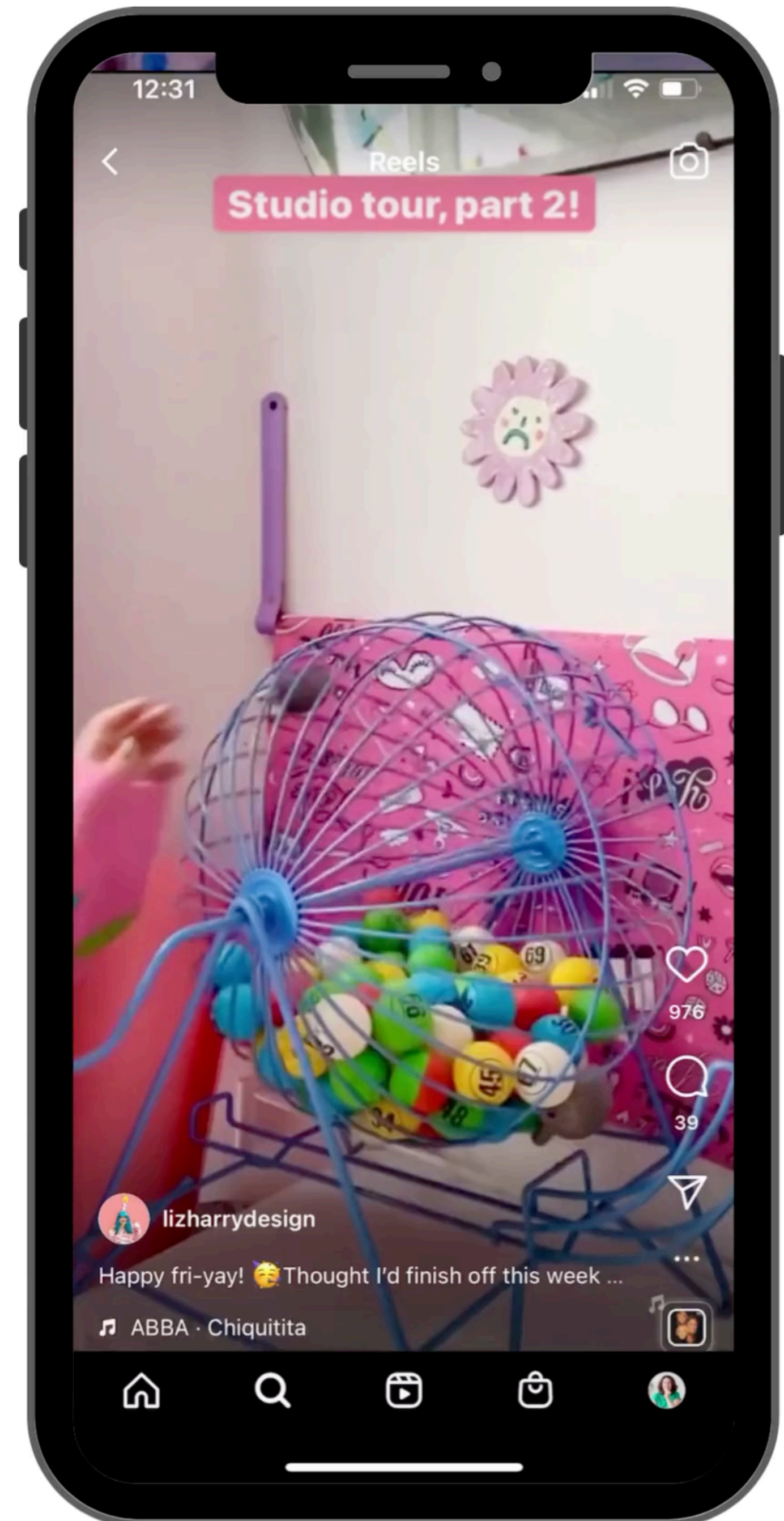
Make your Instagram discoverable

- Add keywords to your Bio
- Research your hashtags (add to caption)
- Be visible - connect with people
- Collaborate (use the invite collaborator feature)
- Encourage customer to share your work to their socials



