

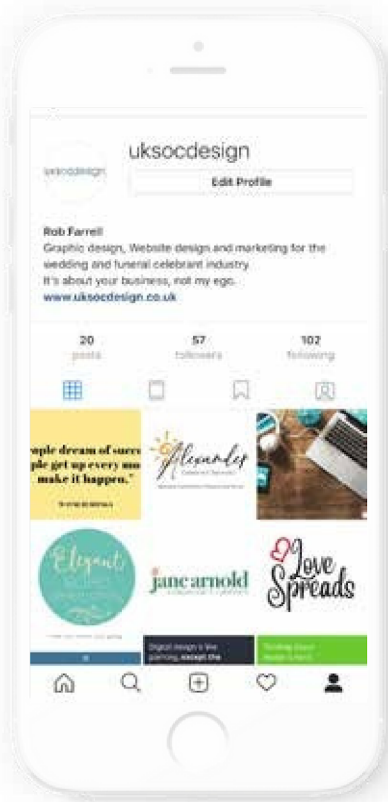


**CELEBRANT MEDIA**

FOR YOU, FOR EVERYONE.

**Why Instagram?**

## Why Instagram?



People come to Instagram to be inspired and discover things they care about, which includes content from brands and businesses.

**60%**

of people say they discover new products on Instagram.

**200 million+**

Instagrammers visit at least one business profile daily.

**80% increase**

in time spent watching video on Instagram.

**1/3**

of the most viewed stories are from businesses.

**Starting an account is quick and easy.**

Set up an Instagram Business account to give people more information about your products, service or business.

### Step 1: Download and launch the app

Download the Instagram app for iOS from the App Store, Android from Google Play store or Windows Phone from the Windows Phone Store. Once the app is installed on your mobile phone, tap to open it.

### Step 2: Let us know who you are

Tap Sign Up, then enter your email address and tap Next, or tap Log in with Facebook to sign up with your Facebook account.

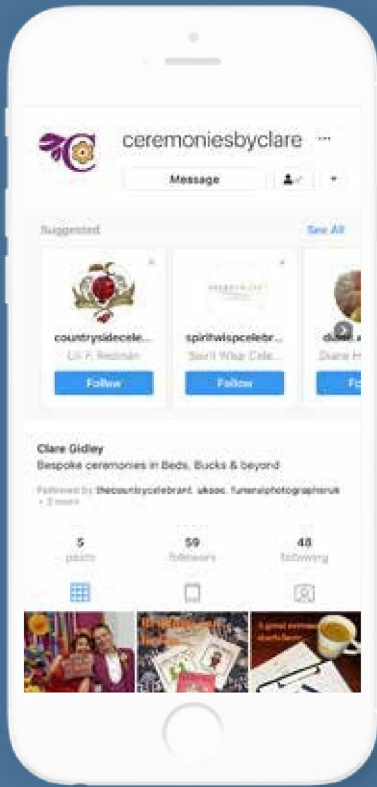
### Step 3: Set up a free business profile

Within the app, find Settings, then scroll down to Switch to business account. When you have a business account, you can add pertinent business information such as opening hours, a business address or a phone number. Don't forget to add your website URL!

### Step 4: Post and follow users

Start posting content you'd like to see in your feed using relevant hashtags and start following similar accounts.

## Get recognised as a business.



Make your account on Instagram a business account to get insights about your stories, posts and followers.

With a business account you can:

Get real-time metrics on how your stories and promoted posts perform throughout the day.

Get insights into your followers and how they interact with your posts and stories.

Add information about your company, such as business hours, location and phone number.

Convert to a business account within your app account settings.

## Why use Instagram for business

Instagram started life as a completely different type of app called burbn. Allowing people to check-in where they are on their mobile web app.

After deciding that the app was very similar to other already established mobile apps, so they decided to focus solely on communication through images. They stripped out all the features from the app except uploading photos, commenting and liking.

Instagram was born and quickly grew and now boasts 100 million active users.

## So how do I use Instagram for business?

Like any social media platform you have to post content that is relevant to your audience.

If you are attracting brides and grooms you wouldn't post pictures of tonight's cooking creation. Think what will visually attract your audience.

Elaborate wedding dresses, wonderful venues. A wedding cake that is a piece of art, reception decoration to inspire. If you have an audience in mind such as rock n roll couples look at the type of clothing, cakes and reception decoration that would attract them.

# How do I get people to like my stuff?



It's using a mix of pictures and #hashtags.....

## What are hashtags?

With thousands of images published every minute on all social platforms, it can be hard to stand out amongst the crowd. The possibility for your post to be seen isn't promising, unless they are one of your followers. That's where hashtags come into play. A hashtag is a keyword or phrase preceded by the hash symbol (#), written within a post or comment to highlight it and facilitate a search for it. Essentially, by including hash marks in your post; it can be indexed by the social network so that it can be discoverable to everyone, even if they're not your followers or fans.

## What hashtags should I use?

It's not rocket science or anything to be afraid of. Keep it simple but be creative. Checking out what your competition are using will head you to a good start.

Use hastags relevant to the image you are uploading. If it is a picture of a red wedding dress use the hastag #redweddingdress. But don't just stop their. You may be looking for couples that are getting married next year or newly engaged couples.

**#bridetobe2024 #hesaidyes #shesaidyes  
#gettingmarried2024 #justengaged  
#weddingcelebrant #uksoccelebrant**

The list goes on.

You will notice when you type that suggestions appear with the amount of times that hashtag has been posted.

Generally speaking, any tag with over 1 million posts associated with it, is too big. When you add this tag to your photo, your image may appear in the tag for a split second, but is almost immediately buried by 100's of other images that were added to the tag at the same time.

Write a short introduction to your image, and use your hashtags within your text, You can add other hastags after your intro too.

Graphic Design | Website Design | Marketing



**CELEBRANT MEDIA**  
FOR YOU, FOR EVERYONE.