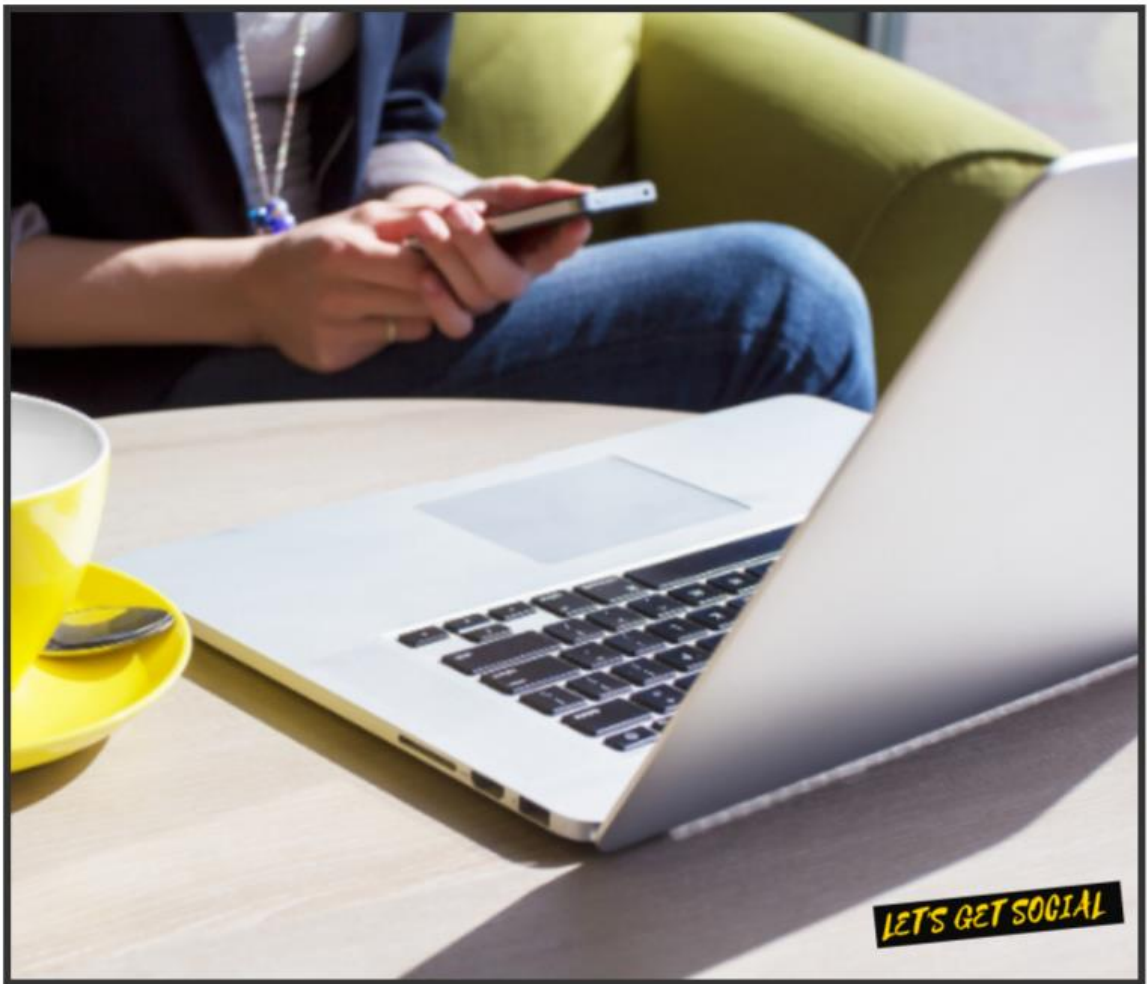


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# INCREASE YOUR VISIBILITY WITH *instagram*



SHARONHOWAT.COM

# Insta-Action

Pull out your phone and start working with this list beside you.

- ☐ Is your account set to **PUBLIC** instead of private?
- ☐ Have you **DEFINED YOUR BRAND** and are you clear on how your images and videos will convey this?
- ☐ Is your **PROFILE** filled out completely so that it is interesting and reflects what you are offering? *(max 150 characters)*
- ☐ Do you have a **WEBSITE** link in your bio? *(use [linktr.ee](https://linktr.ee) to track hits & add more links)*
- ☐ Are you using **HASHTAGS** to increase the reach of your posts and get found by people that may be interested in your brand?
- ☐ Are you making sure to only post **RELEVANT PHOTOS & VIDEOS** - people may not care about what you're eating for lunch *(unless you're a chef!)*
- ☐ Are you **ENGAGING WITH OTHERS** on a regular basis? By following, liking and commenting on the posts of other Instagram users, you will ensure that you get noticed by them and their audience.
- ☐ Are you **FOLLOWING OTHER USERS** in your field and learning from their successes? Spend 20 minutes a week finding new accounts to follow using the *Search and Explore* function.
- ☐ Are you **POSTING HINTS & TIPS** that provide value and solutions to the problems that your customers are experiencing?
- ☐ Are you including **CALLS-TO-ACTION** in your posts e.g. 'Click the link in my bio to get more info' OR 'Tag 3 friends to share this content with them'?
- ☐ Are you **POSTING** at least once per day? *(Remember Instagram is 'real time' if you post 3 images at once, you will be spamming your followers and lose them!)*