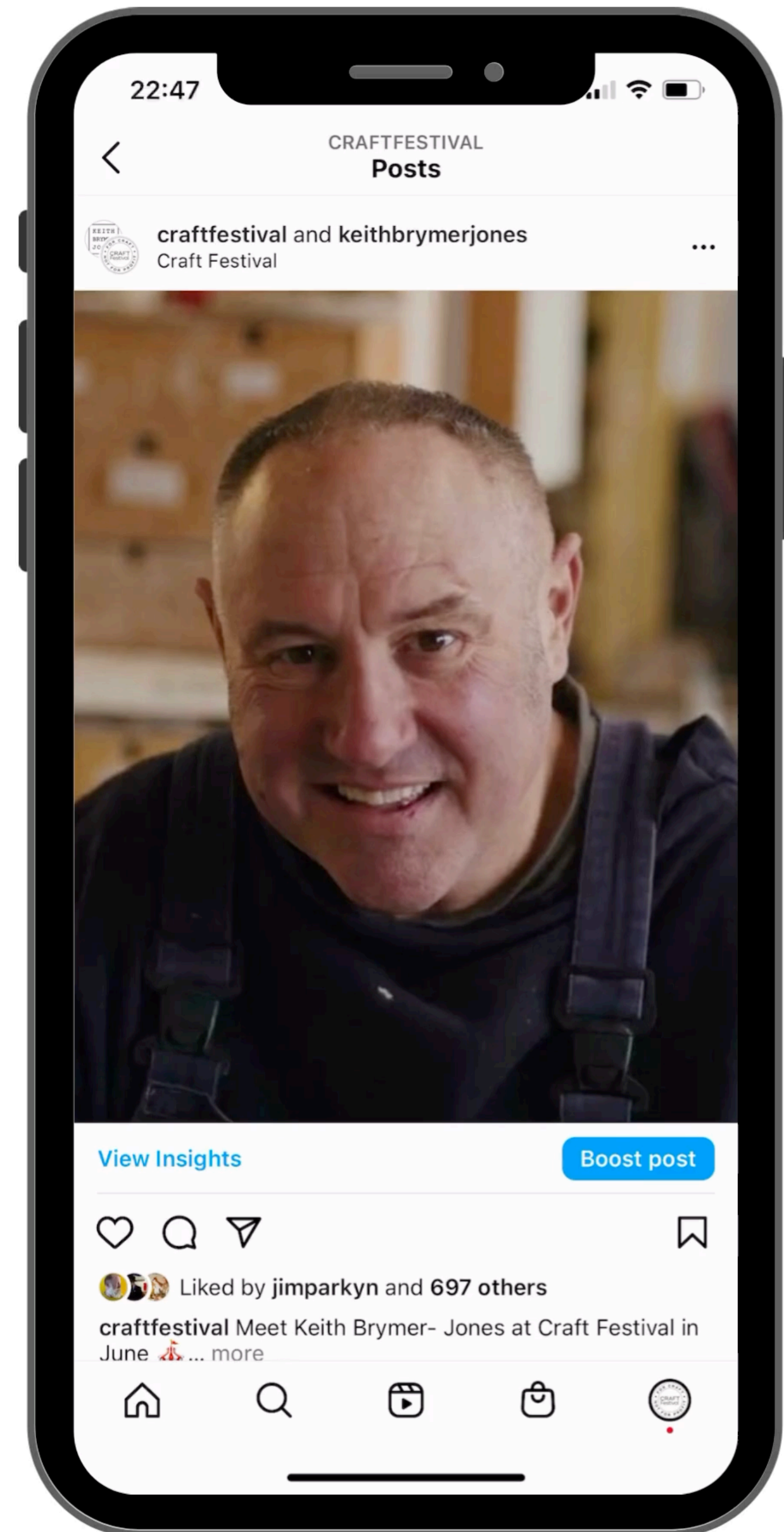
Take people behind the scenes

- Show people what you do
- Show them the process
- Be visible
- Use your Instagram Stories to connect with followers

