

Illinois Small Business Development Center
of McLean County at IWU

Instagram Content Packet



Table of Contents

Business Profile

How to set up a business profile.....	3
How to switch your personal profile to a business profile.....	3
Navigating your business profile.....	3

Meta Business Suite

What can you do with Meta?.....	4
How do you access Meta?.....	4
Content Feature.....	4
Schedule Feature.....	4
Ads Feature.....	5
Insights Feature.....	5

Instagram Tips

How Long Should Each Post Be.....	6
How to figure out what content is best for your audience.....	6
Call-to-action language to use on social media.....	6
How to engage your audience.....	7

Instagram Guides

Instagram Article Guides and how to access them.....	8
How to set up a shop on Instagram.....	8
How to plan and create content.....	8
How to use reels and drive results.....	8
Why small businesses should use hashtags.....	8
How to make appointments on Instagram.....	9
How to locate Instagram reel trends.....	9
Why is posting regularly beneficial?	9

Instagram Stories

What is an Instagram story?	10
Why are Instagram stories beneficial to small businesses?	10
How to post an Instagram story.....	10
How to highlight an Instagram story	10
Story Content Ideas.....	10

Instagram Content Ideas

Post Content Ideas.....	11
Reels Content Ideas.....	11

Business Profile

How to Set up a Business Profile

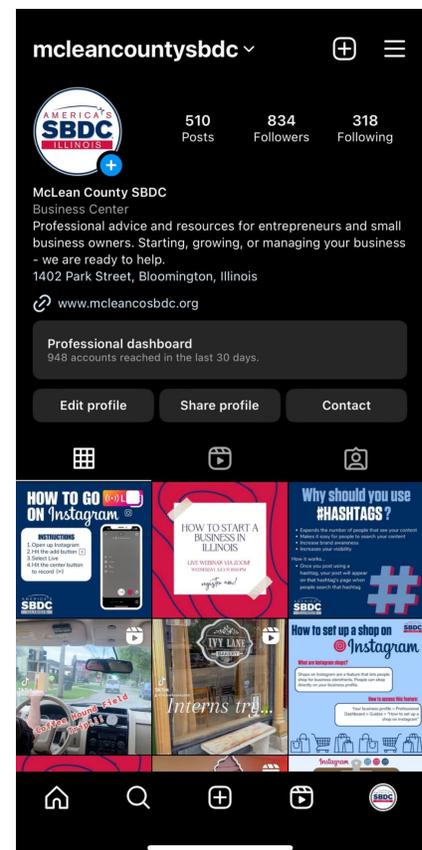
1. Open <https://www.instagram.com/accounts/emailsignup/> on a desktop or download the mobile app and hit “sign up.”
2. Put in all required information like a phone number or email, full name, username, and password. If there is a red circle with an x inside it next to your username, the username is already taken and you will have to pick a new one.
3. After that, you can select a profile photo and complete your account.

How to Switch Your Personal Account to a Business Profile

1. Go to your profile and select the 3 horizontal line buttons in the upper right-hand corner or the bottom left-hand corner depending on the version of Instagram that you have installed.
2. Select the “Settings and Privacy” button.
3. Depending on the version of Instagram that you have installed, this step may be different. For some accounts, you have to select the “Account Type and Tools” button and then switch to a professional account. For other accounts, you can select to switch to a professional account directly from the settings.
4. After you switch to a professional account, you have to select which category of business that your profile is in.

How to Navigate Your Business Profile

- Your Profile
 - Located on the Instagram homepage
 - This includes your name, category of business, bio, address, and one link that you can have in your bio
- Professional Dashboard
 - Located below your profile information
 - This includes your insights, Instagram guides, appointments, etc
- Saved Stories
 - Located below your professional dashboard
 - These are Instagram stories that you have posted and have chosen to highlight in your profile, which will be discussed on a later page.
- Posts, Reels, Tagged Posts
 - These are located in your feed. There is a different tab for each one.



Meta Business Suite

What is Meta?

