



tourism  
northernireland

# Instagram Profile Management for Beginners



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## Executive summary

**Instagram is a mobile based photo and video-sharing social networking service owned by Facebook.**

It was launched in 2010 and now has over 700 million monthly users. The app allows users to upload photos and videos, which can be edited with various filters, and organised with tags and location information. In August 2016, it launched Instagram Stories, a feature that allows users to take photos, use effects and layers, and add them to their Instagram story. Content uploaded to a user's story expires after 24 hours.



Instagram

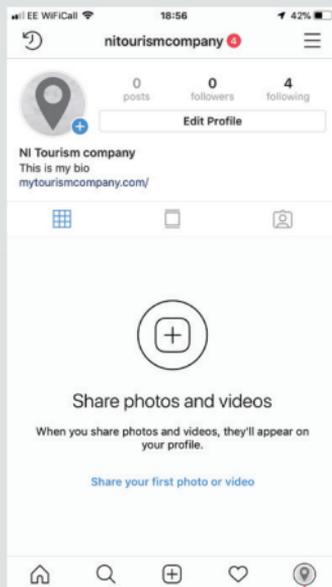
# Getting started

## Setting up a business account

1. Download and launch the Instagram app (available for Android, IOS and Windows).
2. Open the app once it has downloaded. If you already have a personal account from your profile homepage click on your name (top middle) select 'login or create a new account'. Select 'create new account'.
3. Complete the sign up instructions on screen. You can sign up with your email or mobile number or you can 'Log In With Facebook'.
4. Choose your username and complete the registration step process.



Sign up Screen



Profile Screen

5. Click on the three lines top right of screen and then into 'settings'.
6. From the settings menu list choose 'switch to business account'\*.  
\*note you may have to wait a few days to get this option

# Main interface

## Home screen

Shows a feed of all the posts and stories from other Instagram accounts that you follow.



The Instagram main interface is made up of five main icons, located at the bottom of the screen:



Home



Discover



Post

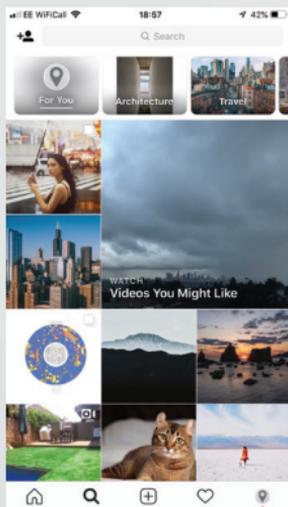


Notifications



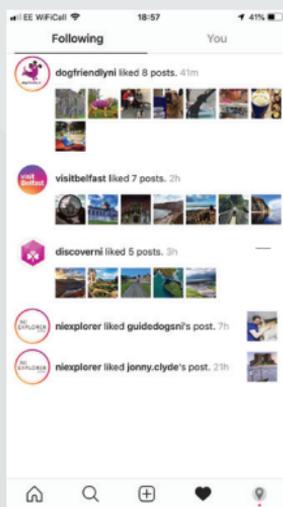
Profile

### Discover



Suggests content that you might like, based on the accounts and tags that you follow.

### Notifications



Your notifications will appear here, the 'following' tab allows you to see activity from profiles that you follow.

### Additional menu icons

Camera icon at the top left hand side of your HOME screen:  
- this will take you into create a story.



TV icon top right hand side of your HOME screen:  
- this will take you into Instagram TV.



Arrow icon top right hand side of your HOME screen:  
- this will take you into Instagram messages.



The three tier menu at the top right hand side of your PROFILE screen:  
- this will take you into your profile menu options.



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## Your profile

Your profile page shows a feed of all the posts you have published. You can change the display view to show as a grid or individual posts in scroll view. If you are tagged in another users post this information will appear under the tagged icon.



Grid



Scroll



Tagged

In the top section of your profile you can add stories by clicking on your profile picture blue plus icon, access Instagram “Promotions” and “Edit Profile”:



**1**  
post

**16**  
followers

**6**  
following

Promotions

Edit Profile

### NI Tourism company

Travel Company

This is my bio

[mytourismcompany.com/](http://mytourismcompany.com/)

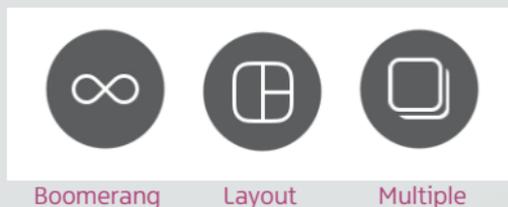
Within edit profile you can update your profile information and picture, you can also add in a link to your website / booking engine and contact details.

Profile settings are accessed from the bottom of the profile menu navigation via the cog icon. It is useful to go through each of the settings options to link to check all the settings. From here your account can also link to your Facebook page.