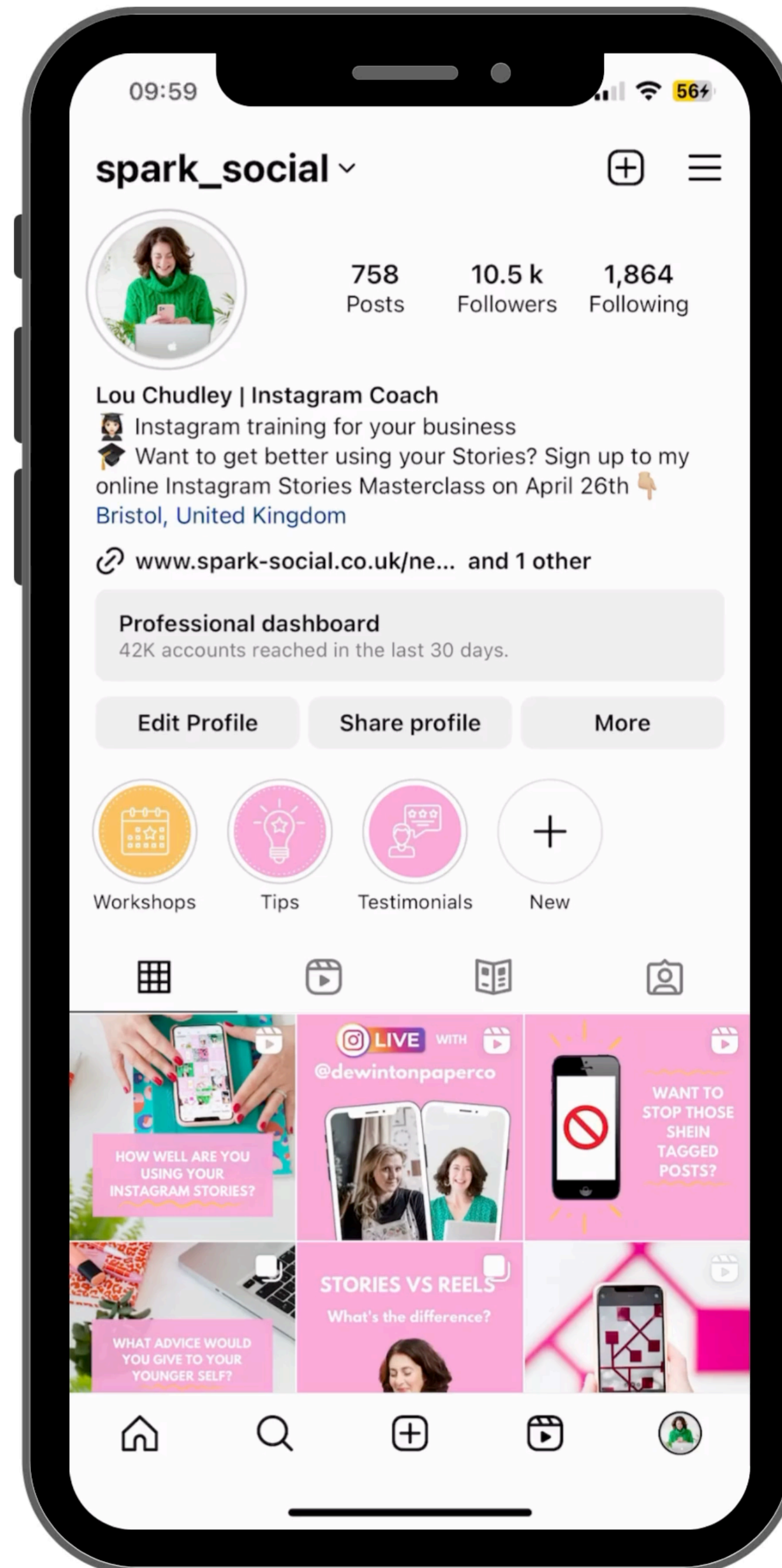


New Instagram features to embrace

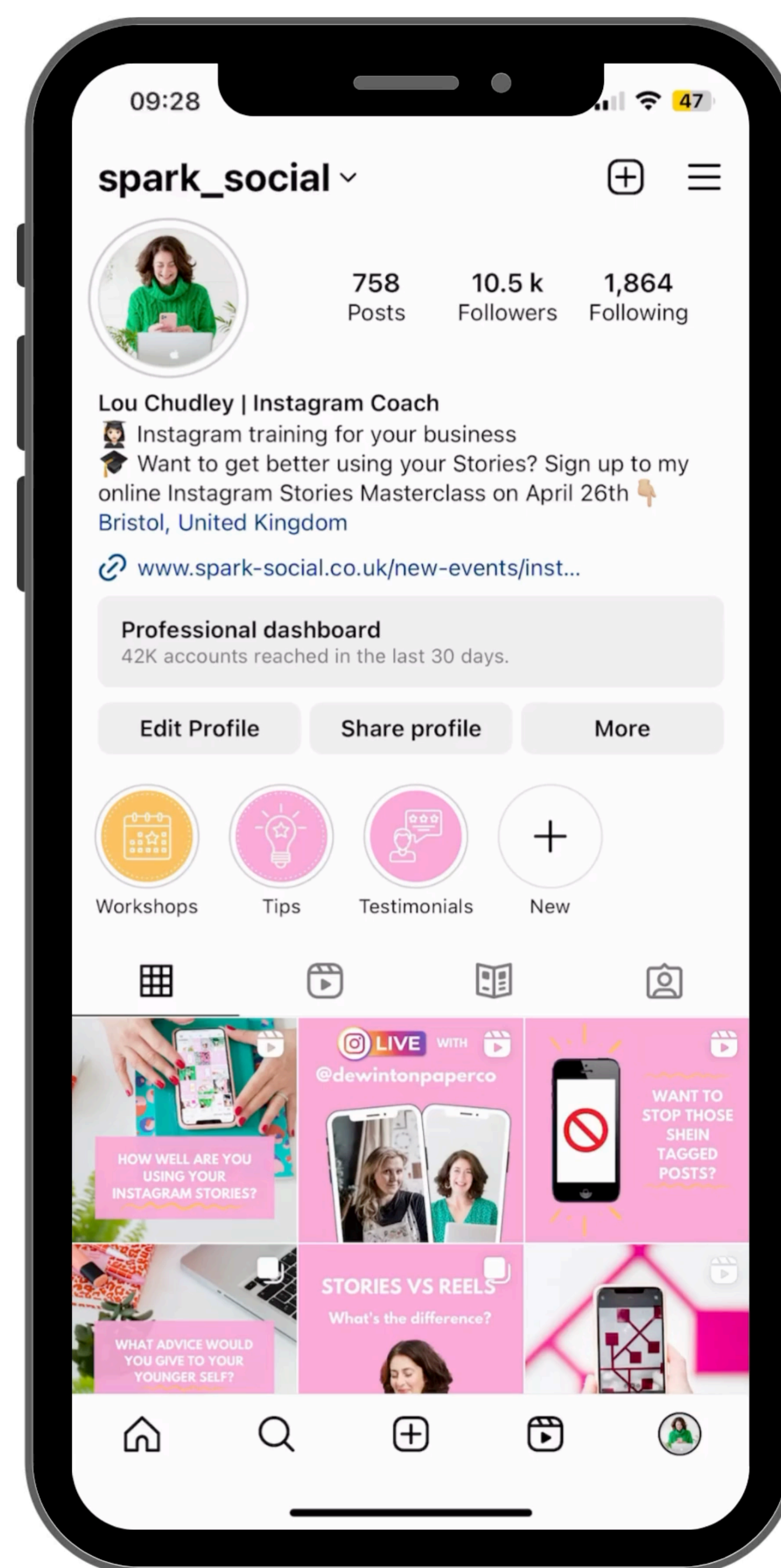
- Pinned Posts
- Invite collaborator
- Reels templates
- Add captions to Stories & Reels with spoken audio
- In-App scheduling
- Add multiple weblink to your bio
- Share a mix of content - Photos are back!



