



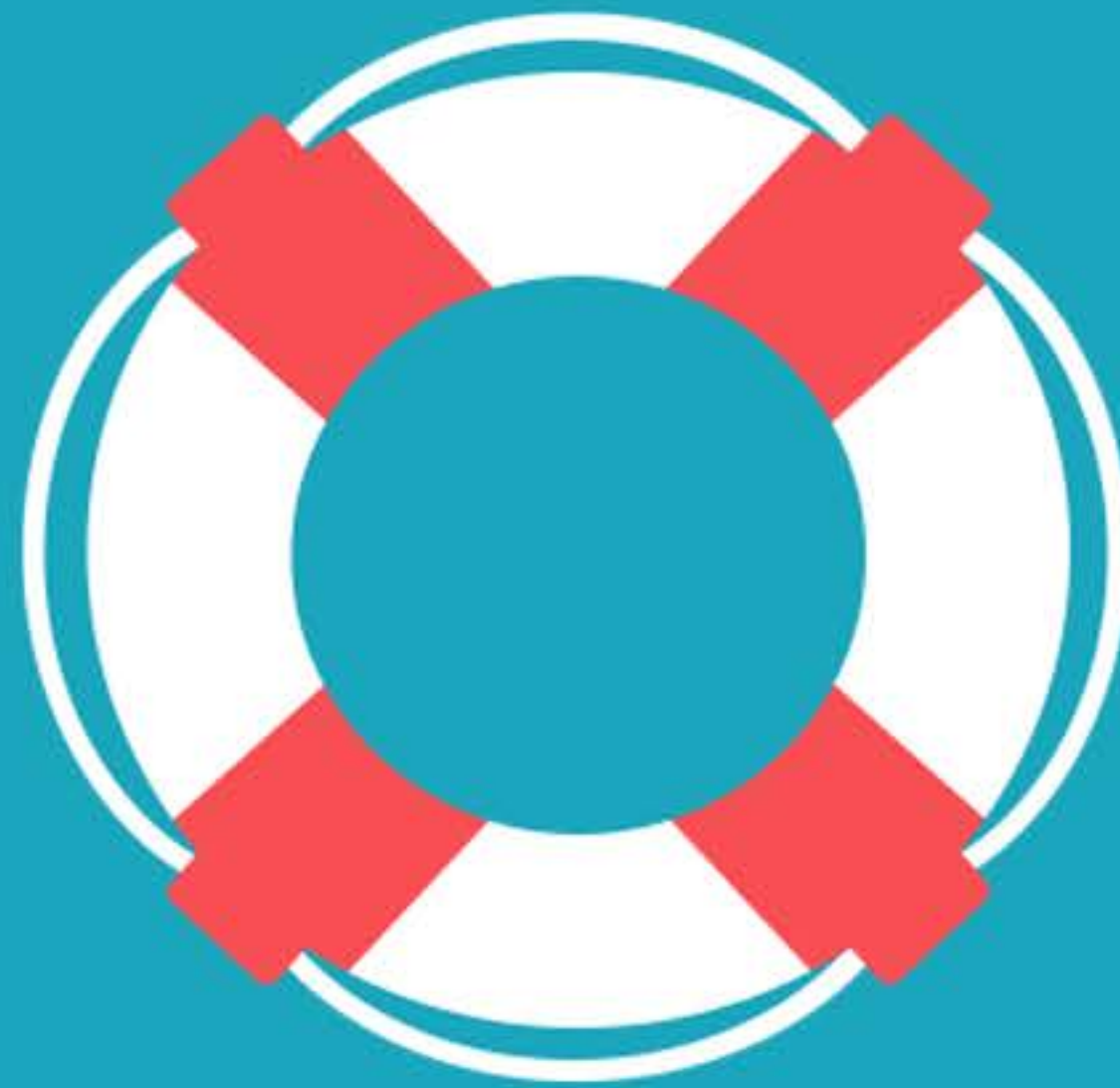
#InstaGalTips





InstagramGal Tip:

Actively post to
your account



1 to 2 times
a day is ideal



InstagramGal Tip:

**Use Instagram
to advertise sales or**



provide



**exclusive discount codes
that you can share as a**

Direct Message



InstagramGal Tip:

Use relevant
hashtags



boost your reach



InstagramGal Tip:

If you use
someone else's photo

you must
give photo credit

Use

@repost app



InstagramGal Tip:

**Check your
notifications regularly**



Instagram



only shows you

your last

75 interactions



InstagramGal Tip:

