

An illustration showing various hands of different skin tones interacting with various electronic devices. At the top, there are hands using a smartphone, a laptop, another smartphone, a tablet, and another smartphone. On the left, a hand points at a tablet. On the right, a hand points at a laptop. At the bottom, there are hands using a tablet, a smartphone, a tablet, and another tablet. The background is a light grey color.

Instagram for small business owners

Trudy Ritsema - IT Courses Dorchester
#kitchentablelearning

Housekeeping & stuff!

- Phones
- Toilets
- Questions
- Notes handout
- Hands-on training
- Refreshments!
- Browser vs app
- After the course - #geekchat, Facebook group, resource page



Who am I?

- Trudy Ritsema – IT Courses Dorchester
 - Training for small business owners
 - 1-2-1 training
 - Workshops
 - #geekchat

Researcher of technology who love teaching!

Intros

- Name
- What you want to get out of today



A word about social media

- It is social – so be sociable!
- It is not about just selling your services/ products
- You need good content
- You must ENGAGE!
- Show you are the expert in your field



The techy bit (algorithm)

The data knows...

**Posts you're likely to care about
most will appear higher in your feed**

(or pay to get to get in your audiences feed!)

The size of your audience on social media doesn't matter if no one is paying attention



*** reply * respond * engage ***

Use Instagram like this....

Post what your target audience would engage with



Post things that are nothing to do with your business (80/20 rule)

*** reply * respond * engage ***

What is engagement?

Communicating well enough
that the audience pays attention.

