

BOOST YOUR BUSINESS ON INSTAGRAM



BUSINESS WONDERLAND.CO.UK

SOCIAL WONDERLAND SOCIETY TRAINING

Instagram jargon

Below I have listed the Instagram jargon that you will hear whilst using the platform.

Followers: The number of people following your account

Impressions: The number of times all of your posts have been seen

Reach: The number of accounts that saw your post

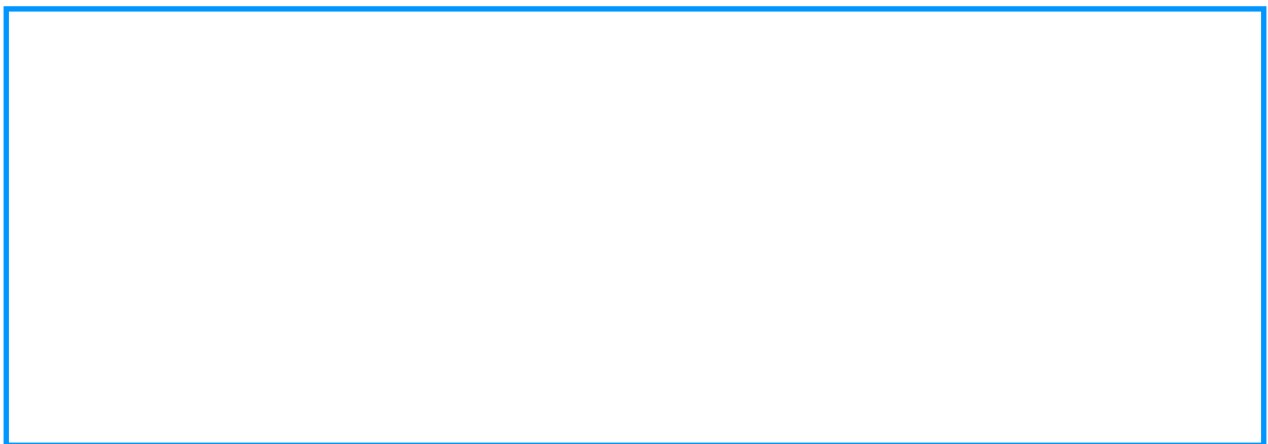
Profile visits: How many times your profile has been visited

The Grid: Your Instagram photos

Stories: Post photo and videos that do not appear on your grid and disappear after 24 hours

Highlights: An archive feature which allows you to save your stories posts into your own categories.

Notes



Instagram Weekly Checklist At the start of every week, it's a great idea to go through this checklist to ensure you are set up for your upcoming week on Instagram:

<input type="checkbox"/>	Do you have your photos planned and prepped for the week ahead?
<input type="checkbox"/>	Are your photos of good quality and taken in natural light?
<input type="checkbox"/>	Are your photos clear?
<input type="checkbox"/>	Do your photos contain a good mix of products and lifestyle photos?
<input type="checkbox"/>	Does at least one of your photos contain a photo of you or the team?
<input type="checkbox"/>	Have you planned out your captions for the week ahead?
<input type="checkbox"/>	Do your captions provide value to your audience?
<input type="checkbox"/>	Do all of your captions contain a call to action?