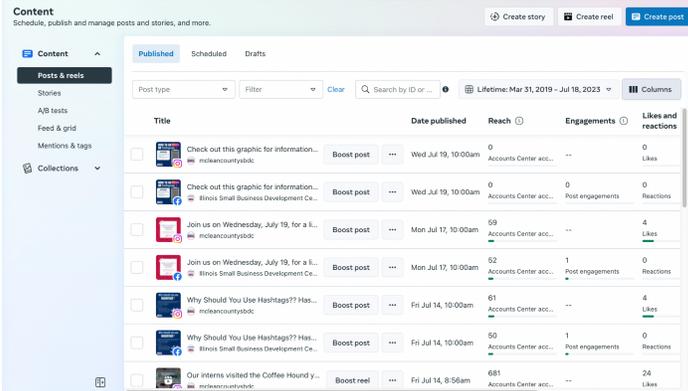
Meta is a free resource available to all business profiles on either Facebook or Instagram. With Meta, you can look at the engagement of your posts, boost your posts, schedule posts, look at your advertising summary, and look at data from your reach and audience on your different platforms.

How do you access Meta from Instagram?

1. Open your Instagram business profile
2. Hit the bottom button with 3 horizontal lines
3. Then, select “Meta Business Suite” and it will take you to the homepage of your Meta account

Content Feature

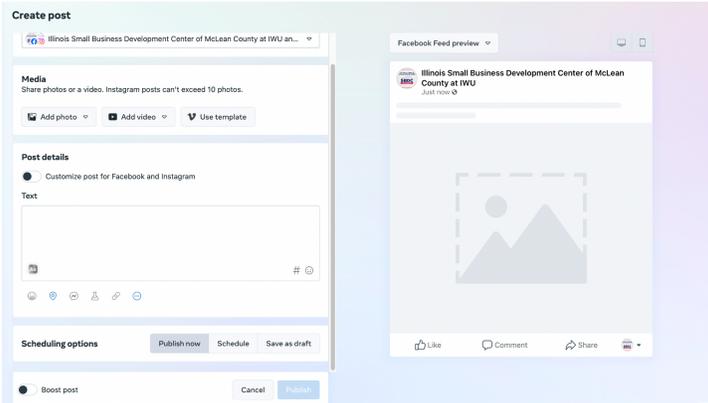
In the content section, you can see each of your posts when you published them, how many accounts you reached, how many engagements each post had, and the number of likes and reactions to each post. This is good information for small businesses to figure out what time of the week and which day is best to reach target audiences.



Title	Date published	Reach	Engagements	Likes and reactions
Check out this graphic for information... #mcleancountyjobs	Wed Jul 19, 10:00am	0	0	0 Likes
Check out this graphic for information... # Illinois Small Business Development Co...	Wed Jul 19, 10:00am	0	0 Post engagements	0 Reactions
Join us on Wednesday, July 19, for a l... #mcleancountyjobs	Mon Jul 17, 10:00am	59	4	4 Likes
Join us on Wednesday, July 19, for a l... # Illinois Small Business Development Co...	Mon Jul 17, 10:00am	52	1 Post engagements	0 Reactions
Why Should You Use Hashtags?? Has... #mcleancountyjobs	Fri Jul 14, 10:00am	61	4	4 Likes
Why Should You Use Hashtags?? Has... # Illinois Small Business Development Co...	Fri Jul 14, 10:00am	50	1 Post engagements	0 Reactions
Our interns visited the Coffee Hound y...	Fri Jul 14, 8:56am	681	24	24 Likes

Schedule Feature

To schedule a post you hit the “create” button in the top right-hand corner of the schedule tab in Meta. It will bring you to the screen featured on the left. Here, you can insert the graphic, photo, or video you want to post, you can write the caption, and pick the date and time you want it posted. When the day and time come around, Meta will automatically post the graphic, photo, or video along with the caption you choose. This way you can have posts going up regularly and do not have to worry about posting every day.



Create post

Media
Share photos or a video. Instagram posts can't exceed 10 photos.

