



## 10. How Set-up Your Personal & Business Instagram Pages

### Download the Instagram app

- This is not something you can create on your desktop. You will need to go to the iTunes or Google Play store and download Instagram.
- Create an Account
- Use your business email to create the account
- Deciding on a User Name and Password
  - Your username can be personal (@DaveMoon) or directly refer to your business (@BlueCowMedia). It's really your choice. The only 2 caveats I will share are that your username for this business account should be personal and it should add to your brand. It should complement your business. Remember, Starbucks was just a weird word, until the day it meant premium coffee. Starbucks only became synonymous with premium coffee once people understood and appreciated what they were selling...premium coffee. Your customer service can make any name you choose synonymous with your Business...assuming you provide a first-in-class experience for your clients.
- Start Following Accounts
  - You can start following accounts if you want, or you can skip this step and return to this at a later time. It's totally up to you.

### Personalize Your Page

- Find a picture of yourself for your page. Again, the same direction holds true here. The only limitation here is that the picture needs to be representative of you. You don't need to be standing in front of a home, arms folded, while you are leaning against a yard sign. In fact, I would hope you don't do this. Choose the best picture of you and go with that. Too embarrassed to decide which picture to use, let a friend, spouse or sibling pick your best picture. If they like it, others will too. It will probably be the best representation of who you are as a person. We want personal and authentic, not stuffy and boring. If everyone else is doing the sideways, arm-crossed, fake smile, we will not be doing that. We want to stand out, not blend in.
- Make Your Personal Account A Business Account
  - Because your Facebook Business Page is already set up, you should be good to go. If for some reason you got excited and skipped ahead and have not yet set up your Facebook



Business page, [CLICK HERE](#). You NEED to go back and set up your Facebook Business Page before proceeding.

- In the upper right corner of the screen, click on the Menu button.
- Choose the option “Try Instagram Business Tools”
- Click through until you are asked if you want to connect your Facebook business page.
- Grant Instagram permission to manage your Facebook page.
- That’s it. Your Instagram Business page is good to go!
- Add business information to Your bio section
- Make sure you are on your profile page by clicking the photo in the lower right portion of the screen.
- Click the “Edit Profile” button and provide your Business’ information including a brief description, website, email, phone and basic page information.

## Follow the Instagram Social Media Calendar

Start creating content EVERY SINGLE DAY so that you can start building your brand!

When posting on Instagram, utilize hashtags so that your content can be found more easily by the people you want to engage with.

- Utilize the Content Library for ideas on what to post
- It’s always best to make content specific for each platform, however some content is better than no content.
  - For that reason, if you need to post the same content on Instagram and Facebook, go for it! Just post content!!!
- Check out this great article all about hashtags from Hootsuite:  
<https://blog.hootsuite.com/instagram-hashtags/>