Notes

Planning your Instagram post for the week ahead

Photo 1 _____

Caption for photo _____

Call to action _____

Photo 2 _____

Caption for photo _____

Call to action _____

Photo 3 _____

Caption for photo _____

Call to action _____

Planning out your Instagram posts for the week ahead

Photo 4 _____

Caption for photo _____

Call to action _____

Photo 5 _____

Caption for photo _____

Call to action _____

Photo 6 _____

Caption for photo _____

Call to action _____

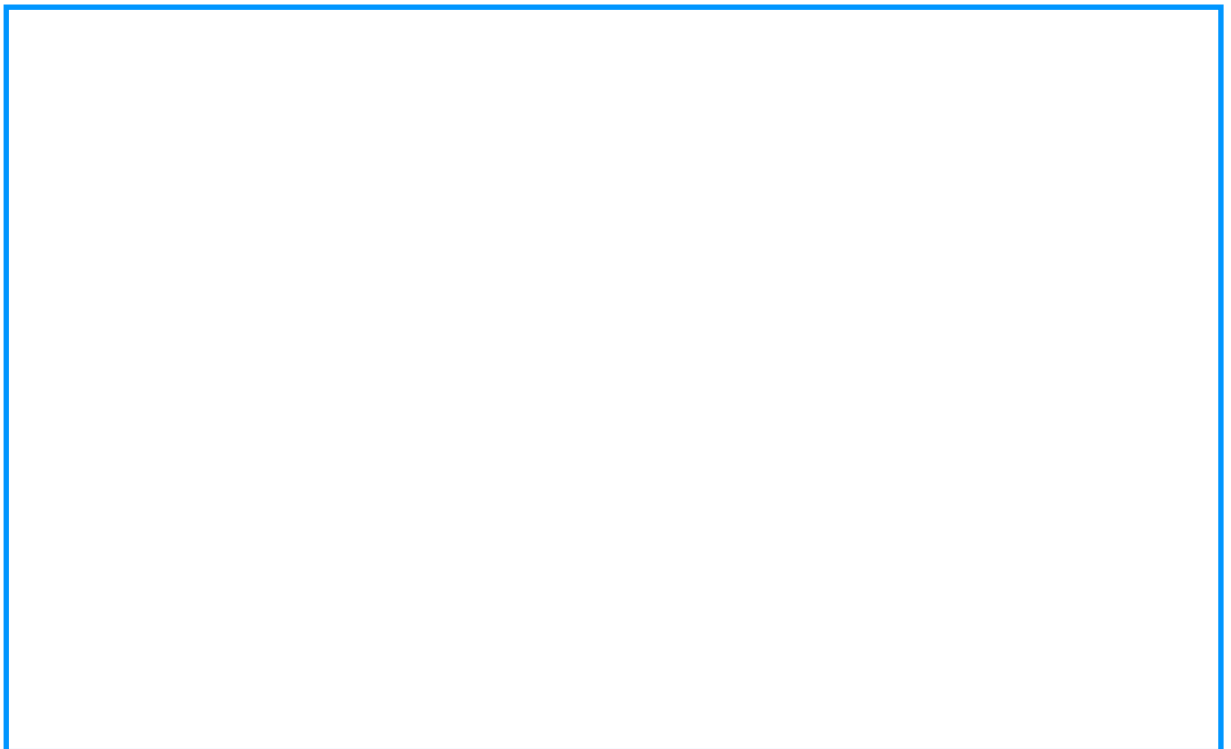
Planning out your Instagram posts for the week ahead

Photo 7 _____

Caption for photo _____

Call to action _____

Notes



Hashtags

Ideally you want to mix up your hashtags as much as possible so that your Instagram post gets in front of new audiences.

Below you can make a list of the different hashtags for the three different groups; hashtags that describe the photo, hashtags that are relevant to your niche/industry, hashtags that are used in your Industry that are trending.

Hashtags that describe the photo

Hashtags that are relevant to your niche/industry

Hashtags that are trending in your industry or used in your Industry

Instagram Stories

According to Mark Zuckerberg, Stories are the future so now it's a great time to start using them if you aren't already.

Stories are a great way to interact with your audience on a deeper level. Ideally your Stories need to have some planning so that they fit in with your weekly goals.

What can you do an Instagram Story on for your business?

Here are some ideas: Tell people what you are doing today, share your daily to do list, behind the scenes, at an event, a new blog, vlog or podcast episode, how they can work with you, new product, new feature of your business, a tip.

Ideally you want to be doing at least one Story a day so that you are always in front of people on Instagram.

Instagram Story Ideas for your business:

