

## Instagram for Business 101: Best Practices

Instagram is becoming increasingly important for every kind of business and can open up new opportunities to engage with your customers. Take full advantage of Instagram for Business by following these best practices:

- ❑ **Optimize your business profile.** Create a recognizable and searchable profile name. Make it public (not private). Use an engaging photograph. Write an interesting and informative bio. Include a link to your website. Enable notifications so you can see when your posts are shared or commented on.
- ❑ **Color matters.** Use filters or editing tools to enhance colors and help ensure photos are recognizable. Afterlight and Snapseed are great editing apps that you can purchase separately.
- ❑ **Uses hashtags wisely.** Hashtags are associated with topics. Use 5-10 hashtags (#) to increase reach and discoverability. Hashtags can include a location, campaign-specific tags and general topical ones.
- ❑ **Tagging.** If you want to tag other businesses/partners/customers, tag their profile using the @ symbol. This is a great way to start up conversations by including others in your posts.
- ❑ **Location is everything.** Posts tagged with locations receive higher engagement and visibility while increasing users' interest in the city.
- ❑ **Post once a day.** In general, Wednesdays and Thursdays drive the most engagement. But test days of the week and time of day to determine what your audience responds to most.
- ❑ **Ask questions; encourage conversation.** Get feedback about your business. Always respond to a user and never delete. Take conversation requiring more than a simple response to direct message.
- ❑ **Educate customers.** Use images and captions to educate customers on things they may not know about your company or how to use a product.
- ❑ **Regram customer content.** Use a customer's post about your business to tell your business' story through the eyes of your customers. Make sure you give credit by tagging the user with the @ symbol.
- ❑ **Direct message.** Use direct messaging to talk in a more private, one-on-one setting with your customers when necessary.
- ❑ **Tell a story.** Use Stories to compile multiple photos and videos and emphasize at-the-moment or behind-the-scenes events and activities.
- ❑ **Post with a purpose.** Set outcome goals — such as brand visibility, driving traffic, or making an announcement. Then track results using Instagram's Insights.

### Resources

MerchantAdvantage Website: <https://www.vantiv.com/hellomerchant>  
Business | Instagram: <https://business.instagram.com/>