



INSTAGRAM

CREATED FOR ARCHITECTS, ENGINEERS, AND CONSTRUCTION PROFESSIONALS

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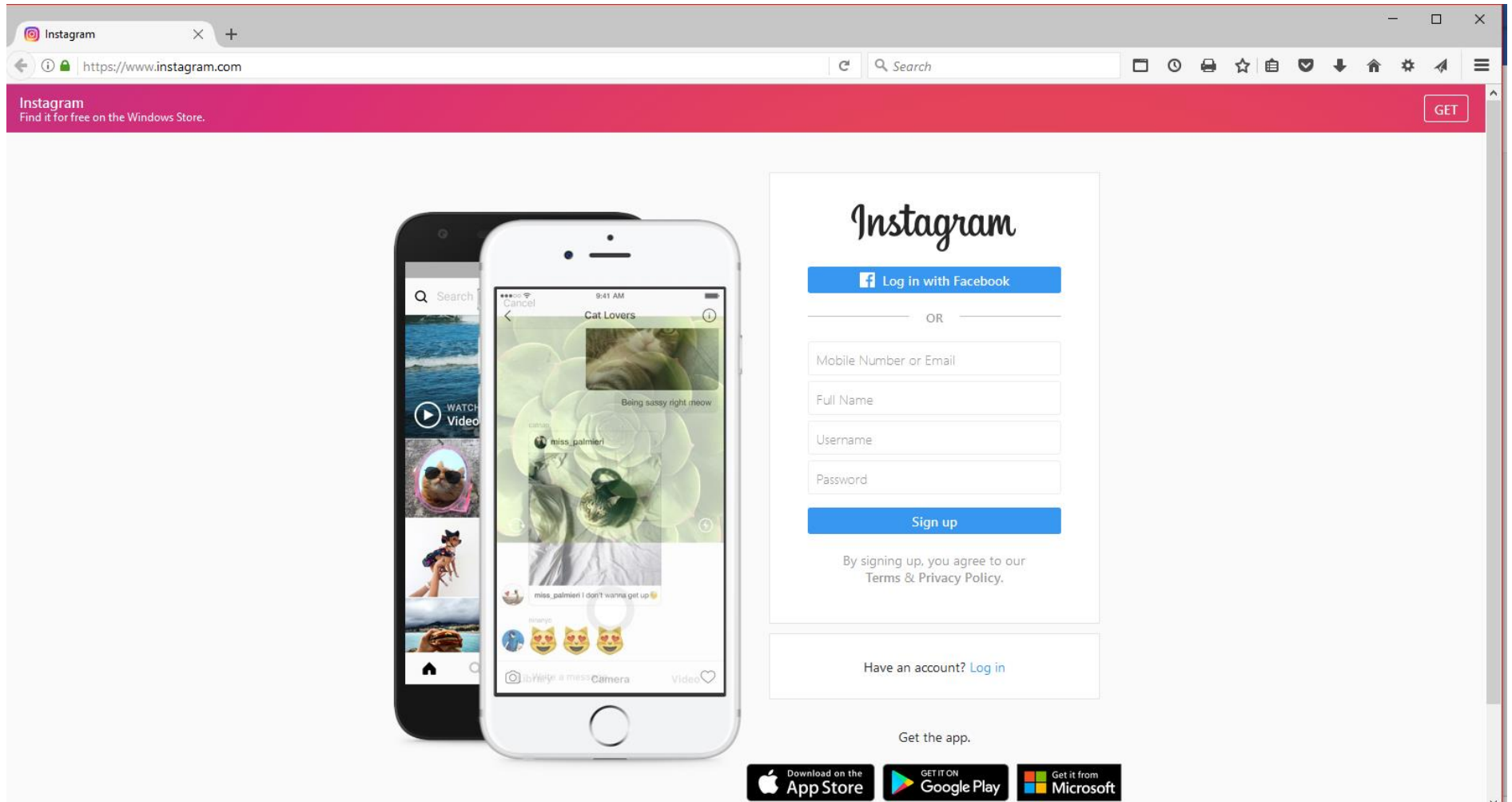
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Instagram

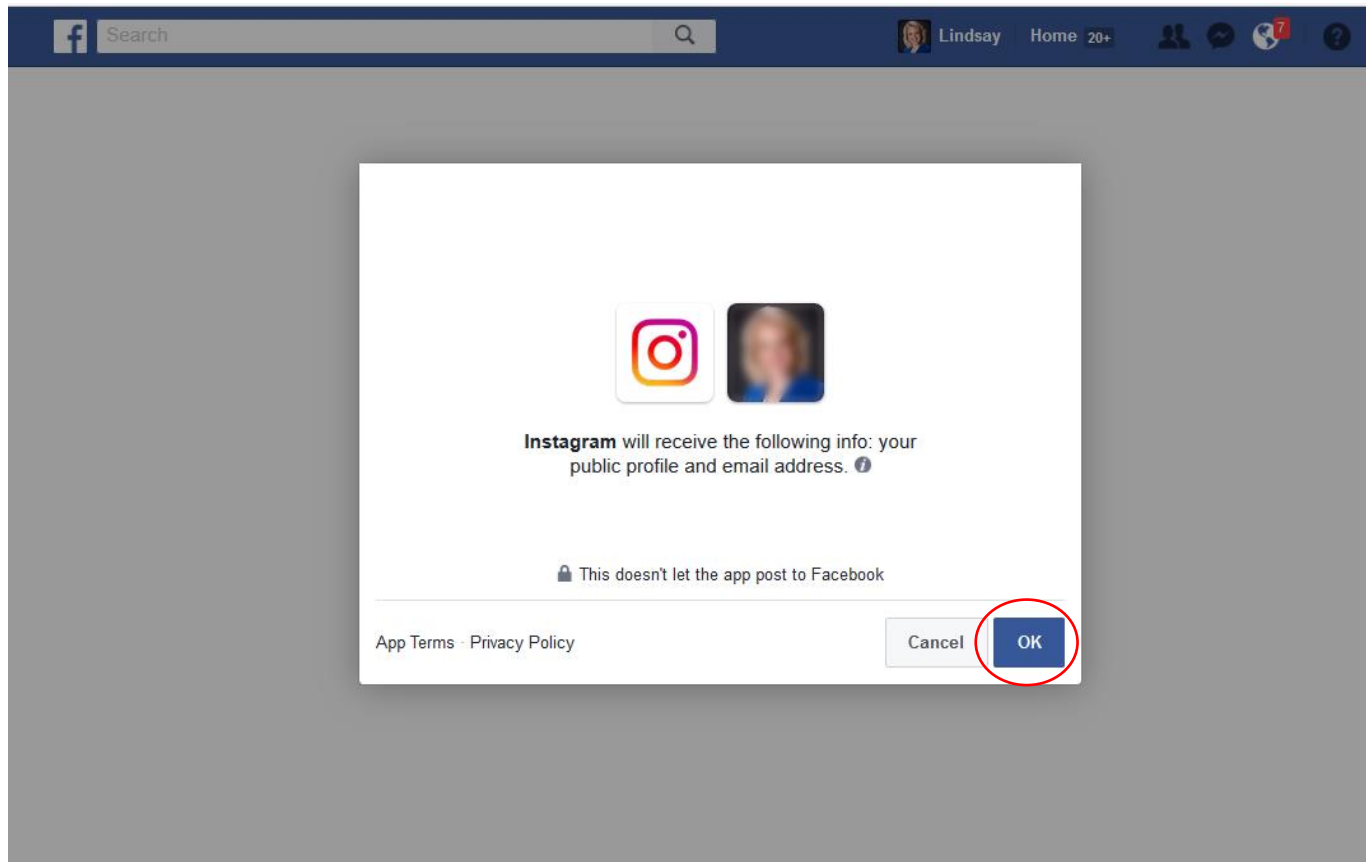
Setting up Your Account

1. Instagram can be set up on your desktop or mobile device.
 - a. Desktop Set up
 - i. Go to www.instagram.com

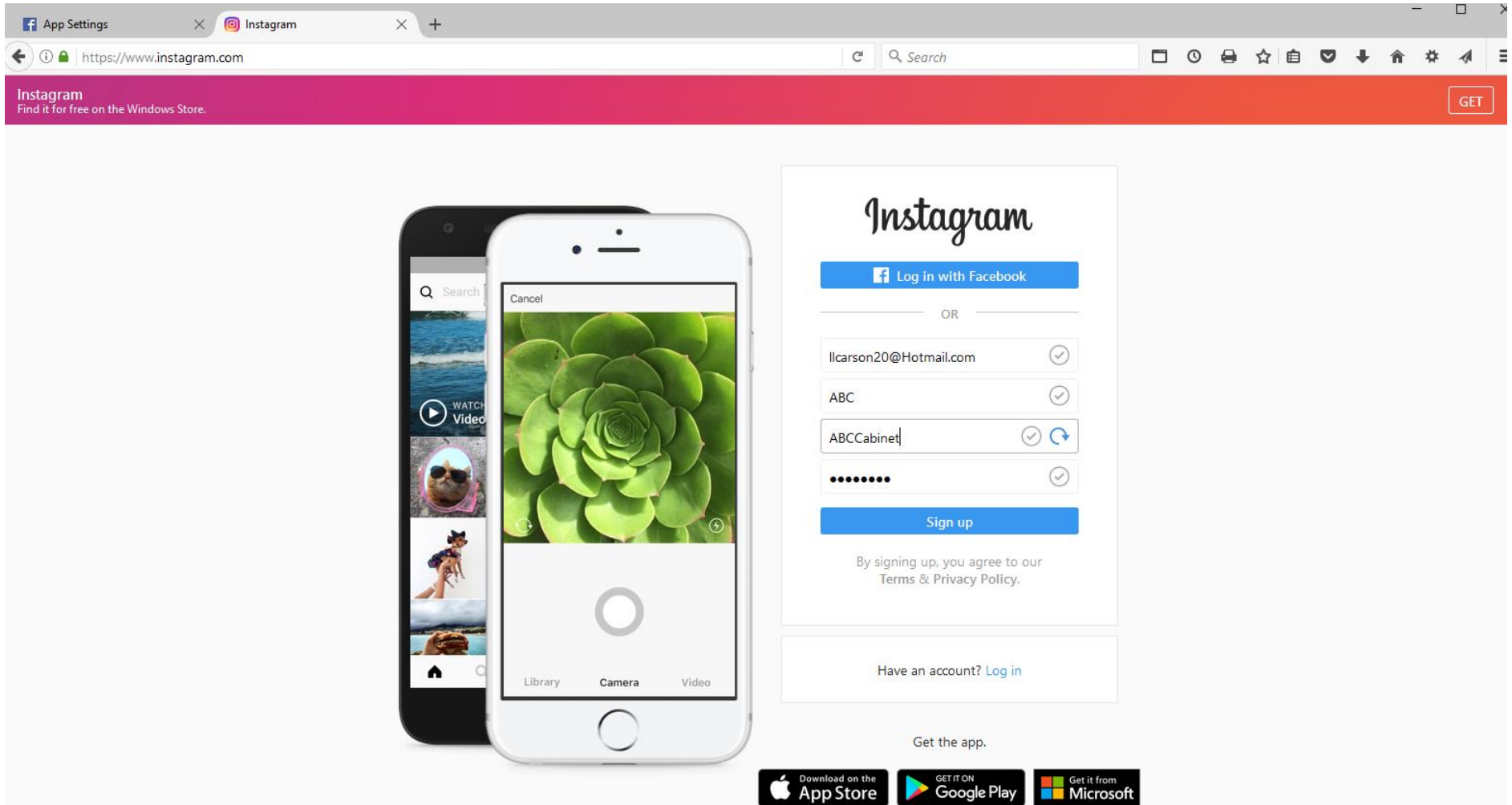
ii. Sign in with your Facebook Account



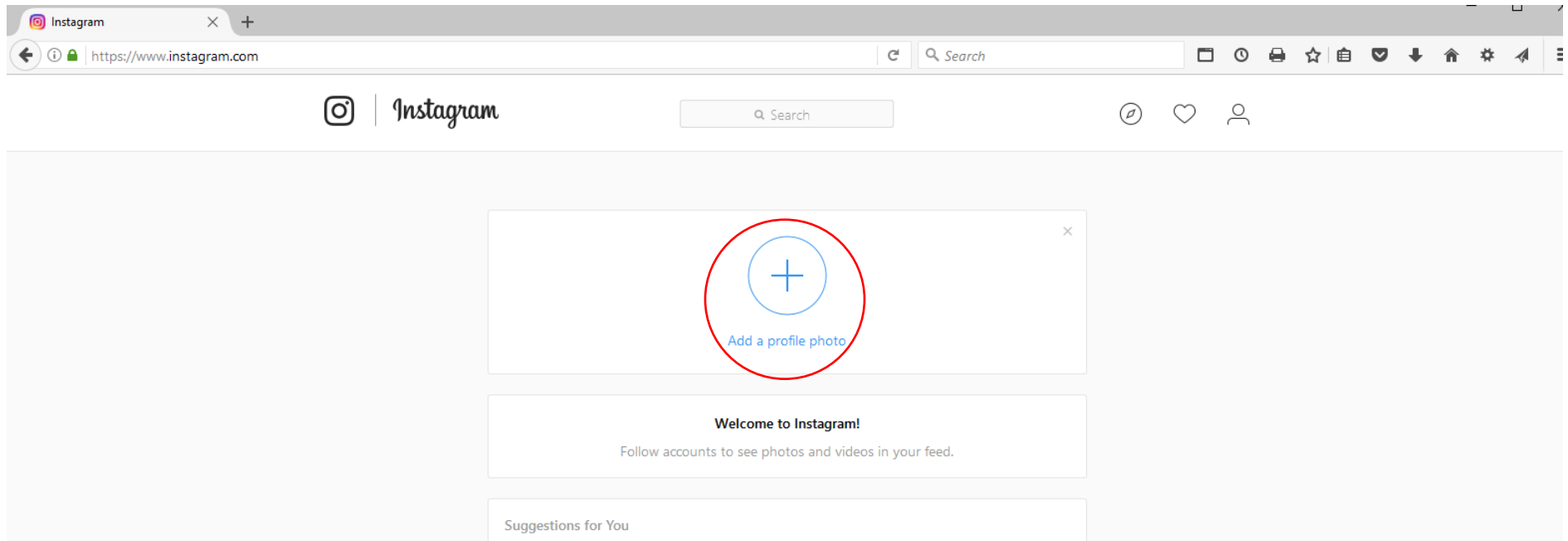
iii. It will prompt you to accept Instagram to access Facebook. Press "OK."