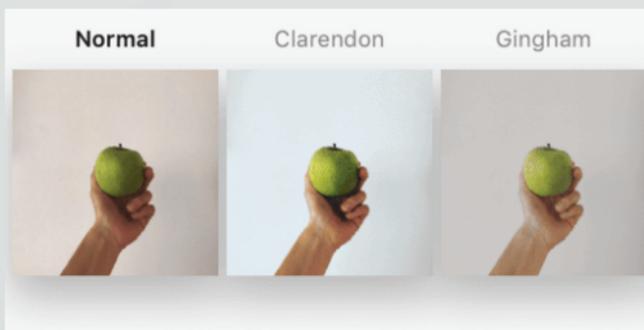
## Posting

Select the '+' icon from the main Instagram menu to post to your profile. This will automatically open up your phone camera roll. You have a few options for posting; you can post a single image or video or multiple images and video (up to 10).

In addition to this you have the option to upload a Boomerang (a mini video which loops back and forth) or photo collage using Instagram Layout. These two options require additional app downloads.



Once you have uploaded the content you wish to post select 'Next' from the top right hand side you will now have the option to customize your photos and video with a 'Filter'. Filters change the look and feel of your content by adjusting the contrast and brightness.



## Add a caption

It is important to add a compelling and interesting caption to your post. Captions can be 2,200 characters including emojis and up to 30 hashtags. Good captions are attention grabbing, easy to read and follow and should be relevant to the content within the post.

< New post Share

Write a caption...

Tag people >

Add location >

Belfast United Kingdom Northern Ireland Belfast C

Post to other accounts v

nitourismcompany

Facebook My Tourism Company

Twitter

Tumblr

Advanced settings >

## Top tips for captions

1. Know your audience – write a caption that will be of interest to your audience, will they understand the reference? / should you use emojis?
2. Identify your brand voice – what qualities make your brand recognisable? Are you bold, authoritative, funny, curious?
3. Consider length – use 125 characters or less to get your main message across. Place the most important words at the beginning of your caption.
4. Edit and rewrite – make multiple drafts to keep content as concise as possible. Edit the post once published (if needed) to add additional information, hashtags etc.
5. Use hashtags wisely – research the hashtags that your industry and audience are using and replicate these in your captions. Keep hashtags separate from the main caption – use return / dashes or dots to position them separately in the caption.
6. Ask a question – encourage engagement by using open ended or multiple choice questions.
7. Mentions others – include usernames of other Instagram profiles, this might compel them to like, comment, share or follow your account.
8. Use a call to action – don't be afraid to ask people to do something e.g. check out your bio link, comment below.
9. Use emojis – a great way to draw the eye and make posts fun.
10. Try using quotes – clients testimonials or comments from the people in the photo or video.

**(Adopted from Hootsuite)**

## Post examples



discoverni • Following  
Mussenden Temple

discoverni Wow! What a stunning view to wake up on the Causeway Coastal Route. Thanks for sharing @kdorrans

\*\*\*\*\*  
#discoverni #goodmorning  
#causewaycoastalroute  
#causewaycoast #mussendentemple  
#northernireland

2w

\_emfahey\_ @chadfahey\_ @craicpc  
@bogen316 @josh\_grew  
@instanyannyan Best  
memories of being here together

2w 4 likes Reply



1,635 likes

MARCH 15

Add a comment...

Post



discoverni • Following

discoverni At over 200km long, there's beauty to be found around every corner on the Causeway Coastal Route 🌊 Tag us or share your best photos with #discoverni. Happy Friday everyone!

\*\*\*\*\*  
#discoverni #causewaycoast  
#causewaycoastalroute  
#northernireland

5w

cat\_mccartney @sarahcameronart  
I think you could paint this... 🍷

5w 1 like Reply

nikolashirlene @emmamills\_94

5w 2 likes Reply



Liked by clare.louise.r and 1,241 others

FEBRUARY 22

Add a comment...

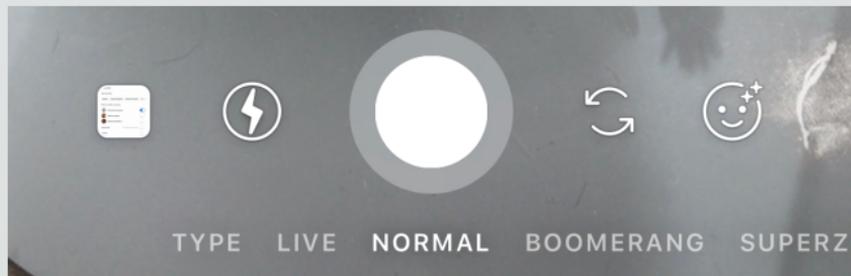
Post

## Stories

Instagram stories were launched in 2016 and allow users to post text, drawings and emoticons to images or video clips. Users can also apply augmented reality filters to posts using the built in Filters provided by Instagram and can 'Go Live'.

Stories are only available for 24 hours from the time of posting.

Stories are accessed from your home page by clicking the profile picture blue '+' icon or from your home page screen by swiping right.



1. Access your phone camera roll
2. Flash on / off or automatic
3. Story type and sub menu below
4. Flip camera from rear to front
5. Use a built in 'Filter'

### Story types

1. Type – this is a text story containing text on colourful backgrounds, without the inclusion of pictures or videos.
2. Live – allows you to stream video to followers and engage with them in real time. When you broadcast live video streams on your accounts, a ring highlights your profile picture in Instagram Stories to alert followers that they can view the live stream.

