Step up your INSTAGAME

IT'S ALL HAPPENING

Solana Beach
Del Mar

SILVR

WHY SHOULD YOU BE ON IT?

1 *Inherently Visual Platform*

2 *User Friendly*

3 *Shows Brand Personality (Rather Than Tells)*
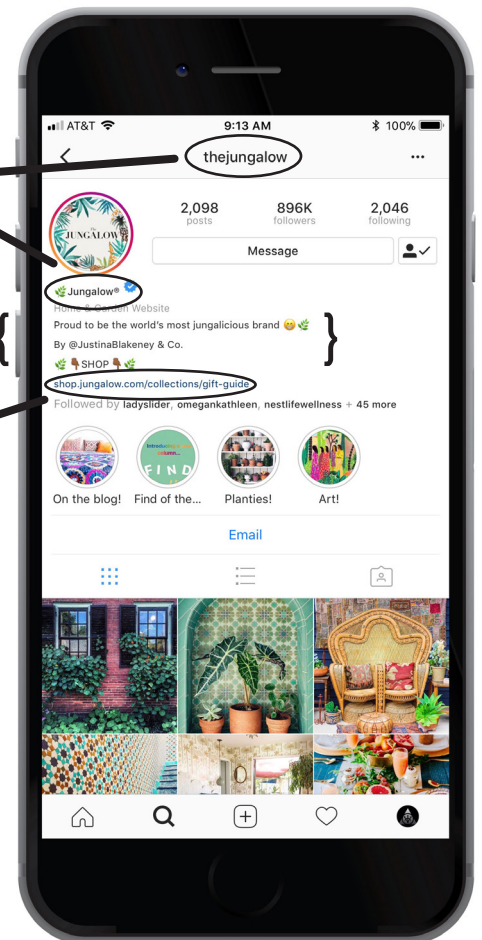
4 *Most Creative Friendly Platform*

FIRST IMPRESSIONS MATTER

...So, what do I include?

CONTACT INFORMATION

- Name/Brand - *also known as your Instagram handle*
- Bio - *let the user know who you are/what you do*
- Email/Contact info - *unless you like DMs*
- Website/URL - *for the user to learn more about your work*

PURPOSE - KNOW YOUR WHY
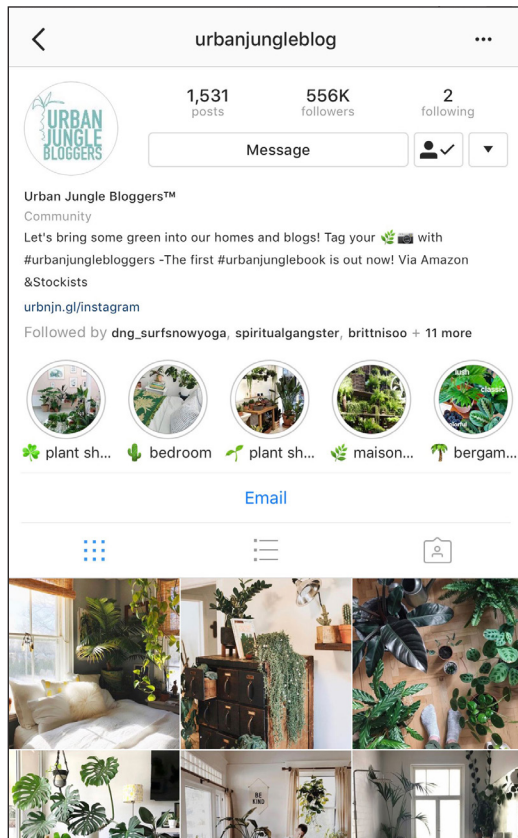
- Engagement/Awareness
- Selling Product/Service