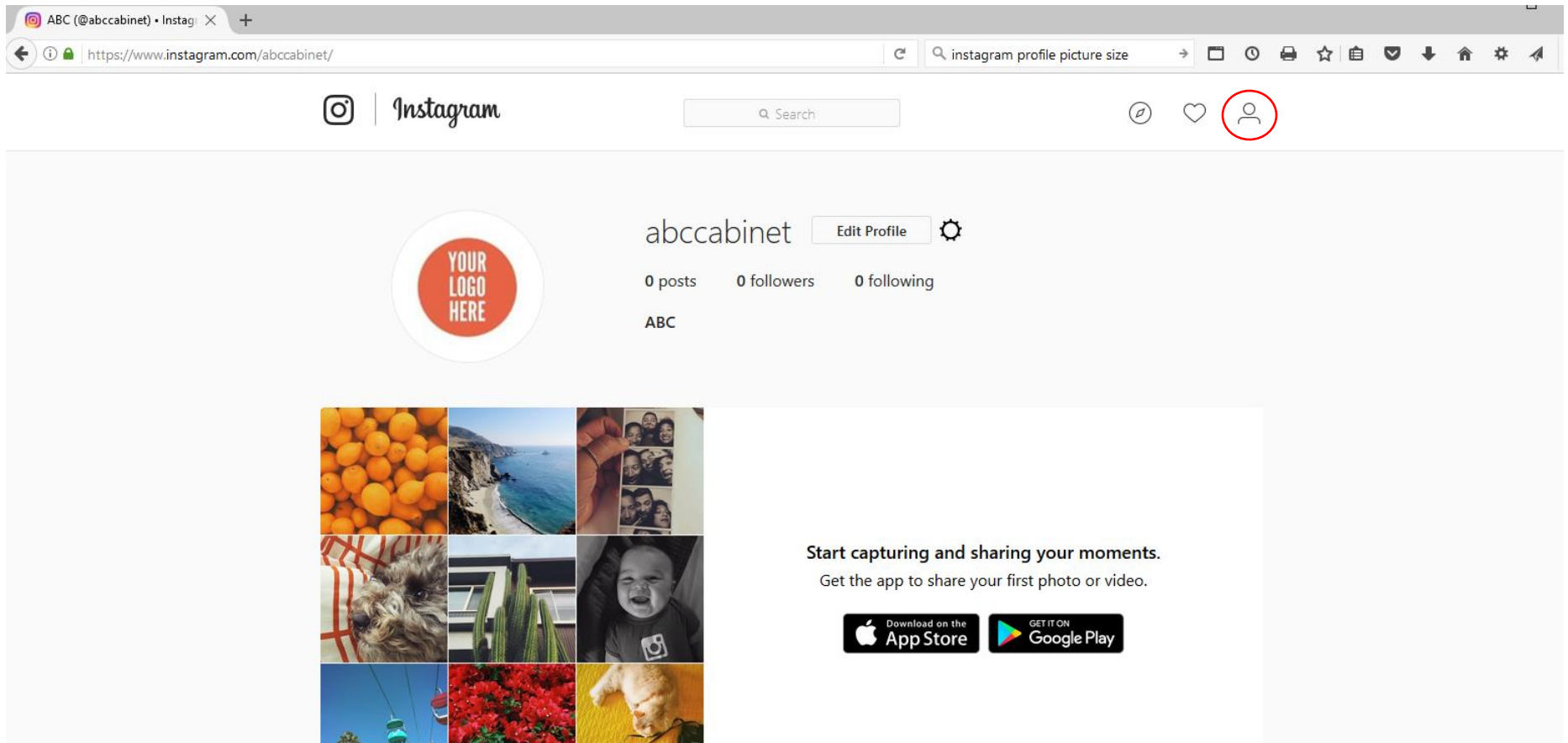
- iv. If you don't have an Instagram account, you will need to create an account.
 1. Enter your email (Use your individual work email address. When one of your contacts uses Instagram's "Find Friends" feature, you want to show up on that list. Use your individual work email address, so you will get the most hits.)
 2. Your Name
 3. Your Username/Business Name
 4. Your Password



- v. You will need to add a profile photo to your account. This would be your logo. It will need to be in JPEG, 180 pixels x 180 pixels. Click on the blue circle with the plus sign. Find your logo sized correctly on your computer.
 1. It's important to note that your profile photo should be a large version of your logo or something really recognizable that's associated with your brand.



- vi. Once you have uploaded your profile picture/company logo, then you will need to complete your profile. Click on the silhouette of the person at the top right hand corner. Click on “Edit Profile.”

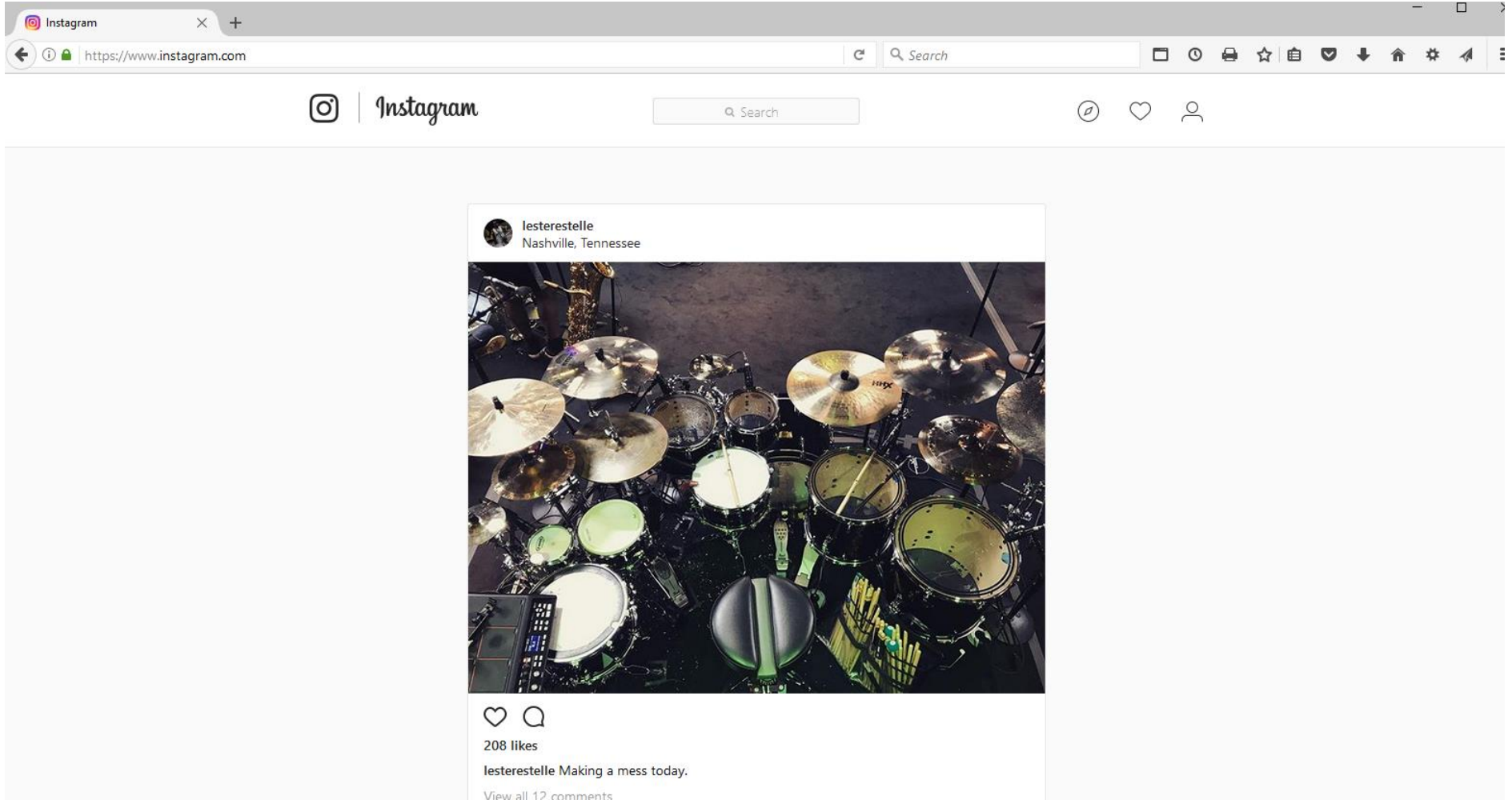


- vii. Complete all the information in the Edit Profile section including website and bio. Put your website in your bio, too. When people click on your posts, you want to make it easy for them to find you online. This is important so people can find your company on Instagram. This area also allows you to change your password.
1. Authorize other applications – If you had other applications have access to your Instagram account.
 2. Comments – This section is where you can make sure comments that contain offensive or competitor names don't appear on your account comments.
 3. Emails and SMS – This is where you manage what types of emails you receive from Instagram. These include:
 - a. News emails - Find out first about new products.
 - b. Reminder emails - Stay up-to-date with things you may have missed.
 - c. Product emails - Get tips on using Instagram's tools.
 - d. Research emails - Provide feedback and participate in research studies. Text (SMS) Messages - Get reminder notifications delivered by text message.

The screenshot shows the Instagram 'Edit Profile' page for the account 'abccabinet'. The browser address bar shows 'https://www.instagram.com/accounts/edit/'. The page is divided into three main sections: a left sidebar with navigation options, a central form for profile information, and a right sidebar. The central form includes fields for Name (ABC), Username (abccabinet), Website, Bio, Private Information (Email: llcarson20@hotmail.com, Phone Number), Gender (Not Specified), and Similar Account Suggestions (checked). A blue 'Submit' button and a link to 'Temporarily disable my account' are at the bottom of the form.

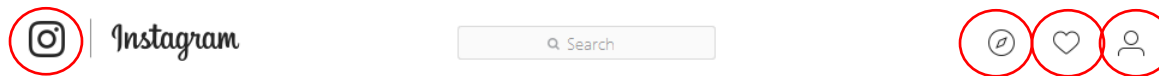
Field	Value
Name	ABC
Username	abccabinet
Website	
Bio	
Private Information - Email	llcarson20@hotmail.com
Private Information - Phone Number	
Gender	Not Specified
Similar Account Suggestions	<input checked="" type="checkbox"/> Include your account when recommending similar accounts people might want to follow. [?]

viii. If you already have an Instagram account, you can log in. It will take you to your picture feed.



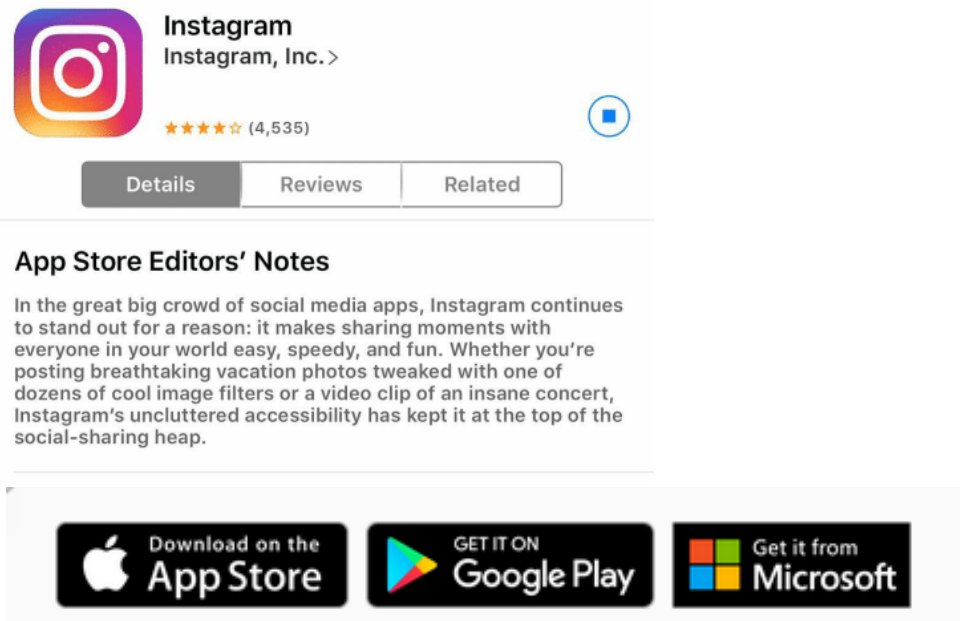
ix. The icons are as follows:

1. Camera in the top left hand corner – This takes you to your Instagram feed. These are all the people/companies/brands you are following, so you can see what they are posting.
2. The circle with the diamond inside in the upper right hand corner – This is where you can discover people and explore others on Instagram.
3. The heart in the upper right hand corner – This is your notifications when someone likes or comments on your picture.
4. Silhouette – This is where you can edit your profile.

