

# Know Your Social: Instagram

## Key Elements of an Instagram Business Account to Promote Your Small Business

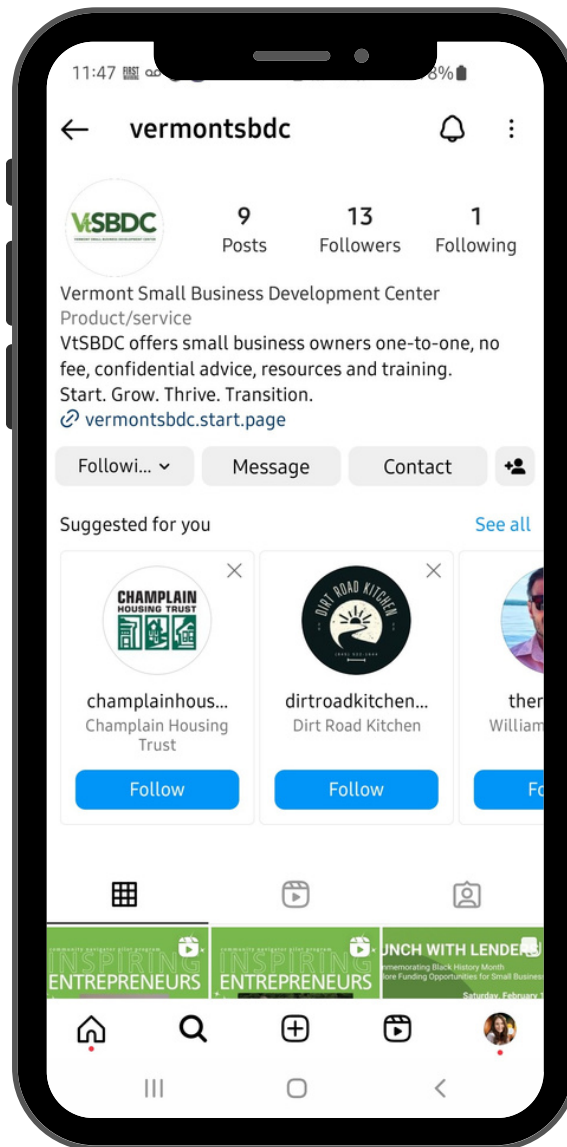


Business Name handle →

Company logo for profile photo, Size = 320 x 320 pixels →

Include category for easy identification →

Add your website URL or *Linktree* link hub to share all your products, websites and content in one place.  
Learn more at:  
<https://linktr.ee/>



← Notification bell and settings

← A short yet informative bio,

### Buttons (left to right)

- Home
- Search
- Add Post/Reel/Story/Live
- Reels
- Profile

### Helpful Tips

- Each social media platform has a different personality, post strategy, and demographics.
  - Post content that is interesting and beneficial to your audience.
- Add emojis to bio to add eye-catching content
- Complete the bio section. Keep the description short and sweet.
- Keep your brand voice consistent through all social media channels, including Instagram.
- Cross-promote your favorite businesses and people. Use the "@" sign to tag their Instagram account.
- Add business location to call attention.
- Limit #hashtags to 30 per post. Don't use the same hashtags on every post or your content won't be seen.
- Post consistently, a minimum of three feed posts per week to increase visibility; marketing is a marathon, not a sprint.
- Edit and optimize your profile often to keep it fresh to attract your ideal client.
- Be sure to plan a content calendar to combine events, information and promotions to entertain, educate and engage your audience.



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## What Makes A Good Instagram Post



Relevant, high-quality photo or graphic

Tag friends and/or companies to cross-promote

### Image Sizes

Profile Photo = 320 x 320 pixels

### Feed Photos

- Landscape = 1080 x 566 pixels
- Portrait = 1080 x 1350 pixels
- Square = 1080 x 1080 pixels

### Thumbnails

- Display size = 161 x 161 pixels

### Stories

- 1080 x 1920 pixels



Also: Add relevant hashtags for content searchability; use different hashtags to keep it authentic  
Click here for resource: [How to Use Instagram Hashtags for Business](#)

"Like", comment and share with these social buttons!

Descriptive copy to explain graphic/photo

### More Helpful Tips

- Post high-quality content for meaningful engagement. This can include images, carousels, reels and videos.
- Post video content for reach, but remember to include high-quality graphics and photos for a healthy marketing mix!
- Respond to every comment to encourage being "social" on social media and provide customer service.
- Ask questions to encourage engagement. Respond to comments to be "social" on social media.
- Add a Call-To-Action (CTA) to some posts to guide your reader to "tag a friend" or other action.
- Ensure you're adding value for your audience and not just posting to post.
- Figure out your content mix, build a calendar, and schedule your content in advance.
- Analyze your Instagram analytics and content performance to understand and create effective content to reach your ideal client.
- Test, test, test! If something works based on your analytics, do more of that.
- Understand the best time to post to reach your ideal clients. Weekends and off-times sometimes work, too.
- Have fun creating content and growing your business!

- [How to Make an Instagram Business Account](#)
- [How to Gain Followers on Instagram](#)
- [How to Get Verified on Instagram](#)
- [8-Step Guide to Instagram Ads](#)
- [How to Sell on IG: A Guide for Businesses](#)
- [How Often to Post on IG](#)



Book: [Likeable Social Media, Third Edition: How To Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing On All Social Networks That Matter](#)

