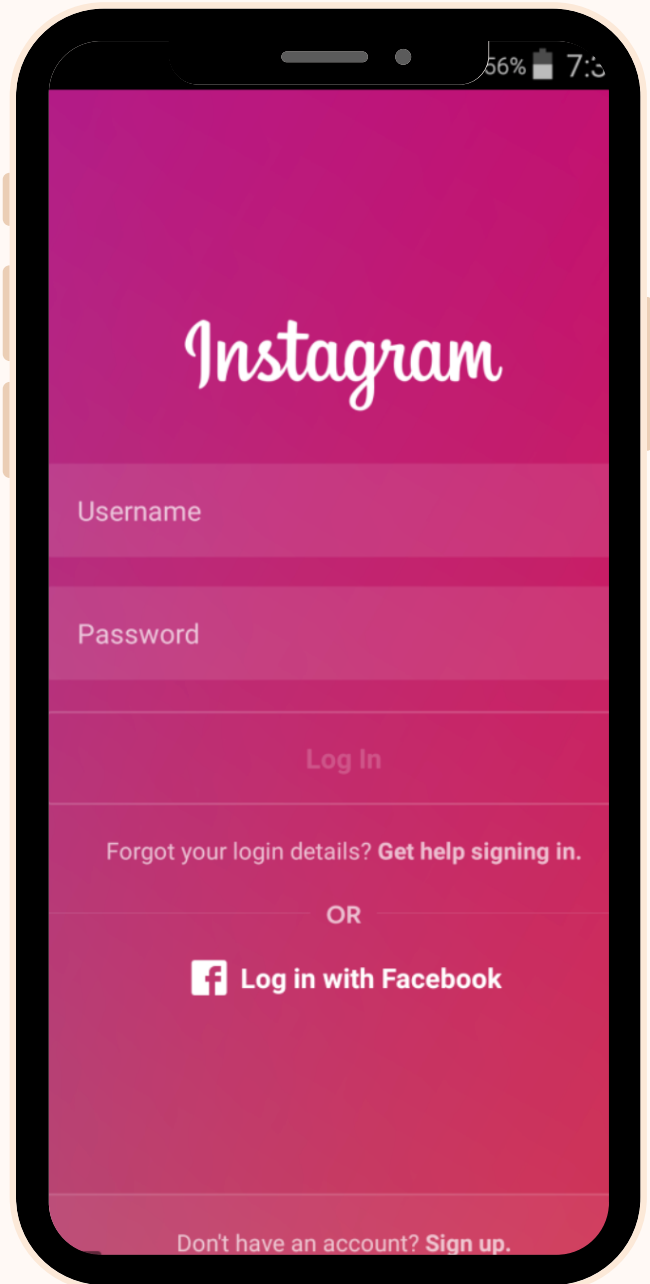


# Using Instagram For Your Small Business

*At The Carrboro Farmer's Market*



A guide to creating an Instagram account, converting to a business profile, creating content, using hashtags and more

*Liz Campbell*  
*NC Local Food Council RISE Intern*  
*2020*

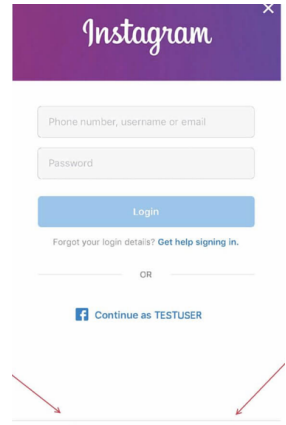
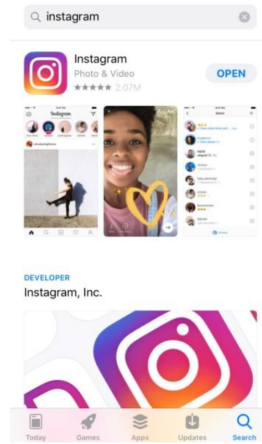


# Creating An Instagram Account On A Smartphone

1

## Getting Started

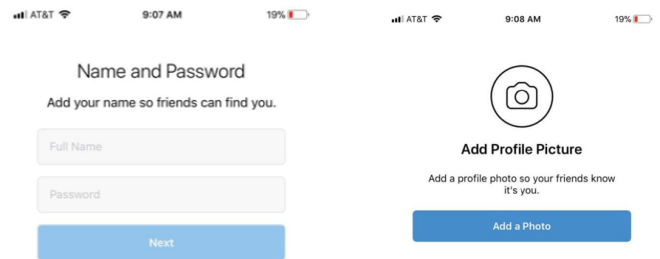
Download the Instagram app for iOS from the App Store, Android from Google Play store, or Windows Phone from the Windows Phone Store. Once the app is installed on your mobile phone, tap to open it.



