



Instagram Cheat Sheet

GoDaddy Social
INSTAGRAM CHEAT SHEET

Why join Instagram?



GETTING STARTED

- 1 Download the Instagram app** on your smartphone.
- 2 Set up a business account.** Unlike personal accounts, a business account allows you to:
 - Measure and track insights.
 - Add a "Contact" button, where followers can call or request directions to your business directly from Instagram.
- 3 Upload a great profile picture.** Write a compelling bio, (tip: Include hashtags!), and add a link to your website.
- 4 Get posting!** You can easily use Instagram's editing and filter features to make your photos look amazing before you share.

TIP! Don't forget a great caption! Add #hashtags, @ mention users in the photo, and use emojis to get your post in front of a wider audience.

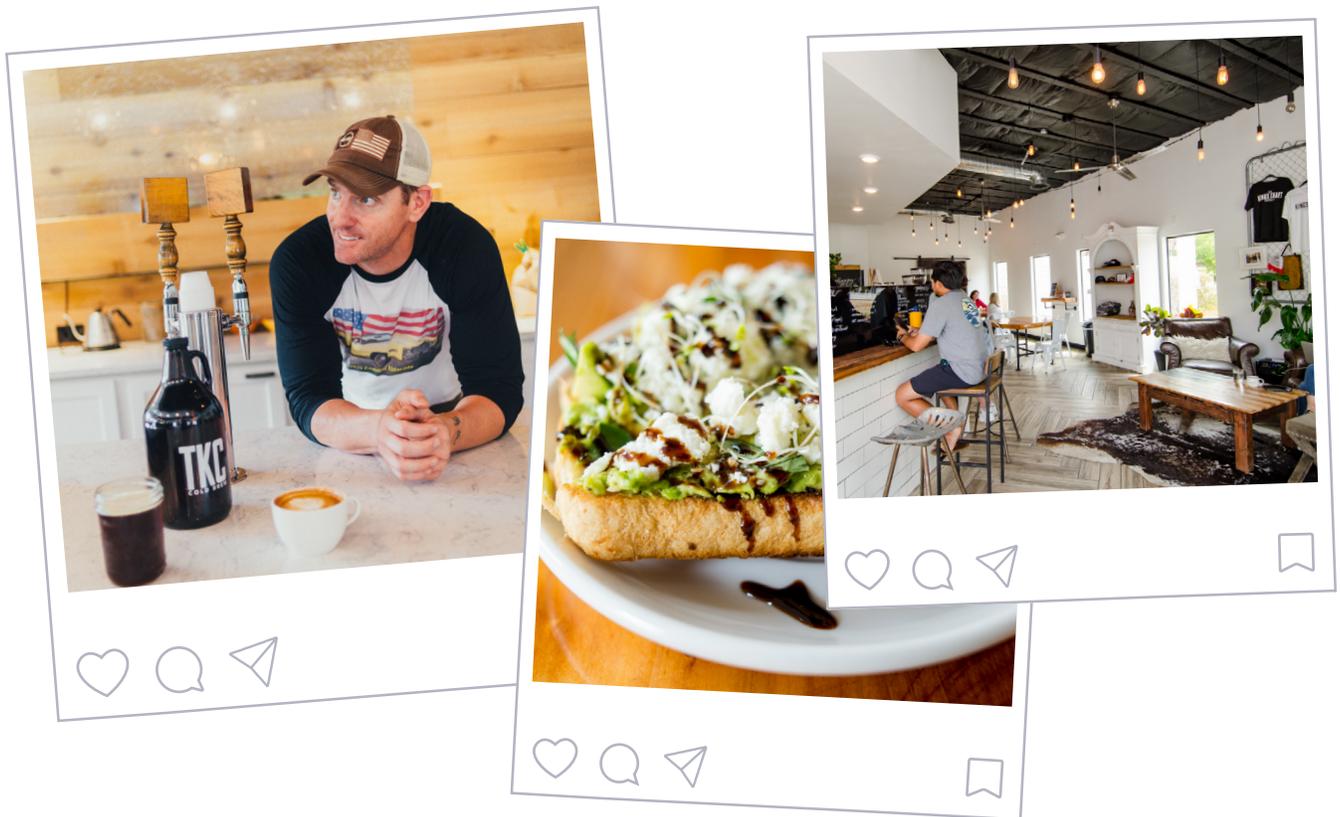
What should you post?

It's important to be present and active on Instagram to give an exciting visualization of your brand, business, and product!

-  1 Photos of your product & services
-  2 Your events, giveaways, & specials
-  3 Video content
-  4 Funny or in-the-moment content
-  5 Quotes from great reviews
-  6 Reposts from your fans and followers

Posting relevant, compelling content at the times your followers want to see it is what pulls new customers in and keeps loyal customers coming back.

And remember, photos aren't the only thing you can post – integrate [Instagram's video, carousel, and Boomerang](#) features into your content strategy to change up your feed and get your audience excited!



AND, WE'RE LIVE!

2-3 **WEEK**

Post 2-3 times a week. Quality, not quantity, is the key with Instagram. Post only highly visual and engaging content.

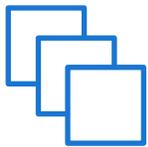


Switch up your posting days. Wednesdays and Sundays get high engagement.

5 pm **week-** **days**

Try an evening post to reach users on their commute. 5:00P.M. is a great time to increase likes on weekdays.

POST LIKE A PRO



Filters

Consider using one filter or similar filters -- **60%** of the top brands on Instagram use a consistent filter.



Hashtags

Use hashtags -- Posts with at least one hashtag average around **13%** more engagement.



Faces

Make sure you're including people in your posts -- Photos showing faces get **38%** more "likes" than photos without them.

Get posting on Instagram today to amplify your social media marketing strategy, show off your brand, and reach a younger audience!

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