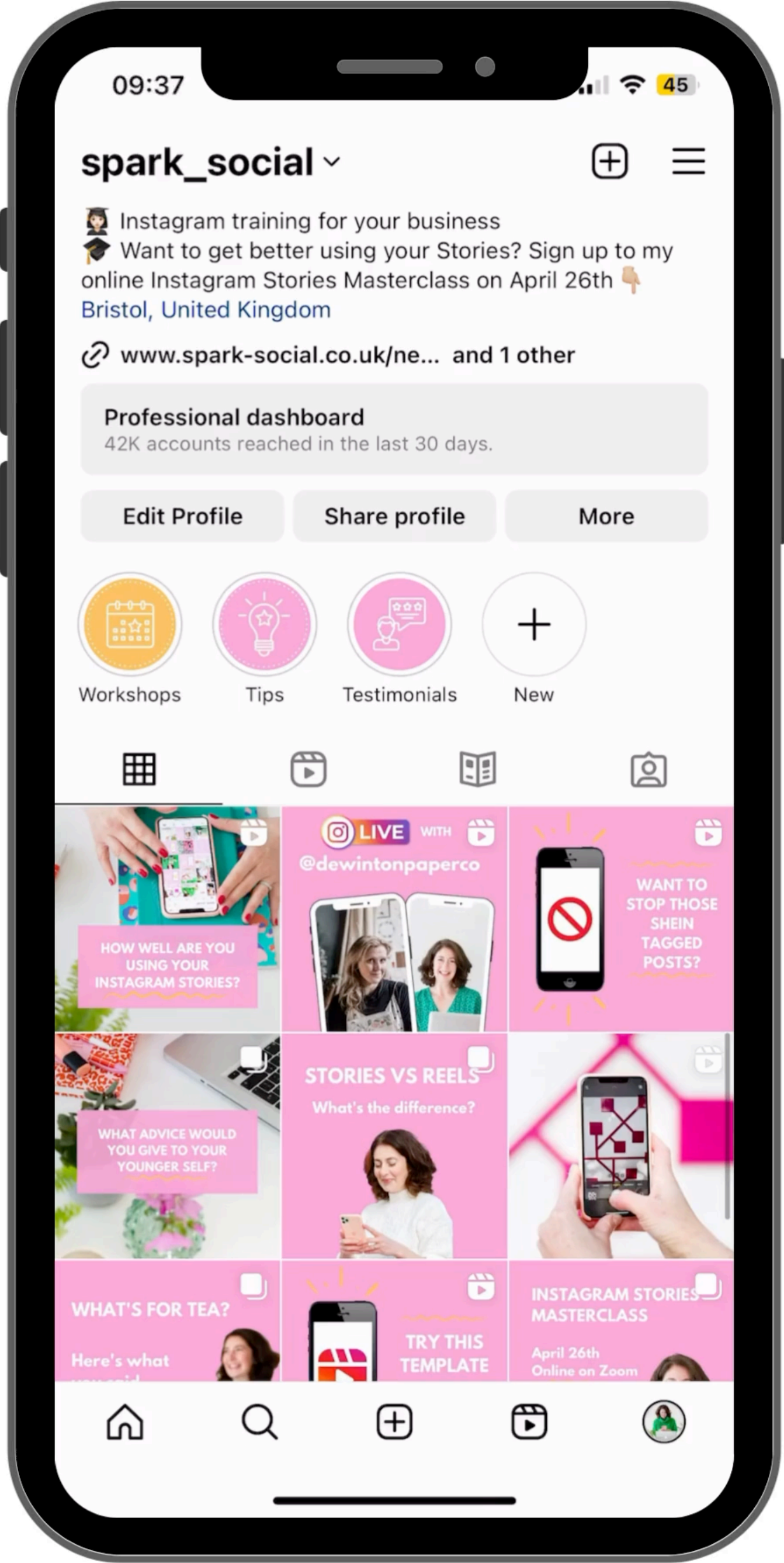
Invite collaborator feature

