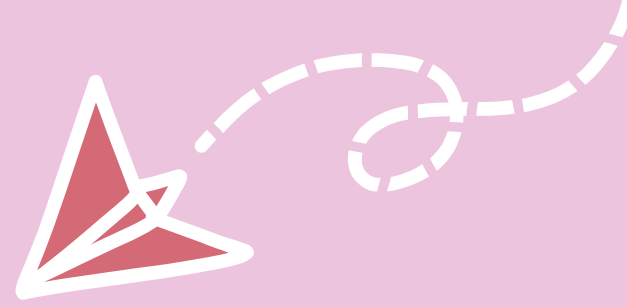


# **INSTAGRAM BASICS FOR YOUR BUSINESS**

**HOSTED BY:**

**LIZ - SUNNY MARY MEADOW COACHING  
ABBEY - ABBEY GRAVES PRODCUTIONS**





# INTRODUCTIONS

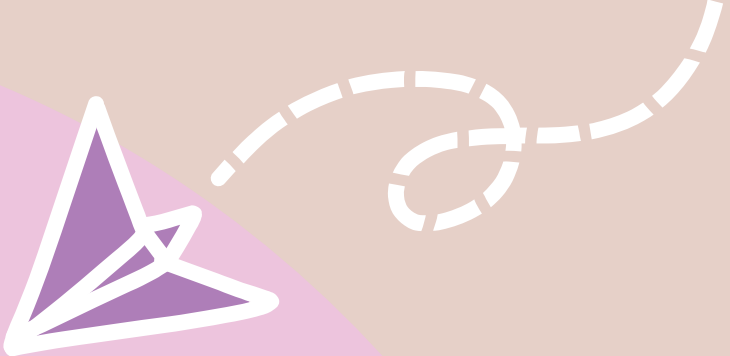
## LIZ

- Small Business Owner
- Dedicates 90 minutes once a week to social media content for flower business
- Consistently 1100-1300 views on every story on instagram
- 58% open rate on email campaigns with audience of 2200

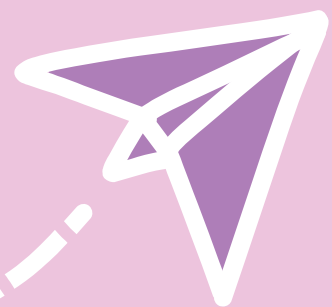
## ABBHEY

- Social Media Strategist
- 7+ years as a professional online content creator
- Top content creator of 2020 for third-largest AM-FM operator in the country
- 6+ hours a day of screen time every week

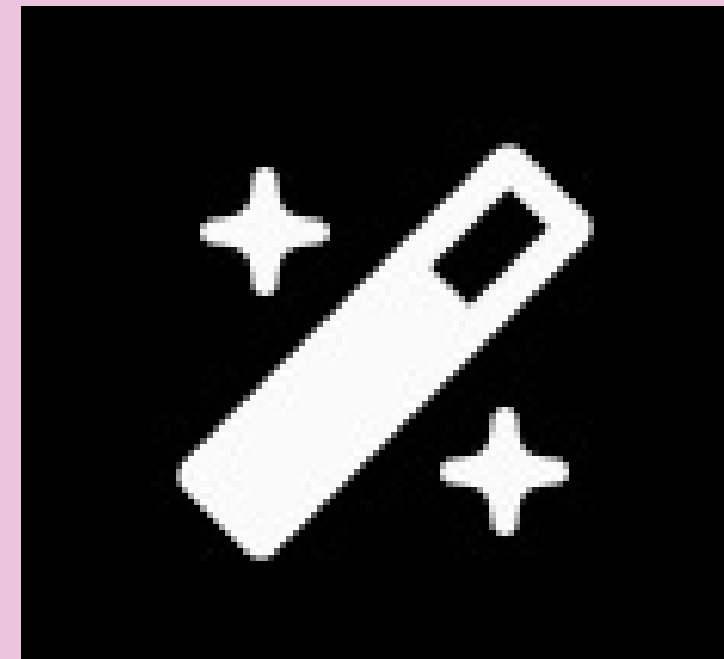
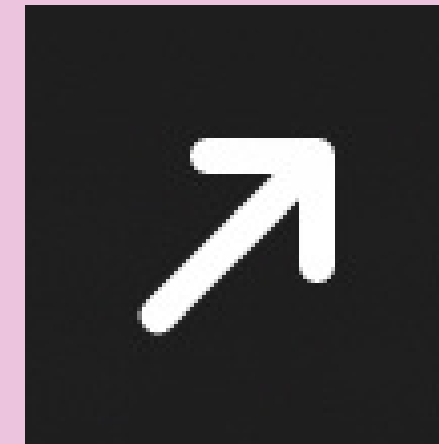
# IG BY THE NUMBERS