Follow a user

Like a photo

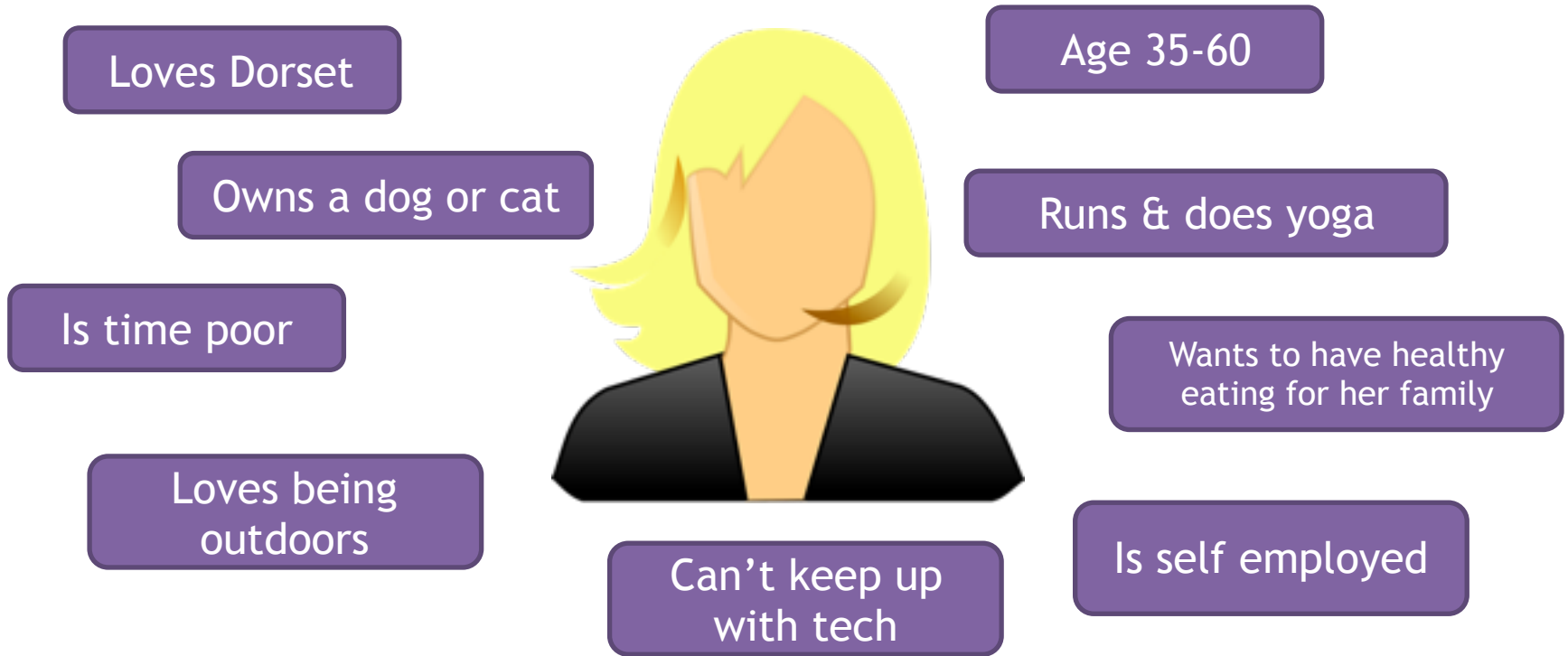
Comment on a photo

#kitchentabletip

Meet Annabel!



This is my “typical” follower...I have named her Annabel. Every time I post I think of Annabel...what would she like to see...what would she share or comment on...what would engage her...?



This is what Annabel is like - I post things that she is interested in and needs help with. Then once in a while I will post information about our courses. As Annabel engages with what I post she will see my promotional post and hopefully book on!

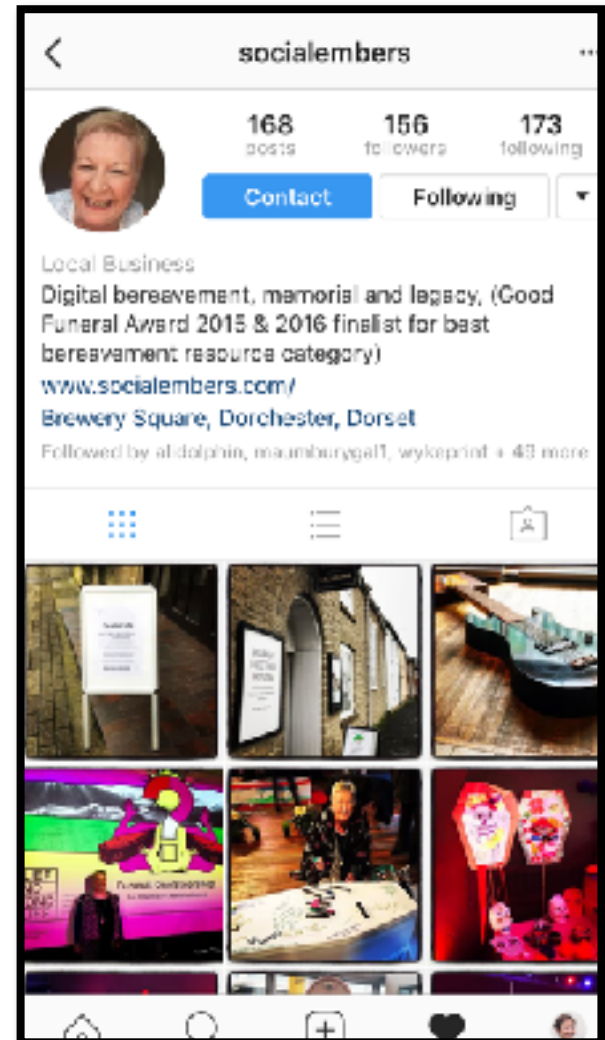
Ways to make Instagram work for your business

- Get a business account
- Get good content
- Get found
- Engage
- Analyse
- Promote

