

Instagram 101

ATTRACT
CLIENTS ONLINE



WHAT IS INSTAGRAM

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Instagram is a free photo and video sharing app available on mobile smartphone devices. Users can upload photos and videos to Instagram and share them with their followers. They can also view, comment and like posts shared by their friends. Anyone 13 and older can create an account by registering an email address and selecting a username.

Since Instagram launched in 2010, it has quickly become an important app for digital marketing. In fact, there are now over 1-billion users worldwide, making it the perfect platform for any coaching and healing business looking to grow and make an impact with the transformation they provide.

How to Set Up an Instagram Account

Instagram is primarily used on a mobile phone. While it does have a web version, it's easier to use on the app. To get started you need:

- iPhone, Android Phone, or Smart Tablet
- Email Address

First, download the Instagram app from the App Store (iPhone) or Google Play Store (Android). Once you've installed and opened the app, you'll be prompted to either **sign up a new account or register with Facebook.**

If you register with an **email or phone number:**

- Create a username and password.
- Fill out your profile info.
- Tap Next and begin setting up your profile.

If you register with a **Facebook account:**

- You'll be prompted to log into your Facebook Account.
- Follow the on-screen instructions.



1. Set Notification Preferences

When your account is created, you'll want to adjust your notifications so you only receive the information you want.

HINT: Set up your notifications to only alert you when someone sends you a message – that way you only get notified when an ideal client messages you.

2. Choose a Profile Picture

You want this to be instantly recognizable when it's small. That means your image should be crisp, clear and free from clutter. Consider using a nice, professional picture of yourself or your logo. See examples below.

Good

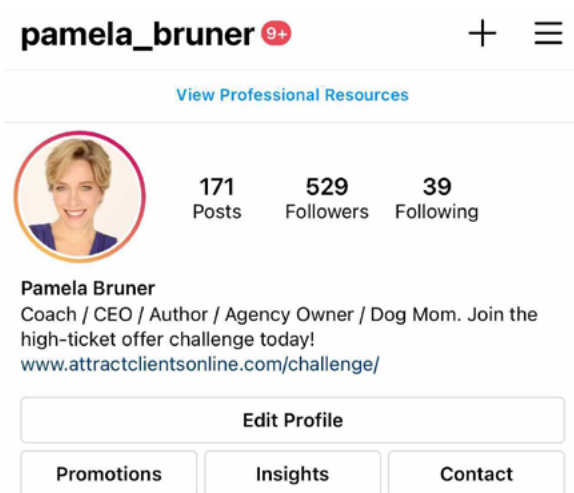


- Easily recognizable
- Friendly, approachable
- High-quality photo

Bad



- Hard to recognize
- Desaturated
- Low-quality photo



3. Create your Bio

Instagram also allows you to link to one URL on your profile, so it's important to consider how to take advantage of this opportunity—if you're a business, you want to choose a link goes to somewhere important in your sales funnel, like your landing page or a product page.

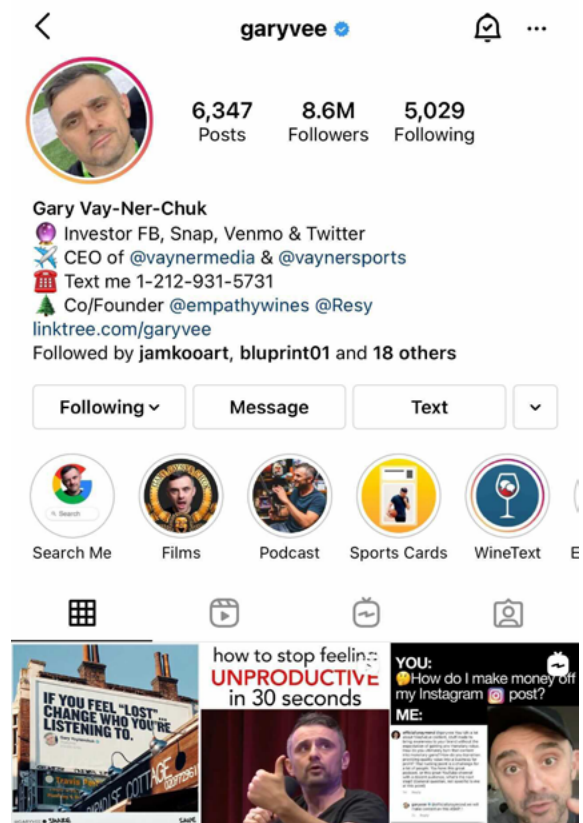
3 Types of Instagram Bios:

