

100 YEARS OF
Zyloware

**YOUR COMPLETE
GUIDE TO
INSTAGRAM FOR
THE ECP**



SOCIAL MEDIA 101

Providing the Tools to Succeed on Social Media

TOP 5 REASONS WHY SOCIAL MEDIA MATTERS

Marketing has changed entirely since the introduction of Social Media. Easy to use and increasingly effective, it allows us to connect and share content all over the world within seconds. Used by both individuals and businesses, social media is essential to any successful marketing strategy.

1 BRANDING

Your social media presence gives you an on-line personality that incorporates the most important characteristics of your brand. It increases visibility through new channels for your brand's voice, not only making you more accessible for new customers but also more familiar and recognizable to existing customers. **Brands who engage on social media channels enjoy higher loyalty from their customers.**

2 ENGAGEMENT

Every interaction you have on social media is an opportunity to publicly demonstrate your customer service level and improve customer relationships.

Social media can allow you to gain valuable information about your customer's interests and on-line behavior through social listening. Observing which types of content generate the most interest allows you to see which type of content you should be producing more of.

3 TRAFFIC

Every social media profile you add is another path leading back to your site, and every piece of content you syndicate on those profiles is another opportunity for a new visitor. The **more quality content you syndicate on social media, the more inbound traffic you'll generate**, and more traffic means more leads and more conversions.

4 SEARCH ENGINE OPTIMIZATION

Being active on social media acts as a "brand signal" to search engines indicating your brand is legitimate, credible, and trustworthy. To achieve a higher on-line ranking, a strong social media presence is almost mandatory.

5 CONVERSION

Each post on social media helps build a following which can lead to an opportunity for customers to convert. By interacting with your consumer base, you increase the chances of continuous interactions and the likelihood of an eventual conversion.

GET INVOLVED NOW!

Not only is social media **BENEFICIAL** to your business, not having a presence on-line can put you at a disadvantage.

Your Competition Is Already Involved: Your competitors are already actively engaged on social media. The longer you wait to enhance your social media presence, the more of your prospective customers they are able to poach. Don't let your competitors reap all the benefits while you stand by.

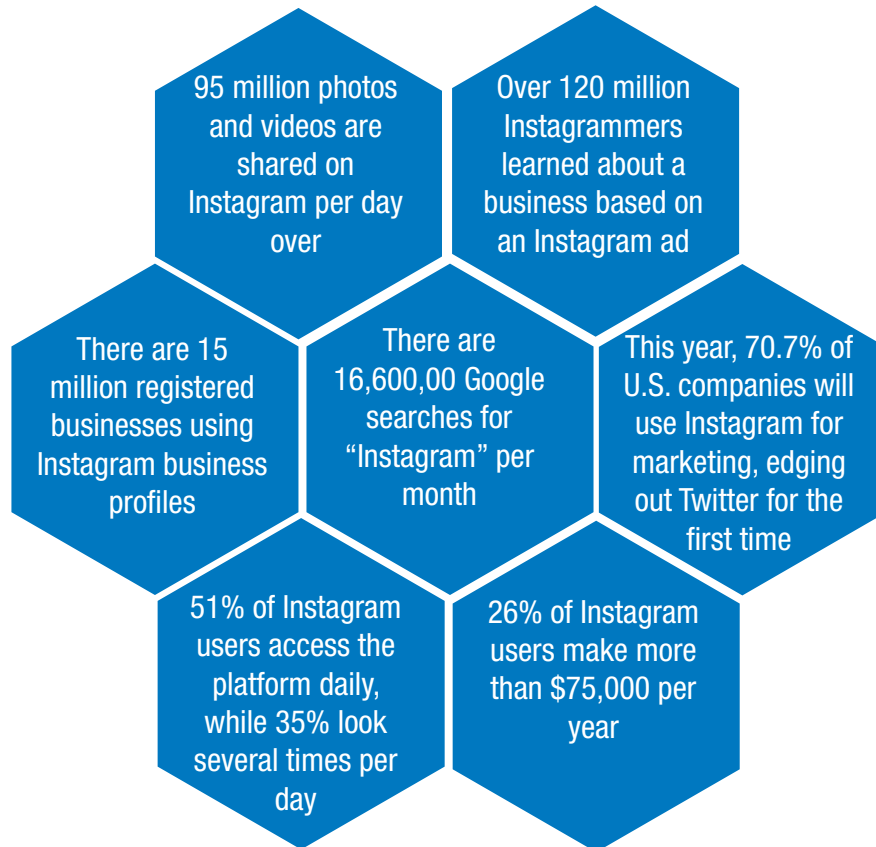
The Sooner you Start, the More you Benefit: A strong social media following takes time to build. The sooner you start, the sooner you will be able to grow your audience on social media and connect with your consumer base.