Be you

Be Authentic

Shine on
Instagram



InstagramGal Tip:

Make sure your
posts are **PUBLIC**

uncheck

“**Posts are Private**”

on the Edit Profile page



InstagramGal Tip:

Do NOT share
every **Instagram** post to

Facebook



or

Twitter

Give people a reason to
follow on **Instagram**



InstagramGal Tip:

When followers
comment on your
pages go to theirs
and show some

I♥ve back



InstagramGal Tip:

Instagram

is great for

Market Research



See what others



in your field are doing

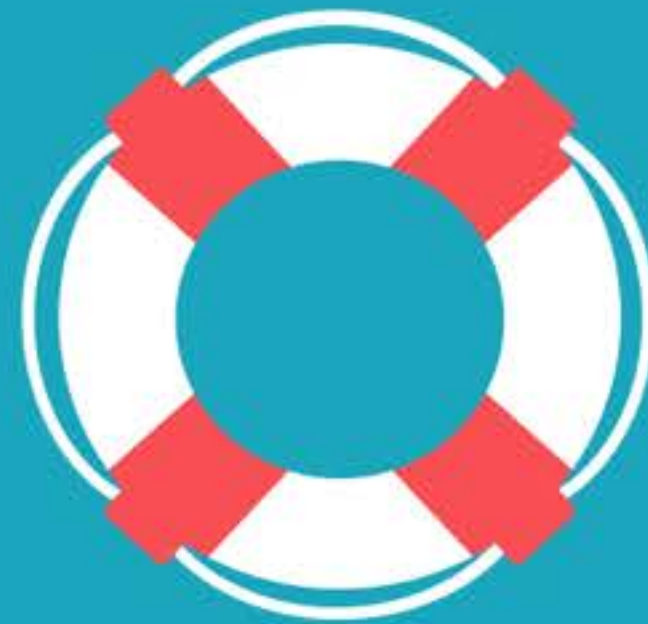
and get Inspired



InstagramGal Tip:

Connect to an Event

Search the event
before, during, and after

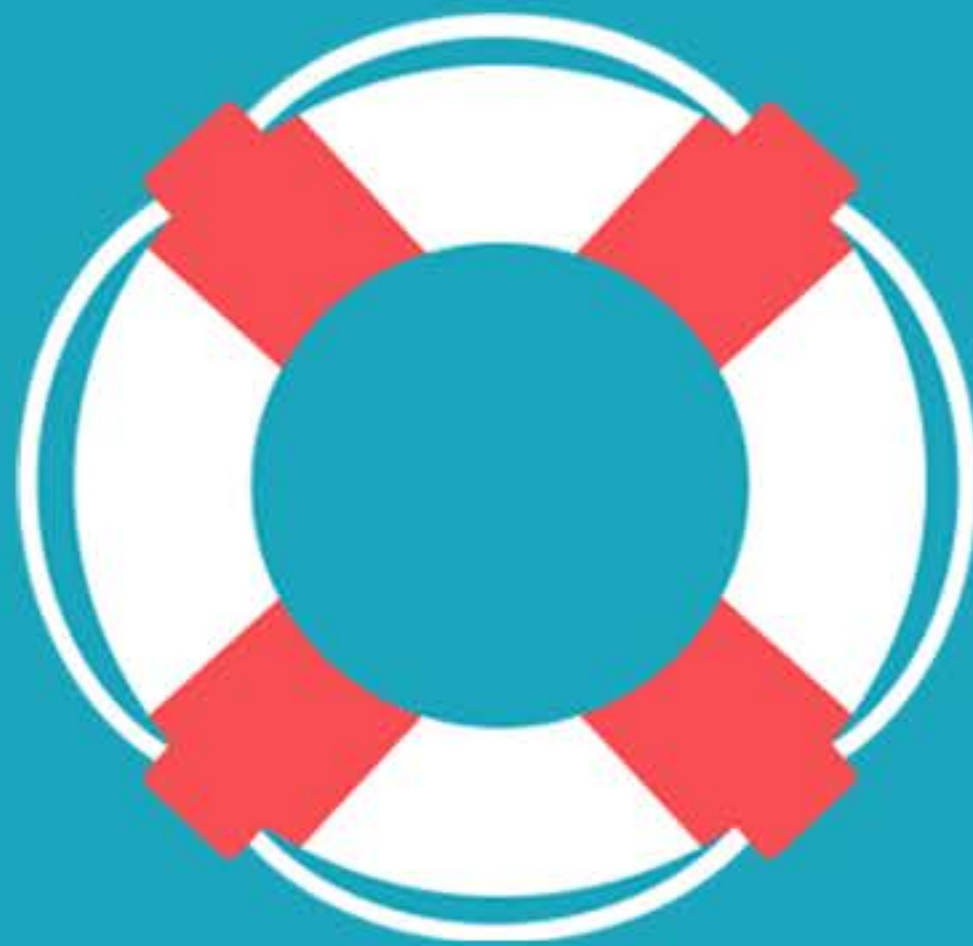


to connect with like
 minded entrepreneurs



InstagramGal Tip:

