

## Peacock Arts Trail 2021

### Social Media Training – Intermediate-Advanced

#### Instagram 201 & Stories School

##### Getting Started with Stories -

First thing to do is to switch your personal Instagram account to a business account if not done so already. This will allow you to see Insights (statistics) and have a shop.

Businesses can be very successful on Instagram as it is a really creative platform, and you can use the shopping feature to share products and get sales direct from your feed.

*Example of business using Instagram successfully: @tattly*

Your feed should be like your 'shop front' with lots of interesting visuals to catch people's attention. Try to post images of finished pieces to your grid with 'behind the scenes' images/videos to your stories.

You shouldn't include a 'call to action' with every single post as people will see it as pushy sales and switch off. It is important to build up a relationship with your customers. By connecting your business to your shop, people can always click through if they want to make a purchase.

##### Some Instagram Facts –

- 80% all users follow a business account and around 200 million look at a business profile every day.
- 60% of users say they learn about products and services on Instagram and check the app daily to actively find businesses and inspiration. It is a very active business community.
- You will find that if you have over 10k followers, your engagement will start to drop off.
- You can make sales without having huge follower numbers. It can be better to have a smaller community who are engaged in what you're posting, sharing and commenting.
- 75% of users take action after being inspired by a post.
- Audience demographic is predominantly young and female. This demographic is more drawn to videos (e.g. Tik Tok) so using stories is a good way to capture interest.

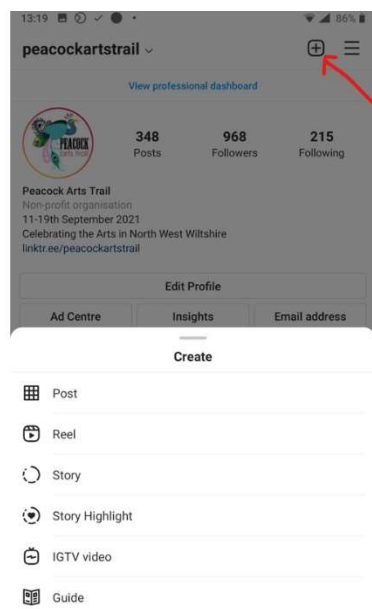
##### Instagram Stories –

Stories are a more casual way to share content and show who you are behind the scenes. They can elevate your creative game without you having to pay for a lot of production or make professional videos.

Examples of stories: your office/shop/workshop/studio, daily life, planning sessions, promotions.

These let people see what happens to your business without having to throw off the aesthetic on your grid.

To open stories, you can swipe right from your feed. Or, from your grid/profile, click the + symbol in the top right corner and select 'Story' to bring up the 'Create' menu...



### Left Hand Story Menu:

Create (Aa symbol) – click to start typing. Just text.

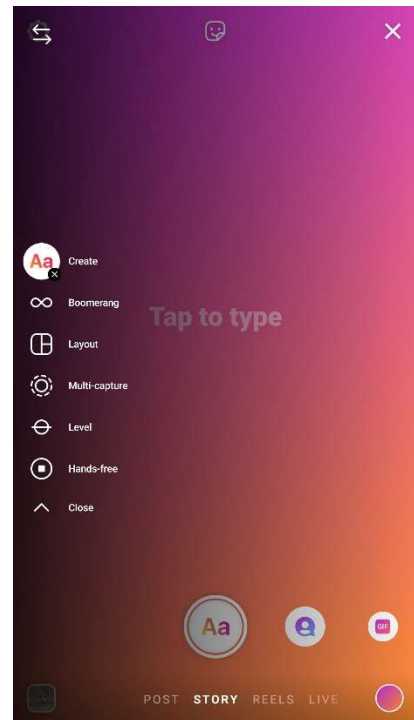
Boomerang (infinity symbol) – click to create a very quick video (1-2 seconds)

Layout (image grid symbol) – to post more than one image

Multi-capture (dotted circle symbol) – can take multiple images at once. Good for creating progress pictures

Level (circle with line symbol) – use to square up a picture.

Hands-free (record symbol) – short video



### Bottom Story Menu:

Camera (will show recent image) – allows you to pick a photo/video from your gallery.

Photo/record button (centre bottom) – is the selfie button for photo or video. Swipe left through the carousel of effects.

### Top Row Story Creative Menu

From right to left...