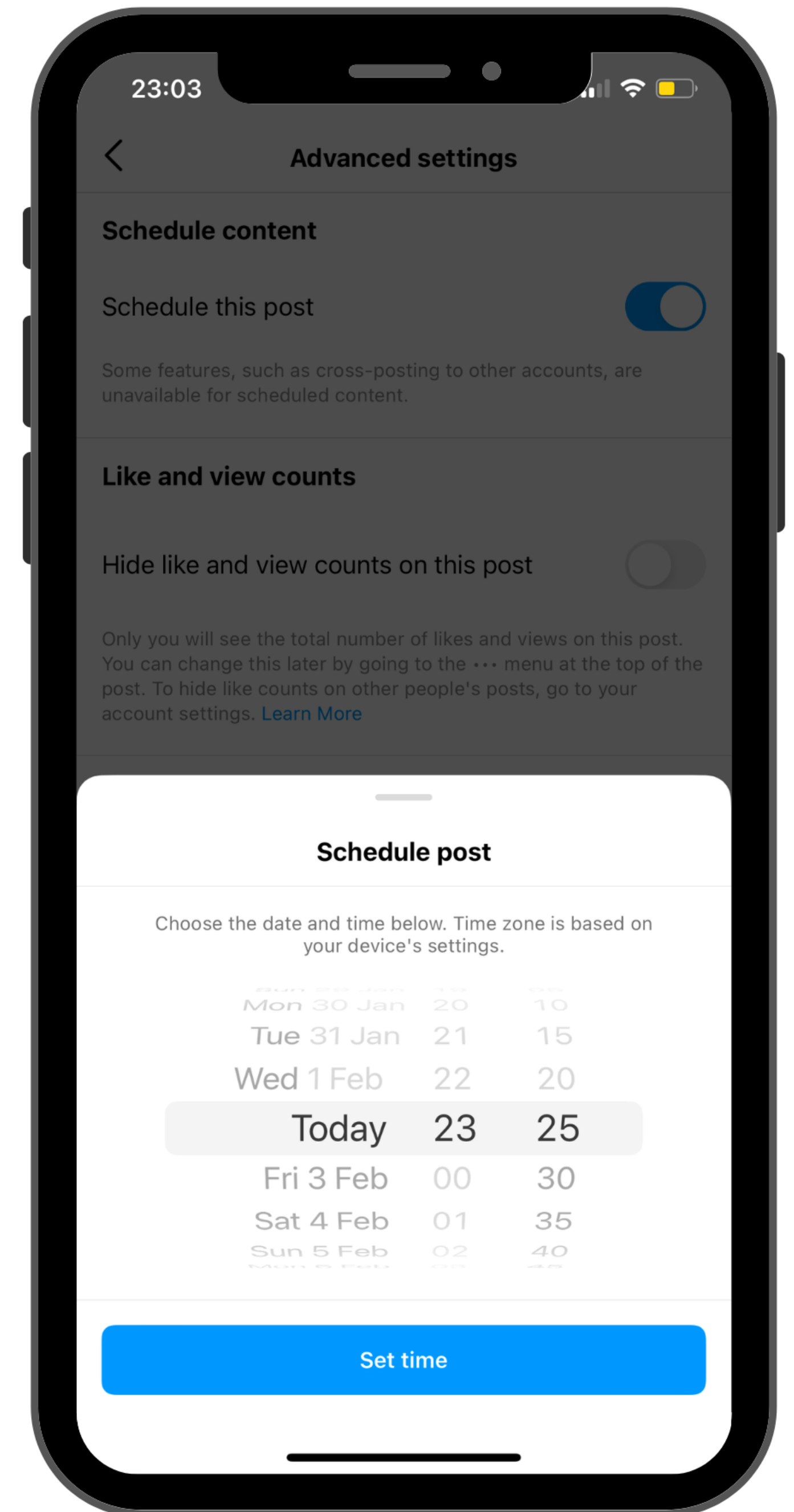
