

INSTAGRAM BASICS


IVYSTONE

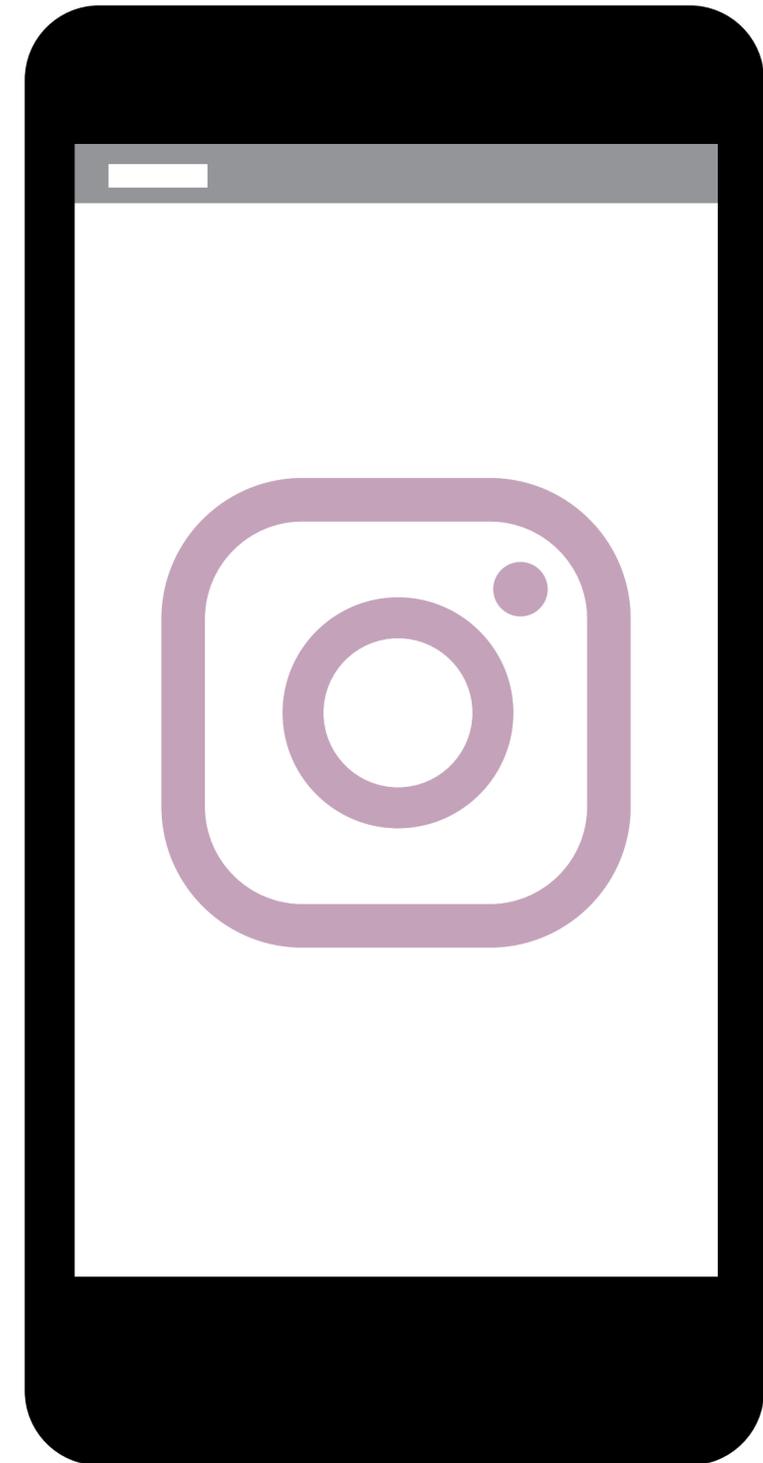
GETTING STARTED

Download the App & Set Up Your Account

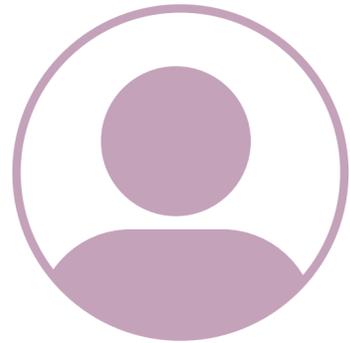
1. Go to the App Store on your phone
2. Type in Instagram & Download It
3. Open Instagram

Set Up Your Account

1. Open Instagram
2. Create Username



COMPLETE YOUR PROFILE



Add Your Name

Add your store name!



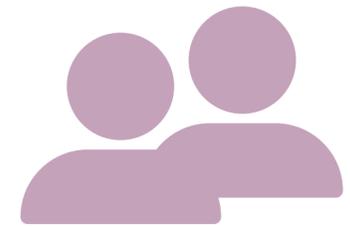
Add a Profile Photo

Choose a photo



Add a Bio

Name: Store Name
Username: (auto)
Website
Bio: A little bit about your store & where you are located.



Find People to Follow

Follow people you know!
Your Ivystone Rep,
Customers, Brands you
Carry, Etc.

