



INSTAGRAM

01

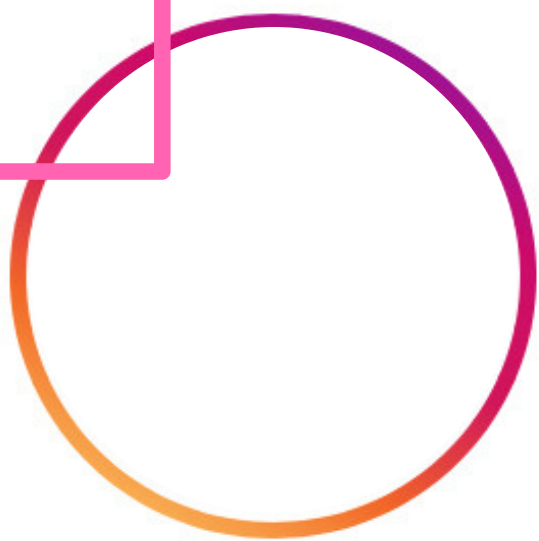
- Create a separate Business profile (Keep your business profile as professional as possible)
- Create a Name (Easy, Searchable name | Usually your Business name)
- Use relevant descriptions (Searchable Keywords)
- Use Emojis to draw attention to your keyword hashtags or to special offers you want to highlight
- Utilize the link in your bio. (See Social Tools) Link not only to your website but to specific pages you want to emphasize.
- Correctly Categorize your Business
- Establish your CTA (Call to Action) Button - Email/ Call/ Directions to your business

* Your profile photo should be clear and the same on all social media platforms.

BIO

Most people utilize Instagram as another search engine. You want to ensure that your business is searchable using strategic keywords.

Focus Emojis



5,798
posts

36.8K
followers

636
following

Message



Business Name

Clothing (Brand)

Business Category

+ FAITH Apparel & Lifestyle Brand

Searchable Keywords

♥ Sharing FAITH + GOD's Love

+ We Ship Worldwide!!

+ Click the Link to Shop

CTA (call to action)

BusinessName.com

Website link

City, State

Location

Shop

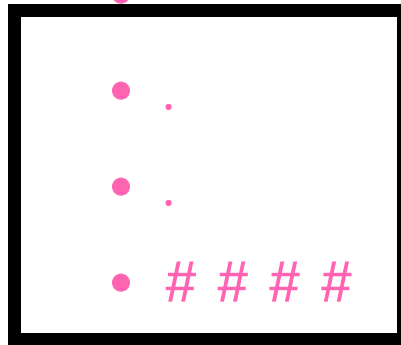
Call

Directions

CTA (call to action)

- Publish at least 2-3 times a day for max engagement
*TIP: a Golden rule is to post around Breakfast, Lunch, and Dinner

- Instagram allows up to 30 hashtags per post. Feel free to use all 30 but no less than 5. Embed the hashtags in the post or as the first comment like so...



- It is extremely important to remember to engage with your community. Like, Comment and Share content from your audience. Ask questions and start conversations to engage your audience.

- Instagram thrives on high-quality photos and videos. Luckily most iPhones and newer Androids work really well. However, as a business, it is highly recommended to have some professional photos.
- Not great at videos? Take multiple angles and shots of your product or event and post using the carousel feature (posting multiple photos in one post)
- In your captions, @ your own username and tag relevant users in your photos. This signals to Instagram that your content is worth sharing with more people and is relevant.
- Tag your location in each post.

CONTENT

-Instagram Feed

Golden Rule: Post around Breakfast, Lunch, and Dinner

Tag Your Location



christianfaithfashionista
New York, New York



[View Insights](#)

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Liked by [zoe_vogue](#), [morgangenell](#) and 107 others

**Tag relevant users
and/or brands**



christianfaithfashionista
New York, New York



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Liked by [zoe_vogue](#), [morgangenell](#) and 107 others



Comments



christianfaithfashionista With God the future is hopeful and prosperous. - Jeremiah 29:11

2w



christianfaithfashionista .



**Hashtags relevant to your
business and/or brand**

#christianwomen #christianwomencommunity
#christian #faith #God #Jesus #believer
#christianblogger #christianblog #faithblog
#faithblogger #christianfashionblogger #nyc
#jerseygirl #melanin #blackgirlsrock
#sisterhood #women #bible #kingdomwomen
#christianentrepreneur #scripture #bibleverses
#christianauthor #christianwriter

- Publish InstaStory posts at least 5 -10 times a day for visibility

- InstaStories is also where you can create your Highlights.

** Highlights are where you can store evergreen content. This simply means the content will not expire. You can create multiple highlights that fit the overall color scheme and feel of your brand profile.



BLOG



PLACES



SHOP



CANGMedia



AGAPE

- Instagram Stories expires in 24 hours. You can utilize this feature to share your promotions, specials, events, and BTS (Behind The Scenes). Instastories is great to announce new content on your Instagram feed for those who may have missed your post
- Tag your Keywords in your Instastories
- @ your own username in your Instastories
- Tag your location in each story
- You can create your own highlights or download for free both options are available for FREE from CANGMedia.com

CONTENT

-Instagram Story

TIP: You can use up to 10 hashtags in your Instastory. The key is to pinch the hashtags until they are extremely small and/or disappear. Although they cannot be seen they are still running in the background.