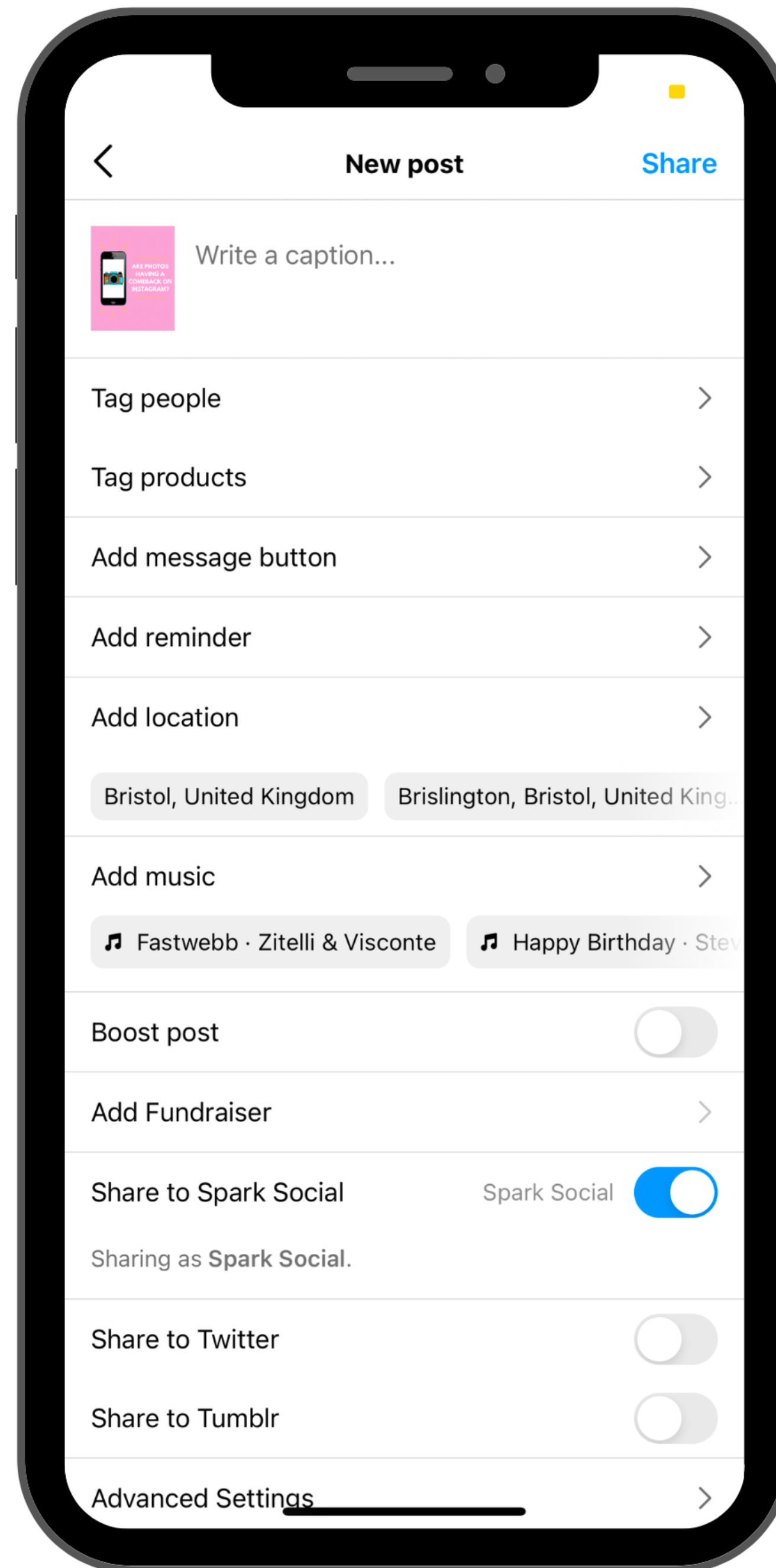
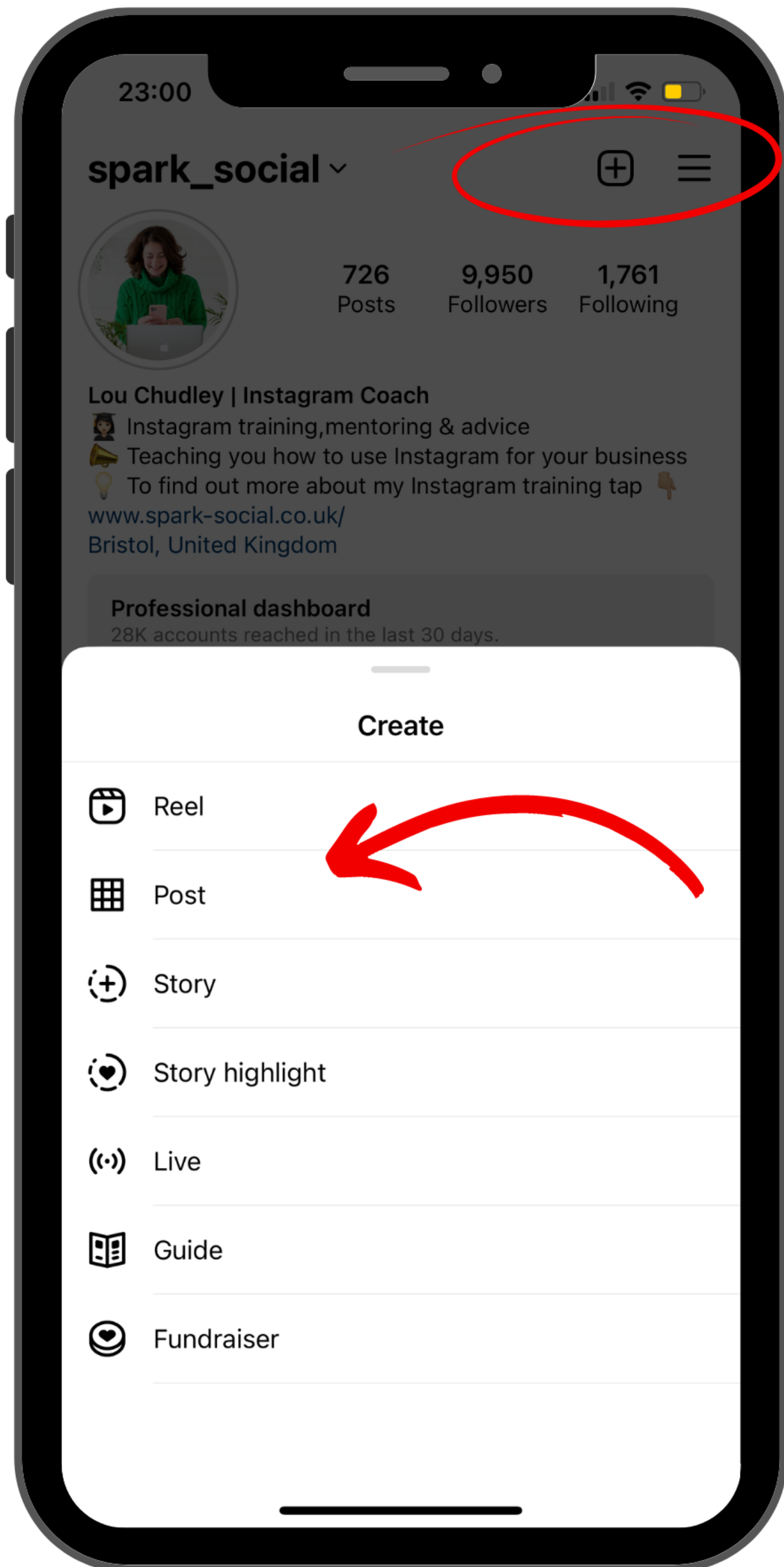