WHO TO FOLLOW



Ivystonesocial | Your Ivystone Rep | Your Customers | Brands you Carry | Things in your Community

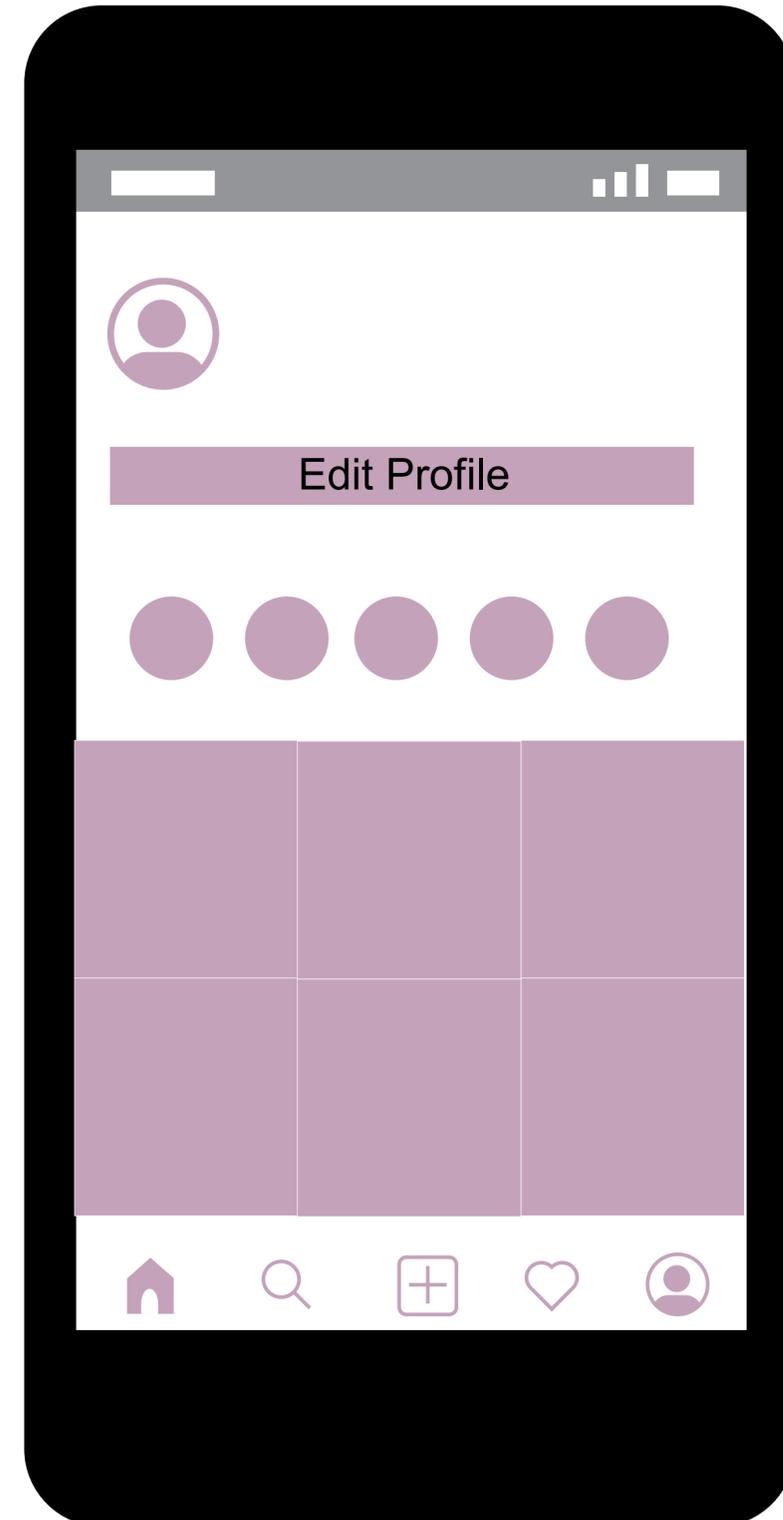
HOW TO POST

 Click on the bottom middle of your screen

1. Select an Image
2. Click Next
3. Write a Caption & use Hashtags
4. Tag People
5. Click Share

Posts with multiple images

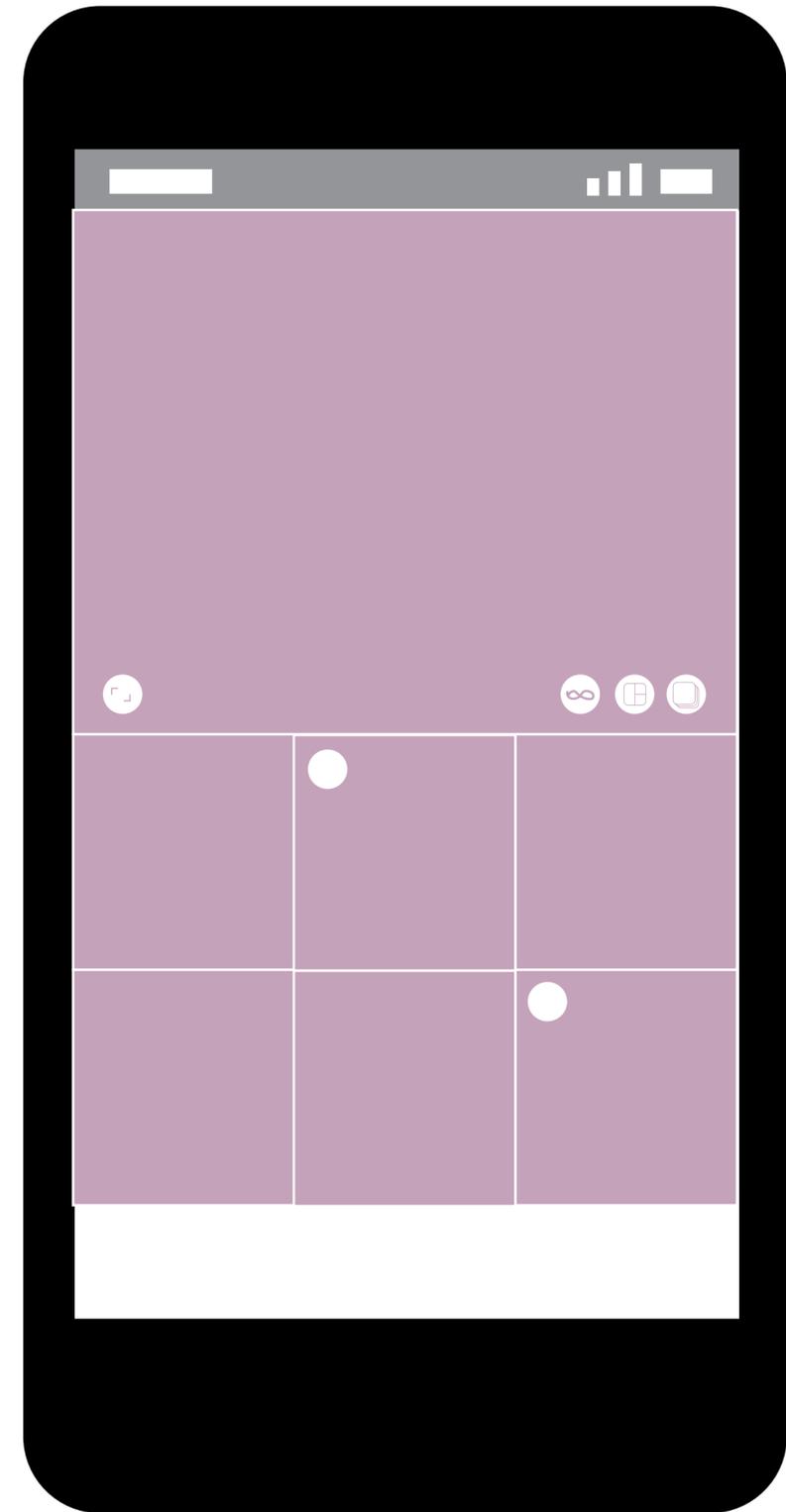
- Shop Local Messages
- Customers