## Part 1 – Brand Aesthetics

When you post interesting content that is in-line with your fans interests (beyond you just seeing cash symbols), they will come back again and again and share your page with their friends. Always remember the 80:20 rule about content and create a brand image and never use someone's images without tagging them as the source – be creative and BE YOU!

**In your own words, what makes a good Instagram image. What would make you double tap?**

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**Choose 3 words that are your brand on Instagram, what will people see when they visit your profile?** *Will it be clean and streamlined, warm & cosy, bright and fresh? How will they feel when they click on your bio and see your feed?*

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**List some of your favourite accounts. What strategies are they using and can you be inspired to do the same?**

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## Part 2 – Statistics

Now to see what's happening using your Insights. What day's and times are getting more engagement, what type of content are people double tapping and commenting on the most.

**What is your account saying to you?**

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**What are your 5 most liked photos. What does this tell you?**

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**Now jot down any similarities. Are they all quotes? Tips?  
Behind the scenes images?**

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## Part 3 – Hashtags

Now you need these on EVERY photo and quote you upload on Instagram. Post these hashtags in the 1<sup>st</sup> comment box – it will keep your photo's crisp, clutter free (but totally optional – there is no right or wrong way).

Now, this is the time to be creative and work on building a personal brand using Instagram, just like with your hashtags, these will vary depending on the type of post. Save them in your mobiles notepad app. I use EVERNOTE, then all you do is copy/paste when needed. Think as a customer would think, NOT as you think!

What will someone be searching for? How will they 'stumble' on you?

Get creative, use these ideas and adapt to your own – use HASHTAGIFY.ME for your inspiration.

## QUOTES

#quotedaily #quotegram #quotestoinspire #inspirationquotes #inspirationquote  
#inspirationalthoughts #journalinspiration #motivationforlife  
#motivationalquotesoftheday #motivationalspeaking #motivationalthoughts  
#fearlessmotivation #motivationalquotesdaily #motivationalqoutes #qotd  
#lifequotes

## MAKEUP

#makeuptalk #youtubebeauty #makeupporn #holidaymakeup #wakeupandmakeup  
#makeupjunkie #makeupblogger #mineralmakeup #makeuplover 📱  
#youtubebeautyguru #instamakeuplovers #instamakeupartist #makeupartistlondon  
#makeupartistliverpool #makeupartistmanchester #makeuptrends  
#beautybloggeruk #crueltyfreecosmetics #crueltyfreeproducts

## MUMS

#newcastlemums #edinburghmums #glasgowmum #manchestermums  
#ukmums #mumsnet #ukmumsblogger #parentingwin #parentinglife #parentingmo  
ments #mumslife #workingmums #mumssupportingmums #mumswhohustle  
#mumsquad #singlemumquad #parenting

## DANCE

#dancer #party #ballet #performance #techno #choreography #nightlife  
#freestyle #performingarts #poledancer #acting #theatrefamily  
#youngperformers #broadwaydreams #breakaleg #thespian #backstage #onstage  
#dancemoms #dancewithme

## COLLABORATION

#collaboration #collaborative #worktogether #communityovercompetition  
#womensupportingwomen #strongwomen #strongertogether #bloggers  
#workingtogether #futureisfemale #sharethelove #womensupportingwomen  
#momssupportingmoms #workwithme #letscollaborate  
#teamworkmakesthedreamwork #noiinteam #teamwork