Potential Losses Are Insignificant: You don't have much to lose by getting involved. The most popular platforms, Facebook, Instagram, and Twitter are all free to join and do not require much time to set up. Devote a few hours a week or hire a social media influencer and you will establish a social media presence in no time.

INSTAGRAM

WHY YOU NEED INSTAGRAM Successful Marketing Starts Here

Instagram is estimated to have brought in \$1.53 billion in global mobile ad revenue in 2016, which is a 144 percent increase year-over-year and would amount to 8.4 percent of Facebook’s global mobile ad revenue according to International Business Times.



eMarketer projects that Instagram’s global mobile ad revenues will reach \$2.81 billion this year, accounting for over 10 percent of parent company Facebook’s global ad revenues.

Information from: <http://www.wordstream.com/blog/ws/2017/04/20/instagram-statistics>

INSTAGRAM

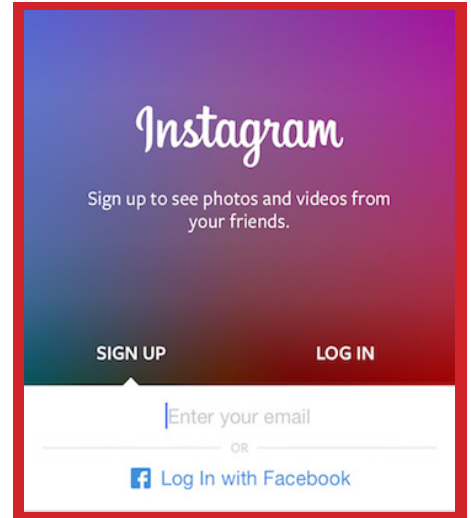
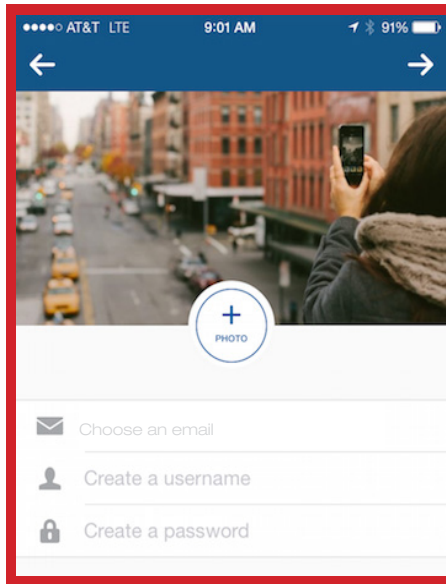
HOW TO GET STARTED Step By Step Introduction to Instagram

1 SIGNING UP

When setting up an Instagram account, you can choose between setting up with your Facebook account or through phone/email. If you set up an account through Facebook, you will be able to easily find your friends on Instagram. This is the quickest and easiest setup, but you can still choose to use an email or phone number if you prefer!

The next step is choosing a username. A username should convey who or what the profile is. It should be simple and easy to remember. Long or complicated usernames are too difficult for most users to search and will become easily frustrated.