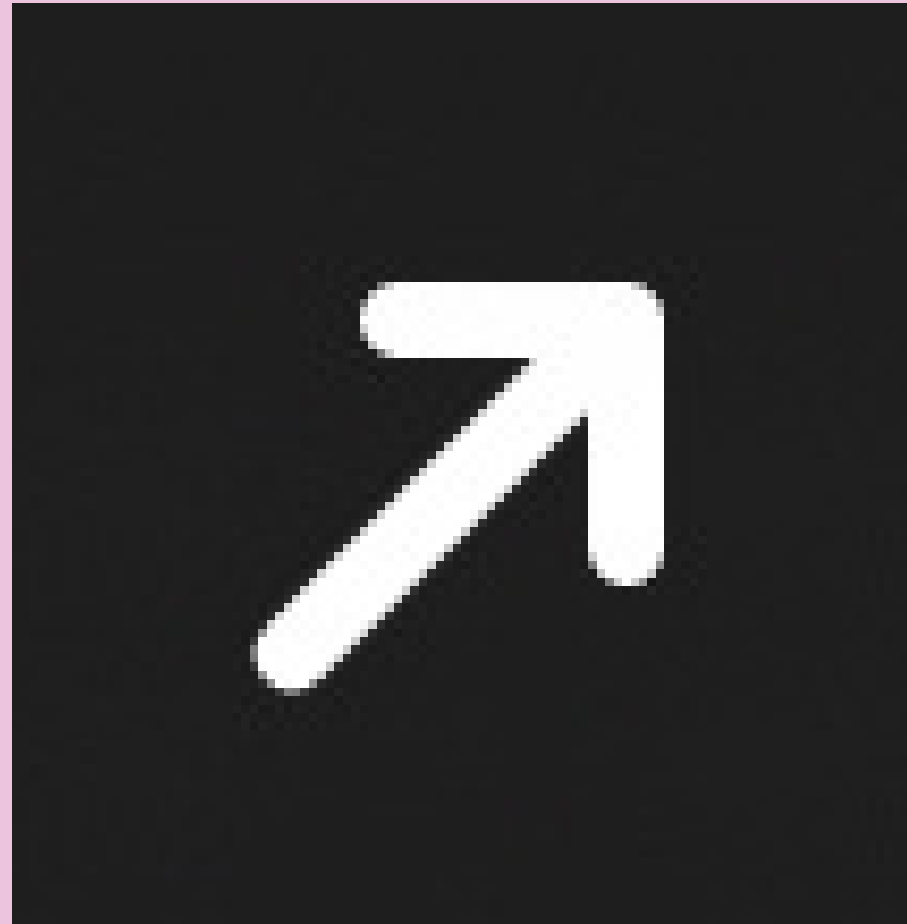


- Instagram has over 2 billion monthly users
- It is the 5th most visited website worldwide
- Average American adult spends 30 minutes a day on the platform
- 50% of users become more interested in a brand after they see them active on the platform

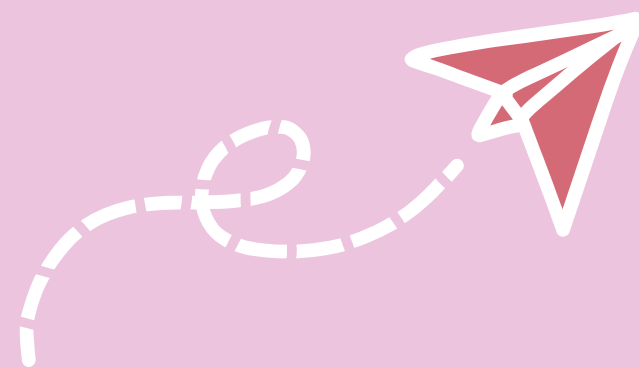
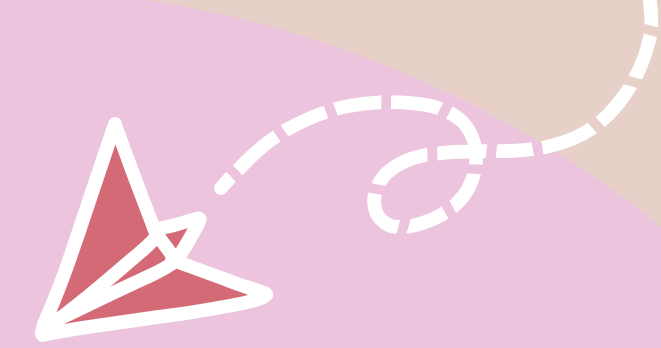