Get a
business
account

Get a business account

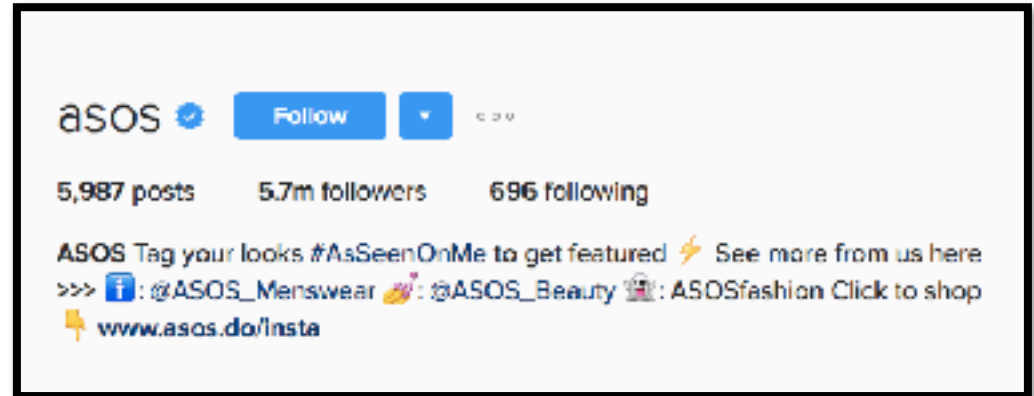
- You look like a pro
- Links to your Twitter & Facebook business accounts
- You get stats
- You get a contact button
- Can add an address



You look like a pro...

- **Killer bio**

- 150 characters
- Keywords
- Personality
- Embrace the emoji!
- Add a branded hashtag
- Add a call to action



- **Web address**

- Can change depending on current promotion
- URL shortener
- Could be a link to your Facebook account


- **User name**

- Make your social signal consistent

- **Profile pic**

- You or a logo?



paypal 



Follow



980 posts

56.3k followers

947 following

PayPal This is life with PayPal. One story at a time. #paypalit and share yours.  

    paypal.com



gopro 

Follow



3,294 posts

11.7m followers

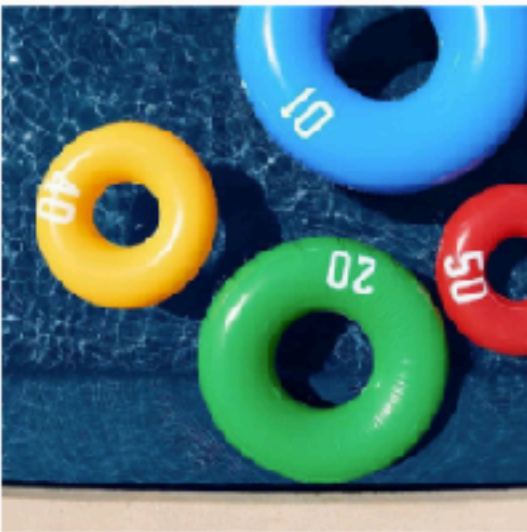
437 following

gopro Official GoPro Instagram. We Make the World's Most Versatile Camera. Share with #GoPro. shop.gopro.com/karma

Task:
Create a
business
account

**Get good
content**

Use a theme?

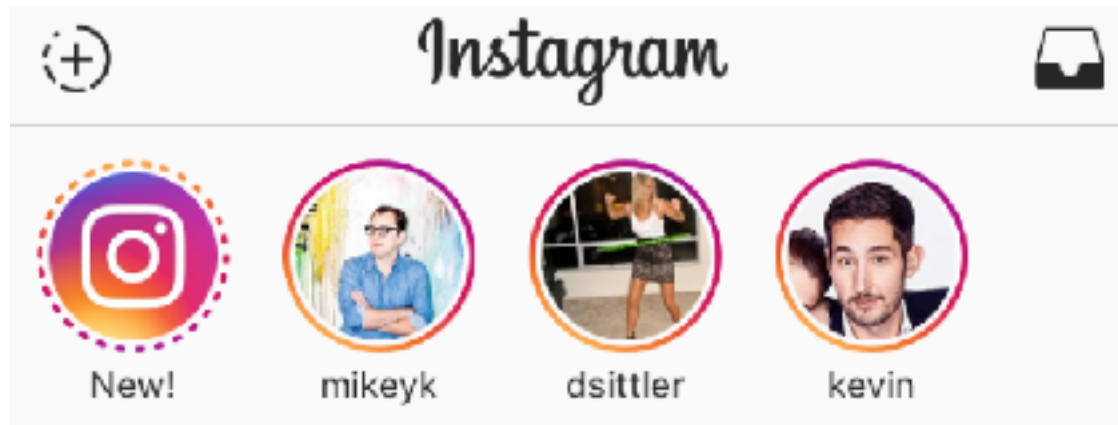


Types of posts

- Photo - with or without filter
- Video - normal, slomo, hyperlapse, SILENT...
- Live video!
- Animated gif - use Boomerang
- Multiple images - NEW!
- Image with text overlay - Canva, PicMonkey
- Collage - Layout app

Instagram stories

- Photos and videos that last for only 24 hours, and can be enhanced with drawings or special filters.
- Ideal way to mix up videos and photos about the same thing.