Usernames can be as simple as a name or the company/office that you work for. If you decide to use the company or office name in your username, make sure you are allowed to do so first.



For example:

Dr. Nancy Globe works for Eye See You and is looking to make an Instagram account. Some potential usernames could be:

- DrNancy
- EyeSeeYou
- dr.nancyglobe
- dr_eyeseeyou
- drglobe_eyeseeyou
- dr_globe

80% of Instagram users are outside of the US

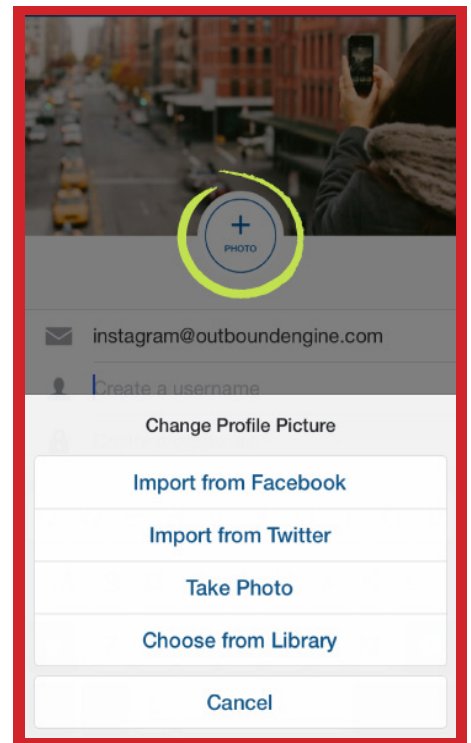
50% of Instagram users follow at least one business

The next few steps will be choosing a **profile picture**, adding **information** to your profile, and **adding friends**.

Profile pictures are a great way to showcase what the profile offers. You can choose a logo or a picture of yourself to set as the profile picture.

When setting up your account, you should always include your **name in the account**. If a person was to search your name, NOT your username, they can still be able to find you.

If you set up your Instagram with **Facebook**, they will retrieve all of your friends from Facebook and you will then be able to follow their Instagram accounts, as well.



HOW TO GET STARTED Step By Step Introduction to Instagram

2 GETTING YOUR BEARINGS

Instagram does not need to be confusing! In this section, we will familiarize you with the functions of Instagram and where to find them. You'll never have to go to your kids or grandkids for help again!

Home

This button is where you can see where your followers post their photos. If you post a photo/video, you can see that content here as well.

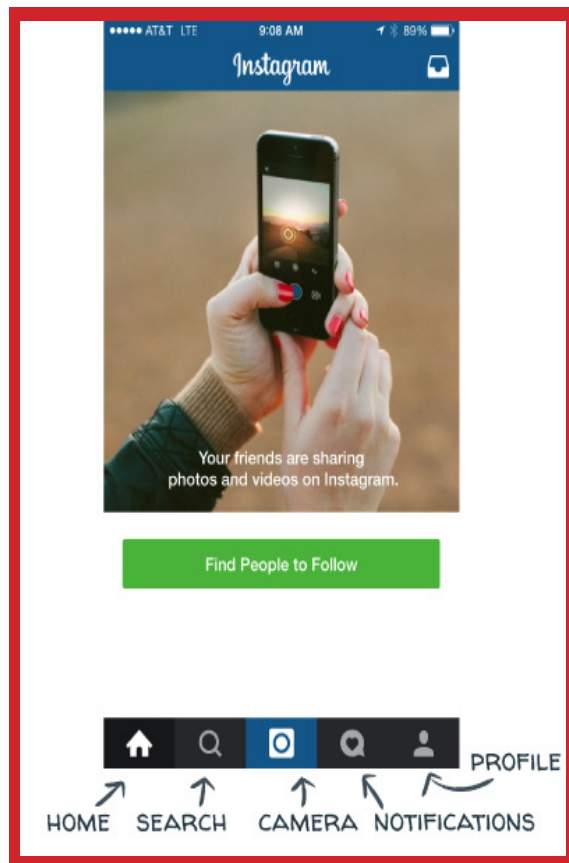
Search

This function allows you to see content from every user using this platform. You can also look up people, places, things, and hashtags in this area.

