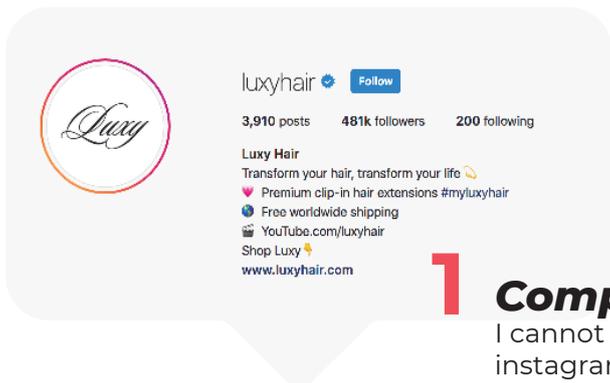


TOP 10 TIPS For Instagram



1 **Complete your Bio**

I cannot stress how important bio's are on your instagram. If it is not filled out entirely or properly then you are losing business. If people don't know who you are, what you do, or where you are located they will lose interest.



2 **Utilize Insta Stories**

Take advantage of the fact that you can post short, fun videos! People love watching these!



3 **Saving Insta Stories on your page**

Save those fun stories onto your profile and categorize them! People can tune in later on and see what you have posted in the past about a certain category.

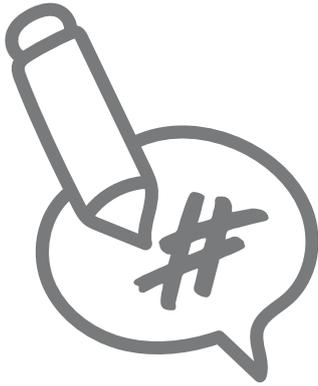
4 **Make sure your page looks like it flows**

Stick to a color scheme or a certain look that you want people to attach your brand to. Instagrams that are aesthetically pleasing are more successful.



5 **Don't overdo hashtags**

Hashtags are great for marketing purposes...but they can also be annoying. Nobody wants to see a million hashtags! Use them wisely.



6 **Keep a regular posting schedule**

You can use a scheduling tool to make it easier on yourself. A few tools that would help are; Hootsuite, Buffer, Schedugram and Later.

7 **Reply to comments and DM's!!**

People want to see you are actively interacting in your instagram. But more importantly interacting with people by replying to their messages allows for relationships and loyalty to be built.



8 **Track Analytics**

This is so important! Find a tracking program you like and stick to it! You can see what times your posts get more likes, what kind of traffic your instagram is getting, etc. If you have an Instagram Business Account then you already have access to Instagram Insights, which shows how effective your posts are. A few tools that would help are; Social-bakers, Sprout Social, Union Metrics and Squarelovin.

9 **Use a personalized hashtag for you business/brand**

This can be super helpful when trying to establish who you are and an easy way for people to look you up!

10 **If you haven't already... Switch to a business account**

If you are a business please switch to a business profile! You will thank yourself later. Under the business profile you can track analytics, utilize the shopping functions, etc.



Local tacos
Business
For the love of the Taco 🌮 #GastownTacos
#YVRTacos
linkin.bio/localtacos