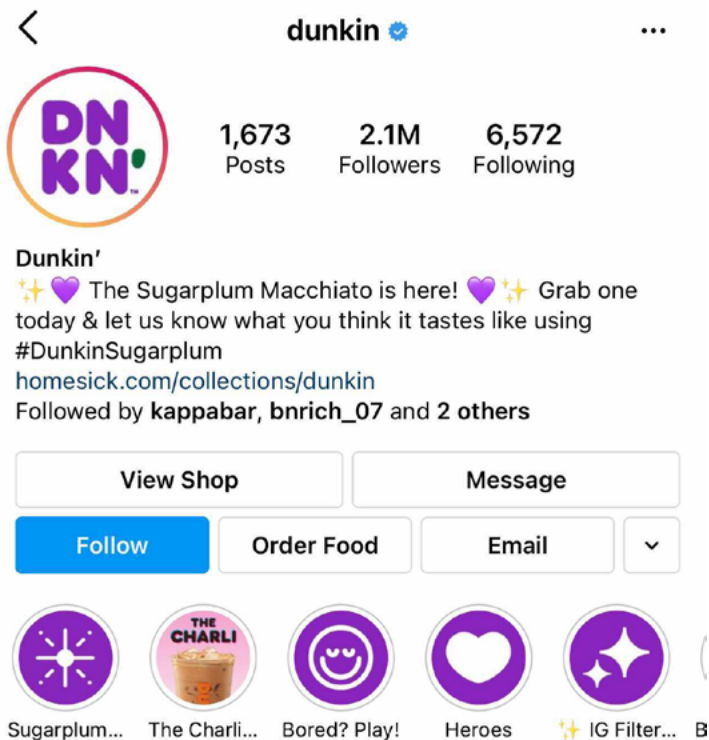
Since you have to stay within the 150-character limit, it's crucial that you have a clear sense of direction when writing an Instagram bio for business.

There are 3 types of Instagram bios that coaches and healers should use. Those are:

Multi-Line

To keep the body section of your bio clean, you can use line breaks to style your info in a list format. See how Gary Vee skillfully uses lists in his bio, using emojis as a kind of bullet point at the start of each line to keep it fun and add personality.





Hashtag-Focused

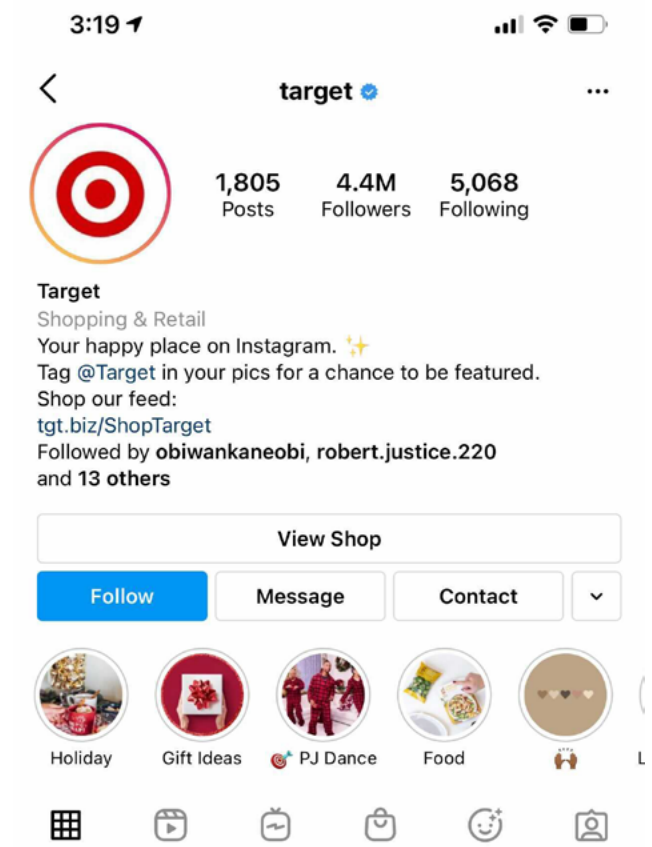
If you have a hashtag associated with your brand, you can promote that in your bio. See how Dunkin uses hashtags in their bio to promote their new drink. They hope people will share pictures with it to spread awareness.