This function also takes your liking habits and shows you content that is similar to posts that you already like.

Camera

This button will ask you to access your camera and photos on your phone. You must allow these functions if you wish to post photos of your own on Instagram. This is the beginning spot for sharing your images. We will come back to this function later.



Notifications

In notifications, you will be able to see the most recent engagement from your posts. If a person likes or comments on your photo, you will receive a notification here. You can also see if someone is requesting to follow you.

Profile

Profile is your full account; everything you've posted is in this section. It will also tell you how many posts you have, how many people are following you, and how many people you are following. More on this section will be explained later.

60% of users say that they have learned about a product or service on the Instagram

INSTAGRAM

HOW TO GET STARTED Step By Step Introduction to Instagram

3 PROFILE INFORMATION

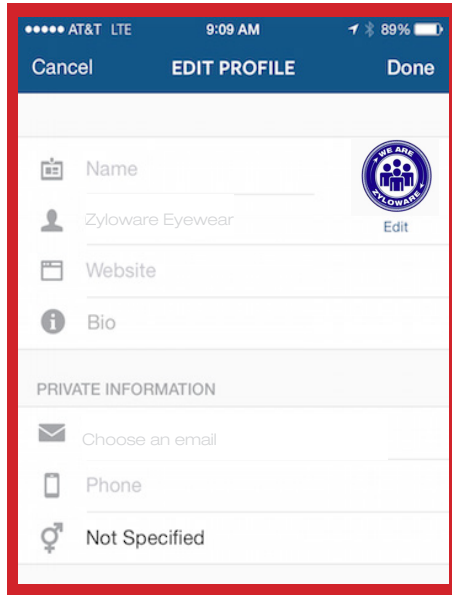
Your profile is the second thing people are going to see when visiting your Instagram account. You want to make sure you are conveying the right image for your profile, whether that's friendly, professional, or funny.

Edit Profile

Instructions to Edit Profile:

1. Click profile on bottom right-side corner
2. Click [Edit Profile](#), found under where your followers are
3. Add in your information

You want to fill in this information as much as possible. You can always change your profile at a later date.




4 PRIVACY

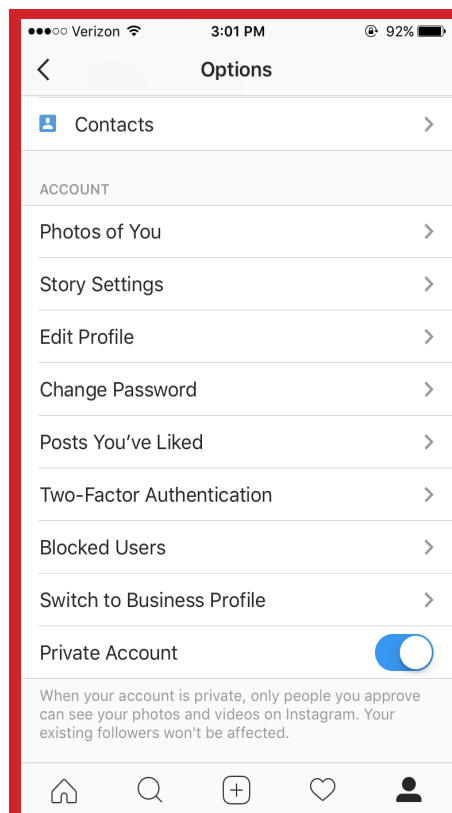
Instagram allows its user the right to their privacy. By enabling your privacy, users that do not follow you can see any of the content that you post on Instagram. In the future, you will have to accept or deny any users that want to follow you. This can be changed at any time.