Ideas

- Products stills
- Product/service in use
- Events
- Behind the scenes
- Up and coming products/events
- Selfie
- Something funny
- Quotes (use an app like Typorama)
- Company milestones
- Celebrations – a birthday at work?
- Your area
- Animals!



What would your audience engage with..?

Be helpful

- Give something of value.
 - What do other people think of Takeme2uni?
 - How much will it cost?
 - What will I need to sign up?
 - When are the open days?
 - What is the application deadline?
 - Things you need for uni?

**Post at the
right time**

Be timely

- When are you customers hanging out on Instagram?
- National holidays – Easter, Christmas
- National news stories

Get good images

- Use your own.
- On your website?
- Pixabay.
- PicMonkey.
- Credit people if you use their photos. ("creds"

Filters



Mayfair one of the top filters to get engagement according to TrackMaven

Task:

Use an one of the following to create your own content

Boomerang

PicMonkey

Hyperlaspe

Slowmo

Layout

Multiple

Instagram filters

Adding Call to Action (CTA)

In the caption tell your customers exactly what you want them to do:

- Buy your product
- Go to your website
- Like your photo
- Comment
- Answer a question
- Get feedback
- Nothing!



“see link in bio”

The caption – the bit describing the photo



672 likes

2w

[joulesclothing](#) Bright & Early... With 3 for 2 on selected toiletries, beat the rush and snap up those stocking fillers today! Shop via the link in the bio [#giftideas](#)

1. Description
2. Call to Action
3. Hashtags

Use emojis!



Embrace the emoji.

Common place to use.

- <http://emojipedia.org/>



Task:
Add a comment

Include a CTA
Add an emoji

When to post

- When are your customers / potential customers hanging out on social media?



Create a social media calendar

- Monday = Quote
- Tuesday = Video
- Wednesday = Behind the scenes
- Thursday = At work
- Friday = FAQ
- Saturday = Local info
- Sunday = Product/service info

Look online.....many social media calendar ideas around

Get found

Get found

- You tell people your Instagram account
- Add it to website and marketing material

use
HASHTAGS

#yesusethe



Guess who..

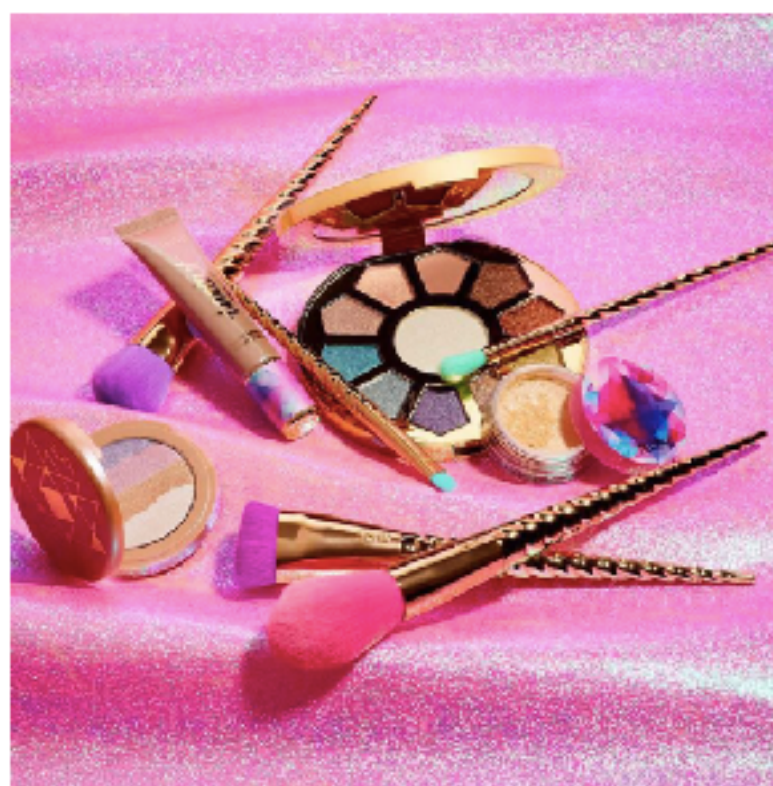
Hashtags

- General (very competitive)- female
- Categorise (less competitive) - glasses
- Specific/unique to you - red hat with purple glasses