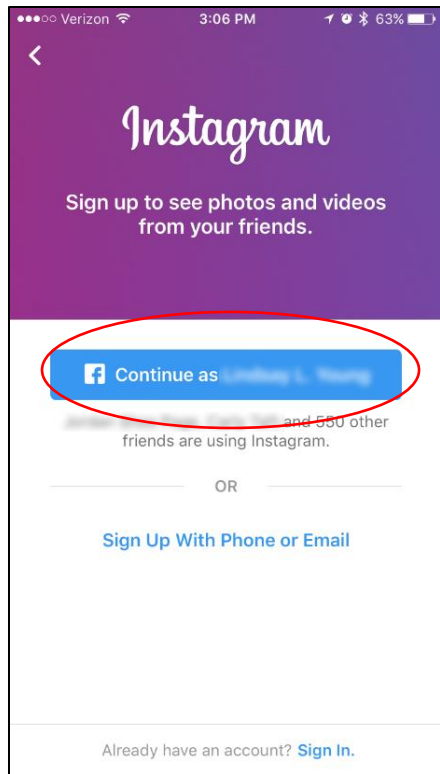


b. Mobile Set Up

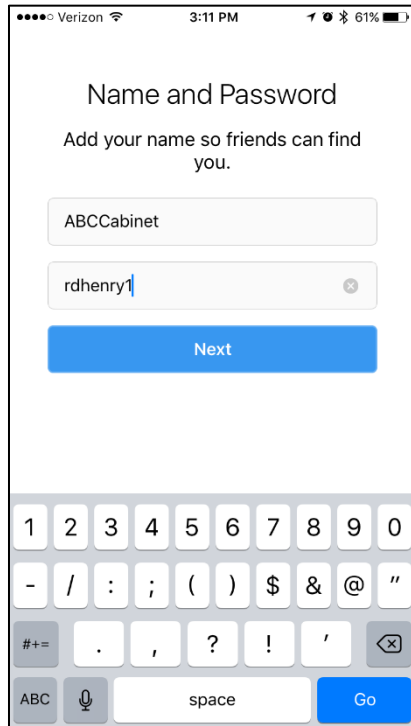
- i. Instagram is mostly used on a mobile device, so there are many more options with the mobile app.
- ii. If you don't have the app, download the "Instagram" app for your mobile device. It's free. Go to your mobile app store and find the Instagram app. It's the app that is multi-colors and looks like a camera.



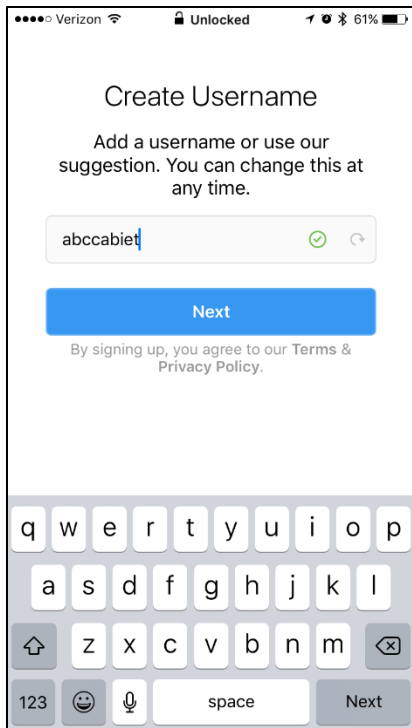
iii. You can sign in with your Facebook account, if you are linked to your Company Facebook Page.



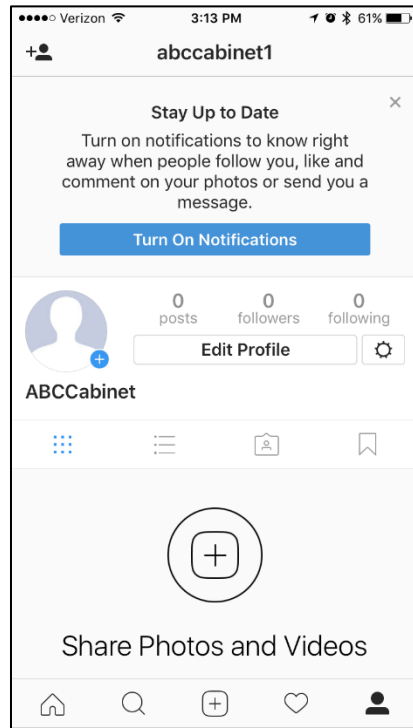
iv. You can also sign up using your name and set a password.



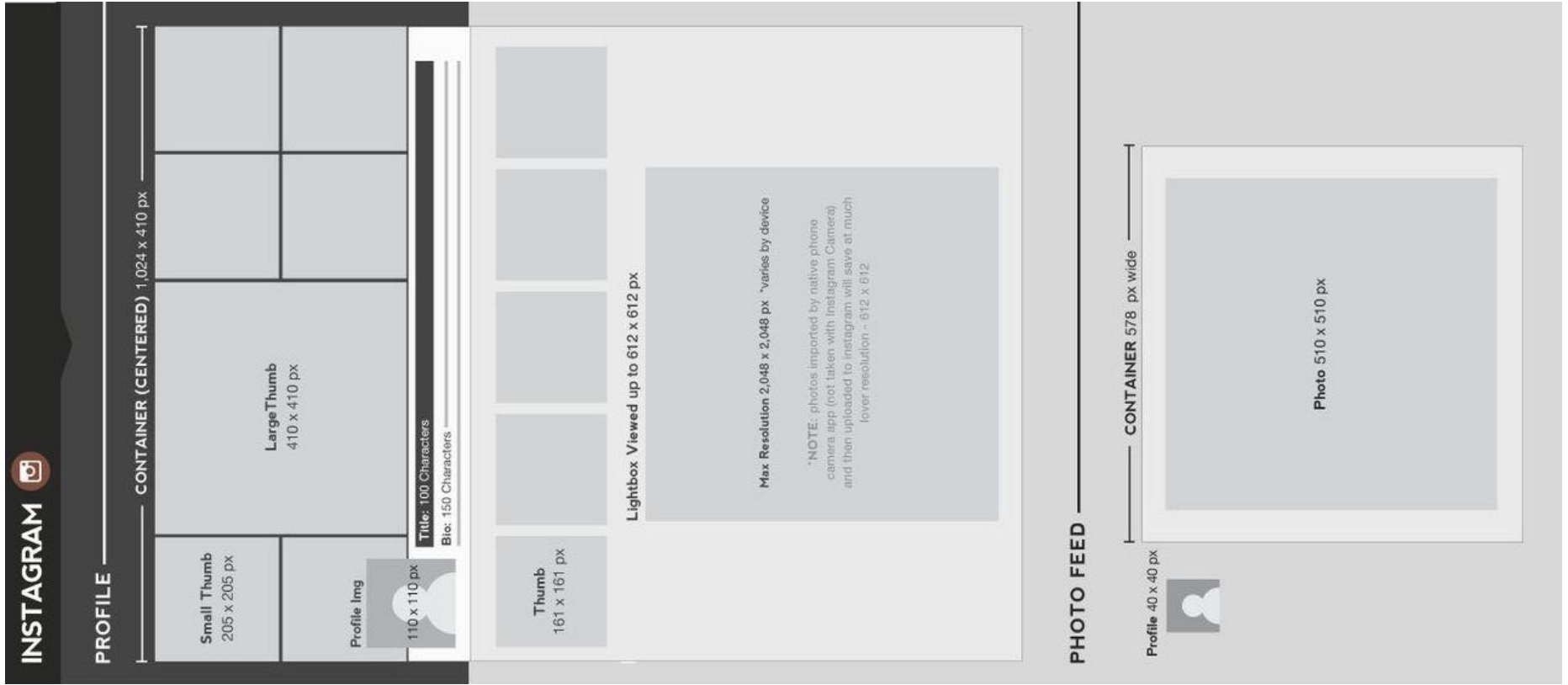
- v. Create a username. It's suggested you use the same as you do on your other accounts. **ALL SOCIAL MEDIA PLATFORMS SHOULD HAVE THE SAME USER NAME FOR CONSISTENCY.**



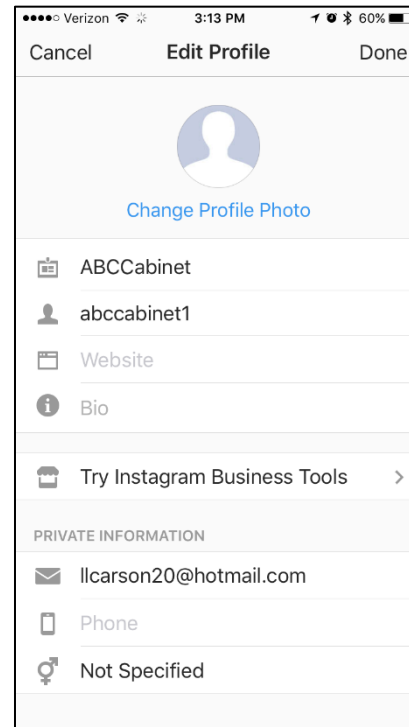
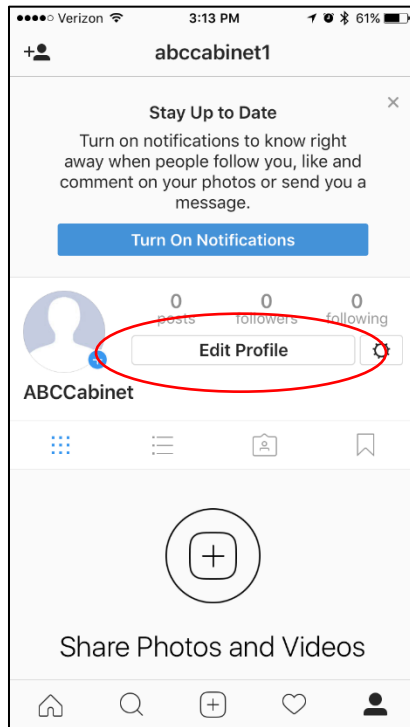
- vi. You will then be signed in to Instagram and be taken to your home screen. The icons along the bottom are from left to right.
1. Home (House): See the latest photos from people you follow.
 2. Search (Magnified Glass): Look up people, places, things and hashtags, as well as see what other people are favoriting.
 3. Camera: Tap here to start sharing photos.
 4. Notifications: See the most recent people to follow your account and favorite your photos.
 5. Profile: Your full account, everything you've posted and access to the settings menu.



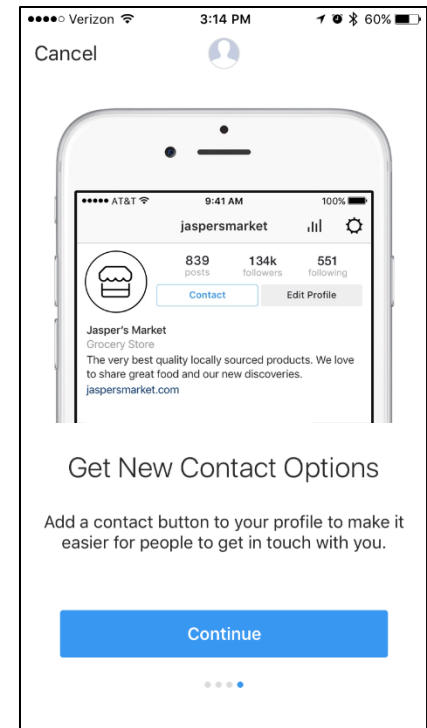
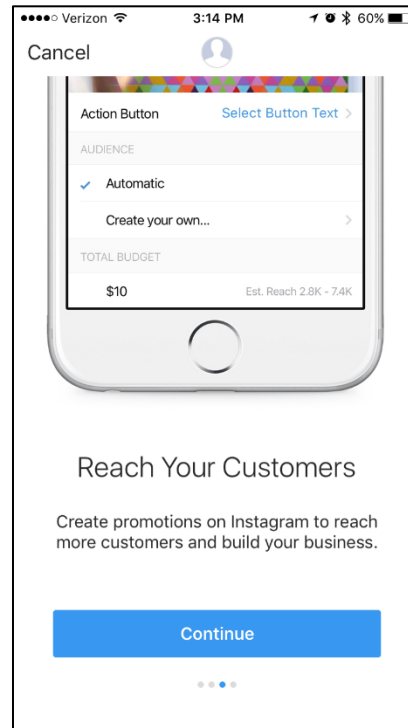
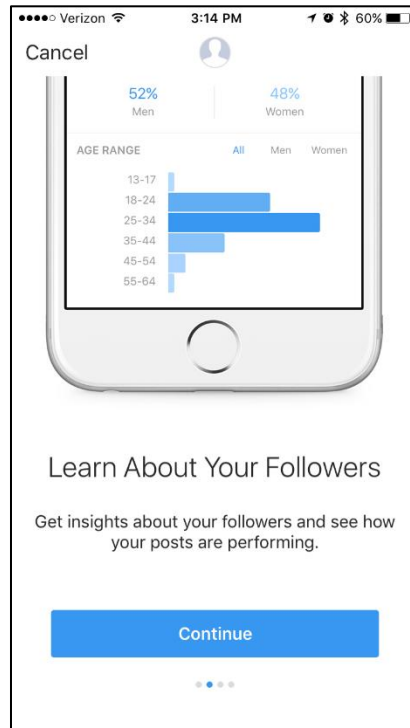
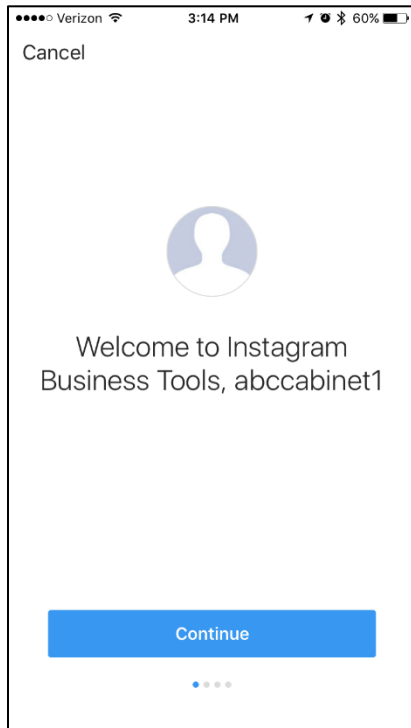
vii. Photo Size Cheat Sheets



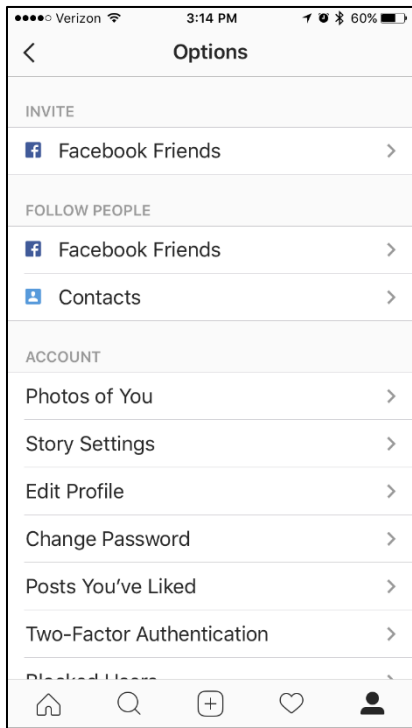
- viii. Click on “Edit Profile” to update your “Profile Photo.” Complete the website and the bio area. Use the same content/verbiage as you have on your other social media platforms for consistency. Your “Phone” number should be the number your land line of your office. This is the number customers and prospects use most often.



