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UPELVE YOUR INSTAGRAM FOR 2025



SOCIAL MEDIA TIPS

By Theresa Mintzer

First, confirm that your Instagram account is set up as a professional account. With that, you will have access to a dashboard to help you understand your audience and the effectiveness of posts. Analyzing that information will enable you to grow the account.

Click on the Professional Dashboard to see how your account is performing. In the account insights, you can see views, interaction, and followers. If you are a local business, the demographic details of your followers will help you determine if your efforts to reach local customers in your target demographics are successful.

Reels are the best way to achieve growth currently because the algorithm favors them. You do not have to do any crazy stunts to create a Reel but make engaging content for your ideal customer. For 2025, video is still important so make that a part of your

plan. Carousels will help with engagement. You can also add music to your pictures.

Remember to view Insights on individual posts. These will let you see reach, interactions, and profile activity from that post. Take note of the posts that are successful. What aspect of those posts can you use in the future? When using hashtags make sure you are targeting hashtags in your niche. SEO is now an important component to reach and engagement. Therefore, keyword enriched captions should be part of your strategy. Also, through the advanced settings while posting you can add alt text to enable accessibility.

This information will help you develop a strategy for growth. Instagram is less formal, so have fun. Post amazing pictures and videos of your business.

Do you need help? I offer social media coaching. Head on over to my website at <https://www.mintzersolutions.com/> for more information and to schedule an appointment.



every family
needs a foundation to build a future.

Happy New Year from Habitat for Humanity of Montgomery and Delaware Counties! As we kick off 2025, it is the perfect time to set new resolutions to make a meaningful impact. We invite you to join us in empowering families to achieve strength, stability, and independence through homeownership. Your generosity will help us build secure, affordable homes for qualified families in our community and provide essential home repairs.

Together, we can ensure more families become self-sufficient homeowners this year.

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