THEME

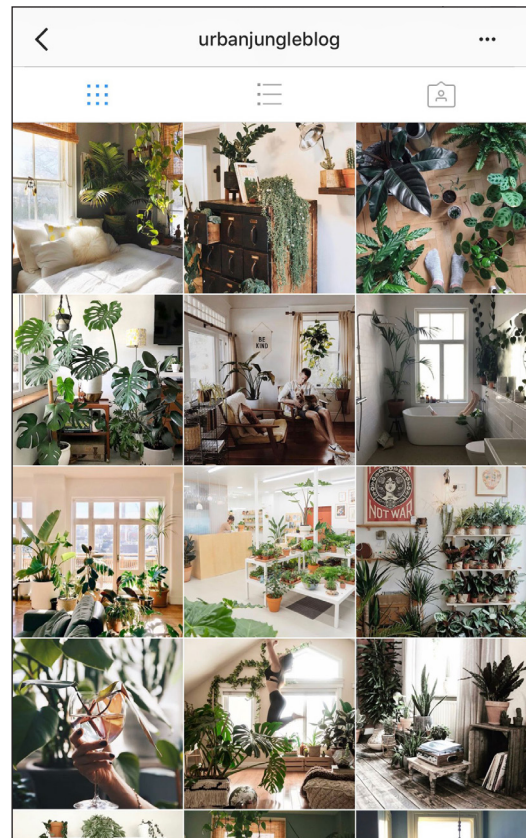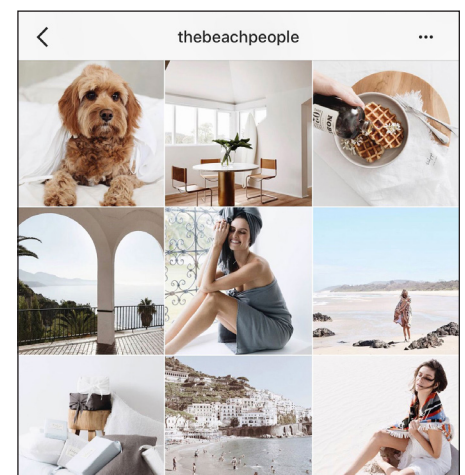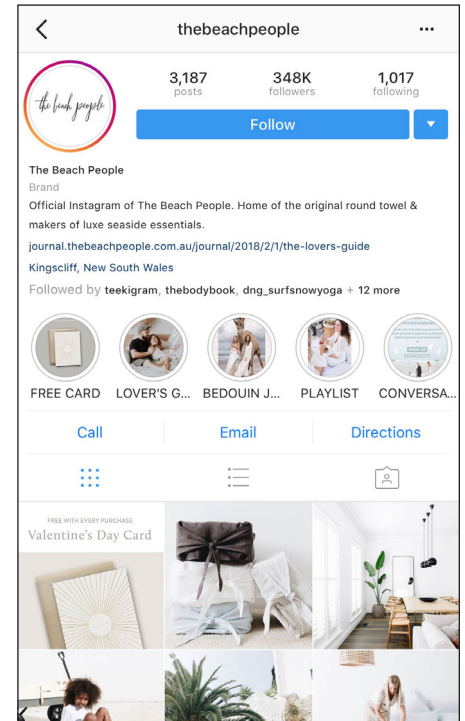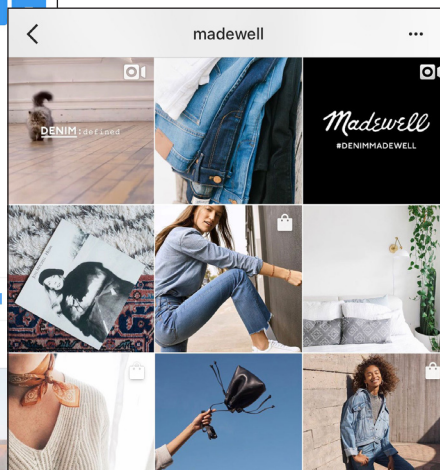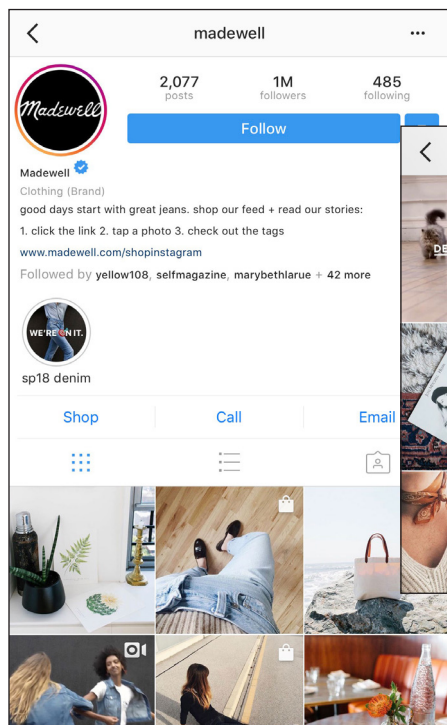- Find your vibe - *it should match your bio*

