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# MAKING INSTAGRAM WORK FOR YOUR BUSINESS IN 2023



## SOCIAL MEDIA TIPS

By Theresa Mintzer

It is important that your Instagram account is set up as a business profile. With that, you will have access to Insights, a tool to help you understand your audience and the effectiveness of your posts, Stories, and Reels. That information will help you grow. Check out your Insights to see how your account is performing. Here are some things you can see there:

For the account:

- Accounts Reached
- Accounts Engaged
- Total Followers



If you are a local business, the demographic details will help you determine if your efforts to reach local customers are successful.

Reels are the best way to achieve growth right now. The Instagram algorithm favors them. You don't have to lip sync or do any crazy stunts. Try

demonstrating a product or talking about your services. For 2022, video is still important so make that a part of your plan.

You can also view Insights on individual posts. These will let you see if someone has clicked on your profile and how the hashtags from that post are performing. For local businesses, remember to use some local hashtags, like local towns or local sights. Another thing to note about hashtags is that you don't want to use a hashtag like #inspirationalquotes; there are 37.1M posts associated with that hashtag. Try #inspirationalthoughts (535K posts) or #inspirationalposts (133K posts). You have a better chance of being seen from the hashtags if they are popular but not too popular.

All of this information will help you develop an Instagram strategy to help grow your business. Instagram is less formal, so have fun. Post amazing pictures of your business and behind the scenes Stories.

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