2

## Contact Information

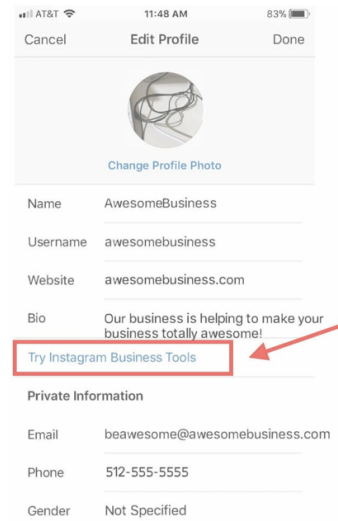
Tap Sign Up, then enter your email address and tap Next, or tap Log in with Facebook to sign up with your Facebook account. Choose a Username that represents your business, and a password you'll remember. Then choose a profile picture.



3

## Setting Up A Business Profile

Once you've made your account, from your profile page, click the three horizontal bars in the upper right hand corner. Then click Settings. Switch to Business Profile. Once you have a business account, you can add in pertinent business information like store hours, business address or a phone number.



4

## Start Posting

Start posting content to your profile and always include hashtags on your posts (more on this later). Follow **@carrborofarmersmarket** and be sure to tag them in your posts (more on this later as well). For inspiration on posts, hashtags, etc. Read on!





# Posting To Instagram On A Smartphone

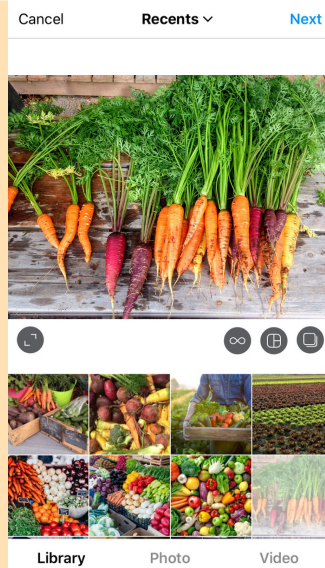


## 1 Snap A Photo On Your Phone

Take photos of your products, your farm, your employees, or make a graphic explaining something about you as a vendor

## 2 Open The Instagram App

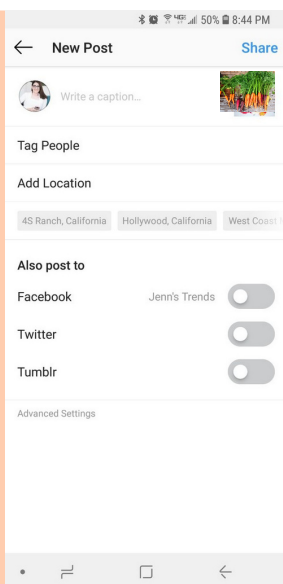
Click the small + in the upper right corner. Your camera roll will pop up and allow you to select what photo you would like to post. Click Next and you will be given the option to edit your photo or add a filter. More info on editing photos to come



## 3 Caption, Hashtag, Location

Time to be creative! In your captions share information about what you might bring to the market, market times, if you have a special, new products, or add something to engage your audience. More on creating captions later. Then add hashtags, a location, and tag