Research your hashtags

- Look at competitors / influencers
- Evergreen hashtags (always current)
eg: #instafood
- Use trending hashtags and tie them back to your company

Jump on trending hashtags



♥ 93.5k likes 💬 440 comments

Create a magical beauty routine with @tarteCosmetics's new collection of fantasy 🦄 Happy #UnicornDay!

#LinkInBio

APRIL 9



Hashtags

- They are a clickable link
- Can be more than one word
- No spaces
- You can use up to 30 in one comment
- Add more in another comment
- Do research (competitors, trending)
- Used for photo challenges (eg: #throwbackthursday)
- Don't hashjack
- Use:
 - Popular #
 - Less #
 - Custom #
 - Emoji # 👗

Hashtag Trends

- Anything with insta in front: #instakids
- Local: #dorchester
- Your business: #itcoursesdorchester
- Follow Friday: #FF
- Throwback Thursday: #TBT
- Express endorsement of the content or user: #HT
- User had overheard: #OH #RLRT
- Flashback Friday / retro – flashback: #FBF
- Women crush Wednesday, who do you admire: #WCW
- Sunday selfie: #SS

Hashtag Ideas

- <https://websta.me/hot> (top hashtags at the moment)
- <https://web.stagram.com/> - to search for hashtags
- Use, test and learn.

Hashtag research

Write down in your notes app some ideas of Hashtags you could use

Add a
location

Location trends

- Click link in bio
- The Kitchen Table
- 20% off

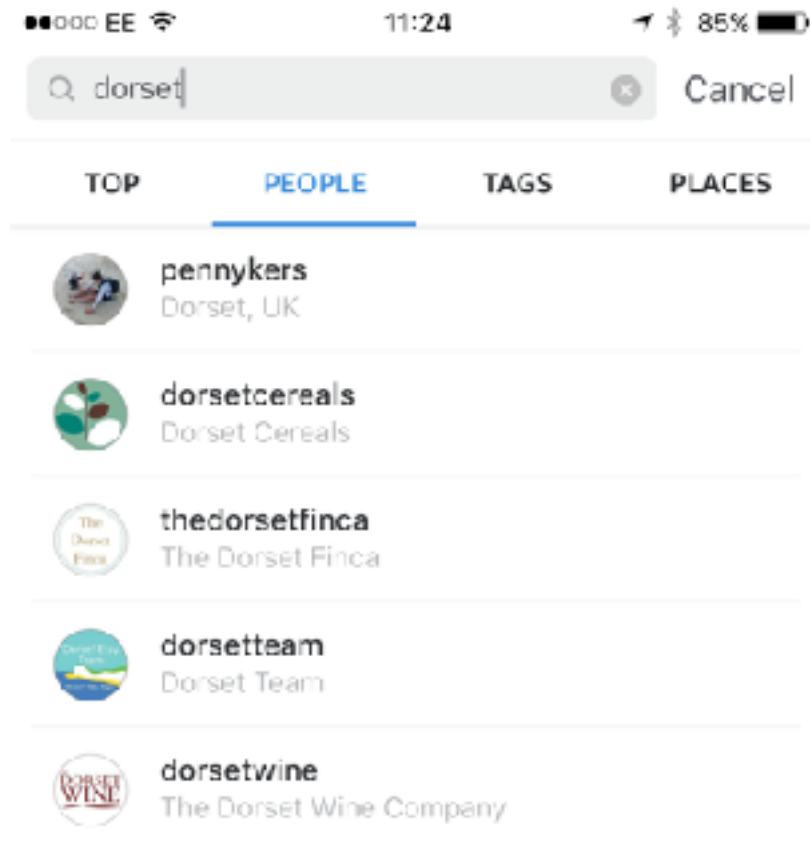
Engage

Basic engagement

- Double tap to like.
- Comment.
- Like a comment.
- Tag someone.
- Check notifications.
- Direct messages.