Aa – writing

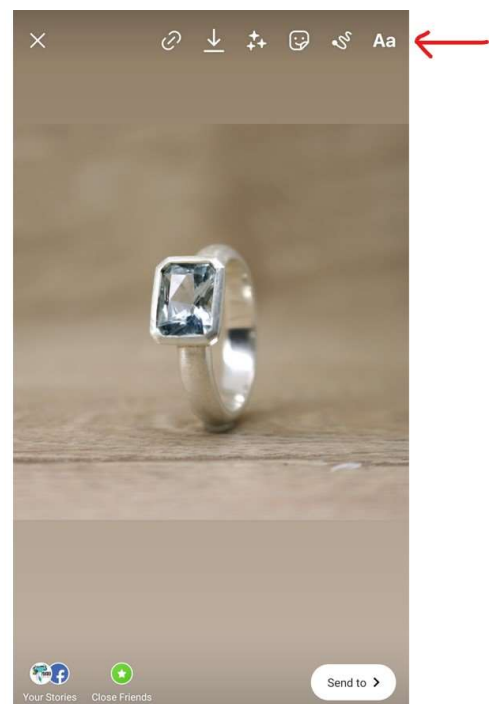
Squiggle – drawing

Stickers – the top 3 to use are location, @mention and #hashtag. Use at least 2 on every post if not all 3 (you can also swipe up to see this menu and browse more stickers, gifs, etc)

Stars - special effects overlaid on your post

Down arrow – to save your post to your phone's camera roll

Paperclip – to access branded content (don't worry about this unless you plan to pay for advertising)



## Some Fun Hacks –

### Reveal new products to followers

1. Tap on the squiggle symbol and select the drawing pen.
2. Select a colour.
3. Press on the screen and hold down until the whole screen goes the colour you selected (it will completely cover your image)
4. Go back to the squiggle menu and select the eraser tool
5. Erase a small section to 'reveal' part of your image.
6. If you use the downward arrow to save each stage of your 'reveal', you can then upload to stories either one at a time to entice people to keep following, or all in one go.
7. If your phone enable screen recording, you could record yourself erasing and upload the video.



### Rainbow colour effect

1. Select the Aa symbol from the top menu and type some text
2. Tap on the text and highlight it all
3. Press and hold on the colour wheel to see the full colour palette
4. Press a second finger down and drag across the colours to change the text into rainbow words.

(Peacock HQ has not actually managed to do this yet – it's tricky! Let us know if you manage it by tagging us on a rainbow story!)

### Stories Tips and Tricks

1. Stickers – polling stickers are useful for getting real time feedback, e.g. on new products/services. From your story, swipe up from the bottom and find the 'Ask A Question' sticker. Overwrite the question text and the answer text (will default to yes/no) to customise. Businesses often use to inform development of their products. Can be useful when your followers have plateaued and you want to build a bigger audience.
2. Archive – all of your stories are automatically saved in your archive. To view, go to your profile, select the 3 lines menu in the top right corner, and tap on 'Archive'.
3. Highlights – once you have posted a story, you can go back into the story and click on the heart symbol in the bottom right corner and save the story to a folder. These folders are the circles that appear at the top of your grid. If you delete a highlight it will still be in your archive.

4. You can't share other people's stories that you haven't been tagged in. You can share posts from your feed without having been tagged by clicking the paper aeroplane symbol.
5. You can share reels to stories – if your reel (or any other video) is longer than 15 seconds, Instagram will automatically divide it up into multiple stories.

### **IGTV, Reels, Videos & Live Content –**

Live content is a great way to connect with your audience and is prioritised by the algorithm. As soon as you 'go live', Instagram tells your audience direct rather than them having to scroll and find you.

*NB. If you link your Instagram account to Facebook, you can choose whether to go live on both or just Instagram.*

You can use Insta live to launch a collection, make an announcement or simply show you creating (you don't have to have your face on camera!). By connecting regularly in real time you can instantly answer customer's questions.

### **IGTV –**

Is Instagram's version of YouTube and can be used for long form, edited videos.

Can be pre-recorded and up to 60 minutes.

Can be popular for recording yourself working and then speed up the video to show a time lapse.

Can be vertical or horizontal video.

### **Reels –**

These are short videos, either 15 or 30 seconds, with music.

Can be used to communicate key messages or information.

Can also be used for timelapse videos.

You can hide reels from your grid.

### **Instagram Shopping -**

To set up Instagram shopping, you must have converted your personal profile to a business account. Once you've done that, go to Go to profile>settings>business>set up Instagram shopping and 'enable'.

Instagram shopping is a free service which allows you to tag specific products in a post. Your followers can then tap through to be taken to your shop/website.

If you already have an eCommerce shop on your website, e.g. Shopify or WooCommerce, you can automatically link it up so that Instagram will pull through all of your products. You can then tag those products when you post an image of them on your grid.

If you don't have an online shop, you can set up a shop on Facebook which you can then link to in Instagram.

Make sure that your tag is actually on the product rather than pointing at nothing and if you can, use 2 tags for higher engagement.

Stories are useful for driving customers to your shop, so you can keep the selling aspect off your grid.

## Action Buttons –

An additional or alternative tool to your shop is to use an action button.

From your profile, tap 'Edit Profile' and select 'Action Buttons'. This gives you 3 options to allow your customers to book or reserve. Useful for events/teaching rather than products.

## General Advice on Using Instagram -

### Create Conversation

Try to actively engage with your audience to keep it active and growing. Ensure you always:

- Reply to comments (good or bad!)
- Thank people for their messages
- Ask questions when you post. But it must be a relevant question for people to respond!