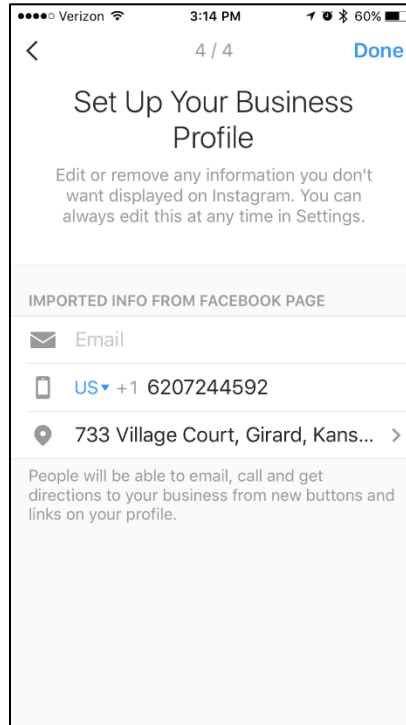
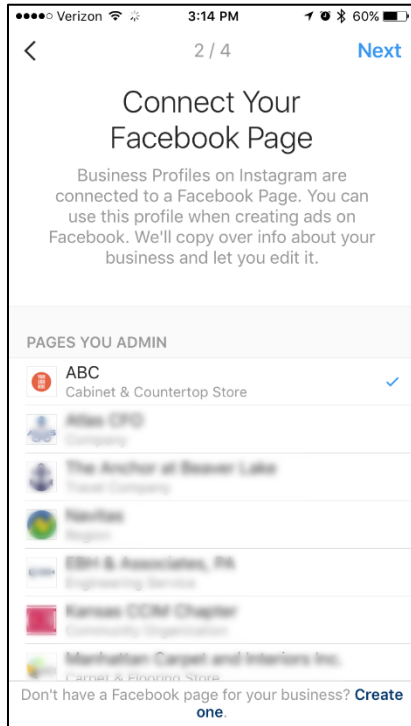
- ix. Select “Try Instagram Business Tools.” This allows your account to be your company instead of personal account. It also allows you to promote and see your insights (statistics from your paid posts).



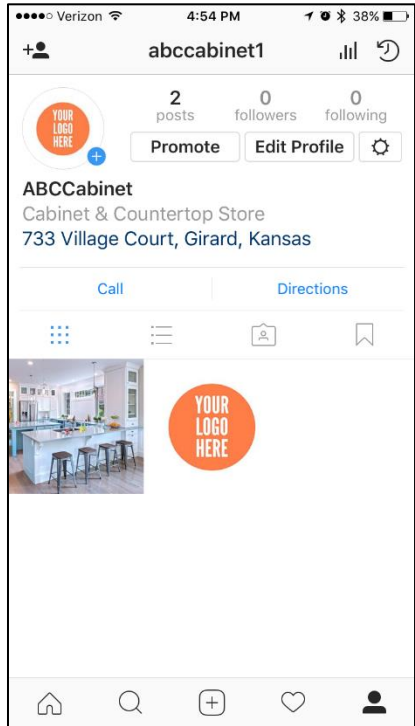
- x. Don't start following businesses or people until you have your profile complete and have a couple of posts on your Instagram account.



- xi. Connect your “Instagram” account with your Facebook Page, so it will retrieve the information from your Facebook Page. Follow the steps to connect the accounts.



xii. You will then return to your home screen with all the correct information pulled from your Facebook account.

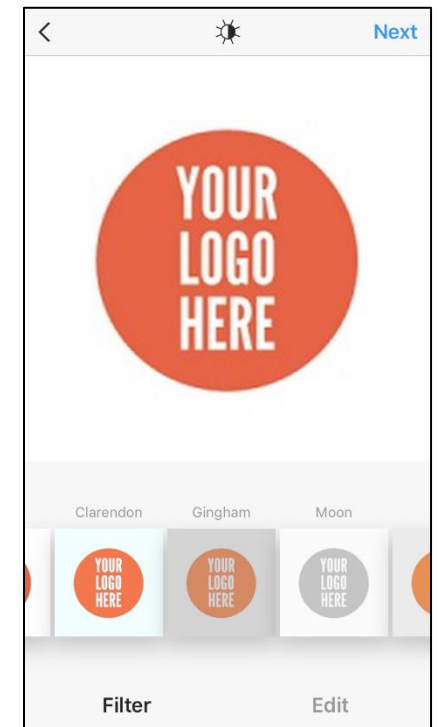
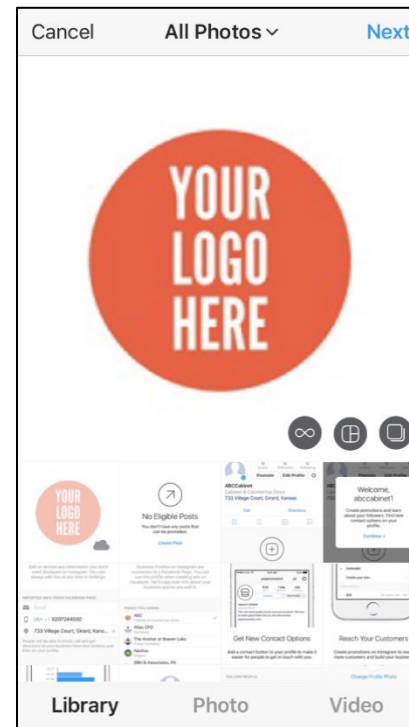
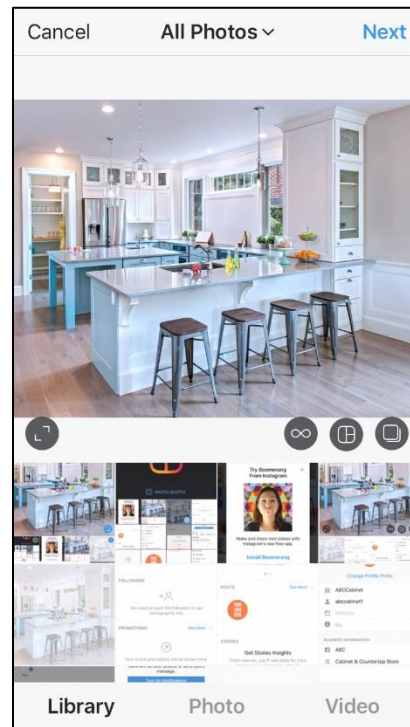
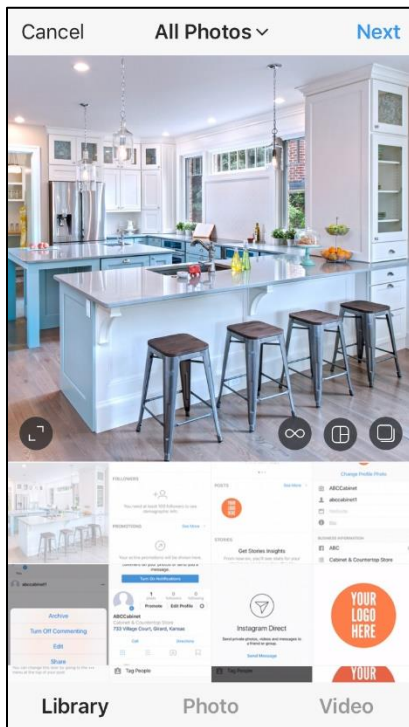


2. The difference between Stories vs. Live vs. Posts

- a. Stories - You can share multiple photos and videos and they appear together in a slideshow format at the top of the main feed of Instagram. With Stories, you don't have to worry about over posting. Instead, you can share as much as you want throughout the day — with as much creativity as you want. The photos and videos will disappear after 24 hours and won't appear on your profile or in your feed. This is why Instagram gives you the option to share your story as a post, so it will appear on your profile and in your feed.
- b. Live - Followers will get notifications if certain accounts they follow start livestreaming on the app. There are a few key differences between Instagram Live and Facebook Live:
 - i. No tools to title your video before you start
 - ii. Video disappears as soon as you're done broadcasting.
- c. Posts – These are pictures or videos with captions and hashtags. You can tag users and locations in posts.

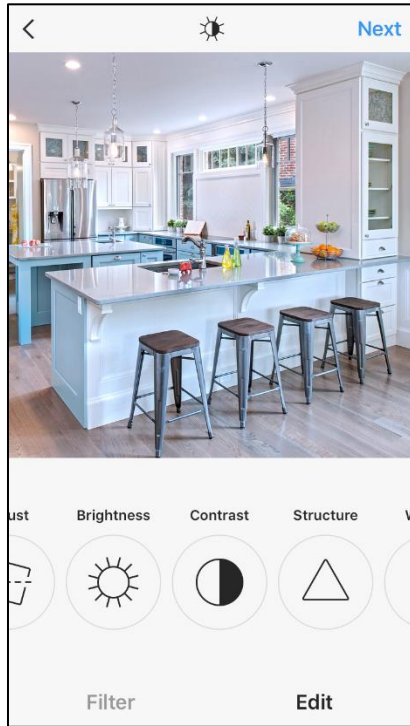
3. Posting Images

- a. Click on the box with the plus sign (middle button) to post a picture. You can select from your library, take a photo, or record a video.
 - i. There are 4 buttons along the bottom of the photo.
 1. The black circle with the two white cropmarks allows the entire picture to be captured and doesn't crop it. (As you can tell from the two pictures of the kitchen below.)
 2. The black circle with the figure 8, allows you to make a mini video by downloading another app (Boomerang).
 3. The black circle with the three pictures that appear to be a frame will have you download another app (Layout), so you can make a photo that has 2-6 pictures within the same photo.
 4. The black circle, farthest to the right, with the multiple layers allows you add multiple pictures that your followers can scroll through.
 - ii. On the next screen, you'll see a bunch of filter choices. Instagram is known for its filter selection, and playing around in here can make even the most novice photographer look like a pro. Play around with filters and settings until you like



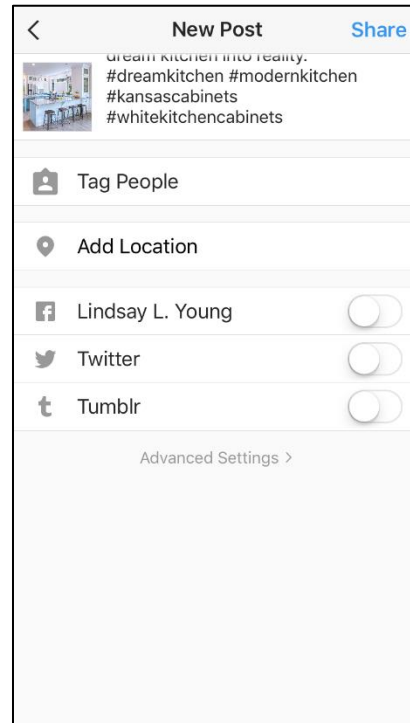
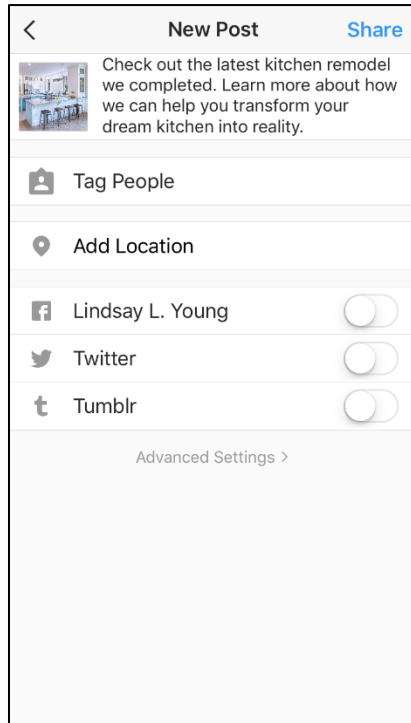
what you see. You can select “Manage” to add even more filter options to choose from if you scroll to the very end of the list. If there are certain filters you consistently use, you can also order the filters under “Manage.”