Add photo Add video Use template

Post details
Customize post for Facebook and Instagram

Text

Scheduling options
Publish now Schedule Save as draft

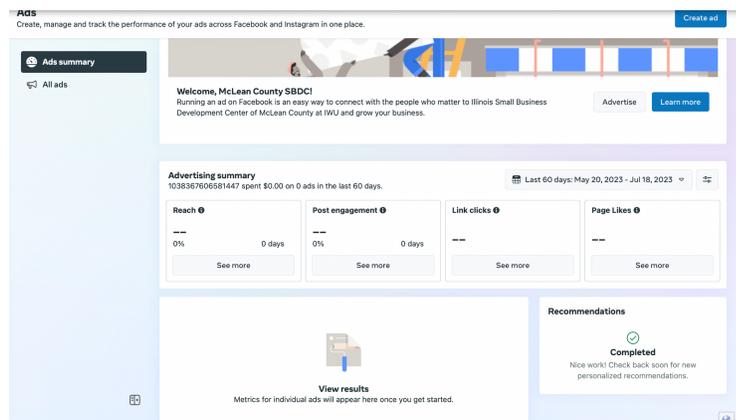
Boost post Cancel Publish

Facebook Feed preview
Illinois Small Business Development Center of McLean County at IWU
Just now

Meta Business Suite

Ads Feature

The ads feature of Meta lets you see your advertising summary for up to the past 90 days. It will show you how much you have spent on advertising in the past 60 days. You can also see the number of accounts reached, post engagement, link clicks, and page likes based on your ads on your social media accounts.

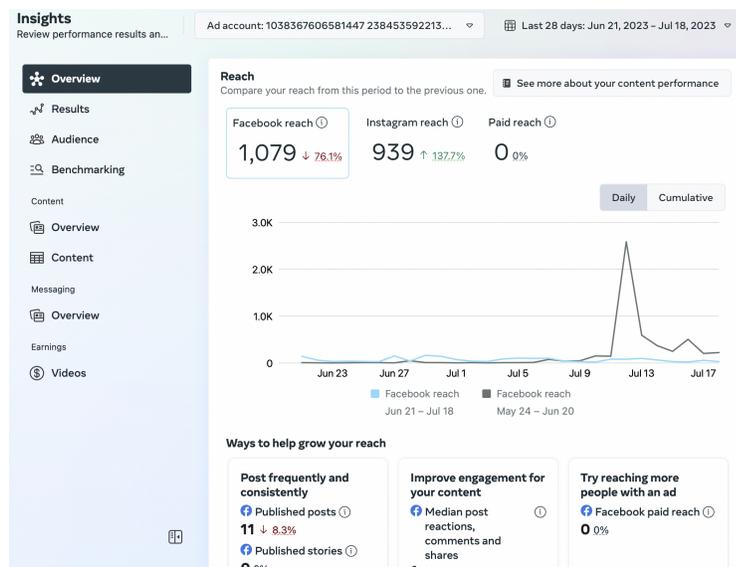


Insights Feature

The insights feature of Meta includes the data behind your social media accounts.

What do you get with the Insights Feature?

- The number of Facebook and Instagram accounts reached
- A couple of tips on how to increase your reach based on your data
- A breakdown of your Facebook and Instagram followers including age, gender, and where your followers are from
- Profile visits
- Ads trends
- Much more!



Instagram Tips

How Long Should Each Instagram Post Be

Posts/Carousels

- On Instagram, users are allowed to post multiple pictures in a slideshow form called a carousel. You can post up to 10 pictures in a single post.
- When posting more than two or three pictures, make sure your first two pictures are visually interesting to intrigue users to scroll through the rest of the pictures.

Reels

- There are generally two types of categories for reels: entertainment and educational
- Entertainment reels are generally from 10 to 30 seconds long.
- Educational reels are generally from 30 seconds to 1 minute long.
- Reels can be up to 90 seconds long, so there is plenty of time to work with depending on what content you are creating.

Stories

- Stories come and go in 24 hours, so in each 24-hour span normally 3 to 5 pictures is enough content to update your users throughout the day but not overload them with posts.
- You can also post videos to Instagram stories. The background or the type of video should change every 15 to 30 seconds on Instagram stories to keep users engaged.