HINT: Works best when promoting something free or low-cost.

Call-to-action (CTA) focused

While elements of this style are present in the other two, the primary purpose of Target's bio is getting you to take action. You can either click through to their website, or browse a list of products directly inside of their Instagram feed.

What do you want your audience to do next? Let them know!



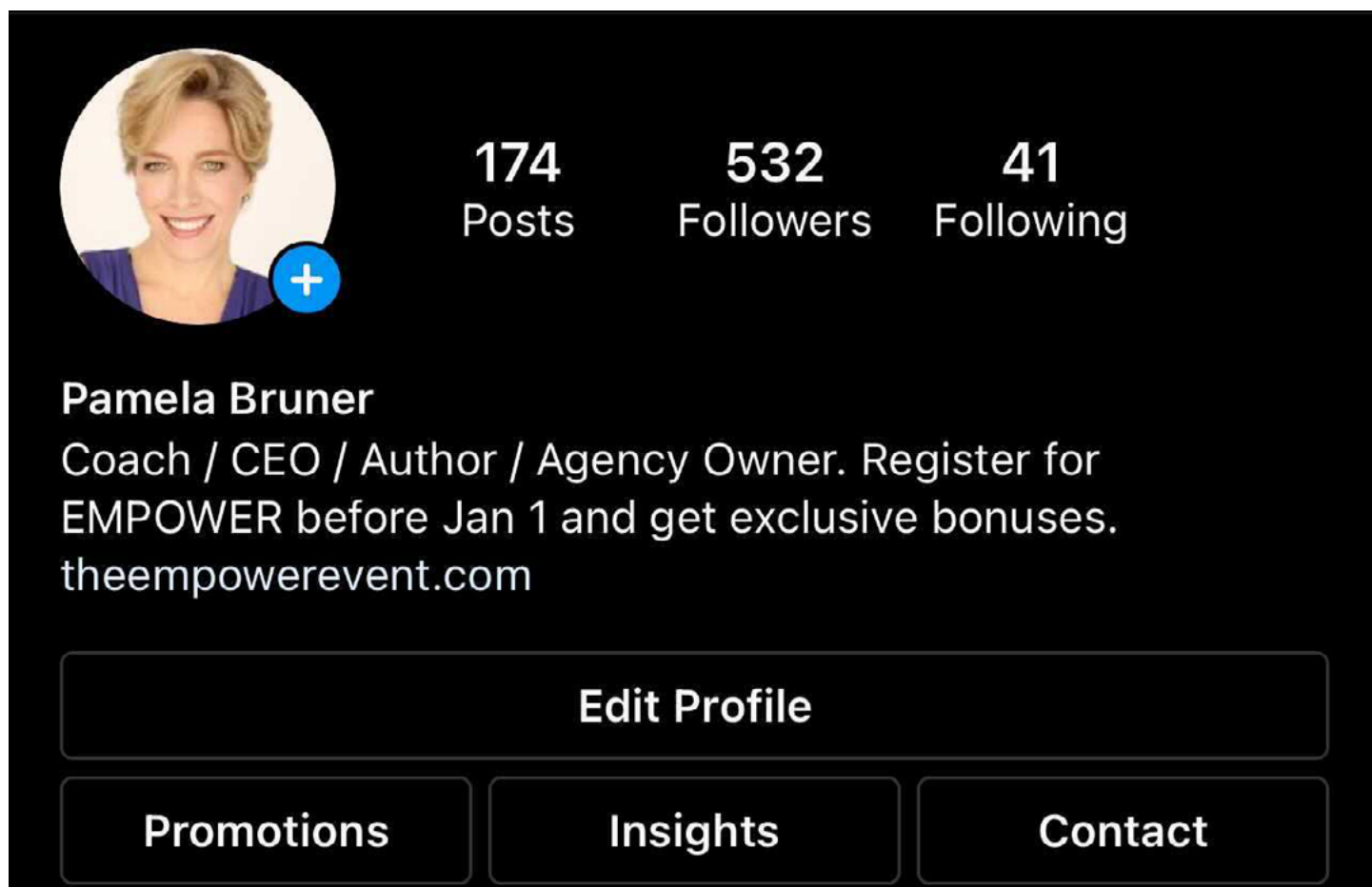
Don't forget to update your contact info

Contact options give your audience the info they need to connect with your business. You'll want to include your location (if relevant), and contact info. Make sure to also create action buttons for promotions and phone number.