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3. Normal – replicates the functionality in a profile post but allows you to add text, drawings and emoticons to the image or video.
  4. Boomerang - takes a burst of photos, then speeds them up and plays them forward and backward to create a looping video story.
  5. Superzoom – allows you to create a video where you zoom in on something, Instagram provides filter options and music which is applied over the video.
  6. Focus – this feature focuses on the photo subject while blurring the rest of the photo's background, creating a professional, depth-of-field effect.
  7. Rewind – allows you to create video content which is then posted in reverse.
  8. Hands-Free – this function allows you to create a video without having to hold down a button, you can easily switch between front and rear camera with this function.

## Editing stories

Every story can be edited to add text, a drawing, a 'Sticker', or apply a Filter.



### Useful Stickers:

Location  
Mention  
Hashtag  
Questions  
Polls  
Countdown

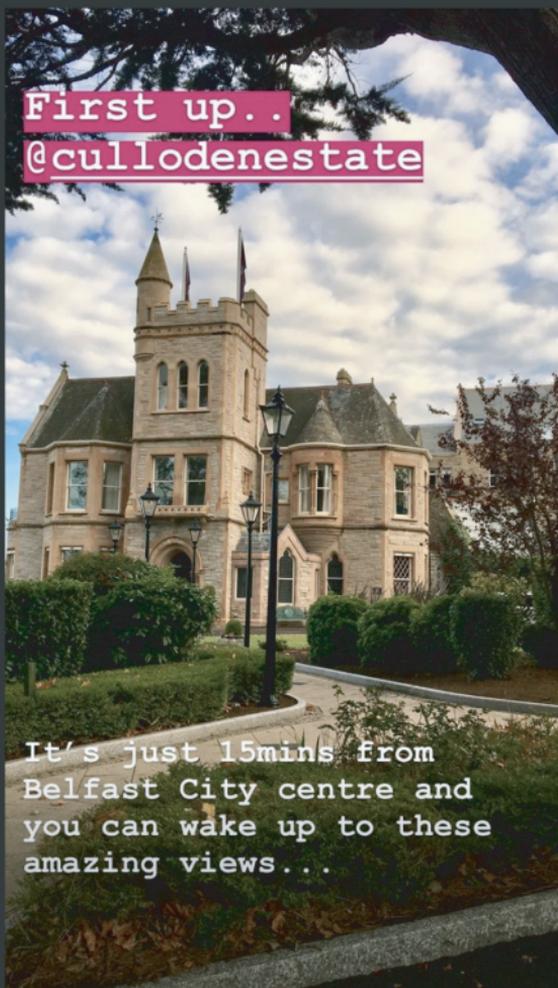


Once you are finished editing your story, press 'Your story' from the bottom menu to post. You can also choose to send a story directly to another user by selecting 'Send story'.

## Story example



Strangford 25w

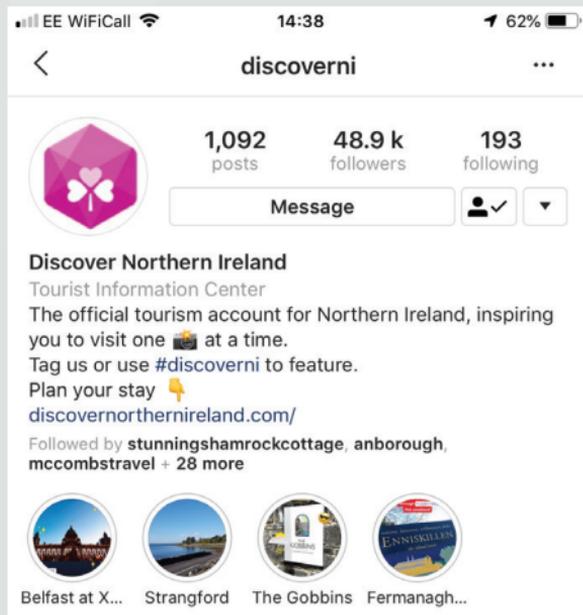


First up..  
@cullodenestate

It's just 15mins from  
Belfast City centre and  
you can wake up to these  
amazing views...

# Highlights

Story highlights keep your favourite stories on your profile and are a way of saving a story for longer than 24 hours. Once you have posted a story you will have the option to 'Highlight' (this will appear when you are in the story at the bottom of the screen). You can create a new highlight or save to an existing highlight. Highlights appear on your profile page beneath your bio information.



## More story options

When viewing a story you can access the story menu using the three dots adjacent to the 'Highlight' option. This menu will give you access to delete a story, save it, share as a post, promote or edit the story settings.

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## Top tips

1. Use hashtags to amplify content and reach people. Create a hashtag for your brand and use it in your posts, encourage customers to use it too. Join in with popular hashtags for your industry, location, product / service.
2. Keep your profile consistent in branding and theme, choose photos and video with similar colours or use a consistent photo filter.
3. Remember to take time with captions, mention people, tag your location and use a call to action.
4. Diversify your content, try stories using different types, use highlights to keep theme content.
5. Cross post and share on other social media channels.







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