Create Buzz
for your Brand
Create your own
custom hashtags



#instagramgaltip



InstagramGal Tip:

Turn Super Fans

_____ into _____

Paying Clients

by engaging with their
content _____ on a

regular basis



InstagramGal Tip:

Press & hold down

camera button

and it will load

YOUR LAST PHOTO

from your



camera roll





InstagramGal Tip:

If you want to post

a pic full size on IG but it doesn't fit
go to photos

SELECT THE PICTURE

turn your screen sideways

TAKE A SCREENSHOT

now it will fit on **Instagram**



InstagramGal Tip:

When your employees
use Instagram,
have them use

HASHTAGS

that are relevant to your

🚶 BUSINESS 🚶



InstagramGal Tip:

You can **Now**
Direct Message

🚫 **your Fans** 🚫

on Instagram

#InstaAwesome



InstagramGal Tip:

Hashtag

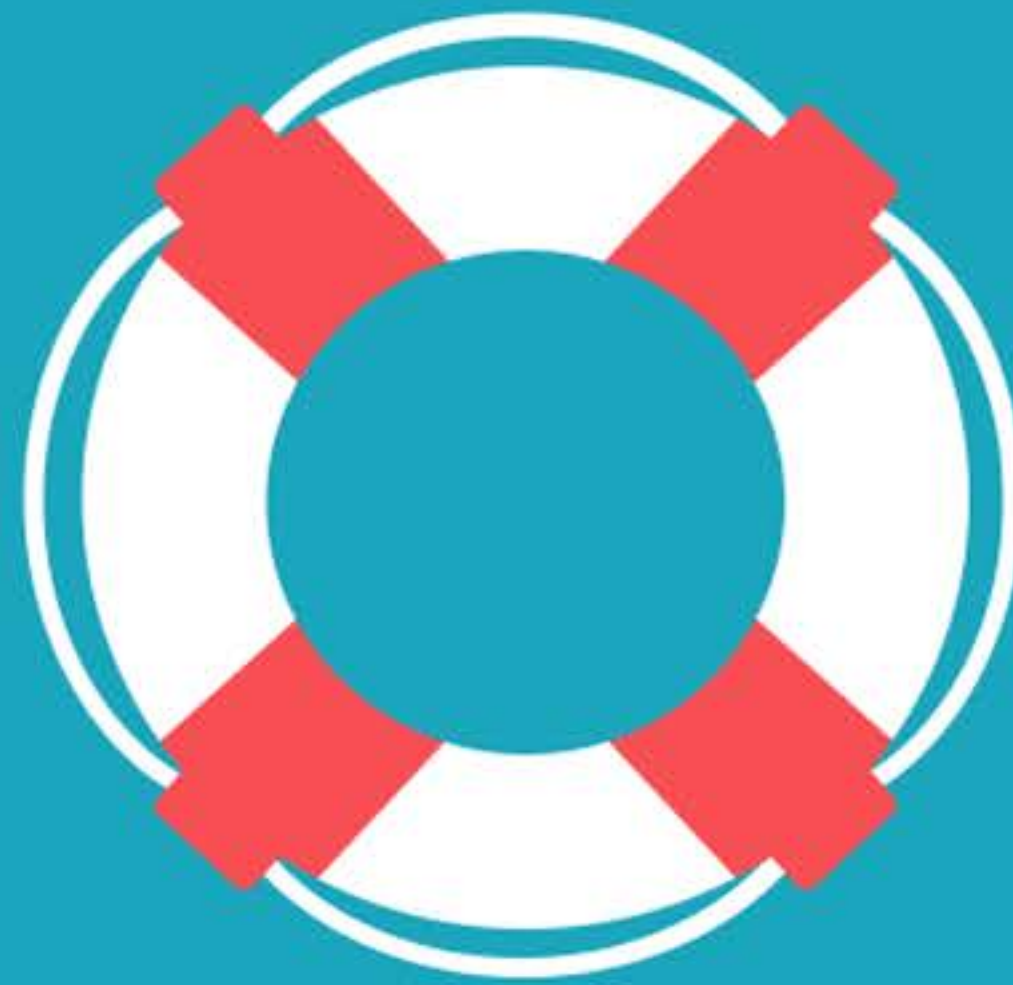
Keep it short, sweet,
and memorable

**the best hashtags are short
so they can be easily
read and recalled**



InstagramGal Tip:

You can change the **Url**
in your bio according



to what your promoting!



