



BECAUSE EVERY POST MATTERS

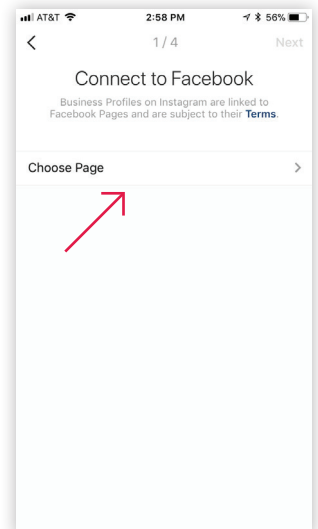
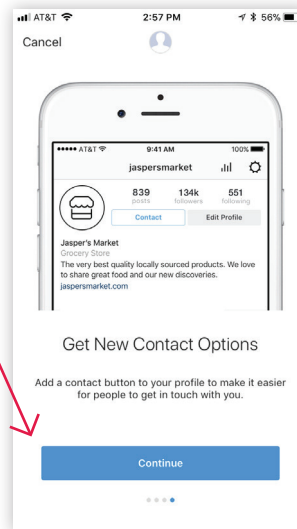
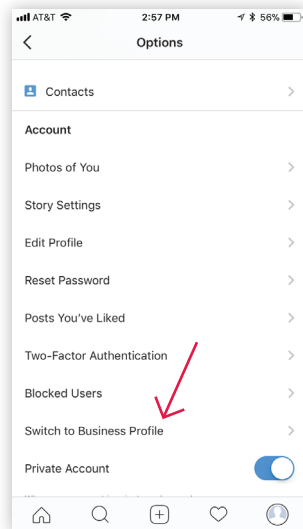
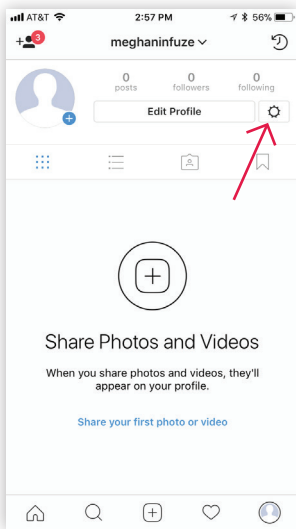
Instagram for Businesses Checklist

4 SMALL TWEAKS TO BOOST YOUR ENGAGEMENT ON INSTAGRAM

1. SWITCH YOUR ACCOUNT TO A BUSINESS ACCOUNT

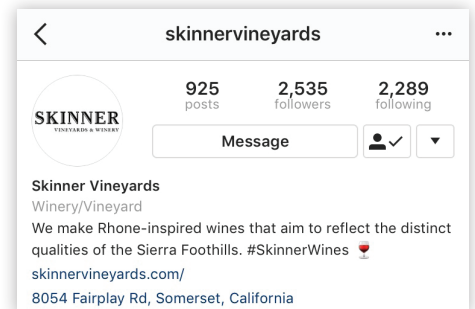
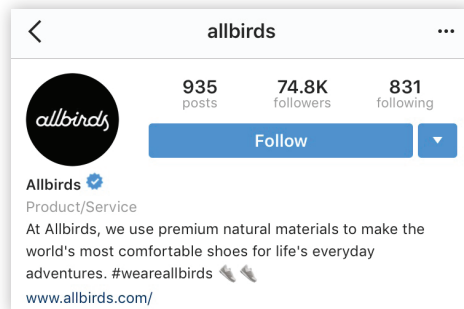
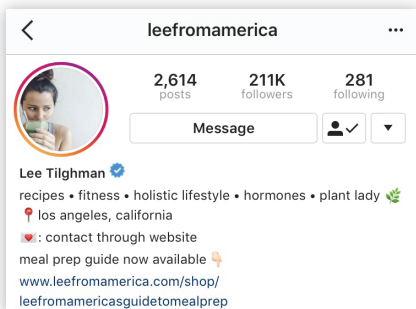
Connect to your Facebook Business page (you need to set this up first in order to switch your Instagram over to a Business Profile)

- Click on the settings “wheel” next to “Edit Profile”
- Scroll down, click “Switch to Business Profile”
- Follow their step by step guide to finish the process
- Choose your Facebook Business Page



2. IMPROVE YOUR BIO

- What do you do? Make sure it is clear and at the top!
- What value do you add to the people coming to your page? List it!
- Add in your personality. What makes you, you?
- Make sure you add a link. Whether it be to your website, your latest blog post, an e-book... offer people somewhere to go from your profile.



3. RESEARCH YOUR HASHTAGS

- Do a Google search of trending hashtags for your industry (make sure you are looking at articles posted within the last few months)
- Take a look at people in your industry that are killing it and look at the hashtags they are using!
- Create a list of up to 30 hashtags you would like to use (keep this in your notes section, and change up as needed!)
- Look through potential hashtags, and decide if your content matches the content in the hashtag

4. ENGAGE WITH YOUR AUDIENCE

Spend 20 minutes a day:

- Respond to comments
- Like others photos
- Thoughtfully comment on your communities content
- Scroll through the hashtags you commonly use to engage with people outside of your followers