Privacy Editing

Instructions to Edit Privacy:

1. Click profile on bottom right-side corner
2. Click  found next to [Edit Profile](#)
3. Scroll down to [Account](#)
4. Go to [Private Account](#)
5. Slide the switch if you want to be on private

If you choose to remove the privacy on your account, it will ask you to confirm if you wish to do so, and you will click accept.



Six in ten online adults have an Instagram account

There are over 600 million Instagrammers of that 600 million, 400 million are active every day

32% of teenagers consider Instagram to be the most important social platform

INSTAGRAM

HOW TO GET STARTED

Step By Step Introduction to Instagram

5 POSTING AN IMAGE

Instructions to Posting a Photo:

1. Click **camera** in the middle
2. You can choose between your **Library** (photos on your phone), **Photo/ Video** (camera) - in this example, we choose Library (SEE TOP LEFT PHOTO)
3. Choose a photo to upload on Instagram
4. You will then be able to edit your photo to your liking

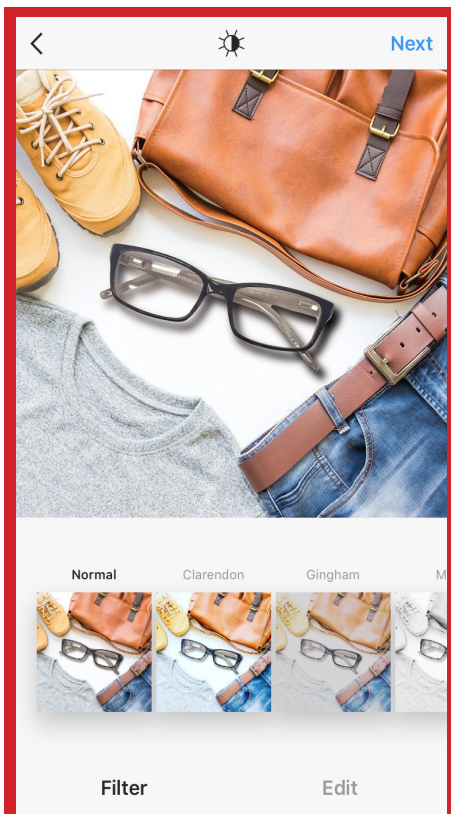
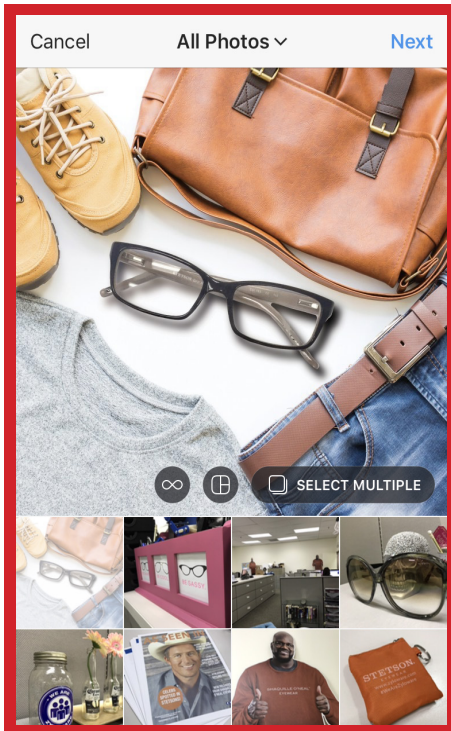
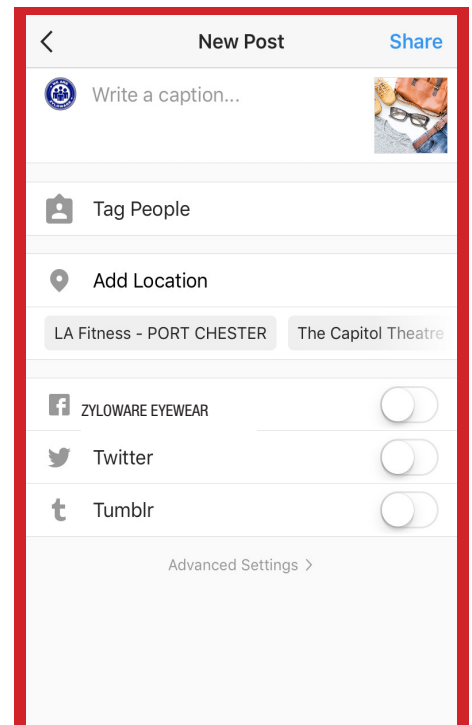
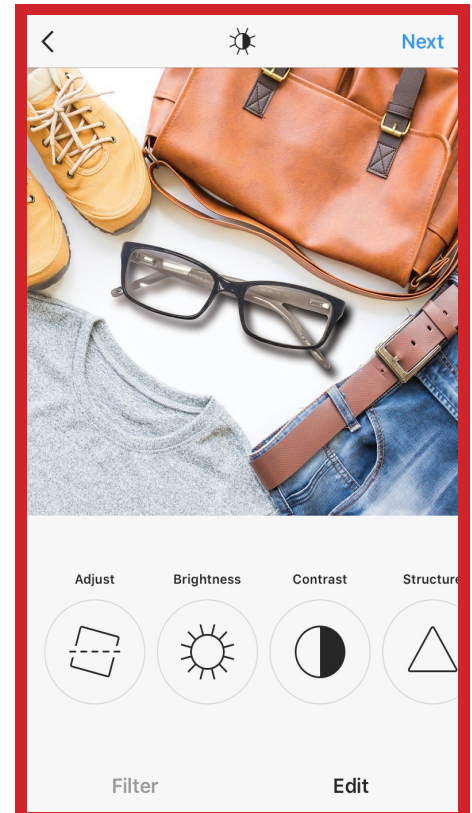
You can edit your photo by **Filter** or **Edit**. In filter, you can choose pre-made filters to be placed on your image, while Edit allows you to manually alter the photo settings