scroll to see more

WHAT DO I POST?

COLOR PALETTE

- Keep theme in mind
- Do your best to stay with the chosen color palette
- Keep in mind the overall look of the profile
- Filter vs. No Filter - *pick one and stick to it*
- Filters: use the same 2-3

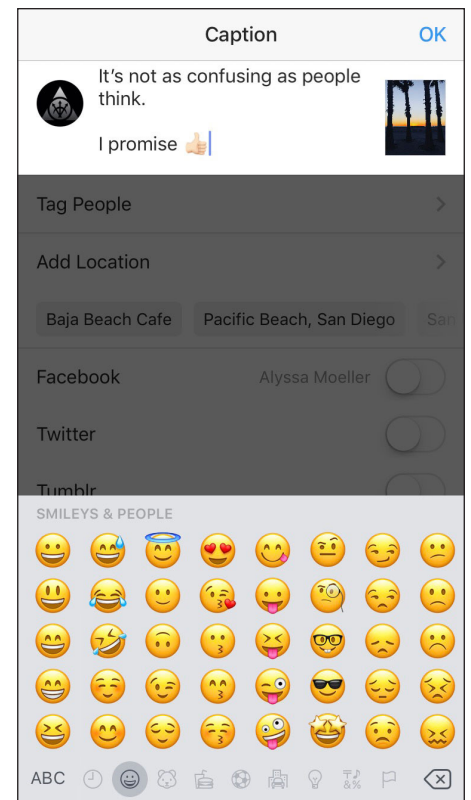*Color Palette Examples*

POST COPY

&!@$

make it look good

Keep it clean with proper spacing

If you have a lot of post copy, break it up into separate paragraphs or multiple lines

*Press the return button
to enter down a line
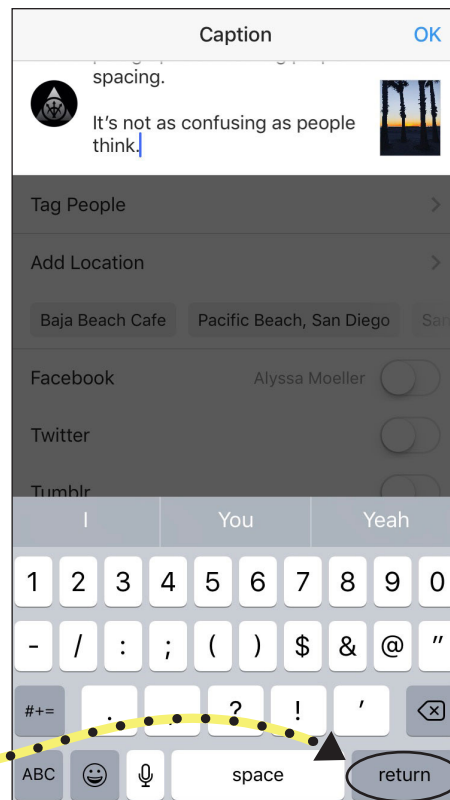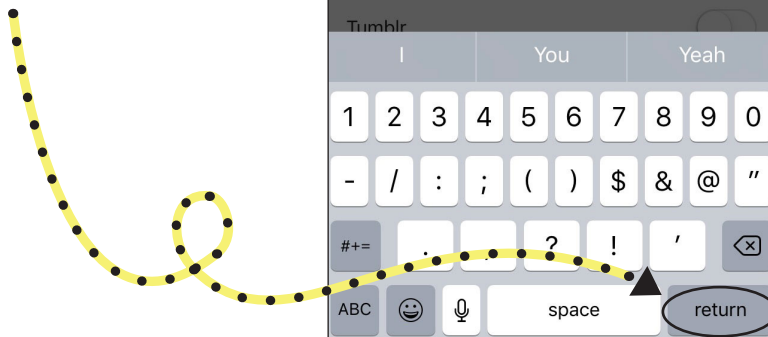
TAGS: PEOPLE

