

insta

8 INSTAGRAM TIPS

BEGINNER INSTAGRAM TIPS FROM SABRINA ESPINAL
AT SABRINA&COMPANY



INSTAGRAM:

POSTING TIPS
SABRINA & COMPANY

BE CREATIVE

Find a way to make your branding colors and personality part of each image.

Remember that your followers are scrolling through their Instagram feed. When you make your images, think of ways to make them stand apart from all of the other images people are seeing.

PHOTO AND STORY POSTS

Create buzz around your physical and digital products.

Make an Instagram story around one of your products and feature the story on your profile page.

BE AUTHENTIC

Don't be afraid to show the real you but keep it professional.

Focus on connecting with your audience and truly helping them.

Don't use hard sell tactics. Remember it's **social** media, not advertising.

INSTAGRAM STORIES

Instagram Stories are very versatile.

They can be:

An image

A short gif/Boomerang video

A short video with or without sound

Remember to include hashtags, location tags, links & mentions.

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HASHTAGS

You are allowed to use up to 30 hashtags. Research your hashtags and make sure they are not on a list of banned hashtags. Just Google, "banned hashtags on Instagram".

Space out your hashtags in your post so they aren't so messy. You can also comment on your own post and place your hashtags in a comment.

LOVELY INSPIRATION

Instagram users love beautiful visual content and they love inspiration.

Share your unique experience and voice by focusing on your passions.

Be creative and experiment with creating several short Instagram Stories that tell a story or share something fun..

BEHIND THE SCENES

Introduce yourself in a creative post once a month to your followers.

Take pictures of you working behind the scenes, with clients, and with your products. Include your brand logo, pics of your website, business cards, etc.

Try buying props for your staged flat lay pictures from places like craft stores, TJMaxx or Target.

YOUR BIO AND PICTURE

In 2018 Instagram approved add one live @ tag in your bio along with live hashtags. Use your extra @ wisely and just use 1-2 hashtags that are unique to your brand.

If you have created a hashtag for your own brand then this could be the place to add that hashtag and showcase your business.

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REMEMBER

Engage with your audience and respond to comments.

Use your real-world networking to help enhance your Instagram efforts.

Post great pictures that fit with your overall brand.

Be strategic when posting.

Post a few great pictures of you to let your followers know and connect with you as a person.

Don't hard sell or talk about your personal issues.

Oh, wait, look at the next page!!!

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Hey there,

Follow me on Instagram and I'll follow you back!

Just respond to one of my posts on Instagram and let me know you downloaded my guide and I'll follow you!

Instagram: <https://www.instagram.com/sabrinaespinal/>

See you there,

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