5. Once you have edited your photo to your liking, you like click **NEXT** at the top right-hand corner (SEE TOP RIGHT PHOTO)

6. Lastly, you are able to make a **caption** to your post. You can include hashtags, tag other users, and tag a location.

- To **tag users**: click on **tag people**, click on a part of the photo, then start typing that person's username
- To use **hashtags**: see next page
- To **add location**: click **Add Location**, then **search place**. Allows more people to see your post

7. Click **SHARE** at the top right-hand corner, to post your photo/video on your Instagram account (SEE BOTTOM RIGHT PHOTO)



The most popular filters are Clarendon, Gingham and Juno/Lark

INSTAGRAM

INTRODUCTION TO HASHTAGS Everything You Need to Know About #Hashtags



A WORD OR PHRASE PRECEDED BY A HASH MARK (#), USED WITHIN A MESSAGE TO IDENTIFY A KEYWORD OR TOPIC OF INTEREST AND FACILITATE A SEARCH FOR IT.

When a user adds a hashtag to their post, it is immediately indexed by the social network and becomes searchable by other users. Once someone clicks on that hashtag, they'll be brought to a page that aggregates all of the posts with the same hashtagged keyword in real-time.

HASHTAG ETIQUETTE & #FAUXPAS

1 #donotstringtomanywordstogether
Keep it short and capitalize the first letter of each new word to make it easier on the eye.

2 Don't jump on a trend without relating your post to the topic. Be authentic to your brand and research topics before posting.



3 #DO #NOT #TAG every word! It clutters your post and loses the audience.

4 Avoid overusing descriptive synonymy tags at the end of a post. Example: #idea #my2cents #thought. It's messy and doesn't add value.

GET YOUR MESSAGE TO #STANDOUT AND REACH YOUR AUDIENCE

HASHTAGS WORK. HERE'S HOW...CHECK WHEN COMPLETED!