- Use the handle name = @silvrsocial
  - In PHOTO (*preferred*)
    - Shows in their "Photos of You" mentions
  - In COPY
    - Shows only in the description
  - Re-Post Etiquette:
    - ALWAYS give credit to original source by tagging them in the photo and copy!
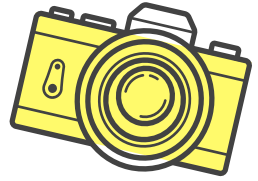
How-To

>>

>>

TAGS: HASH

SILVRSOCIAL

- Think keywords: they can be small/specific to big/broad
- Choose 5-6: however, Instagram will allow up to 30 -
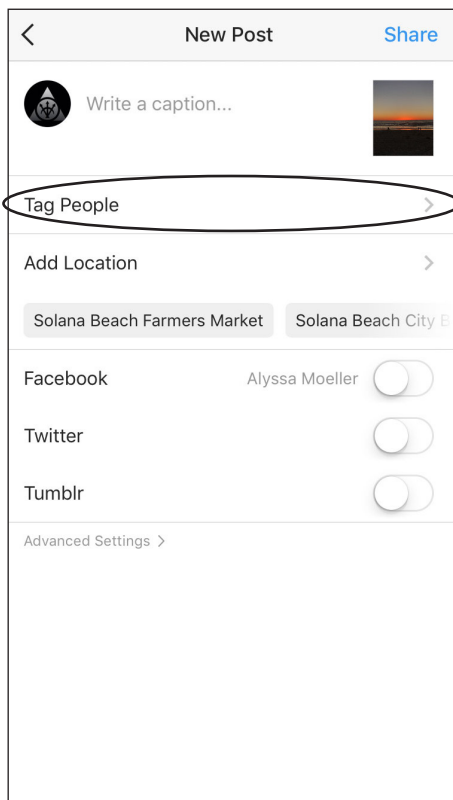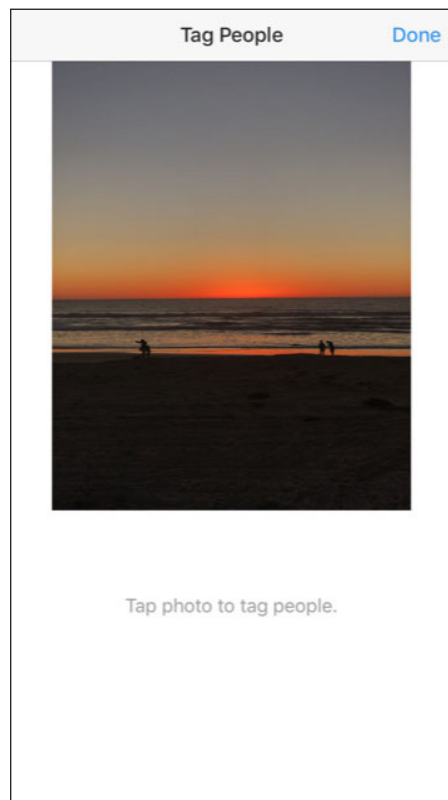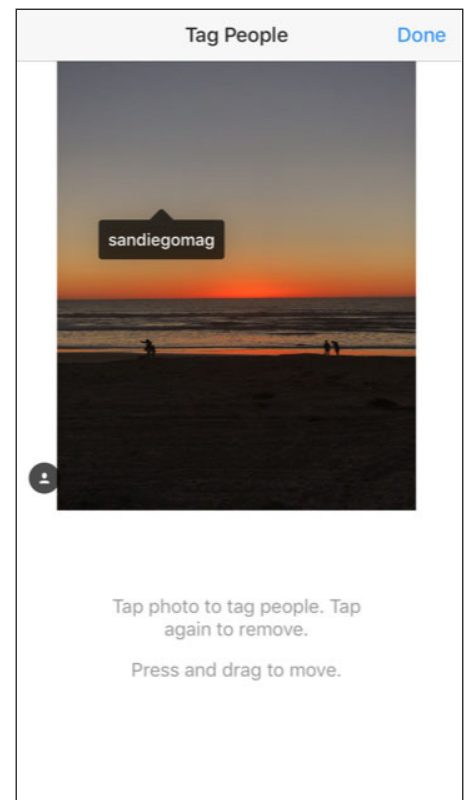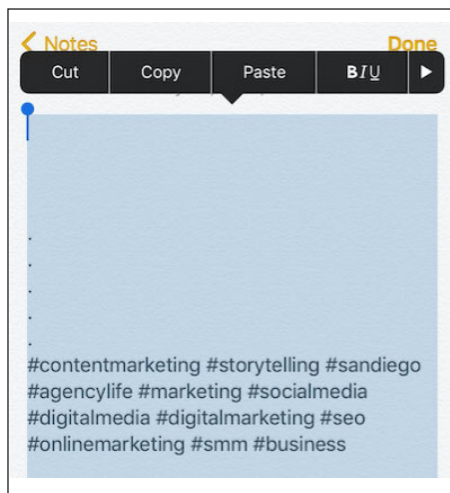 *though you probably won't need that many*