Posts that have lots of comments and shares are prioritised over those that just have 'likes' and will be shared more widely.

When responding to comments, you can use gifs and emoji's without affecting the algorithm, BUT by replying with a message you are more likely to get another comment. More replies = more engagement = the algorithm sees you as more influential.

### The dreaded algorithm

The algorithms don't share your content to every single one of your followers – you have to keep posting regularly so more people see your content. The reach of your posts will depend on the initial reactions to it – if a post is liked/shared/commented on, it will be shared to more of your followers (unless you pay for advertising).

2-3 visitors to your posts are non-followers and it takes around 8 interactions before someone acts on your post (like/comment/share/bookmark). The 6 most recent posts on your grid are the first that people will see when they discover you and is how they decide whether they want to follow you or not.

Many businesses have a theme for their grid to keep a consistent vibe to their shop window.

*Example: image 1 = finished product, image 2 = text/graphic, image 3 = your hands making.*

*Example: image 1 = landscape, image 2 = portrait...and repeat.*

Ideally you should post a picture of yourself around every 6 photos as these tend to get more likes. If you don't feel comfortable with selfies, you could have a set of photos (professional or otherwise) which you can re-use. It doesn't have to be perfect, it just has to be *real*. People buy people.

To drive traffic, try to spend around 15-20 minutes a day posting and interacting at key times. Timing will vary depending on your business, but generally evenings and weekends are a good time to post when more people will see it.

Younger followers may not currently be your target audience, but bear in mind these are the next generation of people making luxury purchases and so it is worth building up trust with this demographic.

Younger demographic tend to get fed up of being sold too in the feed – can easily come across as contrived. By using stories, you can build a more personal connection which will direct followers back to your grid.

## Hashtags

Used well, hashtags can get you discovered and help you to find a new/better community of followers for your business. Allows you to be more specific and document your brand.

- Check your Insights to see how people found you and via which hashtag.
- Use a variety of hashtags – some that are very specific to your product and others that are more general/industry based.
- There are apps available which allow you to research hashtags that may be relevant to you, e.g. Hashtag Expert (Apple) and InTags (Android).
- Look at the hashtags used by people you follow – competitors, galleries, shops, campaigns.
- Search bar – type the word you want to tag, e.g. teaching. Scroll down and find the variations. See how many tags are associated with that word/phrase and see if people are commenting and engaging with posts with those hashtags.
- Use hashtags that have a few hundred uses, but not those with millions – these are too big and you are unlikely to be seen.
- Keep a list of relevant hashtags in either a notes app or a Word doc to copy paste from each time you post. Though don't post exactly the same set of hashtags every time as Instagram will consider that spamming and not show your content. It's fine to have ones you use regularly, just mix them up.
- 10-12 hashtags per post is optimum, though you can add up to 30.

## Branded hashtags

e.g. #peacockartstrail2021

This is specific to you and your business, or can also be used to promote a specific campaign.

- Users can follow a hashtag feed
- By encouraging others to follow and use that hashtag, you gain access to thousands of people talking about you without you having to follow them. This is free promotion for you, saving you time.
- You can share posts with your hashtag to your stories, generating more content with minimal effort

The only issue with a branded hashtag is that you don't 'own' it, so other people can use it for their own marketing. It is therefore worth doing some research on your chosen hashtag and making it quite specific to you so that other users are less likely to use it for their own purposes.

## Summary –

Your aim for both your business and the Peacock Arts Trail, is to create a shareable experience. For example, ask followers to do something and then tag you. This is called user generated content. Encouraging users to share in your brand increases your reach and engagement.

Remember that you don't have to use all of the tools available - think about what you want to use each element for and whether it works for your brand. For example, reels might not be worth the time/effort for you if you're not looking to attract a younger audience. Be strategic.

Getting the 'right' kind of followers does take time. There are ways of improving your efficiency – planning and scheduling – but converting interest to sales takes time to build up.

Your initial strategy should be to get your content right rather than gaining followers or sales. Your aim is to increase your engagement, which is how many people actually acted on something you posted (like/comment/share/save).

NB. When using Insights, 'Engagement' is the main success measure. Your 'Reach' is how many times your post has been seen. 'Impressions' are the amount of times content COULD have been seen by somebody.

### **Resources –**

Later – is the Instagram approved app for scheduling posts. Has useful functionality, such as being able to rearrange your grid posts. You can also set it so that it automatically changes the link in your bio depending on what you've posted.

Linktree – popular on Instagram as you can have one link on your bio which then takes the user to multiple links to your website/shop/campaign. BUT it is now winding down and not as useful as other tools as it doesn't track analytics.

Creator Studio and Facebook Business Suite – you can create/schedule posts to both Facebook and Instagram in one place. Each post can be tweaked slightly so that you can add hashtags to your Instagram post but not your Facebook post (hashtags are less relevant on Facebook)

Squarefit (Apple) – shrinks border to fit your image into a square.

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