# TOOL BOX



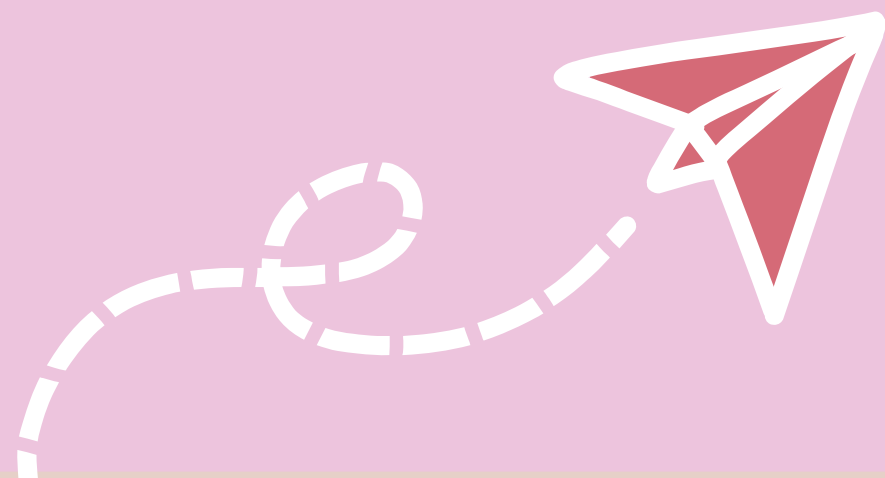
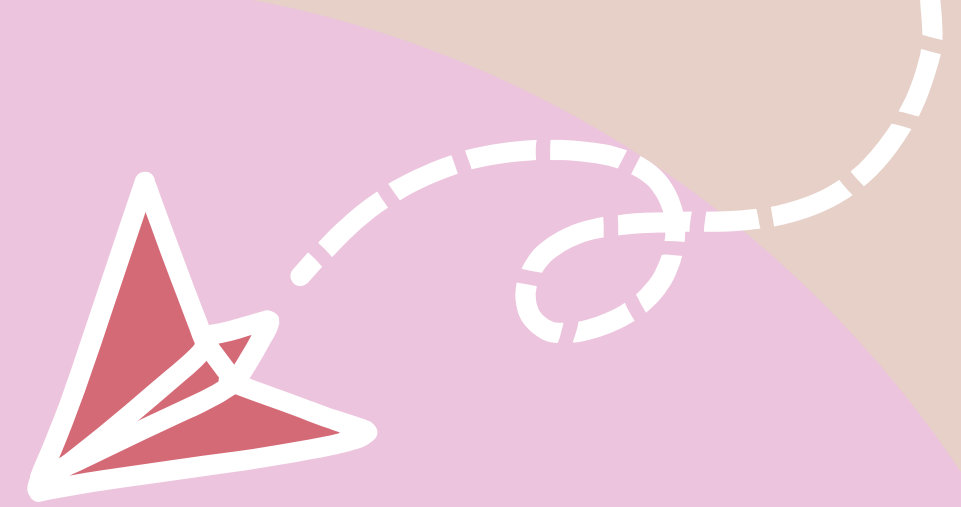


- Name:
  - Trending Arrow
- Where You Will See It:
  - Audio options for making a reel (or static post!)
- How To Use It:
  - When selecting audio, look for this arrow. Trending audio use can make your content populate on new feeds