- iii. Edit will also give you a lot of different options that you can try out. Play around with these and see what looks best for your project.



b. Caption and Always, ALWAYS Hashtag

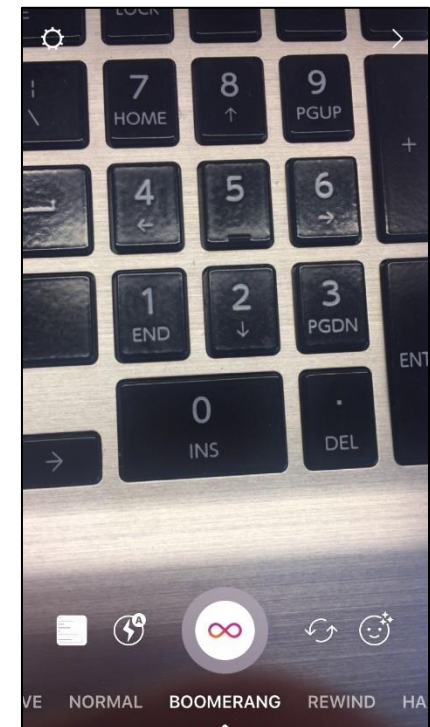
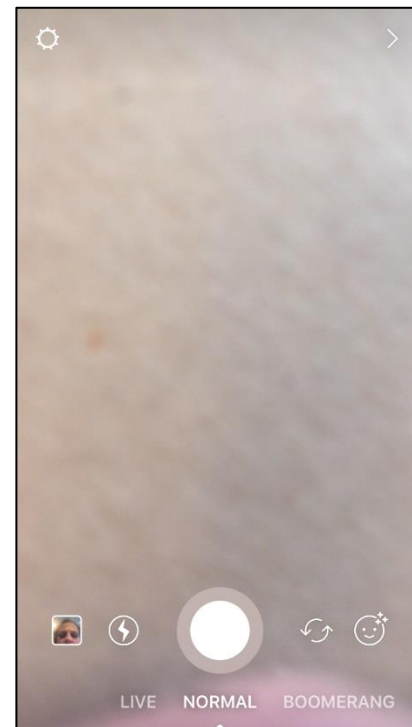
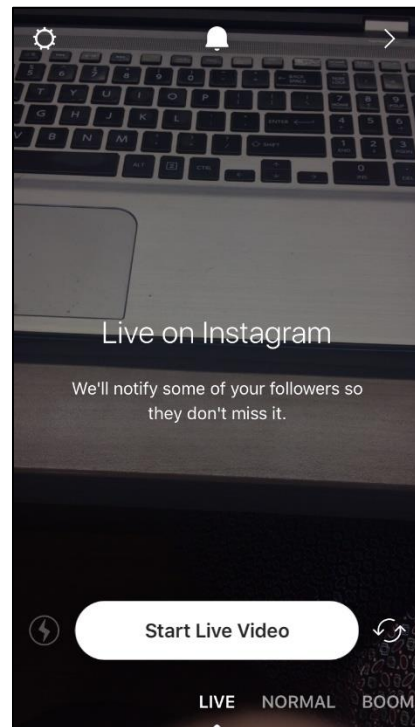
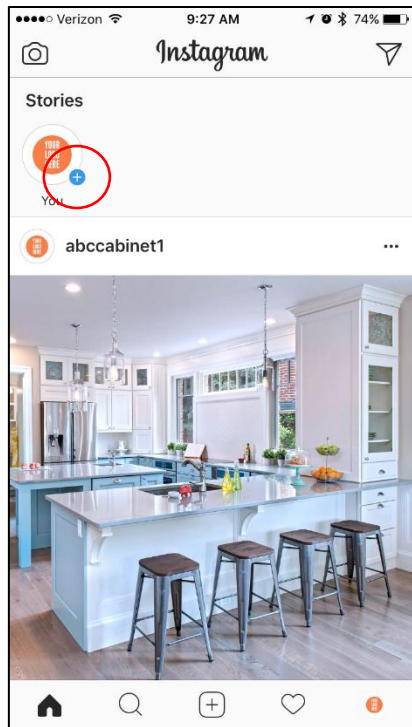
- i. Keep your captions brief and fun. Include just enough information to caption the moment; you'll get points for witty and clever posts. Another thing you should always do is to use hashtags. The more you use Instagram, the more you'll see these used by lots of people. It's a great way to get your photos (and account) discovered. You can also check out Top Hashtags to see what's popular on Instagram. Keep in mind, though, that the most popular hashtags will also be the most crowded, so if you're targeting a particular niche, consider using a more specific hashtag. In this example, I used #dreamkitchen #modernkitchen #kansascabinets #whitekitchencabinets

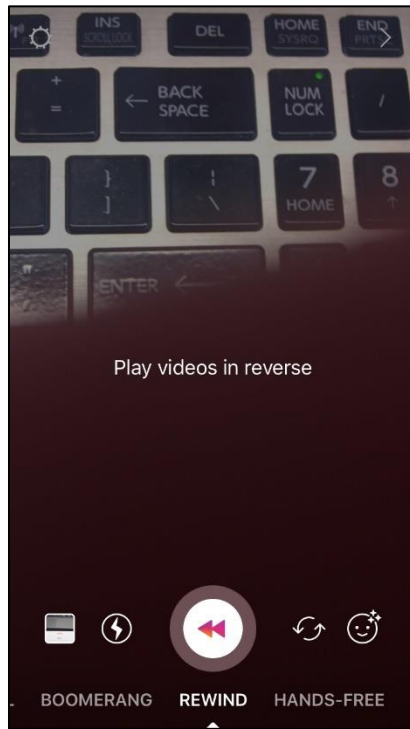


- ii. Instagram will allow you to use up to 30 hashtags but it's recommended to use between 25-28, so you aren't flagged by Instagram.
- iii. Follow your hashtags like you would another user. This allows you to see what's being talked about on Instagram.
- iv. "Tag People" that were part of the project or are the owners of the project (with their permission).
- v. "Add Location" so people in your area can find your business. Use a city or town. (You will have to turn your location on for Instagram to gain access.)

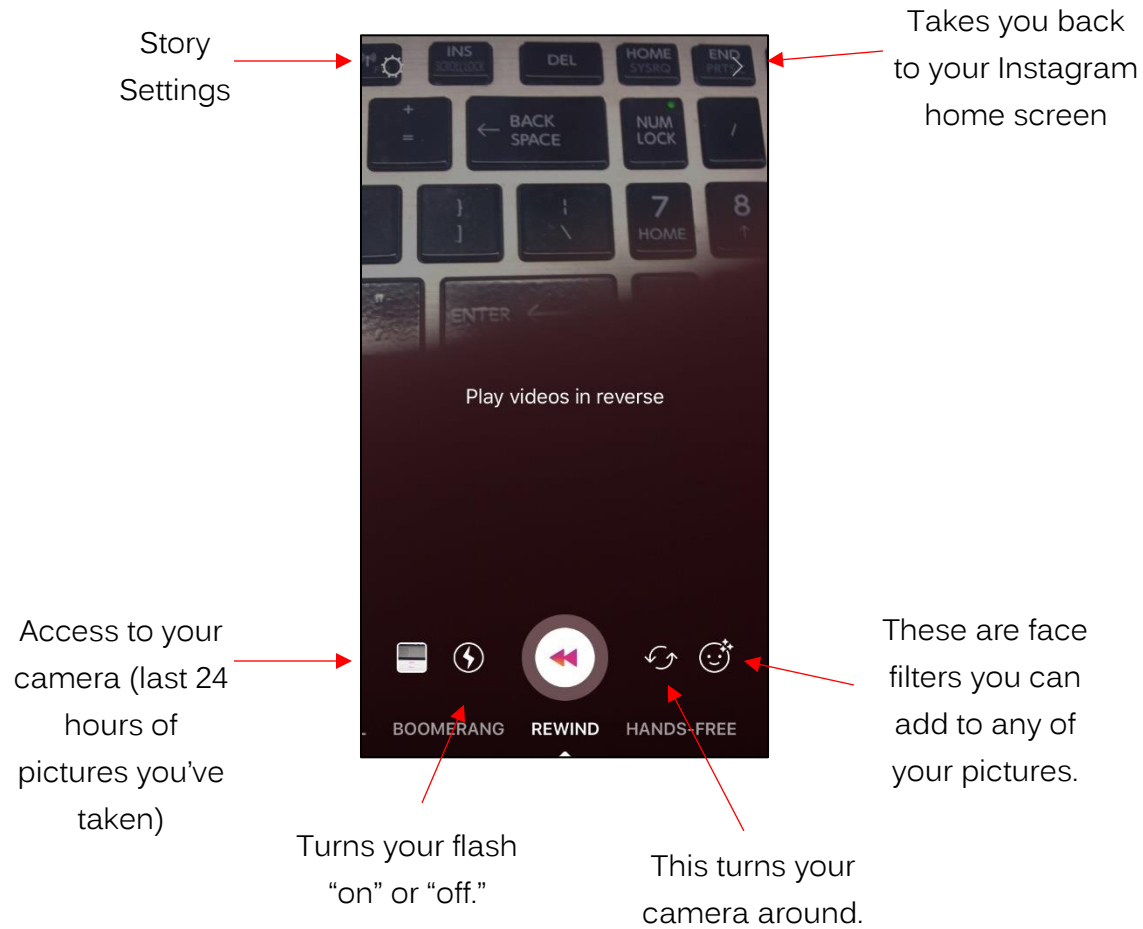
4. Posting a Story

- a. On your home screen, you can select the blue circle with the white plus sign in it under “Stories” to create a story. Slide across the bottom menu to select one of the following options:
 - i. Live – You can stream a live video of a project or walking through a project (under construction or completed). Tap on the Capture button to start recording and press it again to stop recording. This will be a live stream on your account.
 - ii. Normal – This is taking a normal picture but you can use some different filters on the picture.
 1. When using the camera in Normal mode, you must hold down the Capture button for the duration of the recording.
 - iii. Boomerang – This records a short video without sound. Tap the Capture button and it will start and then stop after 3 seconds.
 - iv. Rewind – This records the video backwards without sound. Tap the Capture button.
 - v. Hands-Free - This records a video WITH sound. Tap the Capture button. Instagram will begin recording video once the button is released. Tap the Capture button again to stop recording.

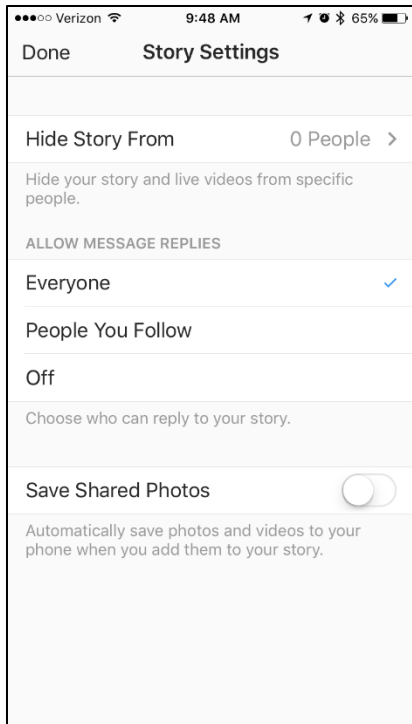




vi. Buttons

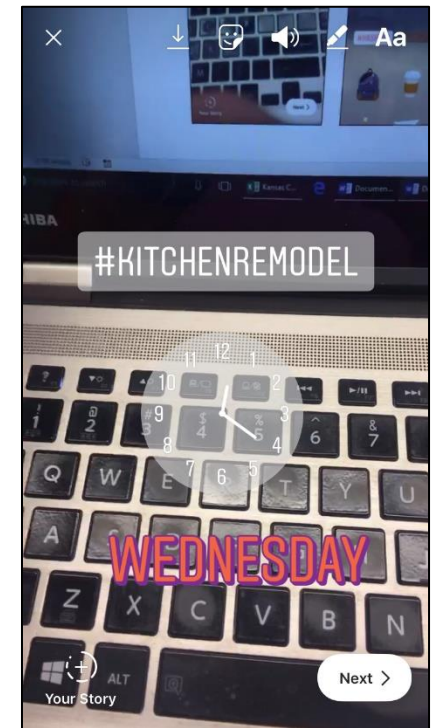
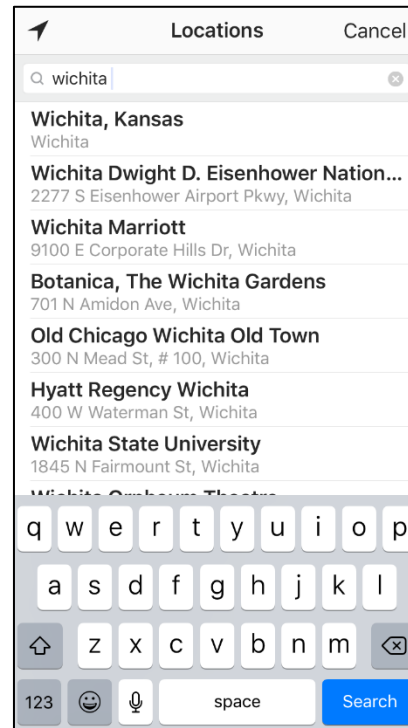
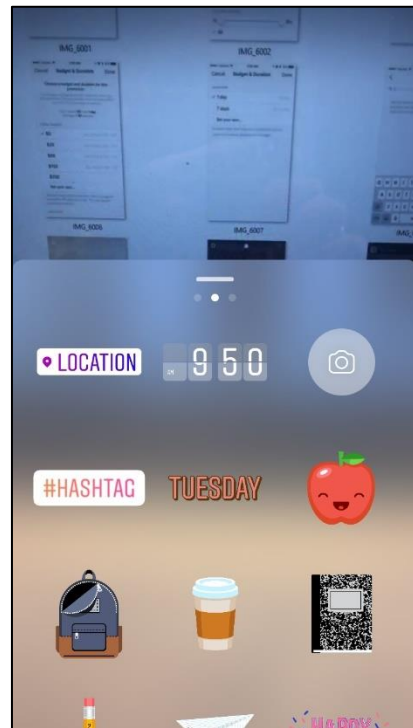
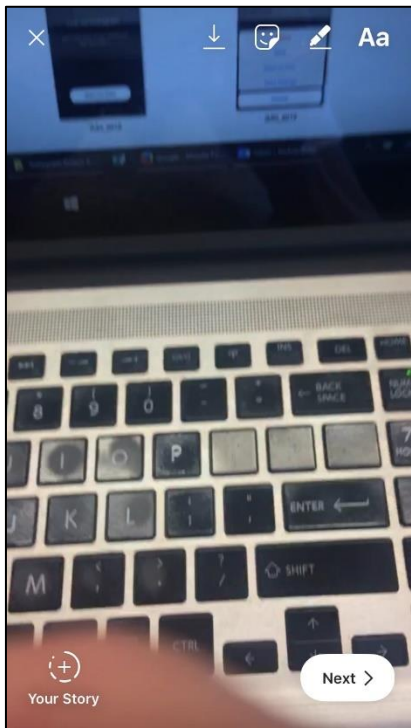


- vii. Story Settings – In this screen, you can hide your story from certain people, allow everyone or just people who follow you to message you, and you can also save your photos to your photo instead of just in Instagram (should you want to use them in another social media platform.) It's recommended to allow everyone to see your story and everyone to message you. Because you are a business, you want to be accessible to customers and prospects.