How to add multiple weblink to bio



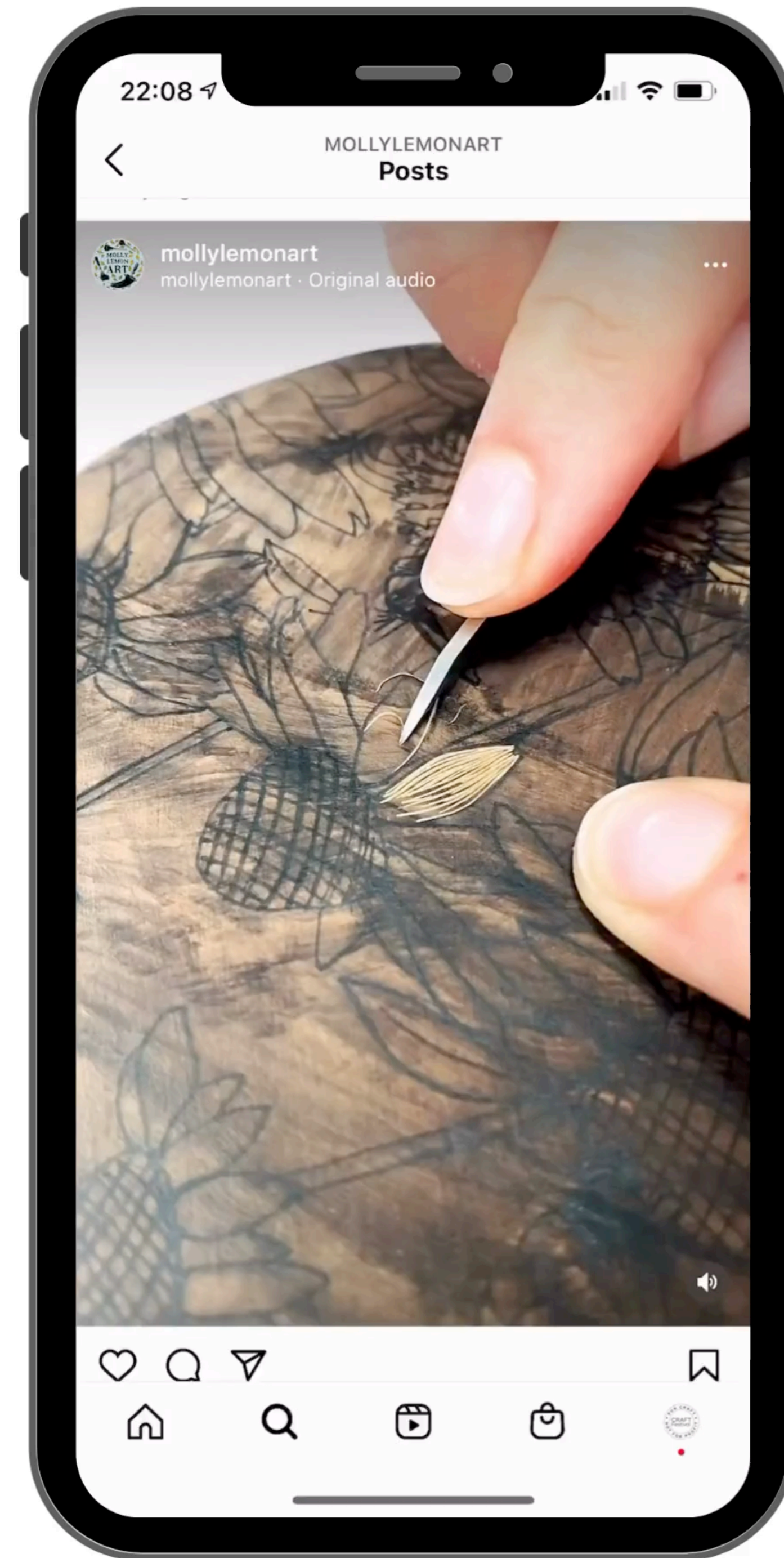
How to pin your posts





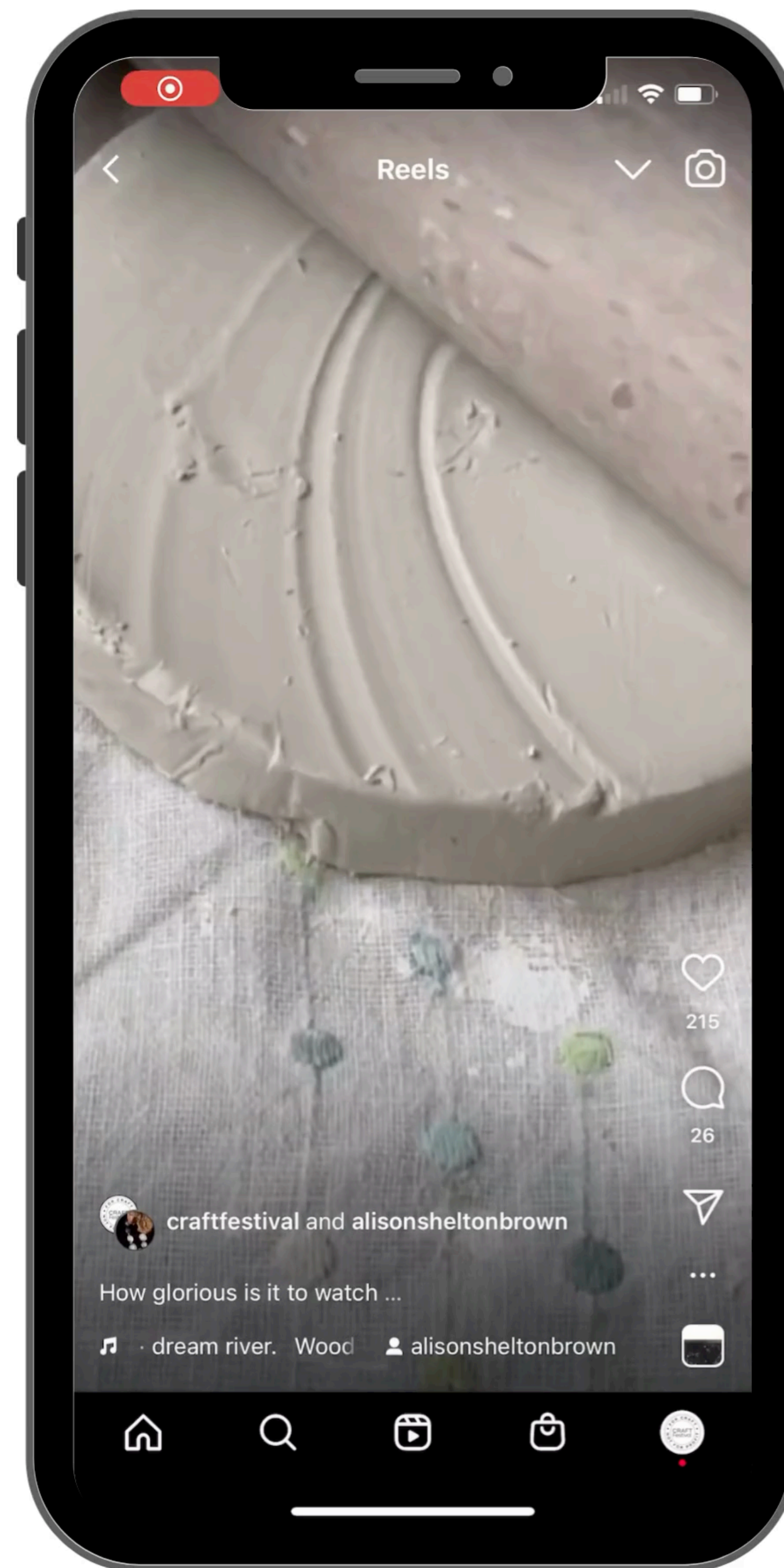
Reels

- Short form video with long shelf life
- Share your process
- Take followers behind the scenes
- Use them to inspire/entertain/ inform
- Always share to your grid