**@carrborofarmersmarket**



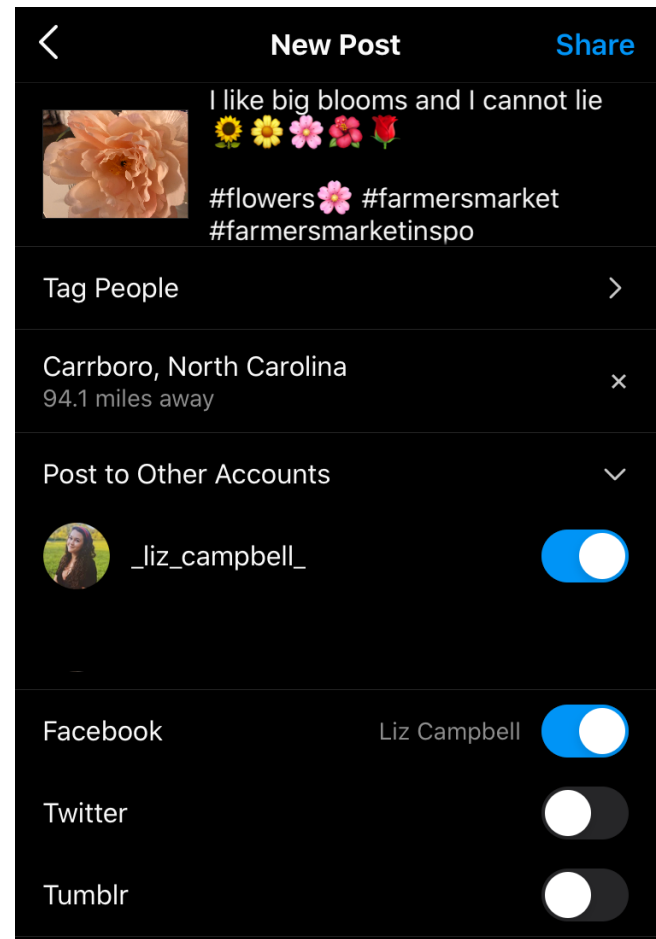


# Cross-Posting to Facebook



Cross-Posting to Facebook increases the potential number of viewers for your post and will direct some people between your social media accounts. Having your accounts connected also creates a more unified approach to your online presence.

## Sharing A Single Post

If you would just like to share one post, once you get to the final page before sharing, click the button beside Facebook (or any other social media accounts you would like to share to).