Instagram Live

- Typically, Instagram Lives last about 20 to 30 minutes when there is a single person talking and about 30 to 45 minutes when there is a guest speaker or multiple speakers.
- People can join Instagram Live at any time. Keep in mind that people will be coming and leaving all throughout your Live, so be conscious of that when planning what you will discuss.

Instagram Tips

How to figure out what content is best for your audience

- Follow 10 leader accounts in your industry
- Observe what content they post and try designing some of your own content based on theirs

Call-to-action language to use on social media

Social Media is a great way to reach your users, but if no results are coming from it, then it is pointless. One of the most important parts of marketing your business on social media is to have call-to-actions for your users to generate results for your business.

Here are some great call-to-action language and phrases to use:

- Double tap for part two

- Comment below your favorite _____ (product, service, part of the video, why you want to win the giveaway)
- Tag 2 or 3 other accounts in order to enter the giveaway
- Visit the link in my bio for more information on _____
- Save this reel in order to access it easily (this is great for educational/informational videos)
- Share this post to your story to enter the giveaway

How to engage your audience

There are roughly 4 different ways that users engage with your social media posts. They can interact through likes, comments, shares, and saves. Here are some ideas for posts that generate each of the types of engagement for Instagram.

Likes

- Photos
- Videos
- Motivational posts
- Reels
- Reviews

Shares

- Memes
- Reels
- Giveaway posts

Comments

- Comment below _____
- Ask questions
- Challenge posts
- Tag friends

Saves

- How-To guides
- Step-by-Step guides
- Educational videos
- Informational industry information
- Data/statistics

Searchable Keywords

- Keywords are very important for your social media account because when other users search that keyword, your account will pop up.
- Make sure to include one or two keywords that connect to your business in your bio.

Instagram Guides

Instagram Article Guides & How to Access

Instagram has a number of articles that are available to any account under a business profile. Those articles include how to set up a shop on Instagram, how to plan and create content, and how to use reels and drive results.

How to access these articles:

- Step 1: Open up your business profile
- Step 2: Click on your professional dashboard
- Step 3: Click on Guides Step
- Step 4: Click on the article that helps your business

How to Set Up a Shop on Instagram

This article walks a user through how to set up a shop on Instagram. Shops on Instagram are a feature that lets people shop for business storefronts. People can shop directly on your business profile.

How to Plan and Create Content

This article walks a user through how to plan and create content on a basic level. This article covers topics like how to plan your content feed, how to develop a consistent Instagram feed, how to engage your audience through Instagram stories, how to build a DIY photo studio, how to create strong photography, and how to film yourself live.

How to Use Reels and Drive Results

This is an article to guide users through Instagram reels to create engaging content to drive results. In this article, you will learn how to add text to your Reels, how to tag other accounts, basic information on how to make Reels entertaining, how to use a green screen background, and how to engage your community with your Reels.

Why Small Businesses Should Use Hashtags

Small businesses should use hashtags because they expand the number of people who see your content, make it easy for people to search your content, increase brand awareness, and increase your visibility.

How it works!

Once you post using a hashtag in your caption, your post will appear on that hashtag's people when people search for that hashtag. This means that your post is accessible to anybody searching for that word or phrase.

How to Make Appointments on Instagram

What are appointments on Instagram?

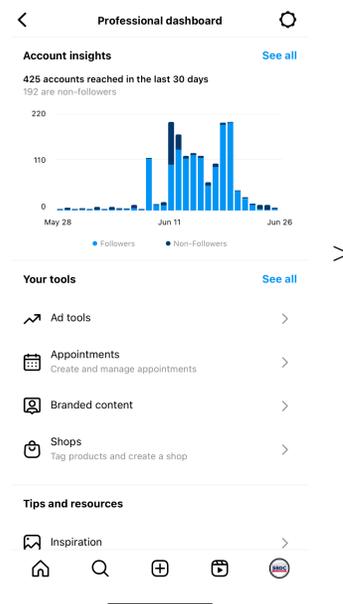
Business profiles are able to schedule, edit, and manage appointments through their professional dashboard on Instagram.