- Product Pictures/Videos
- Pictures/Videos of You



HOW TO POST MULTIPLE IMAGES

-  Click on the bottom middle of your screen
-  Click on the circle to the far right on the main picture

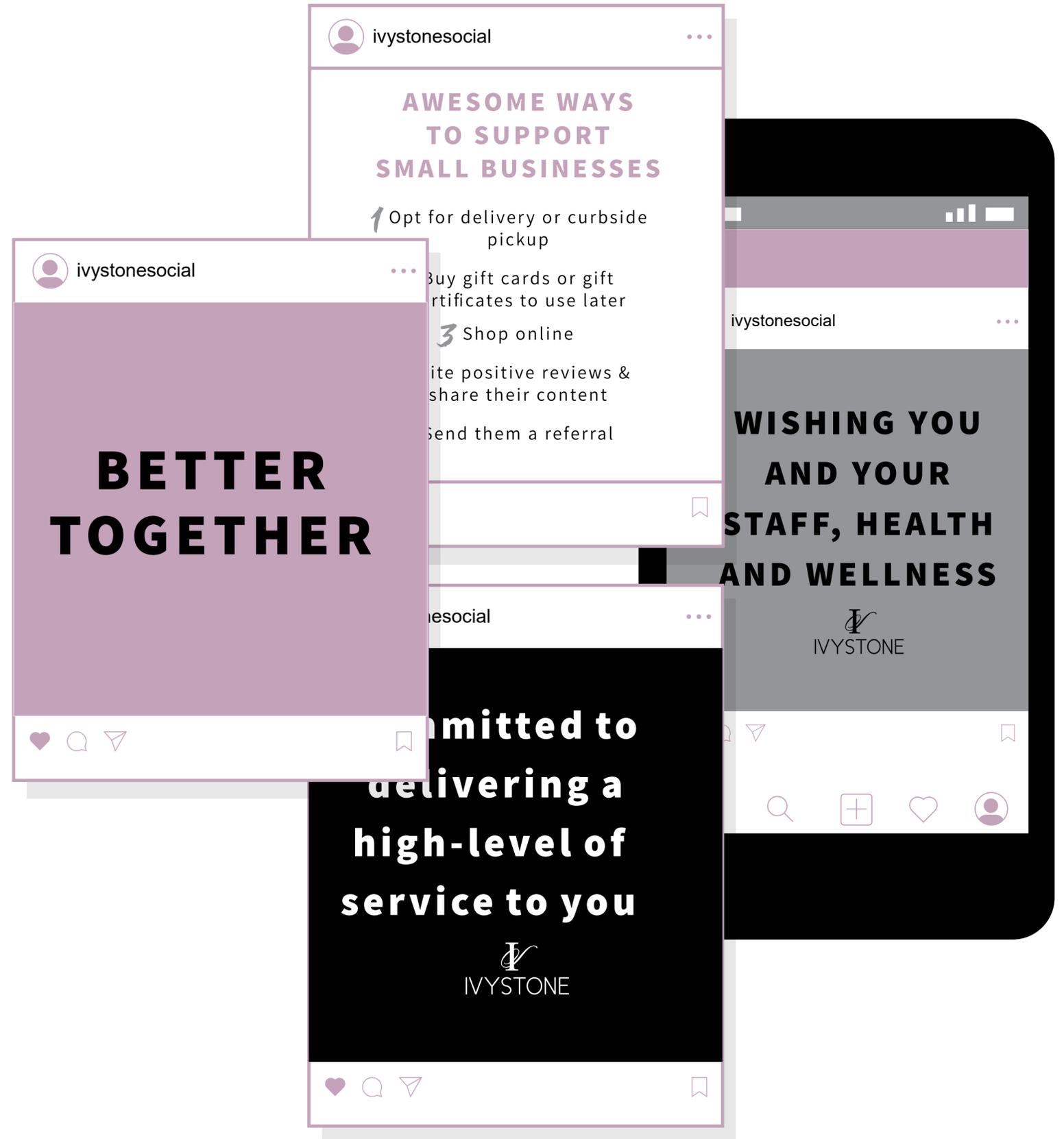
1. Select an Images
2. Numbers will appear on the images in the order they will appear
3. Click Next
4. Write a Caption & use Hashtags (more info on slide 10)
5. Tag People
6. Click Share