How-To

```
< Notes                    Done

      }  . . . . . . . . . . . .

#contentmarketing #storytelling #sandiego
#agencylife #marketing #socialmedia
#digitalmedia #digitalmarketing #seo
#onlinemarketing #smm #business
```

{ Open notes on your phone, make a list of all hashtags you want to use. FIVE periods (.) spaced down makes the pretty [ellipsis] on Instagram. }

Then

1 Select all & cut from notes

```
< Notes                    Done
 Cut    Copy    Paste    B I U   ▶

#contentmarketing #storytelling #sandiego
#agencylife #marketing #socialmedia
#digitalmedia #digitalmarketing #seo
#onlinemarketing #smm #business
```

2

Paste into your post as a **COMMENT**

silvrsocial

♡

Liked by sketchy_tank, jennafoley and 69 others
silvrsocial Sugar rush to start the day? Donut mind if we do 🍩
View all 2 comments
lorynbwilly 🍩❤️
NOVEMBER 30, 2017
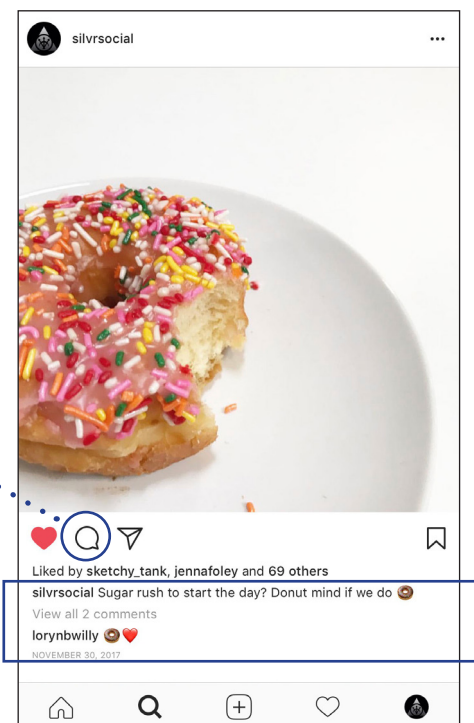
TOP PHOTOS COUNT

When someone new visits your profile, the first 6 or 9 photos is what they see!