CREATE YOUR OWN DISCUSSION AND HOST A CHAT

Start a conversation and create a #CHATNAME
Examples: #ROCSocialMedia, #ROC2017, #ROCManagedCare, and offer valuable information to start a dialogue with your audience.



PROMOTE YOUR EVENTS

Promote the event with a customized hashtag (ie: #ROC2017), tag (short for hashtag) real-time live posts and add photos!

JUMP IN ON AN ACTIVE CONVERSATION

Start by posting on a trending topic. Just be sure you are clear on what the #trendingtopic really is and how it relates to your business. Do research on it and always provide value!



USE PROPER SPELLING

Typos are common, so remember to proof before posting. A misspelled hashtag may loose your audience.

ALIGN YOURSELF WITH YOUR INDUSTRY

Search the social sites (Facebook, Instagram, Twitter) for #keywords and see what's already being said in your industry. Then use those keywords in your post to increase exposure!



INJECT SOME HUMOR

Have some fun and keep hashtags simple.

Instagram posts with at least one hashtag average 12.6% more engagement than those without

INSTAGRAM

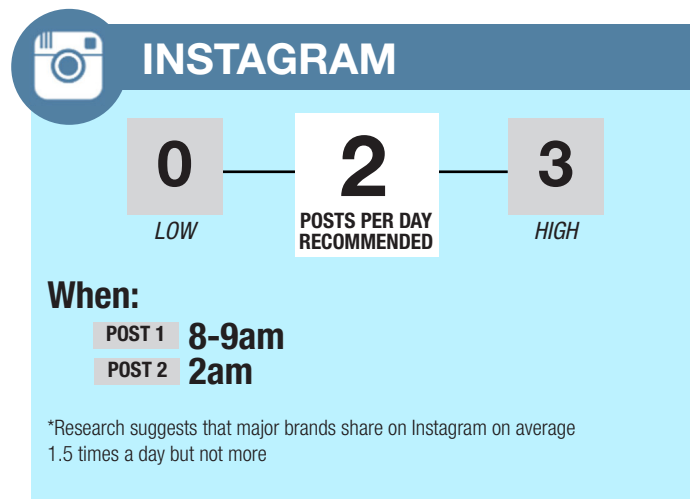
WE ARE SOCIAL Optimal Times to Post on Instagram

Different social media networks have different peak times for posting.
Take advantage!

Consider Your Audience

Notice who is following you: Study the demographics of your followers to learn what content they engage most in and when they are most active.

Based on this information, you can post your content around their schedules to get the most engagement. Not everyone's schedules are going to align perfectly, but getting a rough estimate is better than posting blindly.



Personal Experience

Not every company is the same, which means results will vary. Posting at 5 PM on a Wednesday may be the sweet spot for one company, yet may be terrible for yours.

To help you find your own optimal time for posting, start keeping a log of when and what time you post on Instagram. If you don't have the time to keep logs of your social media, there are apps out there that can help you keep track and give feedback as well! Take that information and start planning what and when to post.

Eventually you will find the perfect time and day where you will be able to get the most engagement and reach from your audience.

Instagram Analytics

Instagram is not only helping businesses reach new audiences, but it is also giving them insight on their Instagram statistics.

Finding Instagram Analytics:

1. View a photo that you posted
2. Click [View Insights](#).

From there, you are able to see how many [likes](#) you received, how many [comments](#) were posted, and how many times it was [saved](#). You can also see the [impressions](#), [reach](#), and [engagement](#) on that post.

Impressions: The total number of times your post has been seen.

Reach: The number of unique accounts who saw your post. You can gain more reach from utilizing hashtags and adding a location

Engagement: The number of times your post was liked, saved, and commented on.

Saved: The number of unique accounts that saved your post. Saving a post allows the user to easily access that photo at a later date



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www.WeAreZyloWare.com