WHAT TO POST

Post Suggestions

- Pictures of Orders
- New Product
- Pictures/Videos of You
- Creative Ideas
 - Gifts
 - Puzzles
 - Soaps/Lotions
 - Baking/Pantry Items



PARTS OF A POST

1. USERNAME – Who posted it

2. Image/Video –What they posted

 Tap the heart or double click the image to “Like” the Post

 Where you can comment on the post

 How to share the post in your Instagram stories

 Save the post

 Additional Options



**#HASHTAGS &
@TAGS**

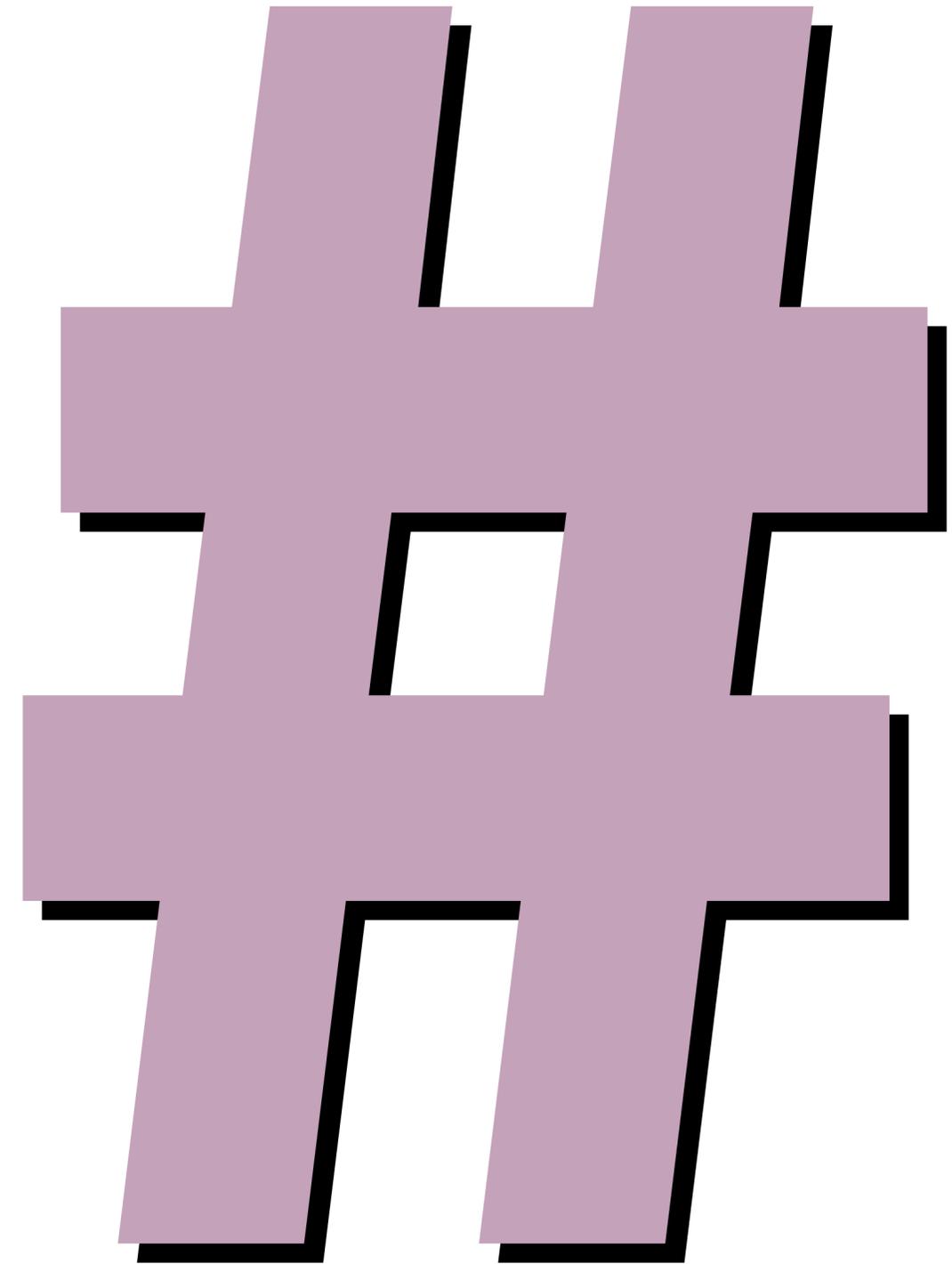
HOW DO I USE #HASHTAGS

You can add hashtags in the caption or comments of your post. If you have a public account and add hashtags to a post, the post will be visible on the corresponding hashtag page.

To tag a photo or video with a hashtag:

- Take or upload a photo or video
- Choose to add a filter, then tap Next
- Tap Write a caption... and type # followed by text (example: #ivystonesocial)
- Tap Share

Instagram hashtags are an effective way to get more eyes (and engagement) on your Instagram posts!



HASHTAGS WE LOVE

#bettertogether **#shoplocal** #shopsma

#IVYSTONESOCIAL

#supportsmallbusiness **#allinthistogether**

TAGGING PEOPLE IN YOUR POSTS

You can tag people in a photo or video!

To tag people as you're posting a photo or video:

- **After you've selected a photo or video and added effects and filters, tap Tag People from the Share screen.**
- **Tap on someone in the photo.**
- **Start entering their name or username and select them from the dropdown menu.**
- **Tap Done**

If your customer is following you and you are putting together a curbside pickup or drop-off order, tag your customer!



#IVYSTONESOCIAL

Please use the #Ivystone hashtag!

More likes = higher reach

Hashtags are an effective way to get more eyes (and engagement!) on your posts.

If you use hashtags, your post will be visible on the corresponding hashtag page – we have an #ivystonesocial hashtag page!

This will help us all get more followers, improve post engagement rates, and build a stronger community!