To set up your email or other contact info, follow these 4 steps:

1. Open your profile on Instagram.
2. Select "Edit Profile"
3. Select "Contact Options"
4. Add in your preferred email address and phone number.

Once updated, your profile should look similar to this:

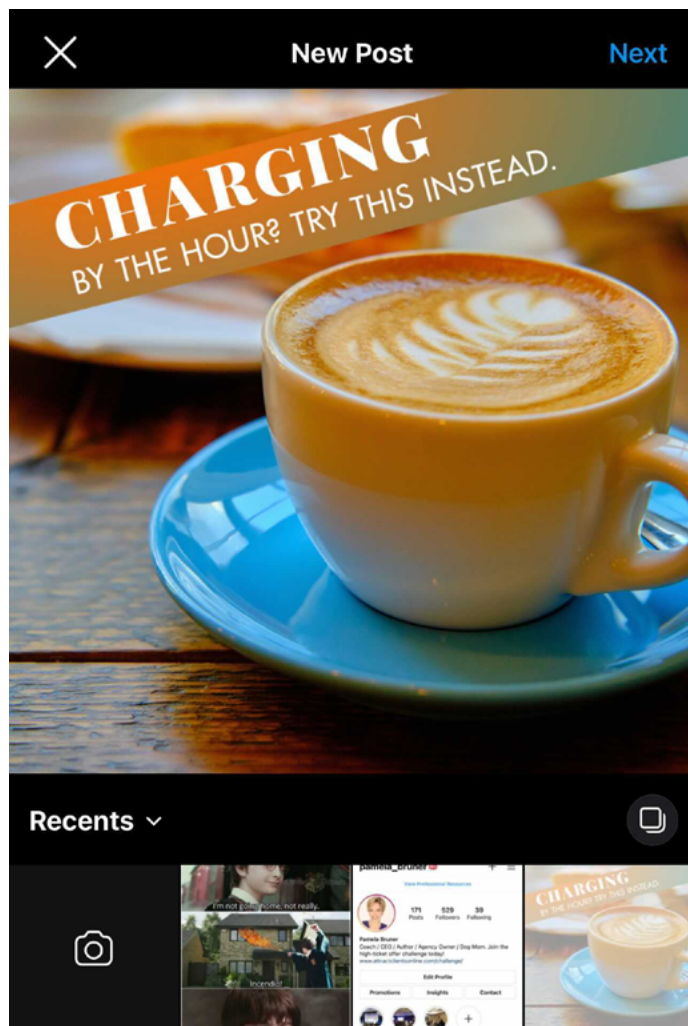


How to Upload, Edit, and Post Images

Step 1: Click the “+” icon in the top right.

Your options include:

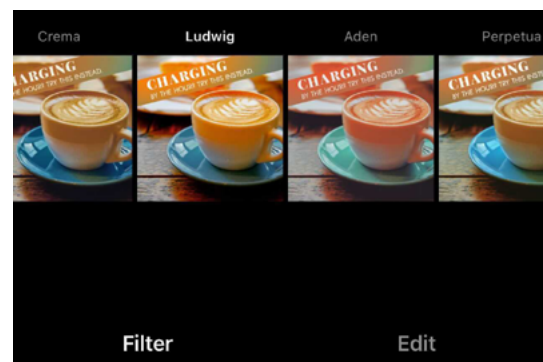
1. Create a graphic in Canva.
2. Upload an image from your phone.
3. Upload a video.
4. Go live on Instagram.



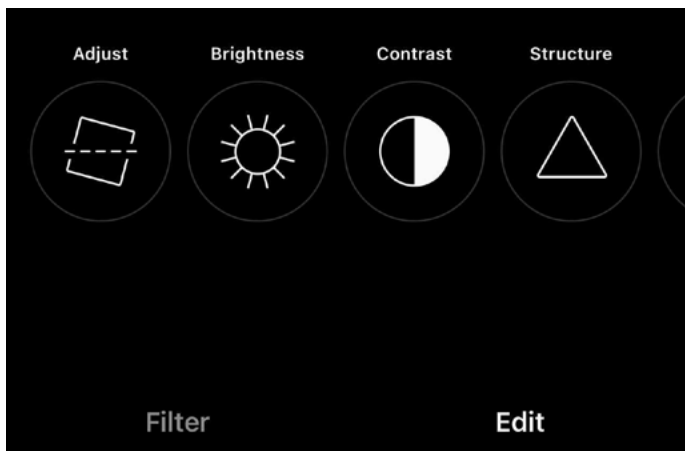
Step 2: Edit your image

There are two categories you can use to edit your image – “Filter” and “Edit.” For the most part, you won’t need these existing features, so ignore them.