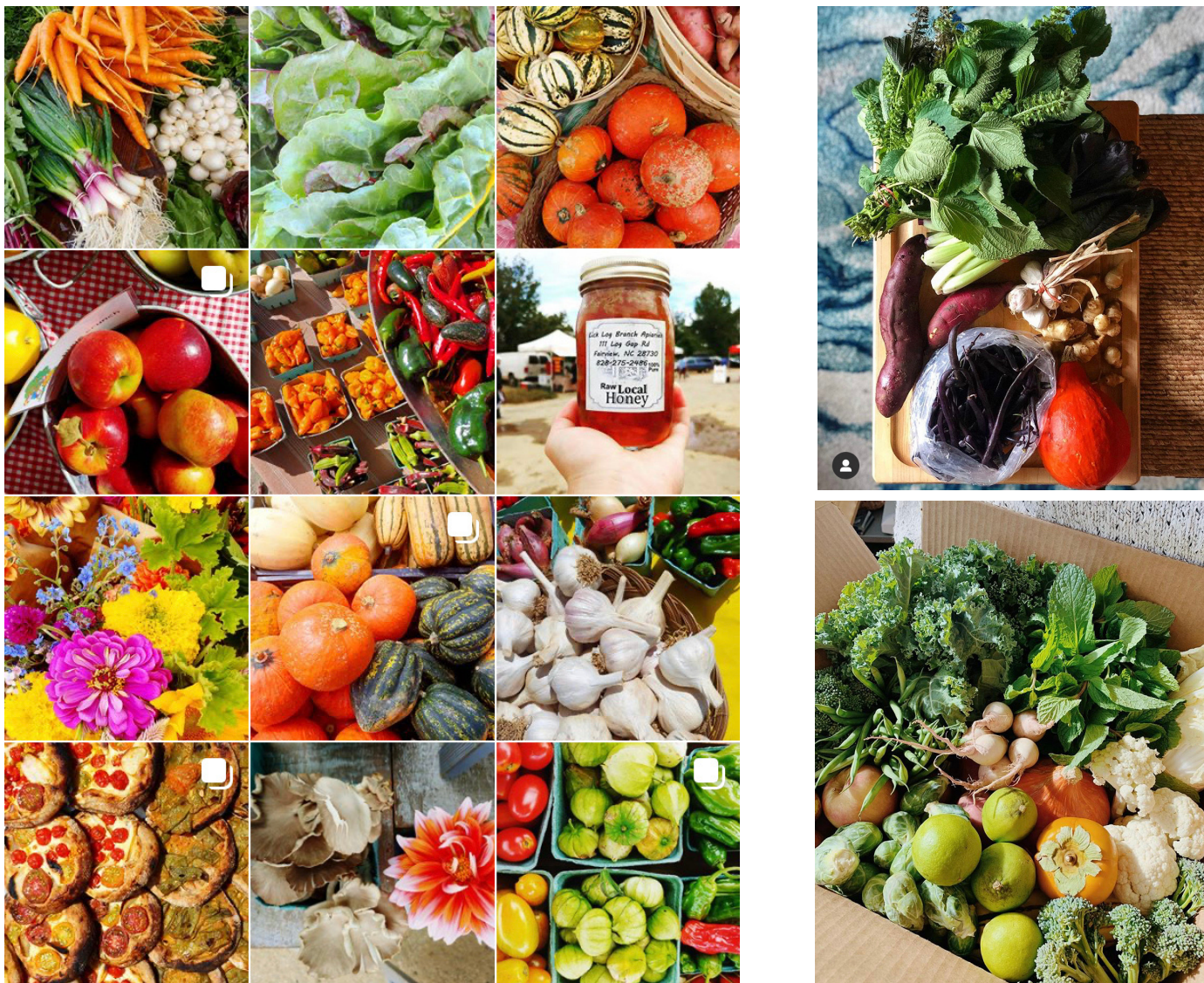


## Linking Your Accounts For All Posts

1. Go to your profile and tap .
2. Tap  **Settings**.
3. Tap **Account** > **Linked Accounts**, then select **Facebook**.
4. If you haven't already, enter your Facebook login information.
5. By default, your Instagram account will share to your personal Facebook profile. To share to a Page instead, tap **Share to** and choose a Page that you manage.



# Editing Photos for Instagram On A Smartphone



## *Consider These Tools When You're Editing Photos*

- Snap your photo with an interesting angle, or create one by cropping the image to focus on a specific section of your photo
- Take a photo with good lighting. Natural light is a great way to show off vibrancy and texture.
  - If you need to enhance these, increase the exposure, saturation, or sharpness of your photo in the editing window on Instagram
- Combine products with interesting textures to create contrast in your photos
- Filters are great for adjusting the colors in your photos but they can be intense. If you use a filter, you can adjust the intensity of the filter by clicking it twice and sliding the bar to the left. For cohesiveness, use the same filter in your posts.
- You can edit photos on the Instagram app, or in the photos app. If you feel more adventurous, VSCO, Photo Editor-, and Adobe Lightroom are all great editing tools



# 80/20 RULE

## 20% SALES

Your social media platform is a great way to encourage sales for your business by advertising products and showing your unique value by telling your story.

## 80% CONTENT

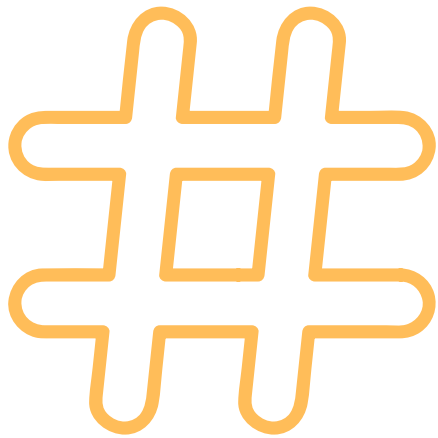
Focus on creating content for your followers that is relevant, conveys your voice, adds context for your business, or is informative.

Use emojis, ask questions, add a call to action, and inform your audience. Use your platform to tell your story.

*If you're just using your account for sales your audience will get bored*



# Using Hashtags on Instagram



## Why Hashtags Matter

Hashtags help people interested in your content find your posts, and build your brand awareness on the platform. They expand your audience and can help bring more attention to your page. You can use up to 30 hashtags on a post but a good place to start is around 11.

