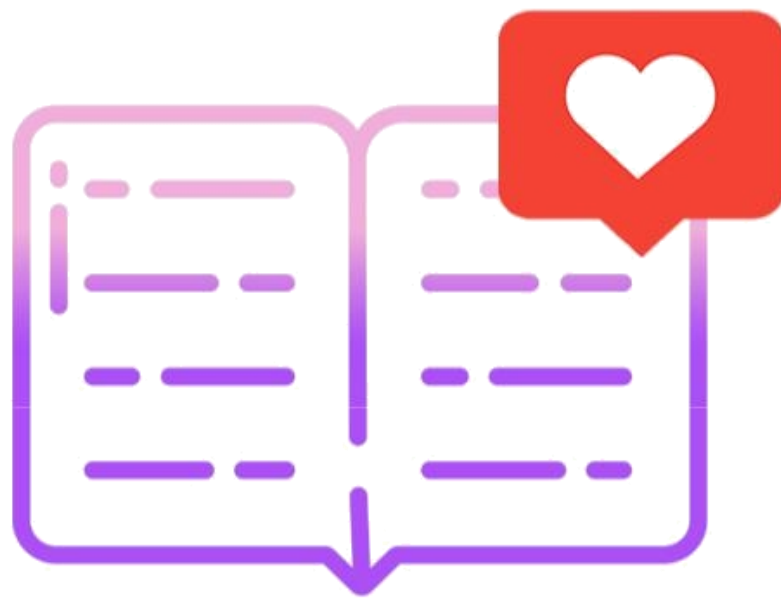


INSTAGRAM GUIDES FOR BEGINNERS



CHECKLIST

CHECKLIST

Instagram guides are for

- Recommendations
- Tips
- Step-by-step information
- Sharing posts
- Influencing
- Threads

Guides are like

- A blog post
- An information collection

Three kinds of Guides

- Products
- Posts
- Places

Demographics

- Make sure followers will be receptive
- Depend on your relationship
- Excellent for “influence”

Compared to other features

- Feed posts
 - Still the most important feature of Instagram
 - Need to keep your theme
 - Used in Guides
 - Can promote through Guides
- Stories
 - Promote content
 - Snippets into day
 - Not long-form information
 - Encourage interaction
 - Question boxes
 - Polls
 - Quizzes
 - Gifs
 - Locations
- Reels
 - Inspired by TikTok
 - Short videos
 - Highly edited
 - Transitions
 - Audio
- IGTV videos
 - Inspired by YouTube
 - Long videos
 - Great for information ○
- External links
 - Swipe up on Instagram Stories
 - Need 10k followers to do
 - Takes users away from their feed
 - Requires more action
 - Links in bio
 - Can be clunky
 - Cannot display more than one

- Facebook Integration
 - Instagram owned by Facebook
 - Can cross share
 - Feed posts
 - Stories
 - Engagement differences
 - Ad revenue differences

Pros to Instagram Guides

- Algorithm sometimes rewards the use of new features
- Brand new
 - Means no expectations
 - Can be a trendsetter
- Within app
 - More integrated into feeds
 - Do not have to leave for more info (like links)
- Use your expertise
- Present yourself as an authority
- Can use other people's content
 - User-generated content
 - Great for promotion
 - Well-trusted
 - Other posts
 - Other reputable creators
- Less effort to create
 - Than videos
 - Or other informational content

Cons to Instagram guides

- Brand new
 - Users may not want to engage
- Cannot come across organically
- Promotion can be challenging
- Design limitations
 - Restricted to a few options

How to create a guide

- Open Instagram
- Click plus
- Select guide and type of:
 - Places
 - Products
 - Posts
- Choose content
 - Your own post
 - Or others' posts
- Format your Guide
 - Add Guide Title
 - Catchy
 - Informative
 - Concise
 - Add Description
 - Add cover photo
- Add content
 - Add titles
 - And descriptions...
 - To your chosen posts ○
- Reformatting
 - Can reorder posts
- Post it!
 - Add posts at any time ○
 - Or save as a draft

Places Guide

- Needs to have location tagged on Instagram
- Add five related posts
- Your own or others'
- Benefits
 - Share local tips
 - Great for your business
 - Share more information

Products Guide

- Recommend a product from Instagram Shop
- Add explanation
- Detail processes
- Share benefits
- Reviews

Posts Guide

- Most versatile
- Up to 30 posts
- Can also recommend places or products
 - Do not have to limit
- Need to have a purpose for sharing

Basic inspiration

- “How to...”
- Tutorials
- Recipes
- Collections of recipes
- Inspiration
- Themes
- Information guides
- Definitions
- Look books
- Trends
- Design
- “Essentials” ○
- “Must-haves” ○
- “My favorite...” ○
- Travel ideas
- Guides to cities
- “Best...”
- Food recommendations
- Infographics
- Recommendations

Promotion of Guides

- Share to Instagram Story
 - Easy
 - High-yield
- Promote feed posts
 - Hashtags
 - Explore page
- Keyword searches
- Sponsored posts
- Post at peak times
- Get featured
 - Posts on other users' guides
 - Brings traffic
 - Builds relationships

Algorithm

- Recommendations based on past actions
- High engagement of content means higher prioritization

Need to stand out

- High quality
- Relevant
- Exciting

Branding

- Present as expert
- Guides should be relevant to brand
- Brand authority

Business account

- Get benefits
- Portrays authority to audience
- Features not available to personal accounts

Analytics

- Check engagement
- Run campaigns
- Check again
- Insights on posts
- Check different characteristics and adjust

Follower tracking

- Quality followers
- Engaging with content
- Track growth

Successful content

- Gets shared
- Yields tangible results
- Meets your business goals