

# THE SOCIAL MEDIA LADY



## Instagram - is it just for kids?

**200 million users visit at least 1 business profile a day.\***  
**So how do you make sure yours is one of them?**

- **IMAGES:** the easiest way to check your images fit the 1080 x 1080 pixels for square posts is to put them through Canva first. Keep your grid easy on the eye by sticking to the square template. The last thing you really want is a jumble of landscape, portrait and square grid posts.
- **PROFILE:** Make sure all your information is filled in, including preferred contact methods. If you put a phone number up make sure it is one you do not mind ringing at very unsociable hours! For this reason, most businesses put up an email and direct message (DM) option only.
- Use the same profile image and logo you use on all your platforms so people can find you easily. The visual brain works much faster than the eye so people will recognise you as familiar long before they remember your name.
- Get your account set to a Business profile- it is free and takes approx 30 seconds! Once you have this you have the option to add a shop and when you hit 10K followers you can have the "swipe up" option on your stories that will take followers to a link to buy your product or service.
- **STORIES:** These stay visible for 24 hours and can be saved to a highlight that means they stay visible at the top of your profile.
- **IGTV:** Longer videos of up to 1 hour that can be saved to your profile as a series.
- **REELS:** The new kid on the block for Instagram. Record and save 15 second videos and keep them on your grid. Instagram's answer to TikTok!

\* data from Hootsuite

Put the social back into media and say hello

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## 5 Ways to Use Instagram Effectively

- **ENGAGE:** The only way to build a following and a presence is to get out there and start tagging and commenting and liking other posts.
- **TAGGING:** Make sure you have got the correct account name! Use the search bar at the top if unsure. Tag products and companies if you show them, as this increases your exposure.
- **LOCATION:** Add your location to your posts as it will help when people search for a particular area.
- **HASHTAGS:** Put these in your 1st comment as they are only search terms and can make your post look untidy as you are allowed up to 30. Use a mixture of popular and niche ones to optimise your chances of showing up.
- **DIRECT MESSAGES:** Avoid sending salesly spam, but do interact with followers. If you react to a story, or answer a poll on their story, it will show as a DM. Get a gentle and NON SALES based conversation flowing.

**But by far the most important thing to remember is:**

**DO NOT TRY AND SELL.  
SERIOUSLY. DON'T DO IT!!**

**JUST BE NATURAL WITHOUT BOMBARDING PEOPLE  
WITH SALES PITCHES**

**(Don't believe me? Have a look at my grid!)**

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