## How To Use Hashtags

Using hashtags is easy. In your Instagram caption, simply click the # button and then type words, phrases etc. that are applicable to your content.

## Choosing The Right Hashtags

Below you will find some examples of popular hashtags that might work for you and your business. If you're really committed to your Instagram there are apps available that will generate popular hashtags for you.

# The Hashtag Bank

- |                     |                     |                        |                    |
|---------------------|---------------------|------------------------|--------------------|
| #farmersmarket      | #flowers            | #farmersmarketfun      | #farm365           |
| #farmtotable        | #flowersofinstagram | #carrboronc            | #farmlife          |
| #ncfarmers          | #flowerslovers      | #farmersmarketnc       | #freshfood         |
| #farmersmarketfinds | #food               | #farmersmarketlove     | #freshfooddaily    |
| #farmersmarketfresh | #foodstagram        | #farmersmarketmenu     | #ncfarmers         |
| #freshfood          | #foodpic            | #farmersmarketveggies  | #freshfoodmovement |
| #cleaneats          | #foodies            | #saturdaymorning       | #freshfoodonly     |
| #farmersmarketfun   | #farmer             | #carrborofarmersmarket | #meat              |
| #freshfood          | #farmerflorist      | #saturdayvibes         | #meatlover         |
| #knowyourfood       | #farmersofinstagram | #saturdays             | #meatfree          |
| #visitnc            | #farmersmarketinspo | #farmlife              | #meatlessmonday    |



# Using Instagram Stories



## What Is An Instagram Story?

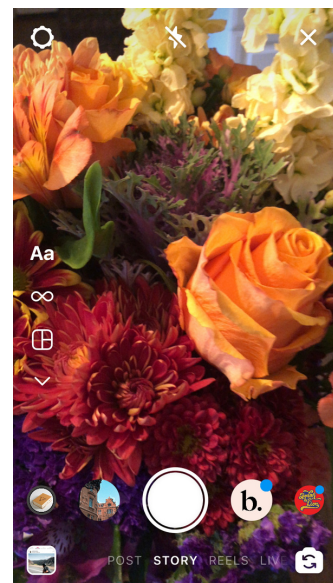
Instagram stories are different than Instagram posts because they are only active for 24 hours. They are a great format to use to share content with your audience more frequently, and engage with your audience directly. Most businesses post around 2 Instagram stories per week. With stories you don't have to worry about coming up with a caption or editing. Stories are very informal and perfect for beginners.

## How To Make An Instagram Story

1. In the app, click the + in the top right corner and click STORY at the bottom to access the Instagram Stories camera. OR click the small blue + on your profile picture.
2. Tap the white circle at the bottom of the screen to take a picture, OR
3. Press and hold the white circle to record video, OR
4. Swipe up (or select the square gallery icon on the left) to use media from your camera roll
5. Click Your Story in the bottom right corner to post



This is where Stories appear







# Using Instagram Stories

## Personalizing Your Story

When you come to the camera, you have the option to turn on or off the flash

There's also an option to post a Reel or Go Live

You can also create more specialized stories with the options on the left side of the screen



Once you snap the picture you'd like to use, you can scroll to the left or right to add a filter to the photo

In the top right corner you will find options to add text, draw on your photo, add stickers, etc.

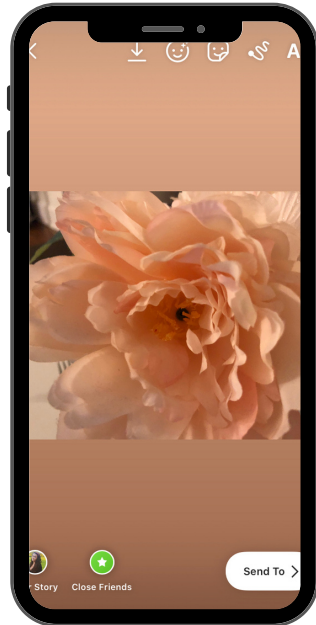
**Within the stickers button you can add locations, mentions, hashtags, donation options, music, gifs, polls, Q&A, countdowns, quizzes and more!**

Anything you add to your story to capture your viewer's attention will bring your content to life!