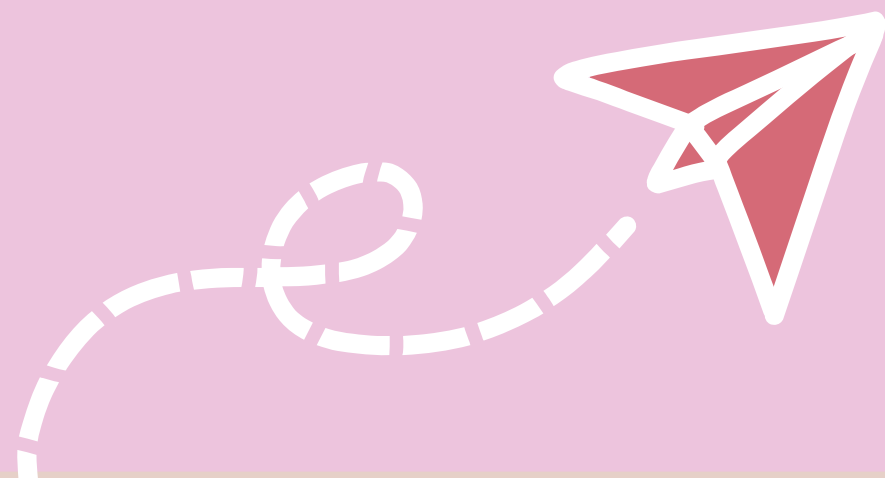
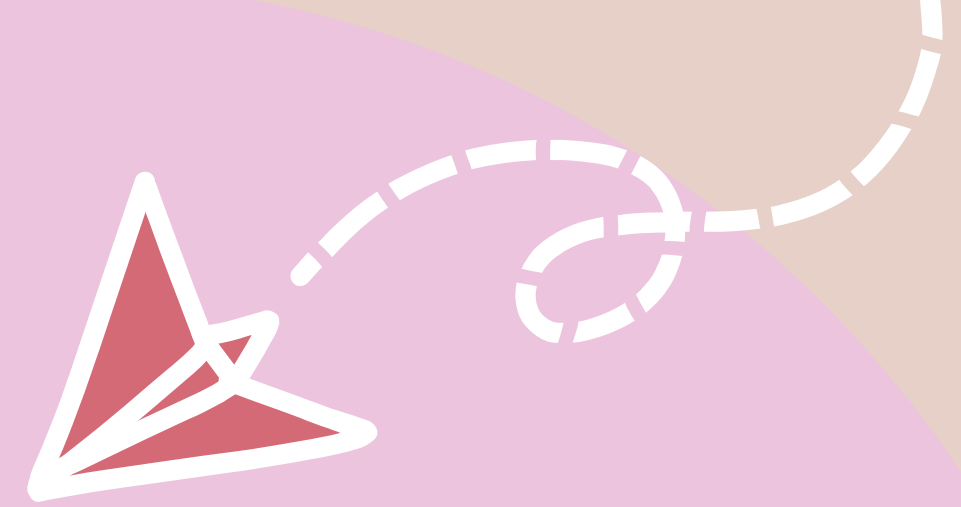


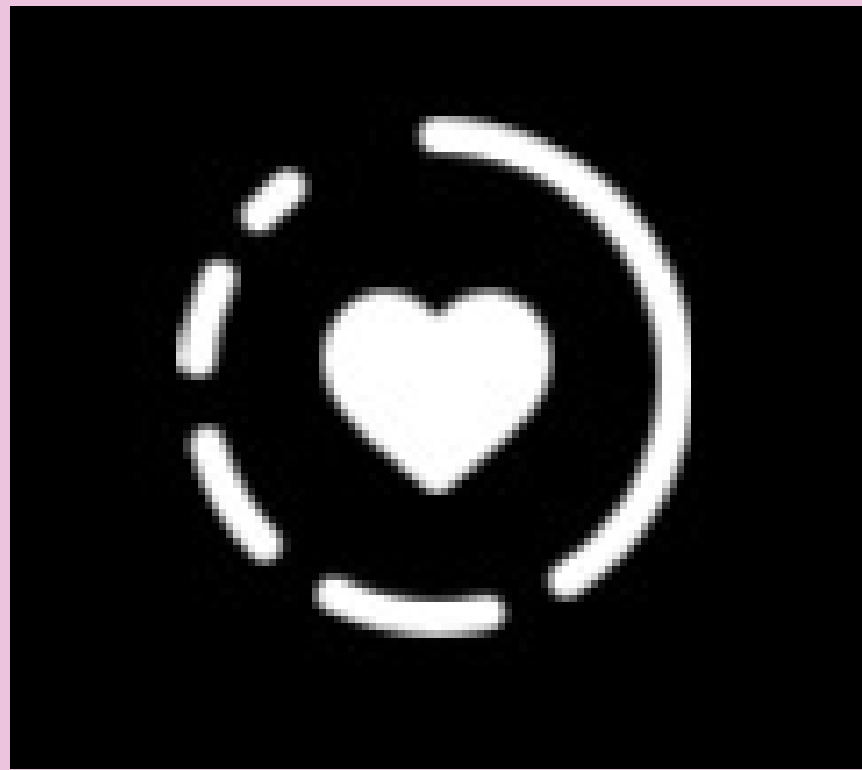
- Name:
  - Template Options
- Where You Will See It:
  - When you go to make a reel (next to Audio)
- How To Use It:
  - Use it to find inspiration for posts, or easily make posts where you just need to select media and it will generate a Reel for you!