INSTAGRAM STORIES

SHARING IS CARING



Click the icon to share a post to your stories

Select Add post to your story

Tap the image to show multiple ways to view the post

Use the top icons to add to the post

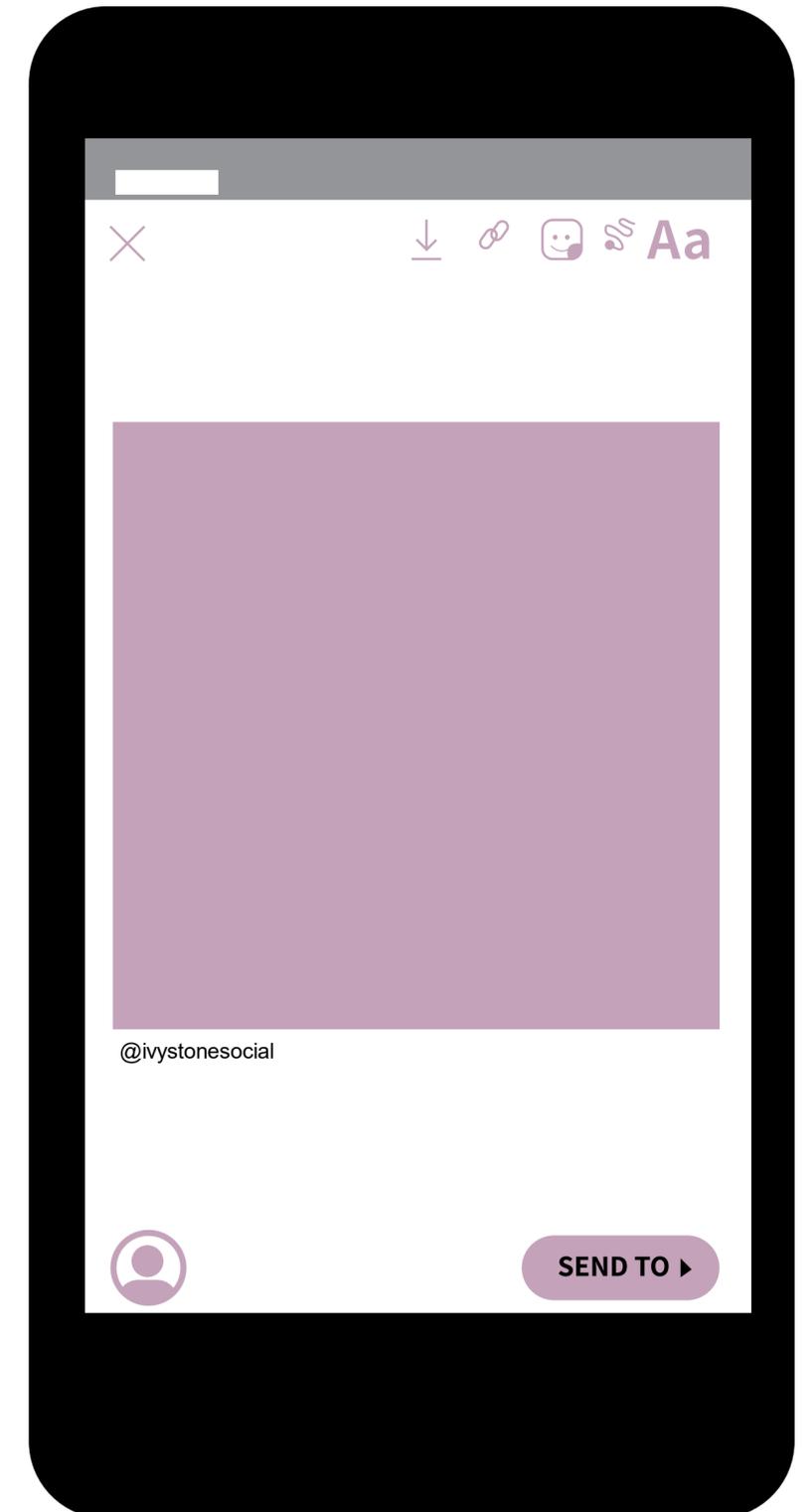
Aa Add Text

You can change the font style by clicking the top