# Using Instagram Stories

## Best Practices For Instagram Stories



Use photos that are taken vertically, not horizontally

A consistent visual identity is a great way to make you recognizable to your audience. Colors, fonts, stickers and formality are a good place to start



Most Instagram users (60%) watch Instagram stories with the volume on. Keep this in mind as it can be an asset or distraction if you're using video



If you're using videos, Stories only support 15 second clips at a time



# Using Instagram Stories

## Creating Polls and Boosting Engagement

Polls allow you to ask your followers a question with the option of 2 answers. When you use polls, engagement with your stories will increase as Instagram drives more attention to your story. You can also use this feature to find out opinions from your audience on your products!

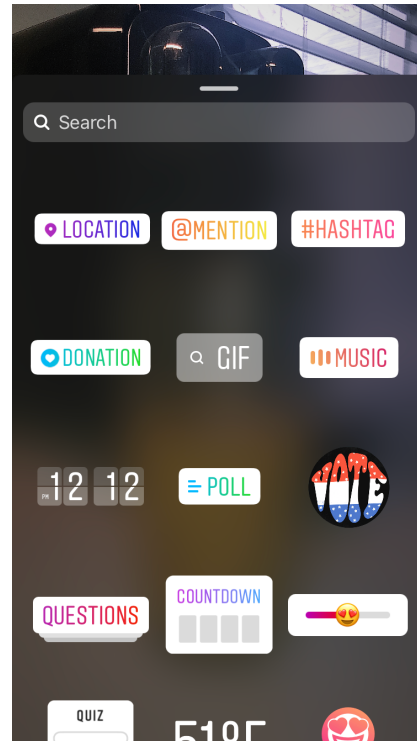
1

Snap a photo you'd like to share. Select the sticker button in the top right corner



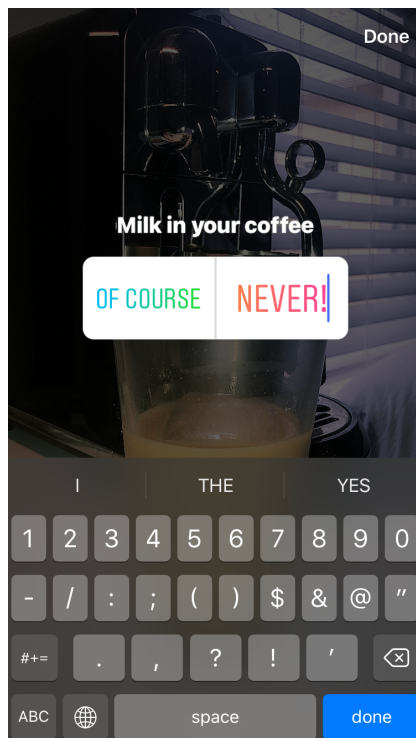
2

Select Poll from the options.



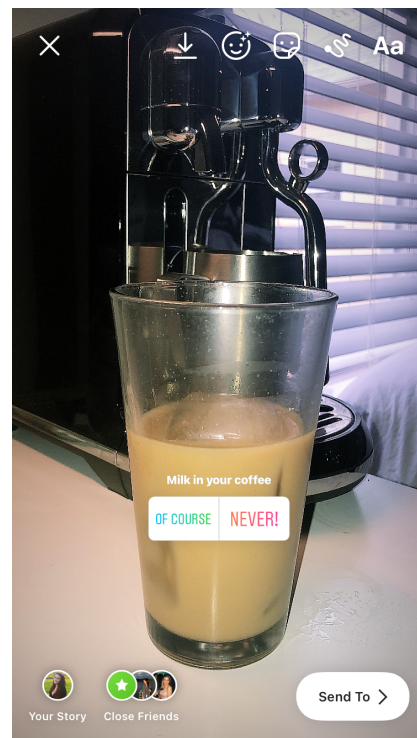
3

Add your question at the top of the box. The standard response options are Yes or No. These can be changed to fit your content!



4

Place your poll anywhere on the photo. To view the responses click on your profile picture at the top of your timeline .





# Using Instagram Stories

## Defining Stickers to Create Content for Stories

### LOCATION

Tag a location in your story to expand your reach. When users tap on it, they'll see a feed of other content with the same location tag.