InstagramGal Tip:

How-to Videos

establish credibility.

They let a user know
that you are an expert
in your field



InstagramGal Tip:

The growth of your **network**
relies heavily on the
caption
of your photos, so
take the time to cultivate a
#hashtag strategy!



InstagramGal Tip:

There are **20 different filters** you can choose from in the exposure section of **instagram**. Each gives the photo a different effect, so experiment to find what you think looks best.



InstagramGal Tip:

In your **bio** be clear,

creative, and use

key words for your brand!

You have 150 characters

so use your words wisely!



InstagramGal Tip:

Building
an **email list**

is vital to business,
and you can use **Instagram**
to grow yours!



InstagramGal Tip:

**Tagging other users in
your posts makes**

them more likely to come over
to your

account and engage.



InstagramGal Tip:

In  order to get
the most out of **Instagram**
you must also  engage
in other peoples content
stay active



InstagramGal Tip:

There are three
different themed hashtags
you should know about

#ootd, #ff, #tbt!



InstagramGal Tip:

#TBT Throwback Thursday
is a great way
to show people
a little about your
past.



InstagramGal Tip:

#FF Follow Fridays

are a great way

to highlight who

you have been interacting with that

week!



InstagramGal Tip:

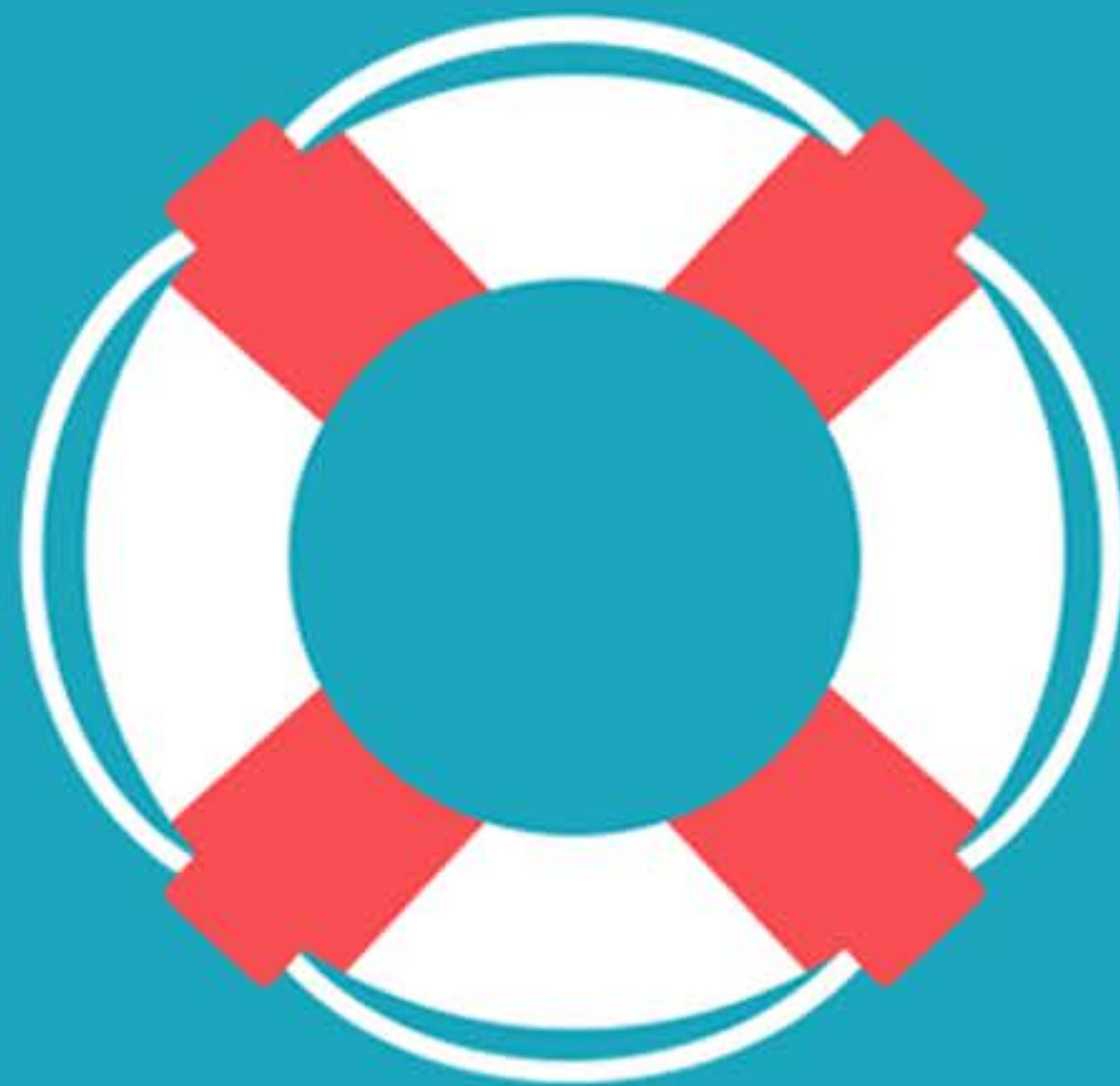
Use the
free @repost application
to shout out a user.

