

About Technology



Instagram for Business Owners and 4 tips for Instagram Mastery

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Most social media applications started with desktop versions and, over the years, were changed to be more optimized for mobile devices. With this format, users can share content both at home and on the go. Restrictions of cable television advertising and even Internet video-streaming advertising are rectified with the mobile format. Users come in all ages, you can (legally) have multiple accounts, the navigation is basic, and uploading can be quick and brief or planned out and setup.

Instagram's formula is slightly different from the other social media giants. With Facebook and Twitter, your postings can be a few words, a thread, maybe a photo/video attached. For Instagram, every post has media attached to it, or rather, the post is attached to the media. The standard format for an Instagram posting is:

- the photo/video you're sharing
- caption you typed to go along with this post

- hashtags you typed relating to your content
- comments by viewers on your post

This simple layout has mechanics under it in which you can master to get the most out of the social media platform. If your posting is organized correctly it'll be presented to your target audience directly. Once presented, the frequency and consistency of your content is what will keep users not only liking your Instagram content, but of course, also checking out what your business has to offer.

If you adhere to the following specifications below, using Instagram for your business will prove beneficial.

Update your tags – Using the same tags over and over shows consistency and will bring your audience. You'll attract users actively pursuing your content in that area. However, to get more people looking



at your content, actively use different tags that still stay in the same field.

Amount of tags – Instagram allows for up to 30 tags. Using every single space means you can have the maximum amount

of traffic to your content. However many users frown upon content with too many tags. It very much depends on the content. Simple posts should have smaller amounts of tags and more complex advertisements can have larger amounts.

Videos/Time – Instagram has a time limit of one minute for its videos. Any video you upload should be less than a minute since Instagram will trim it down if it's even a few seconds over. Also, videos that stretch past 40 – 50 seconds could be considered relatively "long" so it's best to have your message be as clear as possible. A lot of posters use an eye catching caption and have that overlay the video to make users stop scrolling and give it a watch.

Bio – In your profile settings you have a limited character space to describe what's on your page. Always have enough space to place links. Whether to your website, other social media, or more. You can also add an email and phone number to your profile section that let people contact you immediately. This convenience will have users more inclined to check out your product.



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