

Making Instagram Work for Your Business



SOCIAL MEDIA TIPS

By Theresa Mintzer

It is important that your Instagram account is set up as a business profile. With that, you will have access to Insights, a tool to help you understand your audience and the effectiveness of your posts, Stories, and IGTV. That information will help you grow.

Check out your Insights to see how your account is performing. Here are some things you can see there:

Activity

- Impressions
- Profile Visits
- Email Button Taps
- Call Button Taps

Content Interactions

- Posts
- Stories
- IGTV

Audience

- number of followers
- demographic information such as location, age gender, and active times

Note that if you have under 100 followers some of the above information will be limited. If you are a local business, the demographic details will help you determine if your efforts to reach local customers are successful.

You can also view Insights on individual posts. This will let you see if someone has clicked on your profile from the post and how the hashtags from that post are performing. For local businesses, remember to use some local hashtags, like local towns or local sights. Another thing to note about hashtags is that you don't want to use a hashtag like #inspirationalquotes, there are 29M posts associated with that hashtag. Try #inspirationalthoughts (290K posts) or #inspirationalposts (83.3K posts). You have a better chance of being seen from the hashtags if they are popular but not too popular.

All of this information will help you develop an Instagram strategy to help grow your business. Instagram is less formal, so have fun. Post amazing pictures of your business and behind the scenes Stories.

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