YOUR TOP PHOTOS SHOULD DEPICT YOU AS A WHOLE > **THEME + COLOR + VOICE**
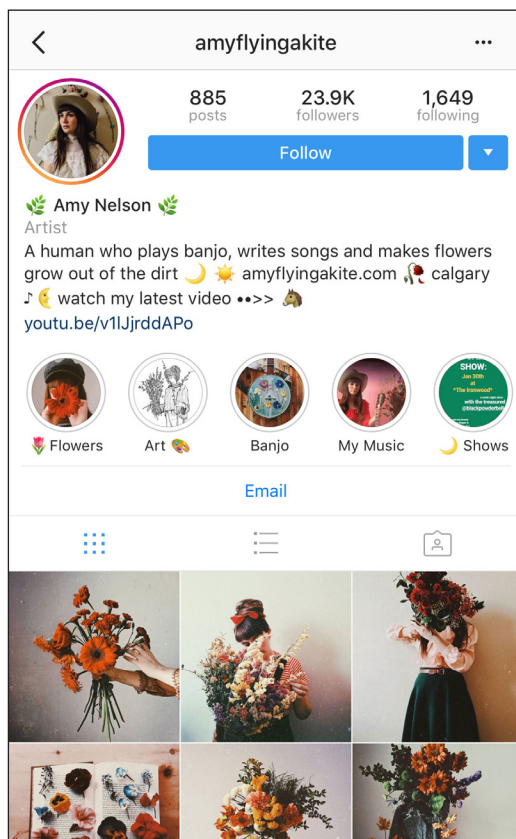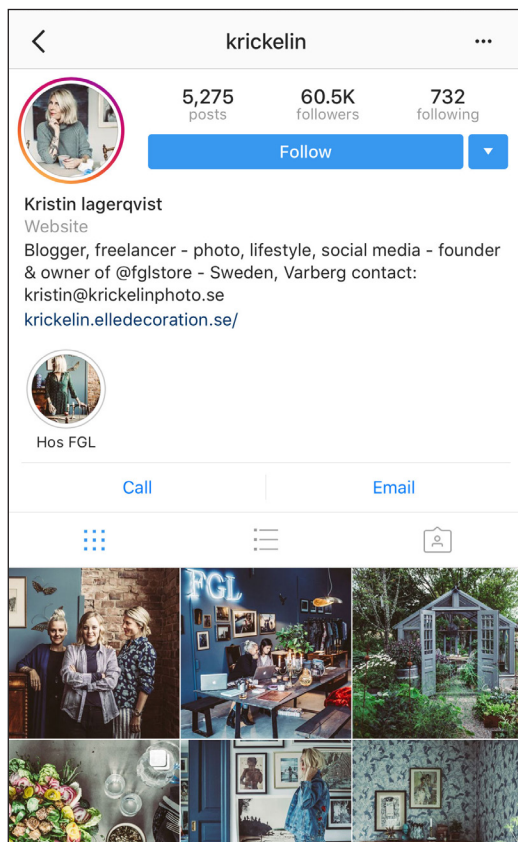
THINGS TO KEEP IN MIND:

- If a photo doesn't work, don't post
- You can always save a photo to post later

scroll to see more

More Examples

krickelin

5,275 posts | 60.5K followers | 732 following

Follow

Kristin lagerqvist
Website
Blogger, freelancer - photo, lifestyle, social media - founder & owner of @fglstore - Sweden, Varberg contact: kristin@krickelinphoto.se
krickelin.elledecoration.se/

Hos FGL

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krickelin

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We'll Leave You With Our
#1 PIECE OF ADVICE:

Be Social