## Part 4 – Quick Tips

- ❖ Store a list of your most used #hashtags in your phones notepad e.g under headers like: quotes - business - makeup - recruiting - tips so that you have quick and easy access (without having to type all that mess out every time). I use EVERNOTE and speeds everything up nicely!
- ❖ Use Instagram as a tool to reach out to fellow businesses that you may wish to collaborate with, sell products to or may even want in your team! Build up that relationship. Leave genuine comments and like their posts, and often they'll reciprocate. If they follow you, comment or message them - or better yet send a quick thank you for following me DM video! (remember 3-2-1)
- ❖ Spend a couple of hours creating your images. Upload them to Dropbox/Google Drive into months (so you can track what you posted and when) and then post once a day if IG is your focus. Free up hours of your week by simply preparing your images ready to drop in Instagram or schedule them with Planoly.
- ❖ Much like you would make a calendar for your blog posts and Facebook posts, make a schedule of sorts for Instagram. If I am going away or short on time I use PLANN to upload my prepared image and hashtags. Find your ideal times to post using your insights and then try to plan out quality content to post to your account at the given times.
- ❖ In the end, like most things, it's about quality not quantity. If you haven't posted recently, it's ok - just don't just bulk upload anything for the sake of posting. But try to post 'at least' 3-5 times a week to make sure your followers remember why they're following you. Ideally if you prefer to use Instagram as one of your main social platforms, then post once a day.

# CONTENT IDEAS

Read through the list and pick out 5 – 10 ideas which suit your business.

From there, come up with 5 posts under each heading.

Then plan out how you're going to roll them out on Instagram.

Once you have your list, pull out your phone or camera and start getting snappy!

- Promote New Products
- Promote Special Offers
- Post Inspirational Quotes
  - Host a Contest
- Show Behind the Scenes
  - Ask Questions
  - Celebrate Wins
- Be on the Cultural Pulse
  - Hints and Tips
- Feature Your Customers
  - Fill in the Blank
- Invite fans to tag friends
- Share Customer Testimonials
- Direct people back to your website
  - Don't forget about video
- Show where you are (if relevant to business)
  - Include photos of you with your products
    - People using your products
- People using your products in inventive ways
  - You using your product in an inventive way
    - Your product on different backgrounds
    - Your product in unexpected locations
- Reminders about special offers
- Tag 'bigger' accounts with relevant photos
  - Reposting other user images
- People participating in your services
- Remember people buy a lifestyle not a product!



# CONTENT IDEAS

## How to take Insta-Action

Daily Schedule (15 mins)	Weekly Schedule (1 hour)	Monthly Schedule (3 hours)
Checkout your news	Create and prepare content for the week ahead	Check your insights and see what is working.
Post something	Plan your strategy based on future events, new products or services	Create and store/schedule content to use for future posts
Respond to comments	Check your hashtags and make sure they are still relevant	Do a photo shoot with a 'real camera' (or phone) to give you content to use for the next month
Checkout Explore (5 mins)	Create a post with a call to action	Create a video
Checkout news feed (5 mins)	Spend 20 mins finding new people in your niche and ideal customer to follow	Run a contest

## 30 DAY POST IDEAS

Turn one of your best tips or strategies into an easy to remember acronym	Show how your product is a life saver and demonstrate the problem you solve	Provide step-by-step instructions using a collage app	Create a compliment image and ask people to tag someone this reminds them of	Create a 15 second how-to tutorial video demonstrating a ninja trick
Post an X vs Y and ask followers to respond telling you their preference	Share a convenience life hack. e.g. Save 30 minutes a day by...	Share "what I'm reading, watching, listening to" (books, movies, tunes)	Share a DIY alternative e.g. Save money by doing this instead	Share your brand/business philosophy in 3 words
Share your "secret sauce" to get [amazing result] without [annoying pain point]	Promote a freebie of gift (AKA lead magnet) to drive email signups using your bio link & mock location url	Post a Q&A of the week (create a stash of FAQs)	Ask a question that's irresistible and effortless to respond to e.g What should we name this X	Find some mind blowing industry percentage stats and present them visually. e.g. Pie chart
Remind followers to share their photos using your unique hashtag. Tip: Hold a sign displaying the hashtag	Share an app of the week you know your followers will find super handy	Share your top weekly VIIPs.... Very Important Instagram Profiles ie. your fave accounts	Mythbusters or fearbusters! Reveal the truth behind a common misbelief in your niche	Present your product as a gift idea... this way you're providing a solution rather than a sales pitch
Create a productivity to-do list, Visual tip: you can even handwrite it and take a photo of it)	Share the top 3 benefits to join your email list. e.g. First to know, rewards, email only exclusives	Create an ultimate bucket list for your niche profile. e.g 20 places every photographer must visit	Post a birthday shout out to an inspiring leader in your niche	Add your own unique twist to a quote or saying. i.e. Replace a word with your own version relevant to your niche
Find some interesting trivia and create a multiple choice visual asking people to comment with their correct answer	Give a shout out to a special cause, movement or International 'Something' Day	Share social proof (kind words/praise) from your clients... this will encourage others to give you testimonials	Post a day of the week themed "me too moment" e.g Tech fail Thursday	Ask followers to help you decide on a branding/design decision. e.g. Take votes for their favourite logo