How do you do this?

Your profile > professional dashboard > appointments > select date
schedule appointment > select chat > enter meeting information

How do you connect your appointments to an external calendar?

Enter meeting information > add to external calendar > system
calendar (default calendar on this device)



How to Locate Reels Trends on Instagram

What is a reel? A reel is a video, up to 90 seconds in length, that contains either one single video or multiple videos/pictures mashed together. They can have audio, effects, and transitions to create creative, fast-moving content.

What are Reels trends? Reels Trends is an Instagram feature that helps people understand what sounds and filters are trending on Instagram reels, so they can use it for their business pages.

How to access this:

Your business profile > professional dashboard > reels trends > select trend

Why is posting regularly beneficial for your business?

- Increases your brand awareness
- The audience feels more connected to your brand
- Increases your visibility
- Expands your reach and impressions
- The algorithms favor your posts on people's feeds

Instagram Stories

What is an Instagram story?

An Instagram story is another place to share content on Instagram, but this time it is only for 24 hours. Viewers can click on your profile photo to view your stories. They appear at the top of the Instagram feed, instead of with the posts and reels that viewers scroll through.

Why are Instagram stories beneficial to small businesses?

There is a lot that you can do with Instagram stories to engage your audiences. This feature allows profiles to share videos, photos, text, and other posts from Instagram. Additionally, there are features like polls that people can vote on, question boxes for users to respond to, and countdowns that lead up to big events.

How to post an Instagram story

To post an Instagram story, pull up your business profile. Then, click on your profile photo. From there, you can choose photos or videos in your camera roll or choose to film on the spot. After you select your content, you will see the screen featured on the left. You can add sound, tag accounts/businesses, add text, add stickers, and more!

How to highlight your Instagram story

Instagram story highlights are stories that you have chosen to appear on your page longer than its life of 24 hours. Once posted, you can select the heart button on the bottom right of the story. You can then save it to one of the highlight reels that you have. You can organize your stories and name the highlight reel in order to make them more accessible to your audience.

Instagram Story Content Ideas

- Answer a FAQ (Frequently Asked Question)
- Explain your day-to-day duties
- Share something relatable, like a coffee in the morning
- Do a This or That poll Talk about your new post
- Share some news in your industry
- Share a clip of your workspace
- Tease a new product or service
- Highlight a new post in a story
- Post a poll, countdown, or sticker
- Tag a local business
- Share a motivational quote or phrase
- Share a review from a client



Instagram Content Ideas

Posts

- Get to know the staff
- Post for local and national holidays
- Showcase your products
- Share a fun fact about yourself
- Share the best advice you have received
- Collaborate with a local business
- Answer a FAQ (Frequently Asked Question)
- Do a giveaway
- Post your staff
- 5 favorite tools that you use
- Post a customer review
- Meme Monday
- Thankful Thursdays
- Motivational Monday
- Share a client story
- Quote someone who inspires you
- Showcase a client
- Re-design and repost a piece of content from a couple of months ago
- Post for an employee's birthday
- Post for a national day relating to your business
- Post your holiday hours (if they are different from your regular hours)
- Debunk an industry myth
- Promote a new product every month
- Post a giveaway winner
- Encourage your users to post you in their content to give your business user-generated-content to use for your own social media
- Share your business anniversary Run a caption content Share a discount code

Reels

- Film a "Day in the Life" video
- Share your top 5 tricks
- How it started vs How it is going
- Showcase your workplace
- Share a staff bonding activity
- Share why you created your business
- Show a speed-up version of your workday
- Show a speed-up video of someone making your product or completing your service
- Make a transitional video
- Share a before and after video
- Answer a FAQ (in video form)
- Show the "behind-the-scenes"
- What are the essentials you need if you had to start your business again?
- Share a funny story that recently happened regarding your business
- Share a video following a popular trend
- Share your top 3 reasons why you love what you do
- Share things you wished you had figured out sooner
- Share your favorite summer/winter activities
- Create a trending reel with humor around your day-to-day activities