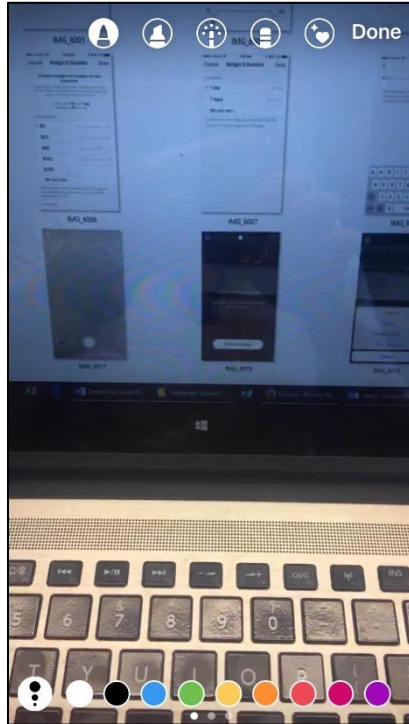


- viii. Face Filters – You can add a face filter to your picture or video. These are more playful and not professional. Use these sparingly.

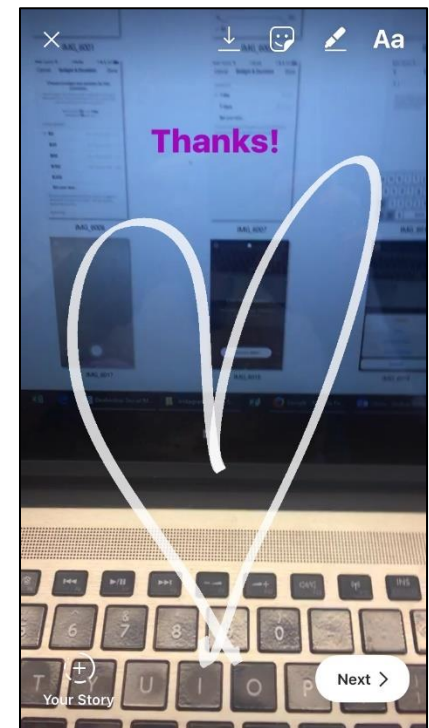
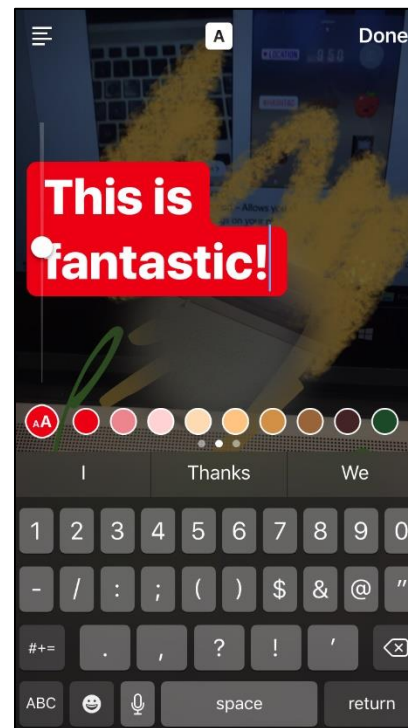
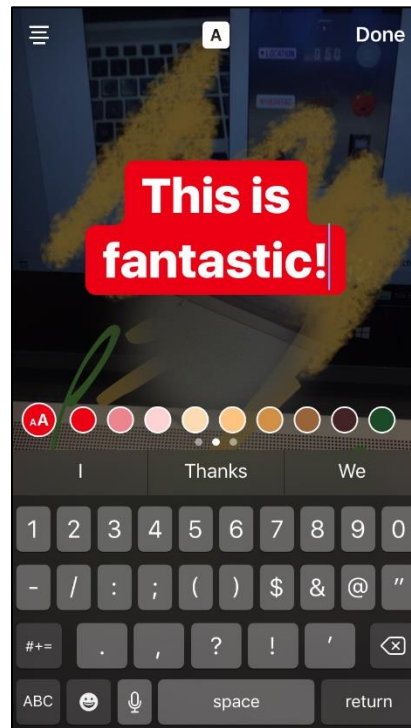
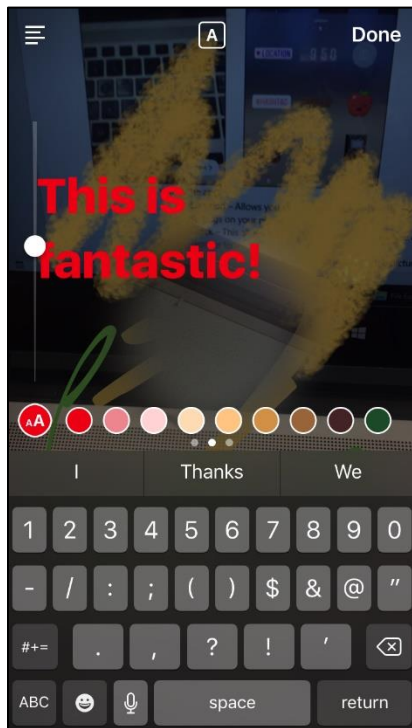
- b. After you have completed your picture or video, it will take you to the screen to show you your picture or video. There are four buttons at the top right hand corner.
- i. Downward arrow with the line underneath saves your story to your phone.
 - ii. The rounded square with the smiley face allows you to add stickers to your picture or video. The following can be customized within the app:
 1. Location – Allows you to post your location on the picture or video. (You must allow Instagram access to your location settings on your phone.)
 2. Clock – This allows you to put the time on the picture or video. If you click the time, then it will give you different clock options to select.
 3. White circle with the camera – This allows you to put a selfie in the picture or photo.
 4. The #Hashtag allows you to put hashtags ON the picture or video.
 5. Many of these stickers you probably won't use for your business account but there may be times when you want to use the location, clock, or hashtag. Make your posts professional.



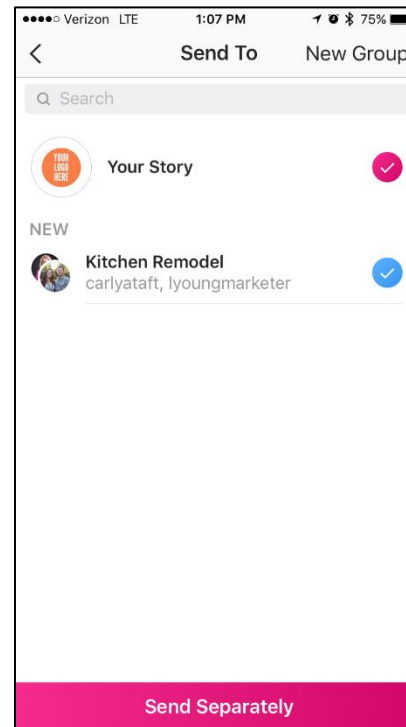
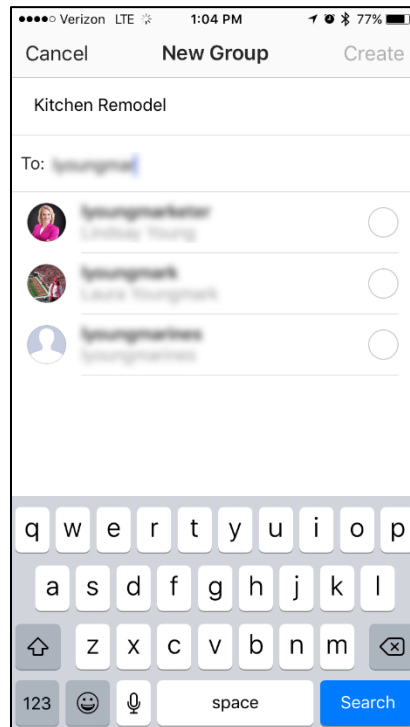
- iii. The paintbrush with the line underneath it allows you to write or draw on your picture or video. At the top, there are 5 different buttons that allow you to use a different tool. The first one is a pen, second one is a marker, third one will allow you to remove something out of the picture, the fourth one is the eraser, and the fifth one is spray paint.
1. Along the bottom, you will see different color options. You can scroll through to select other colors.
 2. The white circle with the three dots on the left hand far side is how wide your pen, paintbrush, marker, spray paint is on the picture.
 3. Select "Done" when you are finished with your creation.



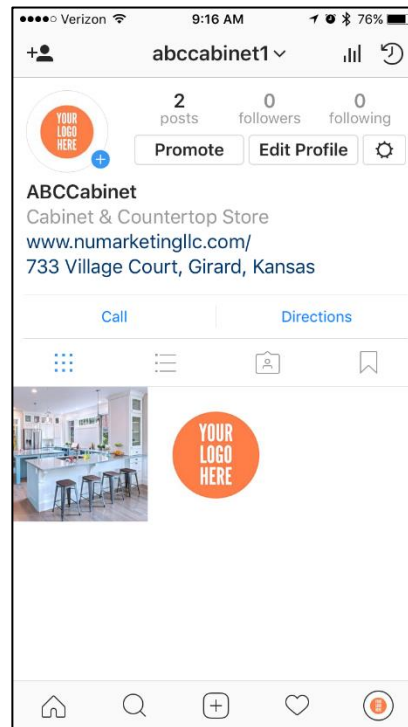
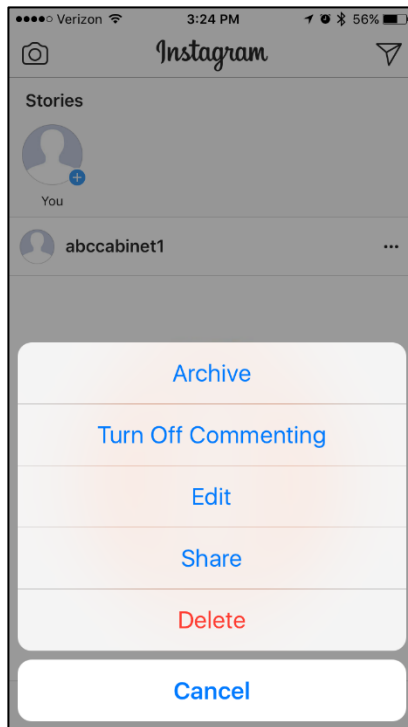
- iv. The button “Aa” allows you to use font on your picture.
 1. Along the bottom, you will see different color options. You can scroll through to select other colors.
 2. The red circle with the “A” in it allows you to change the font size on the picture.
 3. The top right hand button with 4 lines allows you to right, left, or center justify your text.
 4. The square box with the “A” allows you to highlight your text.
 5. Select “Done.”
 6. You can Select “Your Story” at the bottom left hand corner and will it automatically post.



7. You can also select “Next.”
 - a. This allows you to send to your story or to a “New Group.”
 - b. You can create a “New Group.” In this example, I created “Kitchen Remodel.” You can add followers you know are just interested in that particular product/service. You will have to add at least 2 people to create a group.
 - c. You can send the story to different groups or allow everyone to view your story.

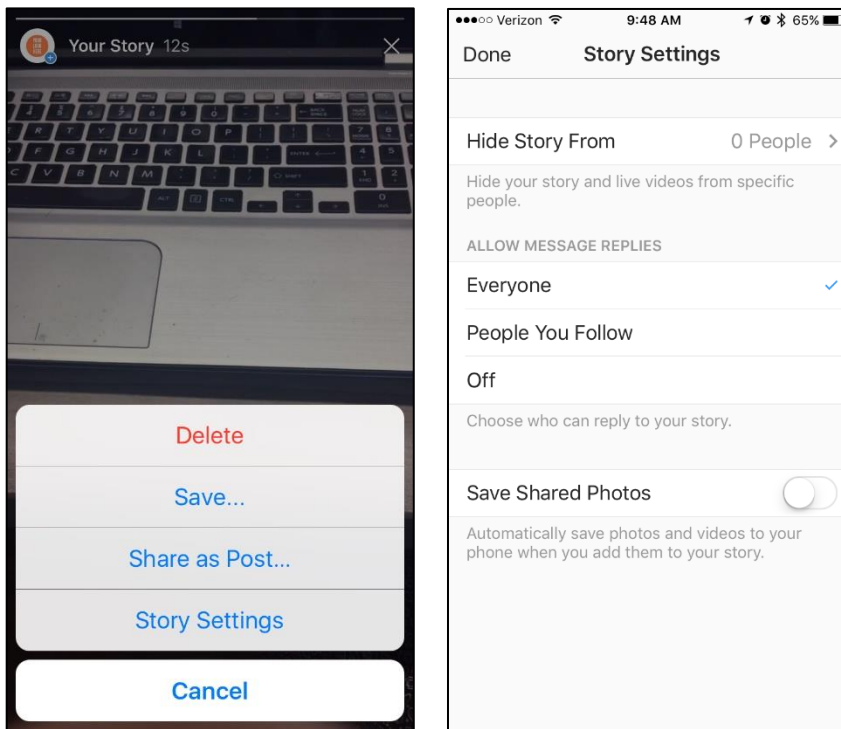


5. Edit, Share, or Delete a post – Click on the three dots beside the post.
 - a. Archive – If you want to “hide” a post from account. When you archive posts, only you will be able to see them. If you want to view your “Archive” posts click on the top right hand corner of your profile on the clock with the arrow wrapped around it.
 - b. Turn Off Commenting – If you don’t want your followers to comment on your post, you would select this. There are very few times you wouldn’t want your followers to comment on a post.
 - c. Share - You can share through Facebook, Twitter, Tumblr, Email, or Copy Link.
 - d. Delete – This will permanently delete a post from your account.