This is like the
retweet button on twitter!



InstagramGal Tip:

Statigram is a social media website that allows you to manage



and access statistics from your Instagram account.



InstagramGal Tip:

The **MENU BUTTON** is signified by the three dots



in the bottom corner.
This takes you to the
back end of an

IMAGE.



InstagramGal Tip:

THE
NEWS TAB button
is where you get updates
on your account activity
and what has been occurring
on your
P**OSTS**



InstagramGal Tip:

Click on the username
to see their account

Read their BIO

and if what they do
sounds INTERESTING to you,

FOLLOW THEM!





InstagramGal Tip:

TAGGING

on instagram is the same as
tagging on

FACEBOOK.

There are two **options**:



you can allow photos to be tagged
on your account automatically

or



you can request approval.



InstagramGal Tip:



To change your
PASSWORD

go to the account section
and click edit profile.

You will see a button that says
change password.





InstagramGal Tip:

If an account has
a huge following
it is unlikely that they
will see your post if you
@mention them.
Use both # and @ with
their account name
and they are more likely to
see YOUR post



InstagramGal Tip:

If you

SWIPE RIGHT ACROSS ►►►

a comment it will give
you a few options.

The ARROW ►

will allow you to
directly reply to a user.



InstagramGal Tip:

The backend options
for your own **POSTS**
are

DELETE

SHARE

COPY URL POST

EMAIL THE PHOTO

ADD PEOPLE



InstagramGal Tip:

in your list of followers
find someone who is

VERY ACTIVE

in your account;

their friends would most likely be

G   **D** **CONNECTIONS**

for you too so follow them!



InstagramGal Tip:

CONGRATULATIONS!

If you see a
star symbol *

on your image
it means it made
it to the popular page.



InstagramGal Tip:

Take the time to

FIND THE PEOPLE

to connect to and interact

with them by

DOUBLE TAPPING

(SHOWING SOME L♥VE)

and commenting on their posts.



InstagramGal Tip:

Using popular #'s
helps

INCREASE YOUR NUMBER OF
likes and engagement
on your post.



InstagramGal Tip:

In your bio

BE CLEAR,

Creative and use key words
for your brand!

You have 150 characters
so

use your words wisely!



InstagramGal Tip:

Use a
Hashtag #
to tag
an individual.

This increases your chance for
them to
see your post

#suebzimmerman



InstagramGal Tip:

Take the time to

FIND THE PEOPLE

to connect to and interact

with them by

DOUBLE TAPPING

(SHOWING SOME L♥VE)

and commmenting on their post.



InstagramGal Tip:

If you want to get
someone's attention

make sure you

DOUBLE TAP



their photos or videos.

You will be seen in their chat feed
for sure!



InstagramGal Tip:

Instagram is where you can

-  Attract you Ideal Client or Customer
-  Communicate with your target market
-  Show your Passion
-  Create a Visual Brand that is Memorable



InstagramGal Tip:

iWaterFree

is an **FREE** iPhone app that you can
use to add a graphic, text or
QR code to
watermark your
Instagram post.



InstagramGal Tip:

If someone unfollows you and
you really want to get them back
then go into their account
and re-engage in their post

by liking a lot of pics or
by commenting authentically.