Using the search

People | Top | Tags | Places



Get some followers

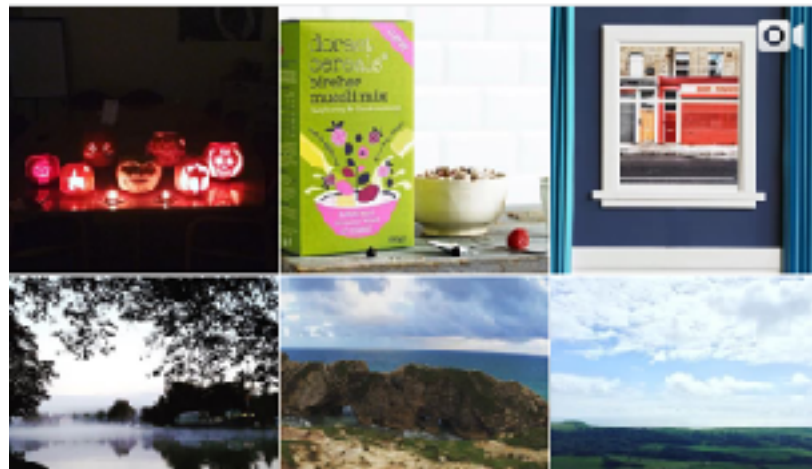
11:44 84%

DORSETCEREALS

202 posts 2592 followers **196 following**









✓ FOLLOWING

Dorset Cereals
because #lifebeginsatbreakfast
www.dorsetcereals.co.uk



12:00 81%

FOLLOWING

-  **westdorsetfoodie**
West Dorset Foodie ✓ FOLLOWING
-  **dorsetteauk**
Dorset Tea ✓ FOLLOWING
-  **goldhillorganics**
Goldhill Organics + FOLLOW
-  **exploredorset**
✓ FOLLOWING
-  **thepinkhouselulworth**
The Pink House Lulworth + FOLLOW
-  **swisbest**
SOUTH WEST IS BEST 🏡 + FOLLOW
-  **kingstonmaurward**
Kingston Maurward College ✓ FOLLOWING
-  **westdorsetleisureholidays**
West Dorset Leisure Holidays + FOLLOW

If you comment tag the person

Reply to someone in a comment thread by [mentioning them](#) in your comment. They'll get a notification in their activity feed to view the comment.



 itcoursesdorchester

16 likes 3w

itcoursesdorchester When old meets new. [#new5poundnote](#) [#old1poundnote](#) [#makes6pounds](#)

socialmembers I was given a £1 note when I learnt to swim! I took it to town in Weymouth and spent it in a shop called Comptons which was a stationary shop. I had a bag full of bits for my £1 ×

kirstmakeup They seem so strange the new ones... [@socialmembers](#) ... I remember Comptons, brilliant shop!! ×