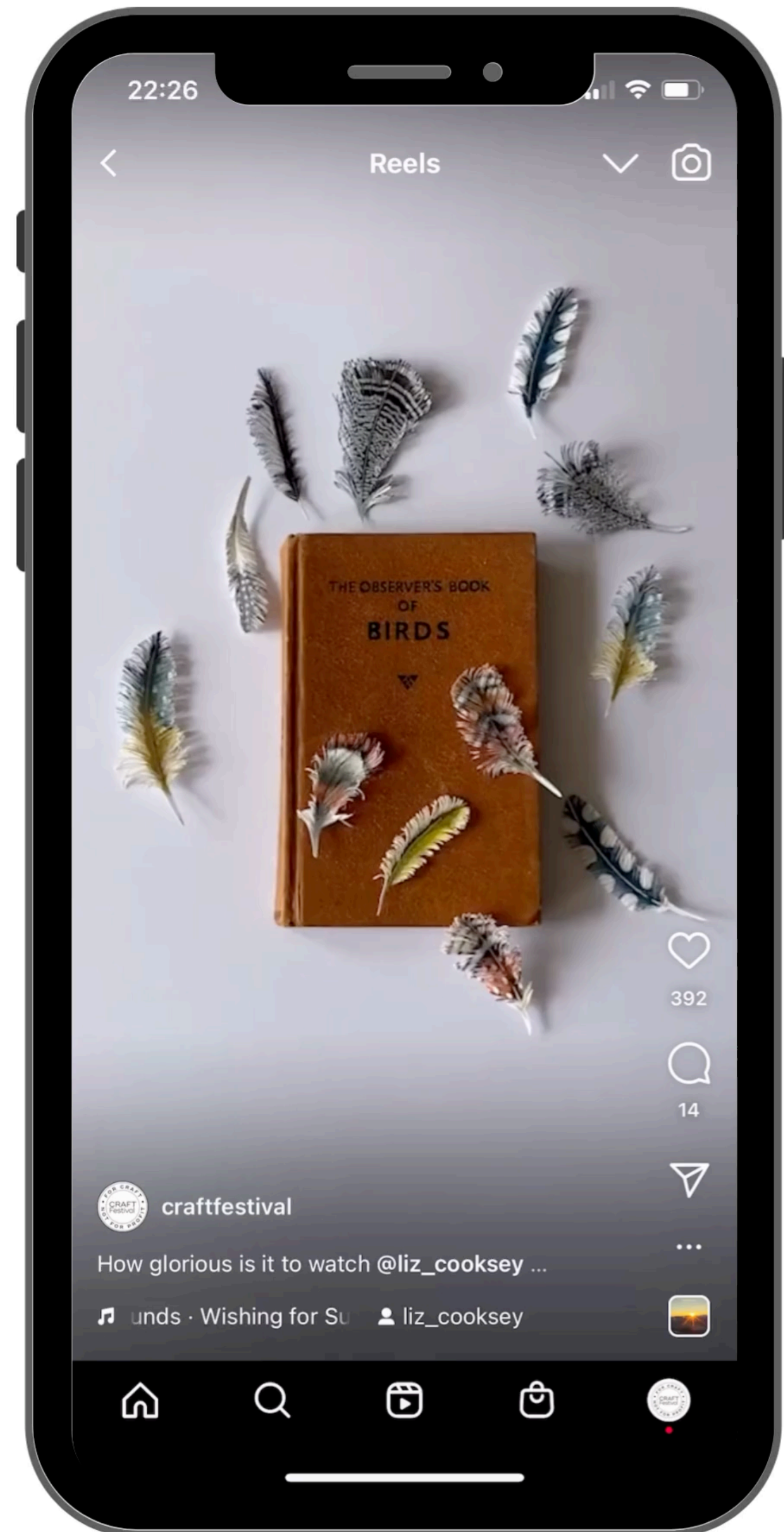
Content ideas - Reels

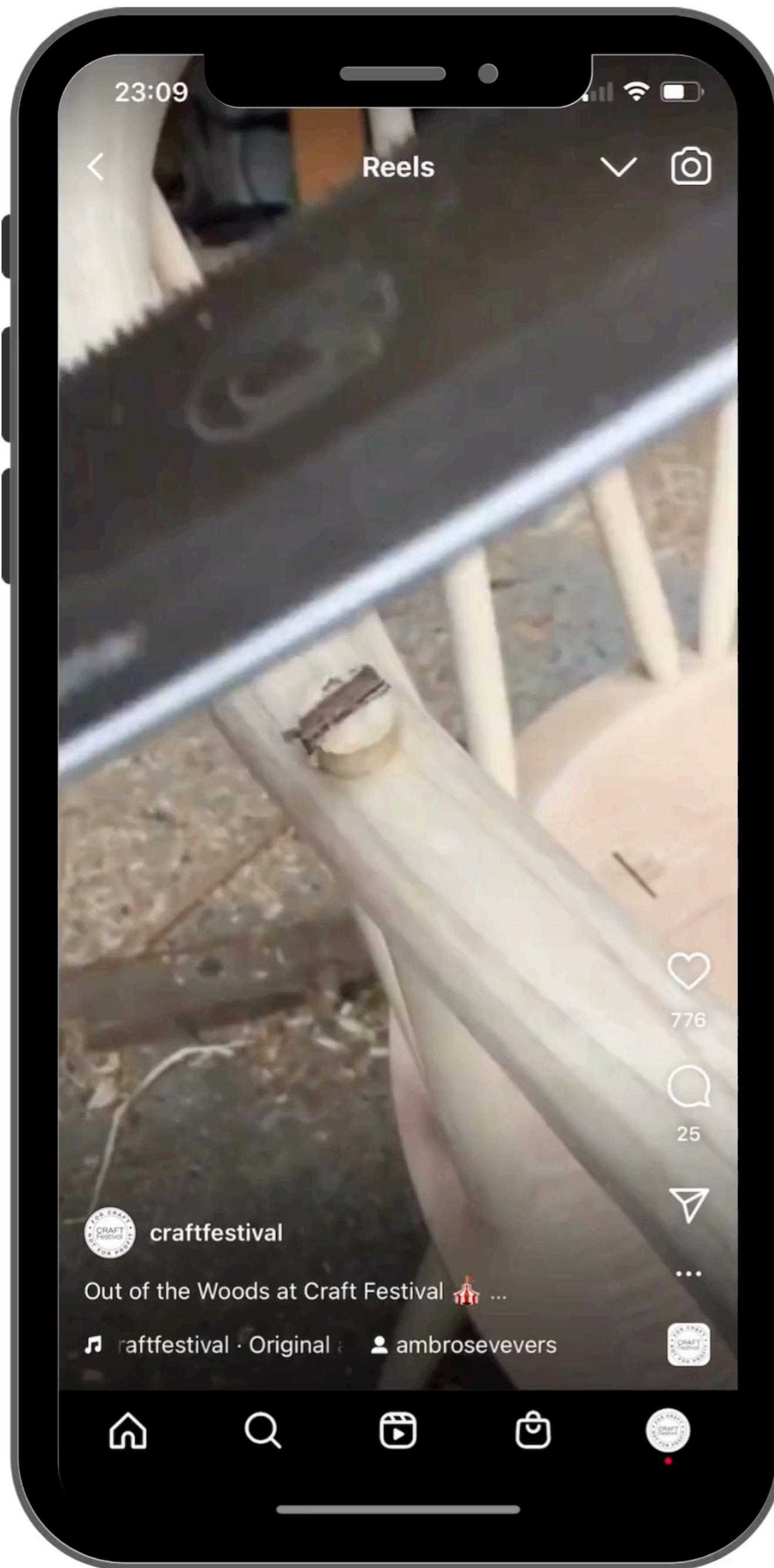
- Behind the scenes
- Talkie Reels
- Share tips & advice
- Show transformations / Before & After
- You can share photos or video or a mix of both
- Stop Motion
- Time Lapses
- Tours and Inside glimpses



Reels - Tips

- Get into habit of taking photos/ video all the time & add to album
- Shoot vertical content - 9:16 for full feed viewing
- Use the new template feature
- Add captions to talkie Reels
- Try out different effects
- Add in original sound
- Scroll your Reels tab for inspiration & ideas & audio





Using Reels Templates

- Reels Templates allow you to create a Reel using an audio track where a template has already been created
- You simply need to select your media clips & the length of each segment is already defined for you
- This takes out a lot of hard work from creating Reels