### @MENTION

Tag another user in your stories, notifying them that you've done so. When someone taps on the sticker, they'll be taken to the tagged user's profile.

### #HASHTAG

Add a clickable hashtag to your story to help you reach more users or promote your own branded hashtags. When users click on it, they'll be taken to the hashtag's feed, just like if they'd searched for it manually.

### QUESTIONS

Lets you crowdsource ideas, feedback, and responses from your audience with an open-ended question.

### MUSIC

Add background music to your images or videos, letting you choose a soundtrack from Spotify.

### DONATION

Instagram allows eligible nonprofits and their supporters to raise money for charity directly on Instagram

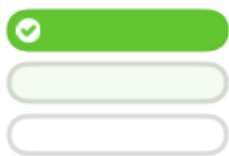
### POLL

Poll followers with a "yes or no" question, or change the responses so that users choose between two answers. Users click on the sticker to answer, and the results are calculated in real time. You can see who voted and what they voted for.



Ask users a question that they can answer with a slider (i.e. on a scale of 1 to 10). You can choose an emoji, and users will see the average after they give you their vote.

### QUIZ



Lets you share multiple-choice questions with your followers and track results. When one of your followers "votes" on your quiz, they can see if they got it right — you'll can see how many votes each option received and how each person voted.

### COUNTDOWN



Countdown to a moment. Tap to customize the name, date, time, and color. Followers can tap the arrow in the corner of the sticker to remind them or share your countdown to their story. When the countdown ends, you and everyone who turned on reminders for your countdown will receive a notification.



Are looping graphics from GIPHY that you can add to stories. They're not just fun and dynamic, but can be used to add animated calls to action to your stories (e.g. "Follow us", "Swipe up", etc.).



The temperature sticker is based on information from your device and your current location. Add temperature stickers to add context or a "behind the scenes" feel.



The time sticker is based on information from your device and your current location. Add time stickers to add context or a "behind the scenes" feel.



tap to take a boomerang. You can add emoji camera effects to your selfie and change the background color.



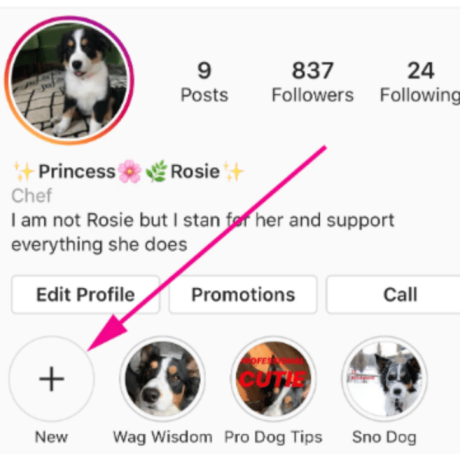
# Saving Instagram Stories

## And Creating Story Highlights

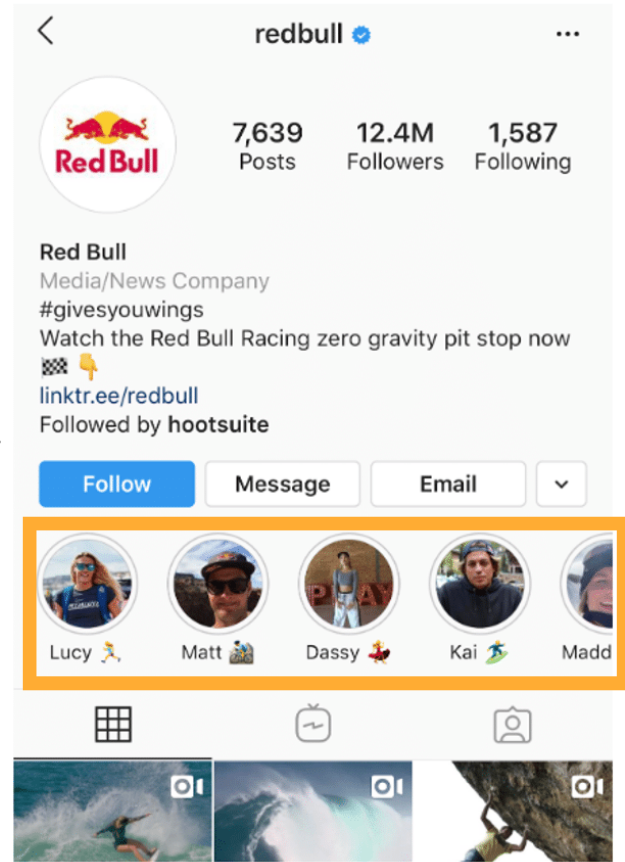
Located right below the bio section of your Instagram profile, they provide a polished look for your Instagram Highlights and draw attention to your best Instagram Story content.