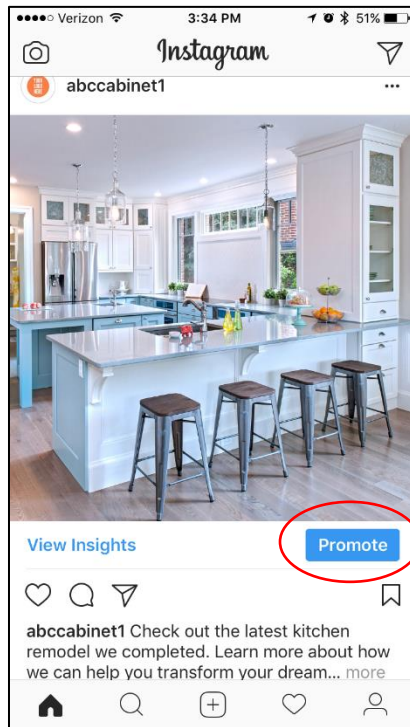
6. Delete, Save, Share as Post, or Story Settings

- a. Go to your story and find the three little dots on the lower right hand corner, click on it. It will give you 4 options.
 - i. Delete – This will permanently delete your story.
 - ii. Save – This allows you to save your story on your phone.
 - iii. Share as Post – This allows you to post the picture/video as a post.
 - iv. Story Settings – In this screen, you can hide your story from certain people, allow everyone or just people who follow you to message you, and you can also save your photos to your photo instead of just in Instagram (should you want to use them in another social media platform.) It's recommended to allow everyone to see your story and everyone to message you. Because you are a business, you want to be accessible to customers and prospects.

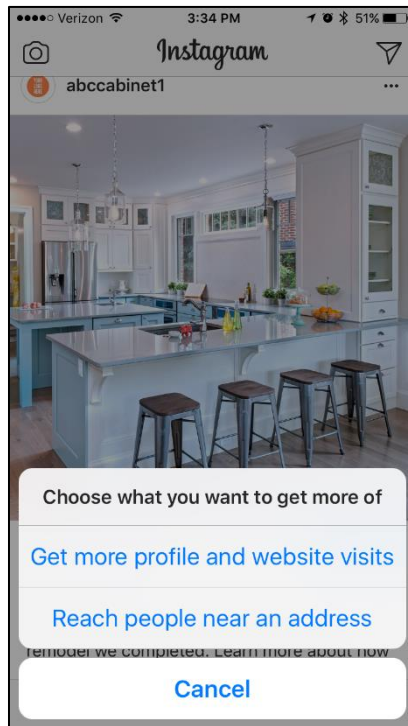


7. Promoting posts

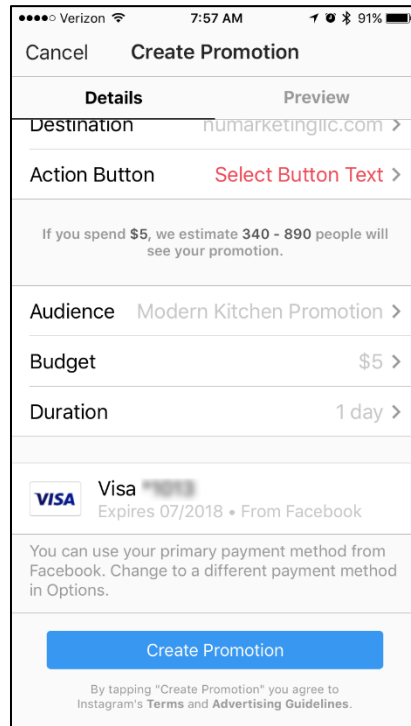
- a. Once you have posted a picture, caption, and hashtags on Instagram, you can promote the post to your target audience. On the post, click on the blue “Promote” button.



- b. You will have two options to promote your post, “Get more profile and website visits” or “Reach people near an address.” Both are effective ways to promote your business. If posting pictures of a project, you will probably want to use “Get more profile and website visits.” If you going to have a job site tour or open house, you may want to “Reach people near an address.” This can also be effective if you are at a trade show, conference, career fair or event where your company is exhibiting, hosting or sponsoring as you’d target those attendees on Instagram near that location.

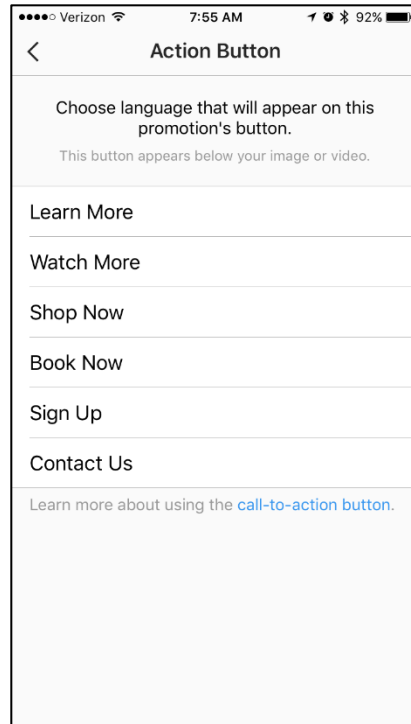


i. Get more profile and website visits



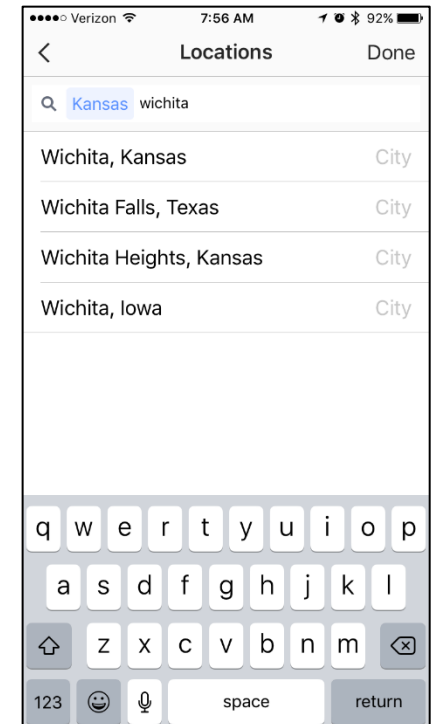
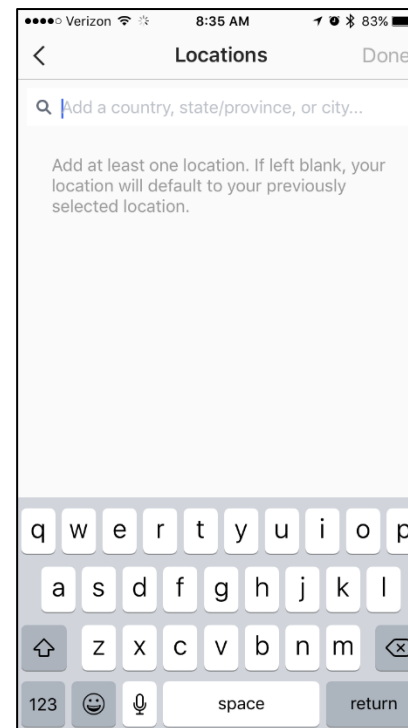
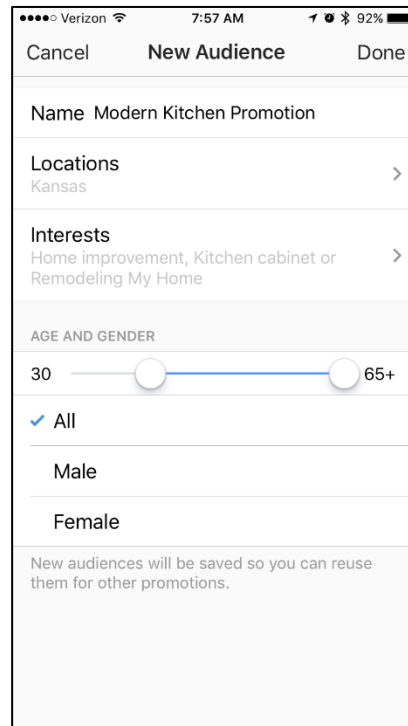
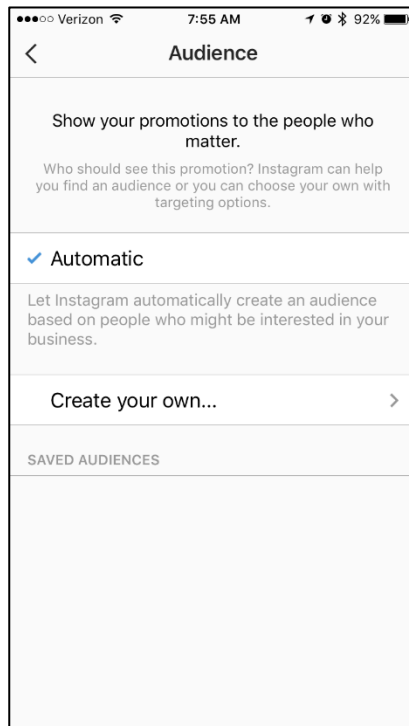
1. Objective – This is where you select “Get more profile and website visits”
2. Destination – Enter your website address
3. Action Button – This button will appear below your image or video. Depending on what your objective for your audience to do will depend on the button you select. You have several different buttons you can select from which include:
 - a. Learn More
 - b. Watch More
 - c. Shop Now
 - d. Book Now
 - e. Sign Up

f. Contact Us

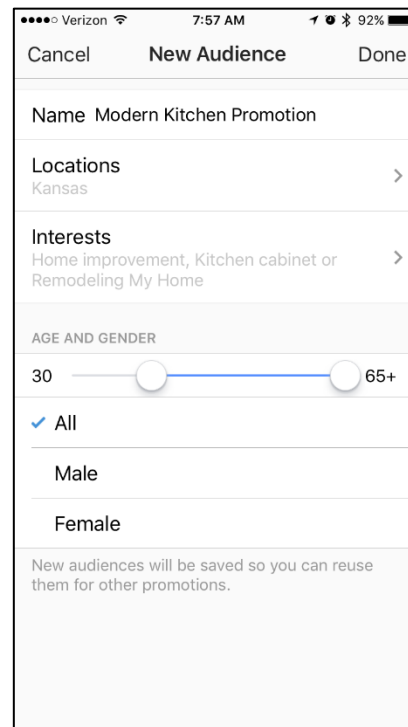
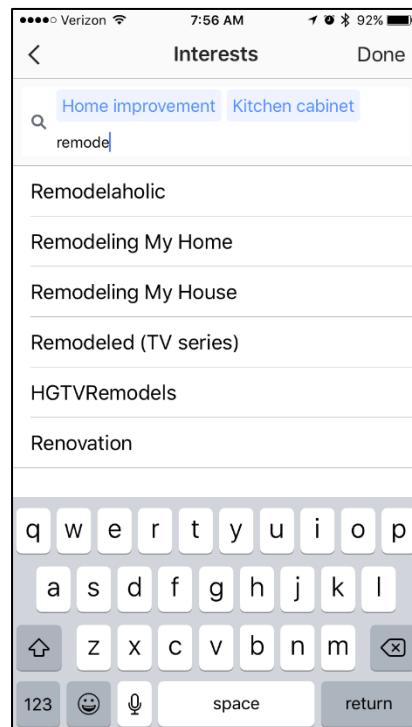


4. Audience

- a. You should always select who you want to target. Don't let it select "Automatic."
- b. Click "Create your own."
- c. "Name" the audience. You will be able to use this in future promotions so you don't have to recreate the audience again.
- d. Select the "Locations." Type in the city, town, or zip code you are targeting. You can also type in zip codes, so if there is a certain neighborhood you are targeting, you can do this by zip code.
- e. Click "Done"

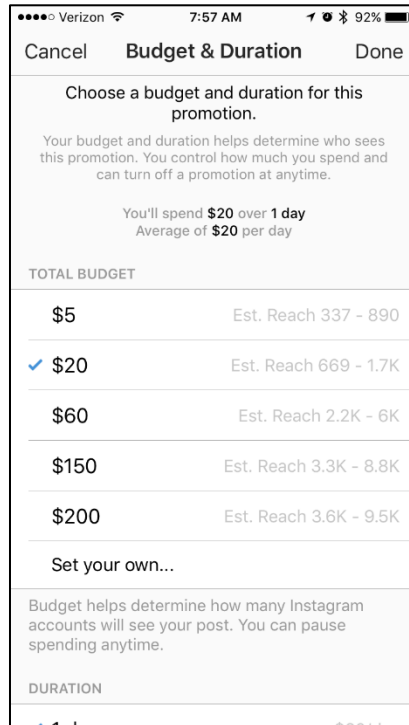


- f. Select "Interests"
 - i. There are many keywords you can use. Use keywords that are relevant to your post and to your audience. This is where you can start typing different words in and see what comes up. You will want to select something that is selectable.
 - ii. You should have 4-10 interests selected for your promotion. Consider using interests beyond those that describe your business. Don't necessarily use keywords that describe your business. Think of how your customer or prospect searches for your services.
- g. You will then want to select "Age and Gender."
- h. Click "Done"



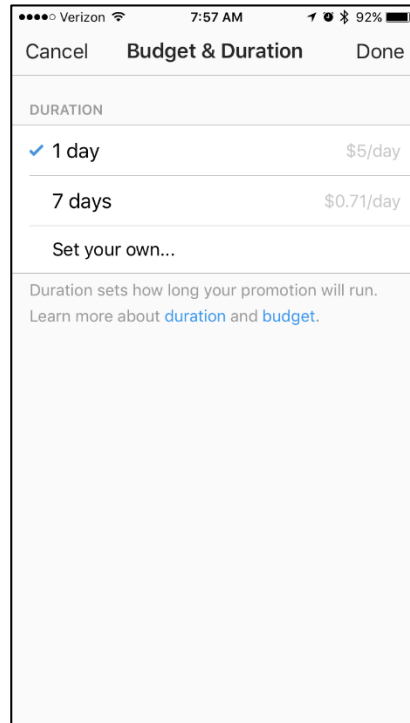
5. Budget

- a. Select a budget for your campaign. It will give you estimates on how many people you will reach based on your budget.

