



# INSTAGRAM GUIDES FOR BEGINNERS

## 1. Instagram Guides Are For:

- 1.1. Recommendations
- 1.2. Tips
- 1.3. Step-by-step information
- 1.4. Sharing posts
- 1.5. Influencing
- 1.6. Threads

## 2. Guides Are Like:

- 2.1. A blog post
- 2.2. An information collection

## 3. Pros to Instagram Guides

- 3.1. Algorithm sometimes rewards the use of new features
- 3.2. Brand new
  - 3.2.1. Means no expectations
  - 3.2.2. Can be a trendsetter
- 3.3. Within app
  - 3.3.1. More integrated into feeds
  - 3.3.2. Do not have to leave for more info (like links)
- 3.4. Use your expertise
- 3.5. Present yourself as an authority
- 3.6. Can use other people's content
  - 3.6.1. User-generated content
    - 3.6.1.1. Great for promotion

3.6.1.2. Well-trusted

3.6.2. Other posts

3.6.2.1. Other reputable creators

3.7. Less effort to create

3.7.1. Than videos

3.7.2. Or other informational content

## **4. How To Create A Guide**

4.1. Open Instagram

4.2. Click plus

4.3. Select guide and type of:

4.3.1. Places

4.3.2. Products

4.3.3. Posts

4.4. Choose content

4.4.1. Your own post

4.4.2. Or others' posts

4.5. Format your Guide

4.5.1. Add Guide Title

4.5.1.1. Catchy

4.5.1.2. Informative

4.5.1.3. Concise

4.5.2. Add Description

4.5.3. Add cover photo

4.6. Add content

4.6.1. Add titles

4.6.2. And descriptions...

4.6.3. To your chosen posts

4.7. Reformatting

4.7.1. Can reorder posts

4.7.2. Add posts at any time

4.8. Post it!

4.8.1. Or save as a draft

## **5. Algorithm**

5.1. Recommendations based on past actions

5.2. High engagement of content means higher prioritization

## **6. Basic Inspiration**

6.1. "How to..."

6.2. Tutorials

6.3. Recipes

6.4. Collections of recipes

6.5. Inspiration

6.6. Themes

6.7. Information guides

6.8. Definitions

6.9. Look books

6.10. Trends

6.11. Design

6.12. "Essentials"

6.13. "Must-haves"

6.14. “My favorite...”

6.15. Travel ideas

6.16. Guides to cities

6.17. “Best...”

6.18. Food recommendations

6.19. Infographics

6.20. Recommendations

## **7. Products Guide**

7.1. Recommend a product from Instagram Shop

7.2. Add explanation

7.3. Detail processes

7.4. Share benefits

7.5. Reviews

## **8. Branding**

8.1. Present as expert

8.2. Guides should be relevant to brand

8.3. Brand authority

## **9. Analytics**

9.1. Check engagement

9.2. Run campaigns

9.3. Check again

9.4. Insights on posts

9.5. Check different characteristics and adjust

## **10. Successful Content**

10.1. Gets shared

10.2. Yields tangible results

10.3. Meets your business goals

## **11. Follower Tracking**

11.1. Quality followers

11.2. Engaging with content

11.3. Track growth

## **12. Business Account**

12.1. Get benefits

12.2. Portrays authority to audience

12.3. Features not available to personal accounts

## **13. Need To Stand Out**

13.1. High quality

13.2. Relevant

13.3. Exciting

## **14. Places Guide**

14.1. Needs to have location tagged on Instagram

14.2. Add five related posts

14.3. Your own or others'

14.4. Benefits

14.4.1. Share local tips

14.4.2. Great for your business

14.4.3. Share more information

## **15. Promotion of Guides**

15.1. Share to Instagram Story

15.1.1. Easy

15.1.2. High-yield

## 15.2. Promote feed posts

### 15.2.1. Hashtags

### 15.2.2. Explore page

## 15.3. Keyword searches

## 15.4. Sponsored posts

## 15.5. Post at peak times

## 15.6. Get featured

### 15.6.1. Posts on other users' guides

### 15.6.2. Brings traffic

### 15.6.3. Builds relationships

## **16. Posts Guide**

### 16.1. Most versatile

### 16.2. Up to 30 posts

### 16.3. Can also recommend places or products

#### 16.3.1. Do not have to limit

### 16.4. Need to have a purpose for sharing

## **17. Cons to Instagram Guides**

### 17.1. Brand new

#### 17.1.1. Users may not want to engage

### 17.2. Cannot come across organically

### 17.3. Promotion can be challenging

### 17.4. Design limitations

#### 17.4.1. Restricted to a few options

## **18. Compared To Other Features**

### 18.1. Feed posts

18.1.1. Still the most important feature of Instagram

18.1.2. Need to keep your theme

18.1.3. Used in Guides

18.1.4. Can promote through Guides

## 18.2. Stories

18.2.1. Promote content

18.2.2. Snippets into day

18.2.3. Not long-form information

18.2.4. Encourage interaction

18.2.4.1. Question boxes

18.2.4.2. Polls

18.2.4.3. Quizzes

18.2.4.4. Gifs

18.2.4.5. Locations

## 18.3. Reels

18.3.1. Inspired by TikTok

18.3.2. Short videos

18.3.3. Highly edited

18.3.4. Transitions

18.3.5. Audio

## 18.4. IGTV videos

18.4.1. Inspired by YouTube

18.4.2. Long videos

18.4.3. Great for information



## 18.5. External links

### 18.5.1. Swipe up on Instagram Stories

18.5.1.1. Need 10k followers to do

18.5.1.2. Takes users away from their feed

18.5.1.3. Requires more action

### 18.5.2. Links in bio

18.5.2.1. Can be clunky

18.5.2.2. Cannot display more than one

## 18.6. Facebook Integration

18.6.1. Instagram owned by Facebook

18.6.2. Can cross share

18.6.2.1. Feed posts

18.6.2.2. Stories

18.6.3. Engagement differences

18.6.4. Ad revenue differences

## **19. Demographics**

19.1. Make sure followers will be receptive

19.2. Depend on your relationship

19.3. Excellent for “influence”

## **20. Three Kinds of Guides:**

20.1. Products

20.2. Posts

20.3. Places