

# LEVERAGING INSTAGRAM FOR YOUR BUSINESS

## SOCIAL MEDIA TIPS



By Theresa Mintzer

With over a billion monthly users, Instagram is a social media platform every business should consider. It is a great way for a customer to visualize the lifestyle that they would have with your product or service. Here are some easy ways to get started.

Branding is something that you need to keep consistent across social media. In the bio, you should use the same profile picture that you have for Facebook or Twitter. If you have a Twitter account, use the same handle as well and link to your website so that people can find you.

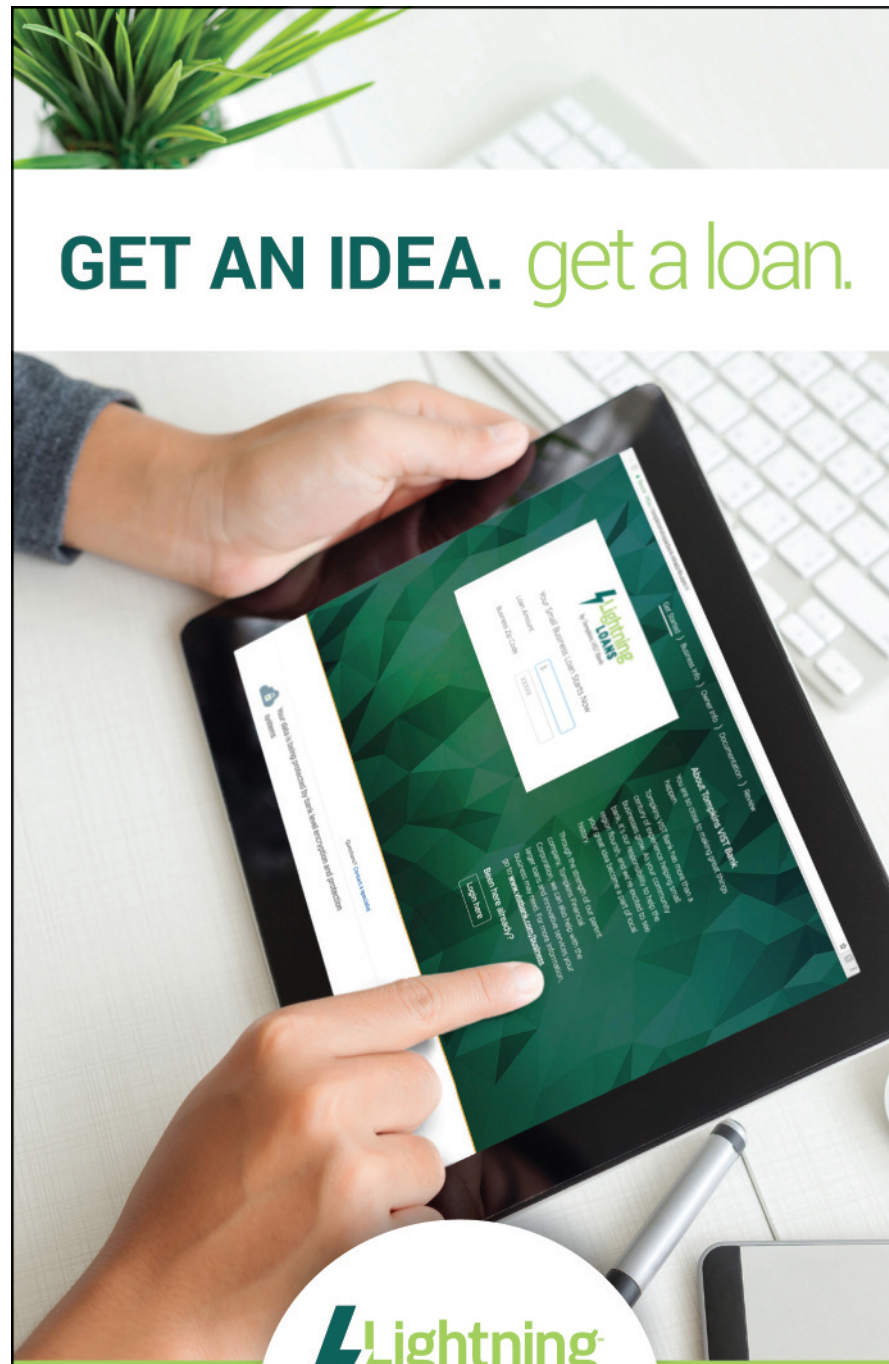
Remember that Instagram is a visual medium. This is the time to use your best pictures. Take pictures of your products being used in real life, or as a behind the scenes look at your business. You can

incorporate video in your posts too. Geotag each post so that if someone is doing a search for a local area, your post will come up.

Hashtags can help people find your business. If you are a pet sitter from Limerick you can use #LimerickPetSitter and #(Your Business Name) If you are taking the dog for a walk at a local park you would want to use that park's name in a hashtag too. If you have a local store you can use #shoplocal and #shop(Name of town).

The last thing to remember is that Instagram is social. If someone makes a comment, respond to it. If a customer posts a picture of your product or business and they tag you, thank them. If you are at a location, tag them too. Most important, have fun and be authentic.

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