middle options (Typewriter, Strong, Classic, Etc.)



Add Stickers, Locations, @Tags, #Hashtags

Instagram Stories show for 24 hours

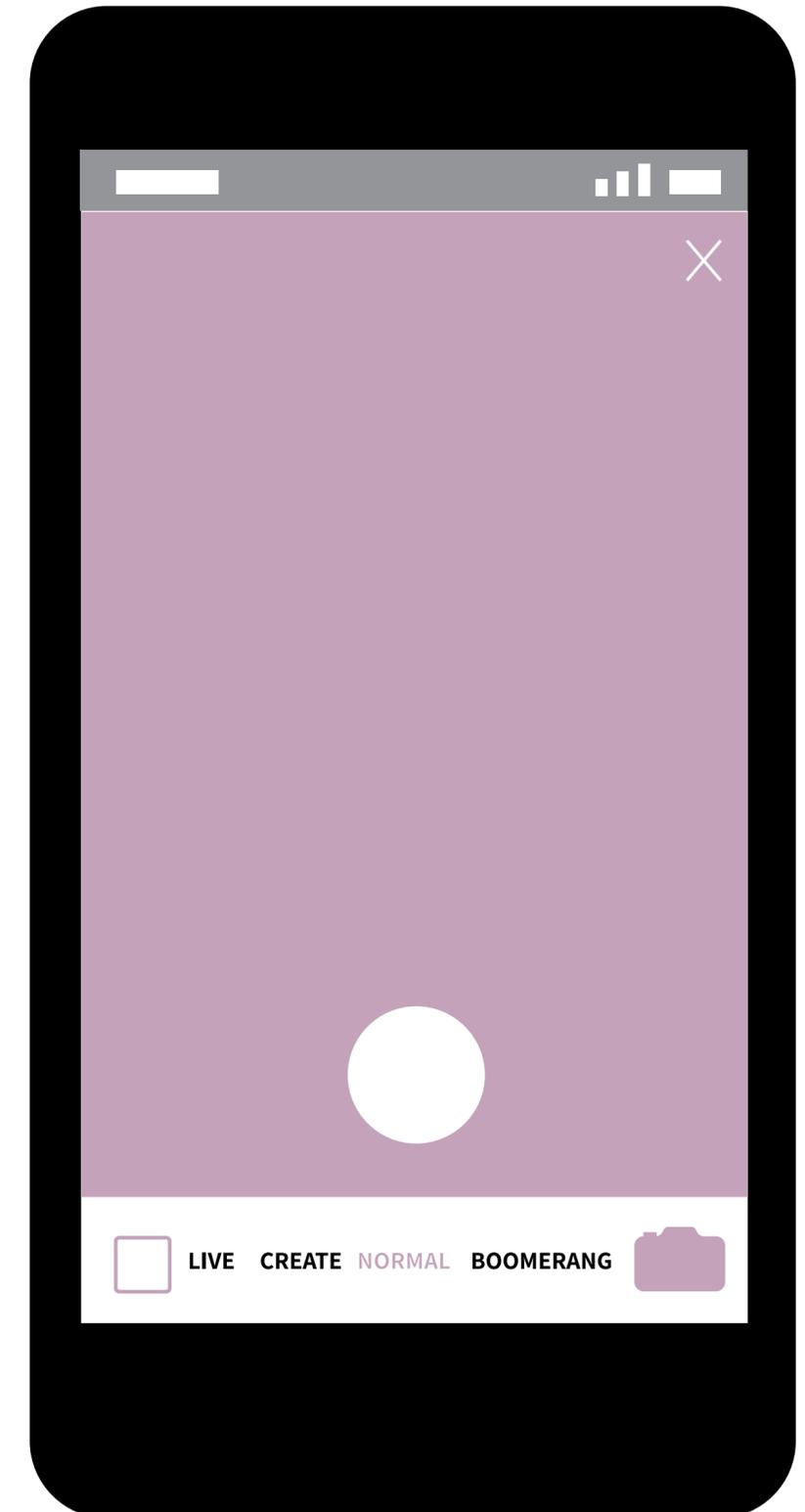


START A STORY

Swipe towards the right from your feed (must be on the home icon on the bottom) or tap the camera icon in the upper left corner

