



Instagram 101

Jennifer Baker Consulting Ltd.

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Jennifer Baker Consulting Ltd.
A boutique social media training & consulting agency located in Kingston, Ontario.


 /jenniferbakerc
jenniferbakerc consulting.com
socialmedia@jenniferbakerc consulting.com
613.876.7707

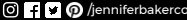


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Agenda

- Develop a business presence
 - Let’s check that you’re set-up as a business account!
- Increased reach with hashtags
- Post INTERESTING content!
- View check-ins at your location




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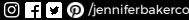
Who Uses Instagram?

- 59% are under 29
- 33% are 30-49
- 38% earn less than \$30k/year

32% of online adults (28% of all Americans) use Instagram
% of online adults who use Instagram

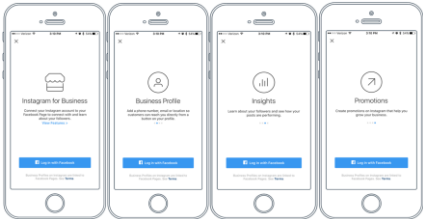

All online adults	32%
Men	28
Women	38
18-29	59
30-49	33
50-64	18
65+	8
High school or less	27
Some college	37
College+	33
Less than \$30k/year	38
\$30k-\$49,999	32
\$50k-\$74,999	32
\$75,000+	31
Urban	39
Suburban	28
Rural	31

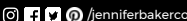


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Business Account


- Additional preferences include:

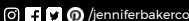



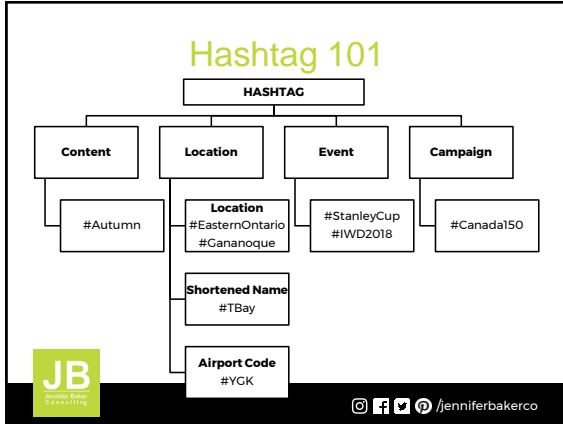
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What is a Hashtag?

- It is an aggregator, or a way to classify information within a post.
- It’s used to **INCREASE THE REACH OF THE POST**
- Let’s look at the different types:




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Research Relevant Hashtags


Hashtag	Usage
#Gananoque	31,920
#EasternOntario	8,031
#DiscoverON	506,755
#Ontario	6,376,425
#Business	38,078,219,625
#BusinessWoman	6,143,854
#BusinessOwner	5,066,741
#SmallBusiness	15,868,509


- Use on each post
 - Put in text auto-replace or a notepad on your phone



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Search for 10 Relevant Hashtags




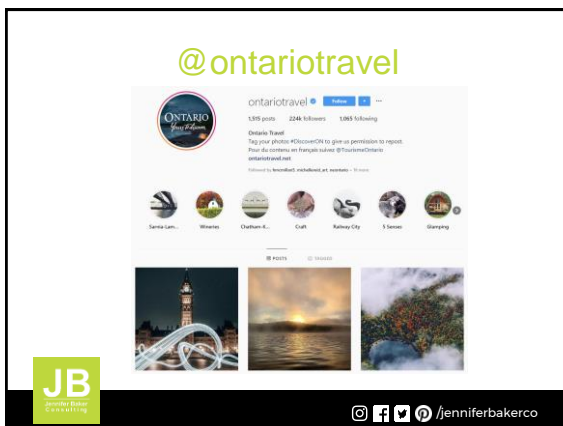
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Content. Content. Content.

- What type of content will you share?





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Develop a Theme

- Colour(s)
 - Black and White / specific colour(s)
- Types of photos
 - Planned vs candid
- Template of Posting
 - Individual vs. Multiple

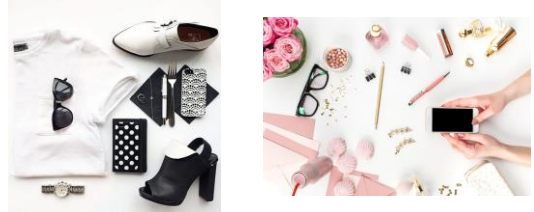
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User Generated Content (UGC)



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Flat Lay Photography



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Equipment

- Amazon Portable Studio (\$180)
- Light Disc (\$20)
- Tripod (maybe)
- Mic (maybe)

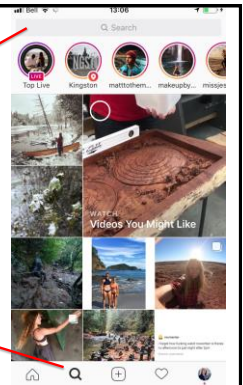


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Search

- Search by
 - Top
 - People
 - Tags
 - Places

- Tap to search



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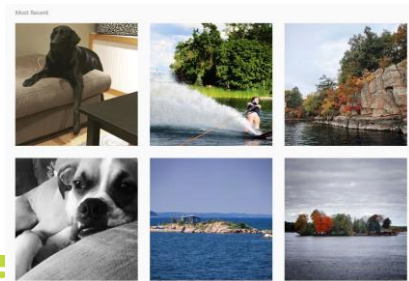
Search for Something Relevant

- Search Ideas:
 - Location: Gananoque
 - Business: @travel1000islands
 - Tag: #Gananoque



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Check-ins



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Stories

- Tap to create story
- Tap to view story
- Exist for 24 hours unless you add to a Highlight



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Story Options


- Photo
 - Type
- Video
 - Live
 - Boomerang
 - Superzoom
 - Rewind
- Stickers
- Location
- Hashtags
- Gifs
- Photo-in-Photo

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Highlights

- Takes existing stories, and archives them into “highlighted” stories that are placed above the feed




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Create a Highlight Cover/Theme

- Use: Canva.com
 - Size: 1080 by 1920px




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