



iPg Social Media Boot Camp

Introduction to *Instagram*



OVERVIEW



February:



Twitter ✓

March:



Facebook ✓

April:



Instagram

May:



Pinterest

June:



Blogging

July:



Recap



SURVEY SAYS...

Most of you want to learn about:

- How to grow your followers
- Getting more likes & comments on your posts
- Understanding the audiences using Instagram
- How to promote your books
- How to connect with influencers
- Making the most of this newer social network
- Exploring sponsored posts
- How to gauge ROI



ACTION PLAN

- Set goals
 - Develop a schedule
 - Track your progress
 - Analyze your results
 - Adapt your approach
-

HOW TO BEGIN:



Set up your account:

- Make yourself easy to find by using your business or brand as the account name.
- Be consistent with your other social media accounts, matching profile names exactly whenever possible.
- Use the Info field to provide your audience with a quick glimpse of who you are, what you do, and where you are.
- Add a profile photo.

INSTAGRAM STRATEGIES



- Include **hashtags**. Hashtags help strangers find you and widen your reach.
- **Tag** anyone with an Instagram profile that is featured in your photos.
- Interact with people and keep your followers involved. Double tap to **like** photos or make **comments**. When people comment on your photos, respond!
- If you want to get even more involved with your followers, **Direct Messages** let you approach them one on one.
- **Geotag** your posts. This is another method for people to find you, simply by searching in their immediate vicinity.
- Provide a **call to action** when relevant. Things like “Click the link in my bio” can direct viewers to a website where they can find out more about you.

HASHTAG TIPS & TRICKS



- Be aware of what hashtags are especially pertinent and targeted to your industry.
Some of our favorites:
#bookstagram, #lifeinpublishing, #kidlit, #bookselling, #igreads, #bookfacefriday
- Deciding between several similar hashtags? Compare the traffic.
- Keep an eye out for new and trending hashtags. Using the latest active hashtags helps you join the conversation and stay current.
- Follow hashtags to find new profiles you might like to follow. Like or comment on stranger's posts to make new connections.
- Don't overdo it. Several hashtags in a row can quickly become an unsightly wall of text. If you want to include lots of hashtags, break them up.
- Be creative. There is no rule against inventing all the new hashtags you want, although hashtags no one has heard of aren't likely to generate much traffic.

DEVELOP A SCHEDULE



- When you post makes a big difference.
 - Experiment by posting at different times of the day to determine when your audience is the most responsive and involved.
- The best time to post varies depending on your audience, where you are, and what day it is.
 - Instagram tends to see more action during the week than on weekends, with Wednesday and Thursday being the days with the highest amount of activity.
 - Weekends can be hit and miss. Sundays have been noted to drive the least engagement all week.
 - If you have an Instagram business profile, you can get further insight into your audience using Instagram's follower demographic analytics. (Located under the icon that looks like a histogram on your homepage.)
- How often should you post?
 - Keep it consistent . Try to post regularly, at least once a day. Followers will appreciate a lively account and this will emphasize the sense that you have an active relationship.
 - Don't overwhelm your audience. More than three posts a day can get excessive. Keep your followers engaged without burning them out.

GENERATE CONTENT



- Keep up with current events.
 - We try to show off our books, old or new, whenever their content seems particularly timely and relates to whatever may be happening in the world.
- Know what’s trending on the internet.
 - Hashtag trends can garner you a lot of attention quickly. Join the conversation.
- Find what inspires you.
 - We return to the National Day calendar again and again for prompts. For example, on World Wild Life Day, we had fun photographing several books featuring endangered species amidst our office plants.
- Don’t be afraid to get personal.
 - Just because you’re a business doesn’t mean you need to be all professional all the time. Instagram is a **social** network & followers want to get to know you. Feel free to have fun.
- Generate content that people relate to and want to share.
 - People can “regram” and share posts, which will extend your voice to a wider audience.

OTHER CONTENT OPTIONS



- “Regrams”
 - Beyond liking and commenting, if you particularly like a post you can repost it to your own feed and share it with all your followers. Apps like Instarepost, Repost, and Regram make the process simple. Always give photo credit to the originator of the content.
- Sponsored Posts
 - This is a newer feature to Instagram, like promoted tweets, which we will be exploring further later on this month.
- Videos & Stories
 - Sometimes a photo just can’t say it all! Try recording and posting a video. Videos can be a fun interlude in your photo stream, but too many videos can be taxing. Keep in mind watching videos requires greater commitment from followers and may see less involvement. The same could be said for Instagram Stories, a live video feature that allows for creatively manipulated posts that expire after a set time limit.
- Contests & Calls to Action
 - A good way to engage your followers and attract new followers is announcing a contest. Share a picture of something you’d like to offer as a prize and explain your terms in the caption.
 - Interacting with people can be as simple as asking a question in your caption to get a conversation started. As an example, during Banned Book Week we asked our followers to tell us their favorite banned book.



ENGAGE WITH YOUR AUDIENCE

- Start following
 - Everyone is joining the Instagram community; individuals, groups, bands, and businesses. Decide what kind of relationships you want to cultivate and find some accounts to follow.
- Acquaint yourself with who is following you
 - The Insights tab that Instagram provides for business profiles will let you know more about your followers, including their gender, age, location, and times of highest and lowest activity.
- Likes vs. Comments
 - Click the  or double tap directly on a photo to let people know you're following and appreciate their posts.
 - Click on the word balloon  to add a comment. Making comments can go a long way in your efforts to make new connections.
 - The amount of likes received tends to outnumber comments by a wide margin. If you want to get noticed, commenting can help you stand out within a smaller crowd.



MONITOR YOUR PROGRESS

- Keep an eye on how many followers you have.
 - It's a good data point by which to track your progress and one of the first bits of information visitors to your profile will see.
- Use the Insights tab to gauge your reach and number of impressions and see how many times your profile has been viewed.
 - Impressions: total # of times your post has been seen
 - Reach: # of unique accounts that have seen your post

ANALYZE YOUR RESULTS AND ADAPT ACCORDINGLY



- Identify:
 - Determine what's succeeded based on your goals.
 - Assess areas where you need improvement.
- Implement:
 - Replicate and build upon successful efforts.
 - Discontinue strategies/content that doesn't work.

INSTAGRAM BEST PRACTICES



- Conducting yourself in a professional manner doesn't mean you can't be approachable, engaging, and fun.
- Instagram is visual. Spend a little time making the images you share interesting & eye-catching.
- Feel free to use this exposure to drive traffic to your website or other social media platforms.
- Interact with people. Be responsive and polite.
- Have a sense of your brand, your brand's message, and stay true to it.

ENGAGE WITH IPG



- Be sure to tag @ipgbook on Instagram:
 - When you are participating in or running a giveaway of your book
 - When you spot your book on the shelf at a bookstore, your local library, a museum shop, or at the airport bookstall on a layover in Houston
 - When you are hosting an Author Event
 - While you are at one of IPG's events or at a trade show with us

IPG tries hard to share/interact with every post we are tagged in. Don't be discouraged if we don't react to your post. Send another, Direct Message us, or e-mail us at marketing@ipgbook.com

QUESTIONS?



[Submit any questions here](#)

Tune in Every Wednesday



- March is *Instagram* month!



- **First week** – Introduction ✓
- **Second & third week** –
supplemental articles and blog posts on
www.ipgbook.com/socialmediabootcamp
- **Fourth week** – Wrap-up webinar