This will take you to the Stories composition section

- **Click the square icon in the bottom left to view your saved images**
- **Select Image or Click the Icon in the top right to select multiple images**
- **Use the top icons to personalize your story (see previous slide)**
- **Click Send To**
- **Your Story will be the first option, Click Share**



LINKING YOUR ACCOUNTS

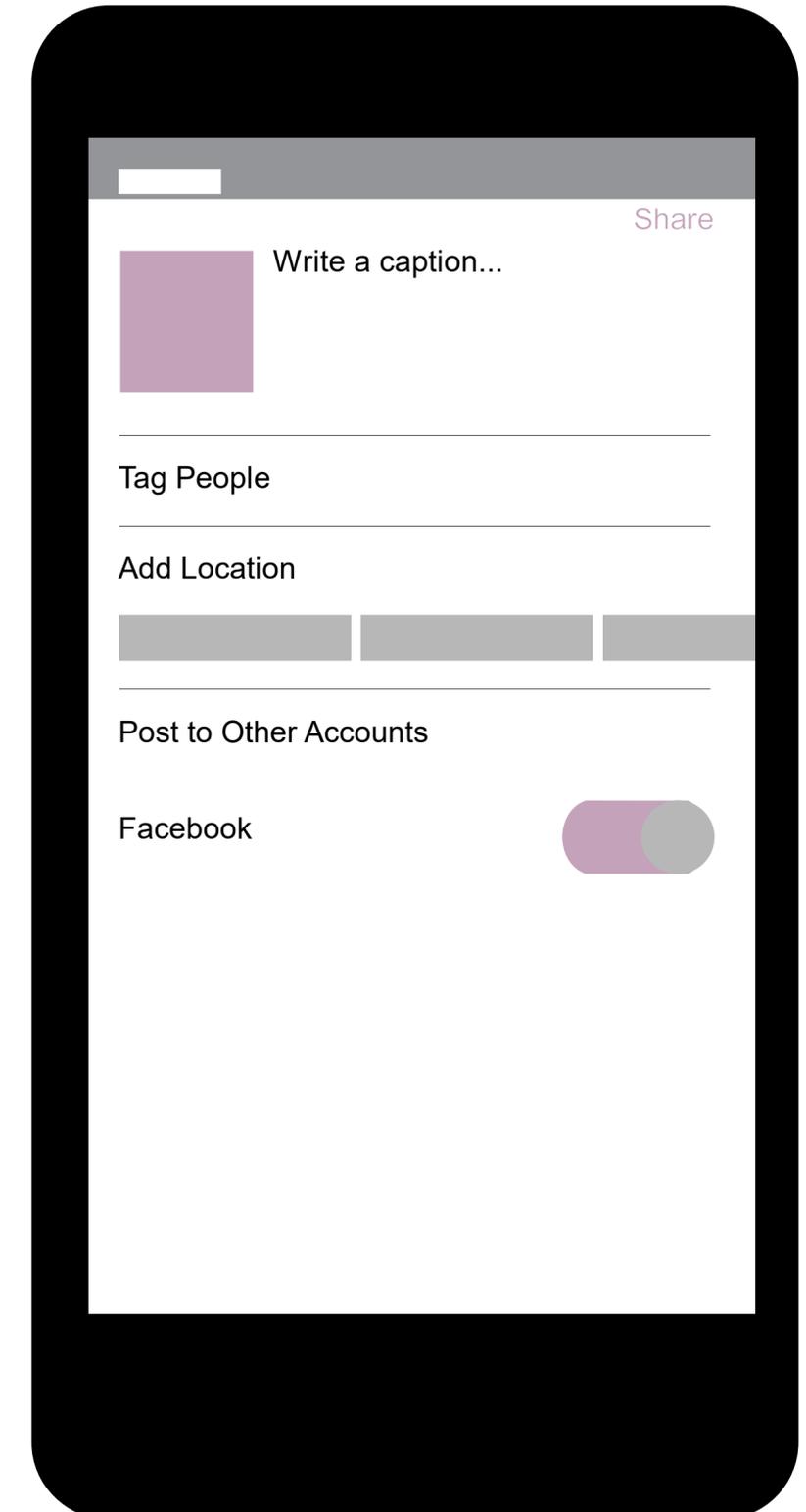
LINKING FROM INSTAGRAM

If you have both a Facebook & Instagram account, we strongly suggest you link them! When you post on Instagram, that same post will automatically be posted on your Facebook page!

