

Instagram: Taking and posting pictures

H2GY1K

LECTURE
SUMMARY

Covered in this lecture:

What to post on Instagram for the best results

- ▶ **On Instagram, you should post pictures & videos that help people understand you and what your brand is all about, like:**
 - product pictures & videos
 - location pictures: your store or places where your product is being used
 - behind the scenes pictures & videos
 - stories: use the story feature to create a collection of pictures
 - inspirational quotes or pictures
 - random fun stuff
 - share posts from followers & give them credit
 - share posts from bigger, more popular accounts, & mention them
- ▶ With anything you post, your goal should be to get as much engagement as possible (likes, shares, comments)
- Here's a few things you can do to make the most out of your pictures:

- create well-designed, high quality production visuals
 - establish a color theme for your posts
 - make sure you post square pictures so they can look perfect in the Instagram feed
 - use their filters to add colorization effects
 - create a looping animated picture by using the app called Boomerang
 - create an image made up of multiple pictures with Diptic
- Best practices for your Instagram strategy:
 - post once a day
 - every picture or comment should have a call to action (ex.: “like if you agree”)
 - use the URL in your profile to drive traffic to wherever you need it
 - use location tags
 - edit your photos if necessary
 - promote your Instagram posts on other channels

See you next lecture!