### Creating Story Highlights

1. In your Story, tap Highlight in the bottom right corner.
2. Tap New to create a new Highlight, and type out a name for it. Then click Add.



You can also click the + under your bio to add an Instagram highlight



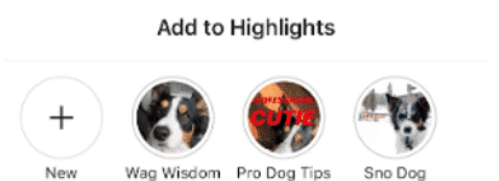
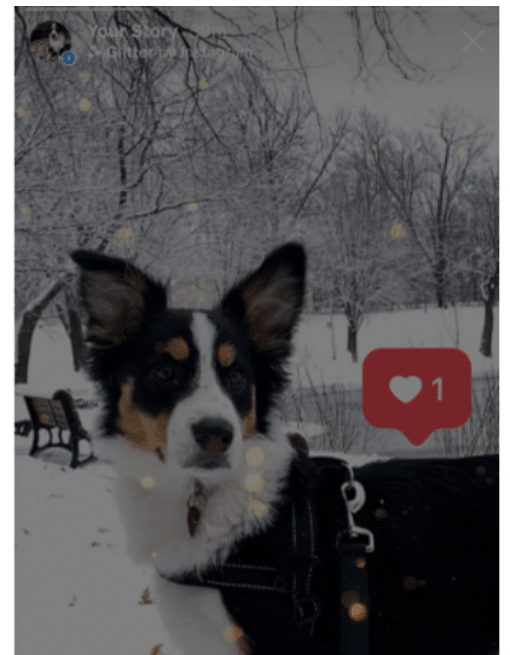
Don't forget to name your Highlight and give it a cover photo!

### Adding To Your Highlight

Next time you upload an Instagram Story, click highlight in the bottom right hand corner. Then, you can select which Highlight you would like for your Story to stay in.

### Highlight Categories

- Behind The Scenes:* give your audience a look at what goes into the production of your products
- Meet The Staff:* Who is preparing their item?
- FAQ:* Common questions about your products
- Reviews:* What other customers say about your products
- About Us:* The inspiration for your business and your story
- Products:* Highlight your products, give details, or a gift guide





# Adding Alternate Text To Images

Adding Alternate Text (Alt Text) to your photos makes your content more accessible to your audience. By adding alt text your posts can be read by screen readers to assist those with visual impairments. It also helps the Instagram algorithm direct your content to the users who would be most interested.

## Adding Alt Text To New Post

- 1 Start by taking a photo or uploading an existing photo to Instagram.
- 2 Choose a filter and edit the image, then tap Next.
- 3 Tap Advanced Settings at the bottom of the screen.
- 4 Tap Alt Text. Write your alt text in the box and tap Done.
- 5 Write your alt text in the box and tap Done.

## Adding Alt Text To An Existing Post

- 1 Go to the photo and tap the three-dot menu icon in the top right corner.
- 2 Tap Add Alt Text in the bottom right.
- 3 Write the alt text in the box and tap Done.

## What To Write

Alt Text is a tool for the visually impaired. From the Perkins School for the Blind: "Imagine someone is sitting next to you as you scroll through Instagram and they point at a photo and ask what it is. Chances are, you'll give them a one or two sentence description that is perfect for writing as alt text."

Focus on what you want people to remember about your photo. Write down only what's important. Make sure to include a keyword, if possible. This will extend your chances to reach your target audience on Instagram. If there is important text present in your image (e.g. a quote), write it in your alt text. Don't just copy and paste your caption