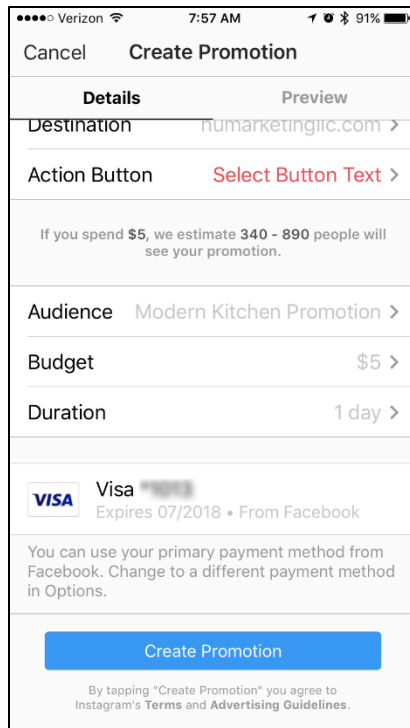


6. Duration

- a. This is how long you want your paid campaign to run. To be effective, you should run a minimum of 5 days unless it's a promotion for a trade show, conference, or event. It will also give you a daily budget based on your overall budget.

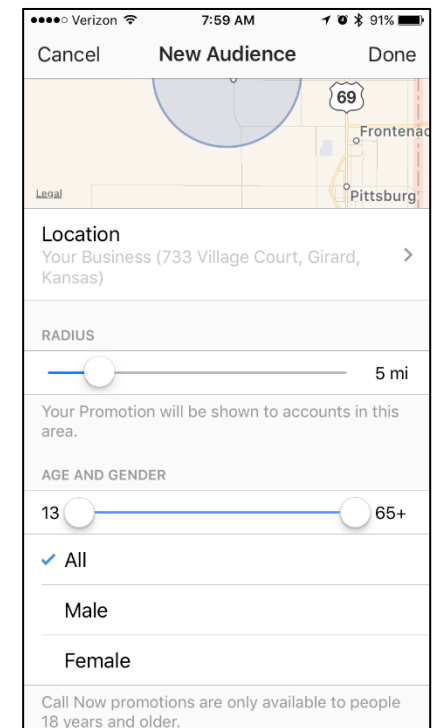
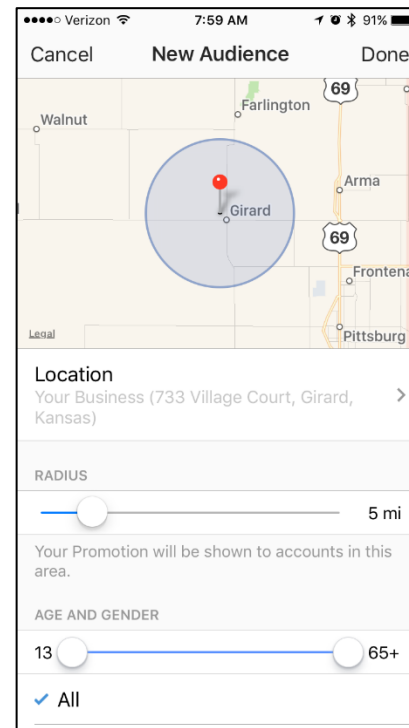
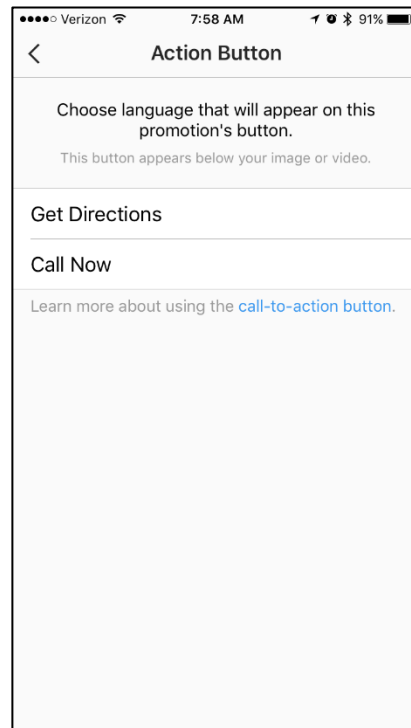
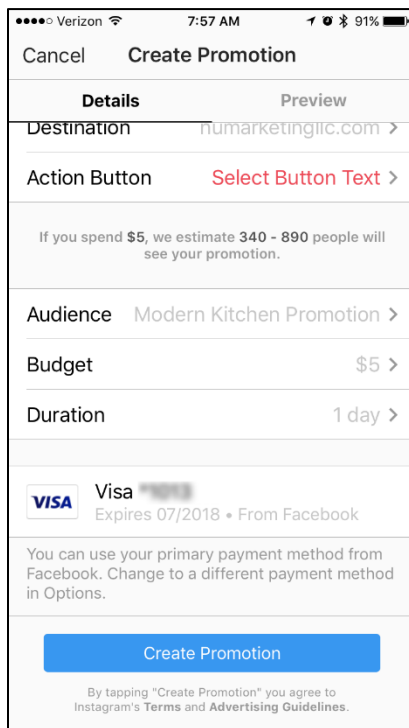


7. Click the blue button "Create Promotion" to agree to Instagram's Terms and Advertising Guidelines. You have now successfully set up your promotion!

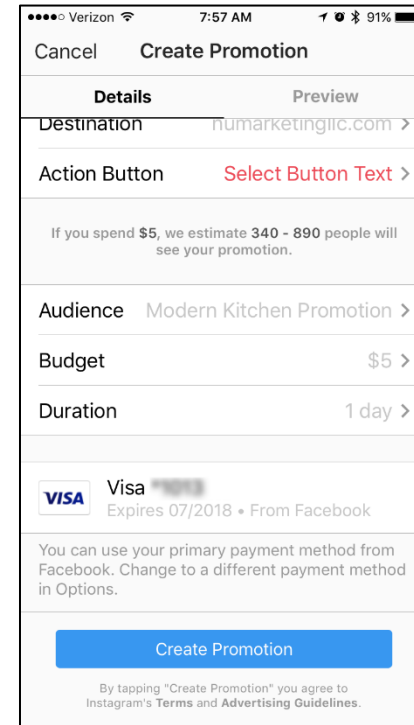
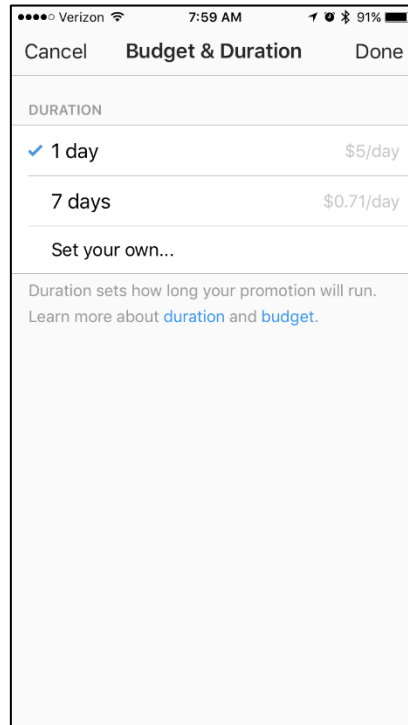
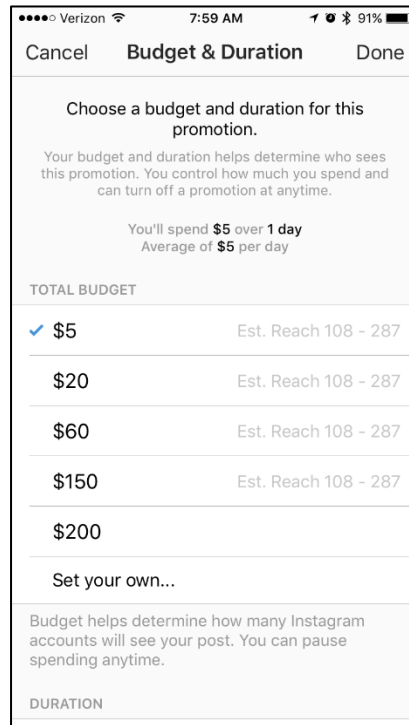


ii. Reach People Near an Address

1. Objective – This is where you select “Reach People Near an Address”
2. Action Button – This button appears below your image or video. This will be the verbiage on your promotion button. You have several different buttons you can select from which include:
 - a. Get Directions
 - b. Call Now
3. Audience – Select a location for your promotion, because you want to reach people near a particular address.
 - a. Type in the address or it will pull up your office/showroom address.
 - b. Select the “Radius” around the address you want to reach.
 - c. Select the “Age and Gender.”

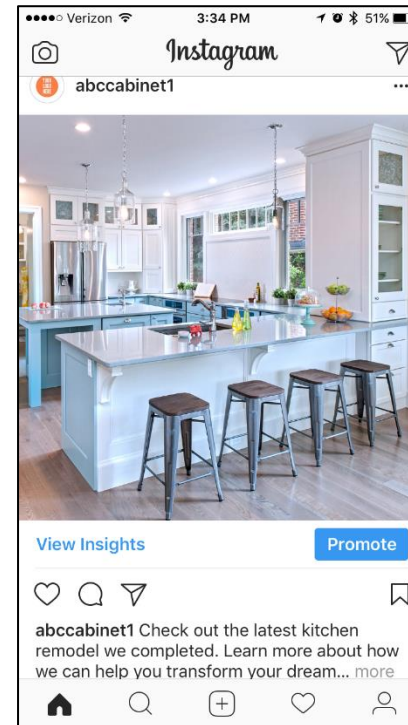
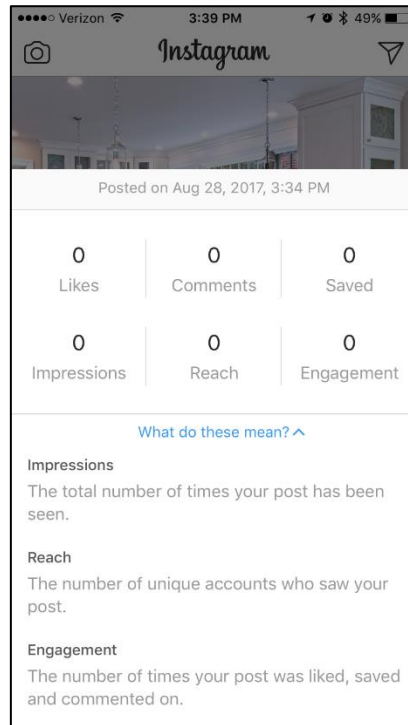
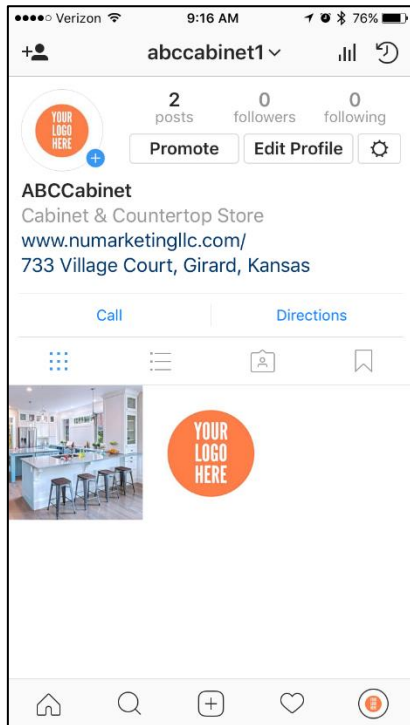


4. Budget – Select your budget for the campaign. It will give you estimates on how many people you will reach based on your budget.
5. Duration – Select the duration for your campaign. This is how long you want your paid campaign to run. To be effective, you should run a minimum of 5 days for each promotion.
6. Click “Done.”
7. To start the promotion, press the blue “Create Promotions” button to agree to Instagram’s Terms and Advertising Guidelines. You have now successfully set up your promotion!



c. Insights

- i. From your profile, you can click on the bar chart at the top right hand corner to view your insights. You can also go to the particular post you promoted and view insights, too. There is blue text below the picture that says “View Insights.”
- ii. These insights are your statistics from your promotion that show:
 - 1. Likes – How many people “liked” the post.
 - 2. Comments – How many comments and their comments.
 - 3. Saved – How many people saved the post.
 - 4. Impressions – The total number of times your post has been seen.
 - 5. Reach – The number of unique accounts who saw your post.
 - 6. Engagement – The number of times your post was liked, saved, and commented on.
- iii. These are important to knowing how successful your promotions are going. Continue to evaluate these but don't solely focus on these numbers.



instagram posting



tag

Use hashtags a lot. Be specific as this will reach your target audience.



post a minimum of 3 times a week

link

Make sure to put your website address in your bio of your Instagram profile.



activate

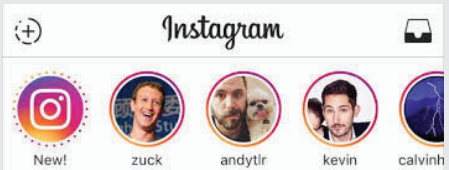
Utilize a call to action on Instagram.

don't over promote/sell

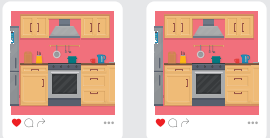


stories

These are videos and/or multiple photos that are displayed at the top of users feeds. These are becoming more and more popular.



be helpful and educational

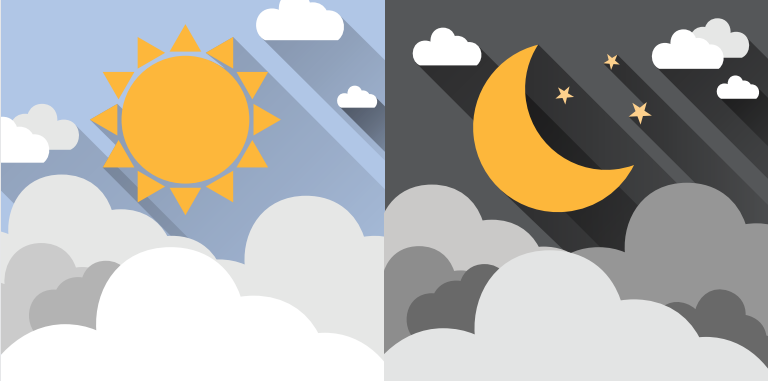


be original

Don't utilize the same picture multiple times on your account.

network

Follow and engage with vendors, suppliers, and designers' posts.



vary

Post at different times of the day, so you reach all of your followers.