- **Go to your profile and tap the three bars in the upper right**
- **Click on Settings**
- **Select Account, then click Linked Accounts**
- **Select Facebook and enter your Facebook login info**

After you link your accounts you will see a “Post to Other Accounts” option when posting. Make sure it is turned on.

Note: Posts can link from Instagram to Facebook but not Facebook to Instagram.



INSTAGRAM LIVE

WHY GO LIVE

Live streaming can generate a bigger audience.

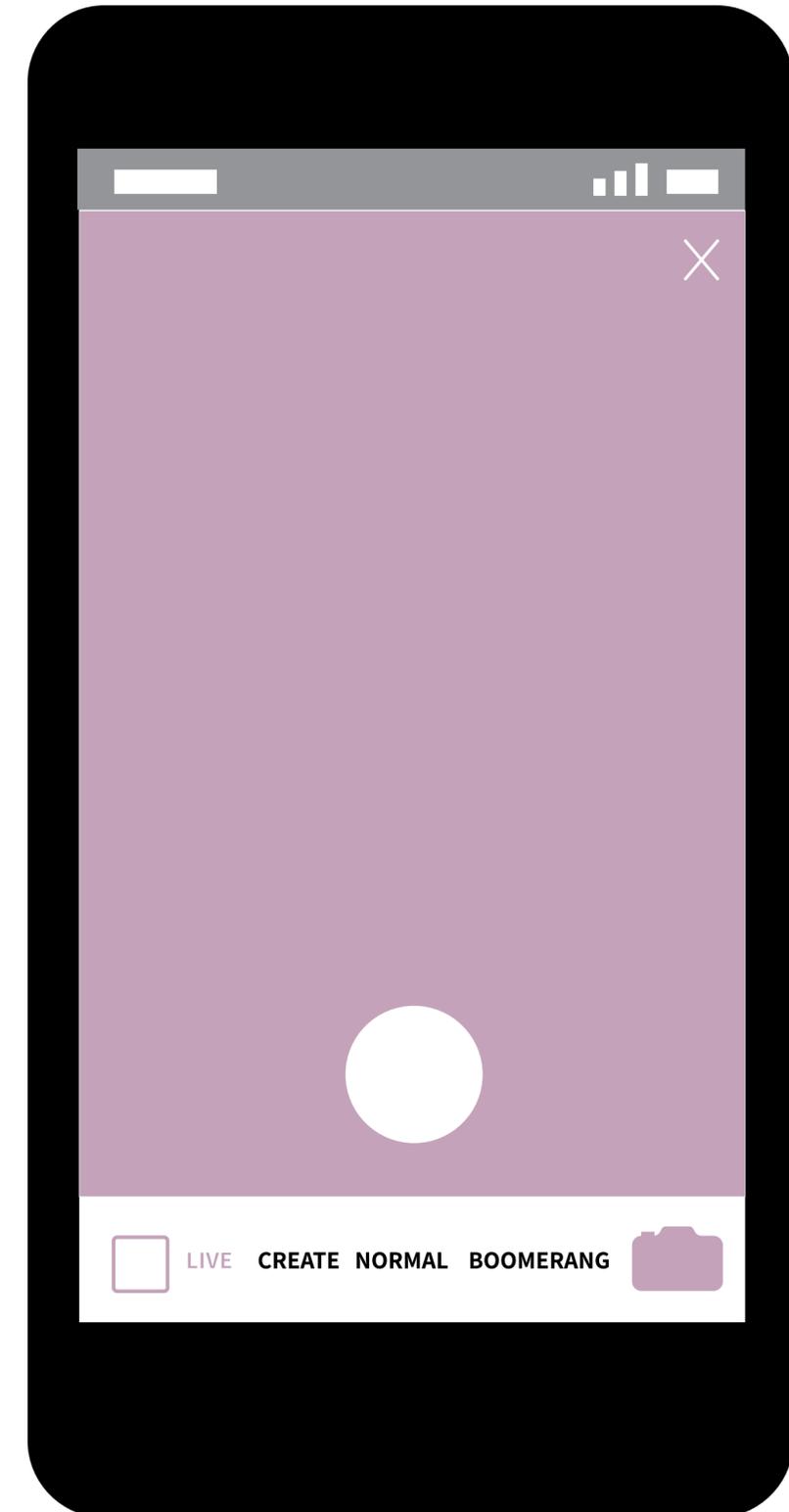
Live streaming gives you a more intimate space with your customers and encourages them to interact with you more often.

Going Live allows you to interact in real time with customers

Be creative when going Live, it could open new revenue streams.

HOW TO START

- **Swipe towards the right from your feed (must be on the home icon on the bottom) or tap the camera icon in the upper left corner**
- **This will take you to the Stories composition section**
- **Tap the “Live” option at the bottom of the screen.**



GOING LIVE

- Tap the **Start Live Video Button** to start streaming your phone's video feed
- Instagram will also notify some of your followers that **you're live**
- You can tell you're streaming live by the pink "Live" icon in the upper left.
- To the right of this is a viewer count, which tells you how many people are currently watching your stream.
- viewers will be able to comment on your stream. These comments will show up at the bottom of the screen