itcoursesdorchester Love it [@socialmembers](#) ! ×

purasalon_lascollinas 😊 ×

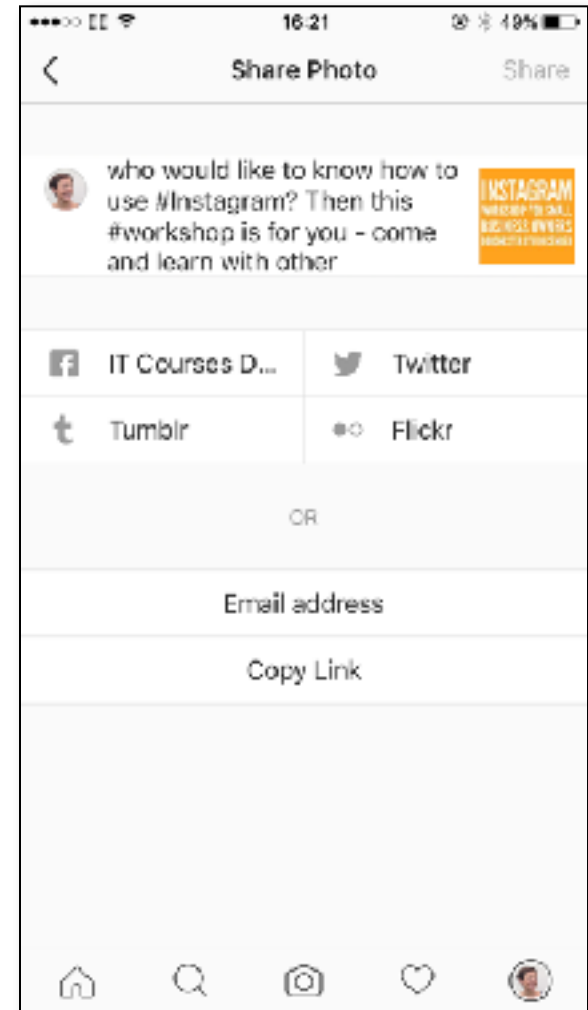
Regram / Repost

- Engage with other accounts by “regramming” their posts.
- Follow the rules of repost.



Sharing made easy

- Facebook
- Twitter
- Note: How will it look on these platforms...?
 - Twitter no image just a link...
 - (IFTTT)
 - Facebook too many # could be counter productive...



Use the bookmarks

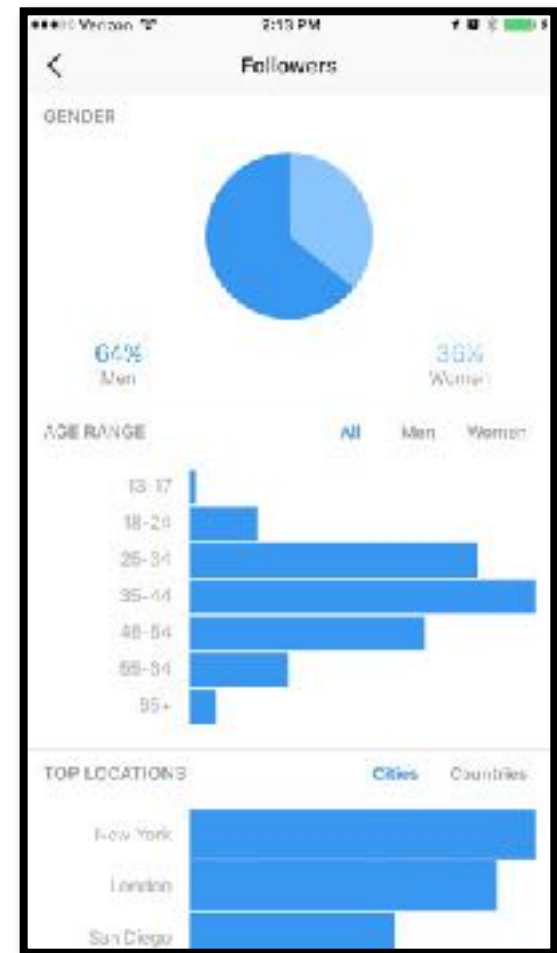
Bookmarks and collections

- “Store” photos you like
- Use for reposting at a later date
- Ideas from competitors

Analyse

Look at the insights

- See what posts are working.
- How many followers.
- Profile views.
- Break down of type of followers:
 - Age, gender, location, days



Promote

Pay to promote.

- Choose your audience, budget and time.
- Need a business account.
- Link to your Facebook business page (you must be the admin)

New stuff

New Instagram bits

- Edit your account from Facebook
- Check your Pages app (inbox)
- Promoting is easier
- Bookmark collections
- IFTTT

Name one thing
you will take away
from this workshop?



Please leave me a
review on
Facebook or Google!

Get in contact

Email: trudyritsema@icloud.com

Twitter: [@itcoursesdorch](https://twitter.com/itcoursesdorch)

Instagram: [@itcoursesdorchester](https://www.instagram.com/itcoursesdorchester)

Facebook: [@itcoursesdorchester](https://www.facebook.com/itcoursesdorchester)

Mobile: 07581 458326

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