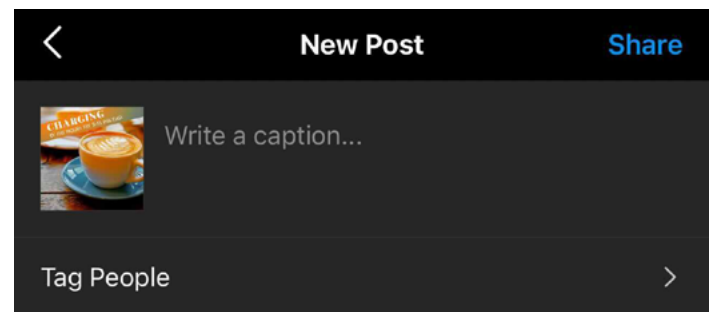
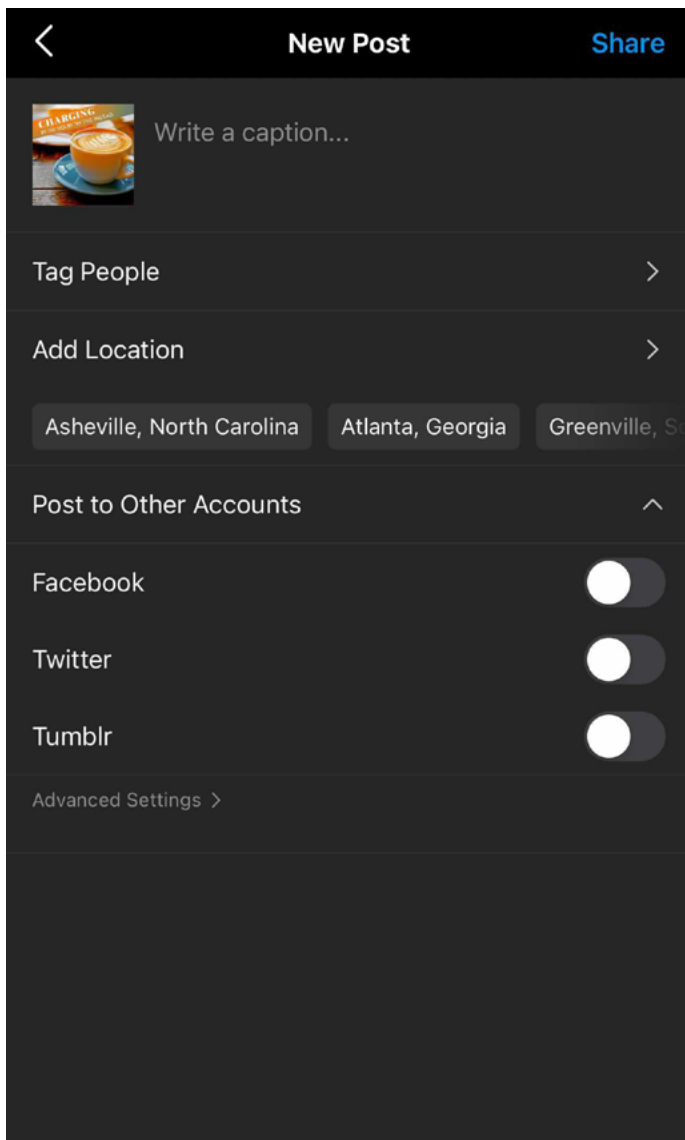
If you’ve created a graphic in Canva, any edited you’ve done there is perfect. Upload and click ‘Next.’



Step 3: Edit an Image you Uploaded



You only need to do this if you upload an image of yourself. Don't do this if you make an image in Canva. Here, you can adjust Contrast, Brightness, Structure, Warmth, and more. Click "Next" in the top right when you're done.



Step 4: Write your caption

This is where you'll write copy that relates to the image.

Make sure to include a call-to-action (CTA).

Once your done, click 'Share.'

Afterwards, add a comment to your post with a few hashtags. These help your image get seen by your ideal clients who are interested in the topics you're hashtagging.

Congratulations! That's everything you need to know to make your first post on Instagram!