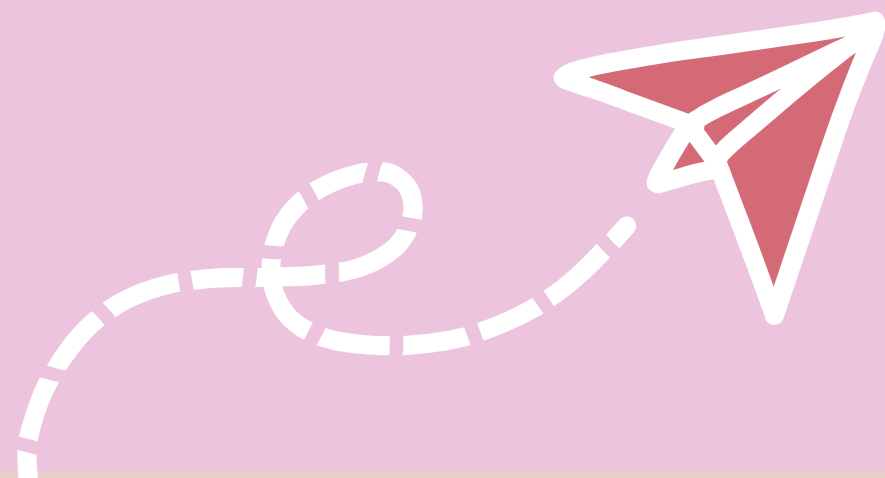
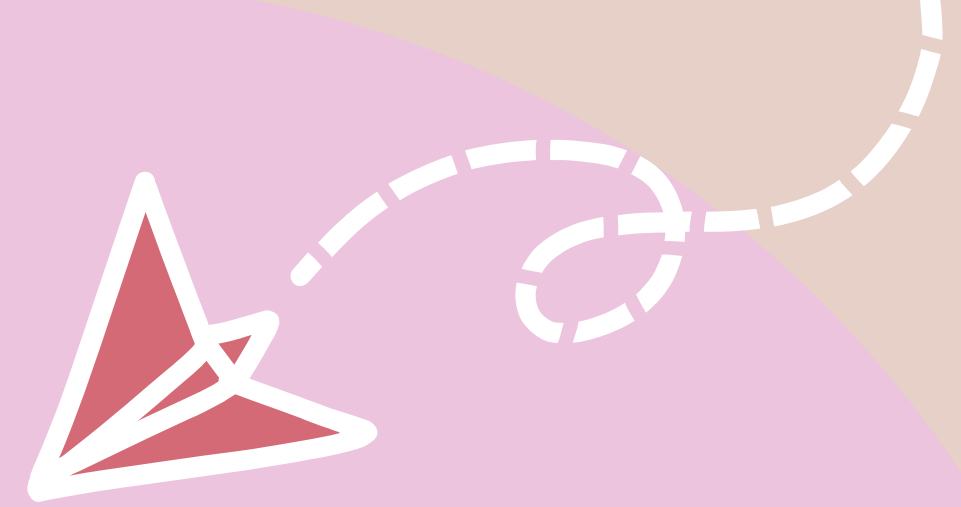


- Name:
  - Drafts
- Where You Will See It:
  - When you go to make a reel (next to Audio)
- How To Use It:
  - Use it to edit Reels and “hold” them for later





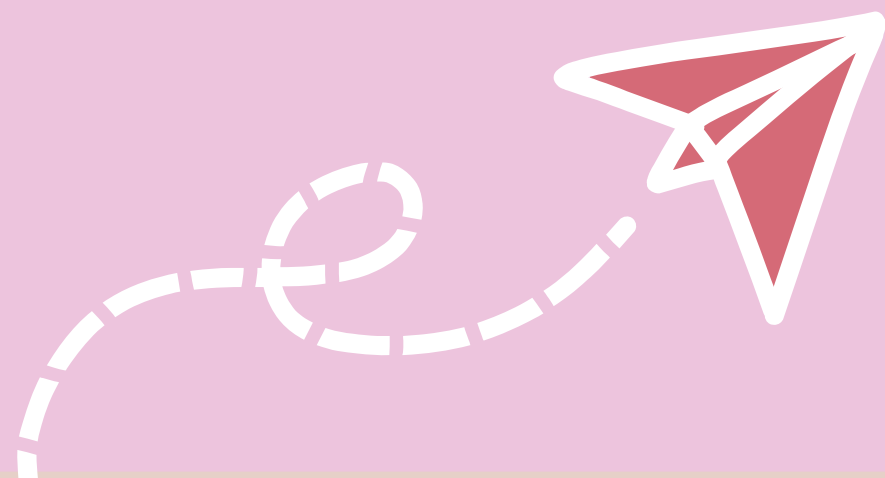
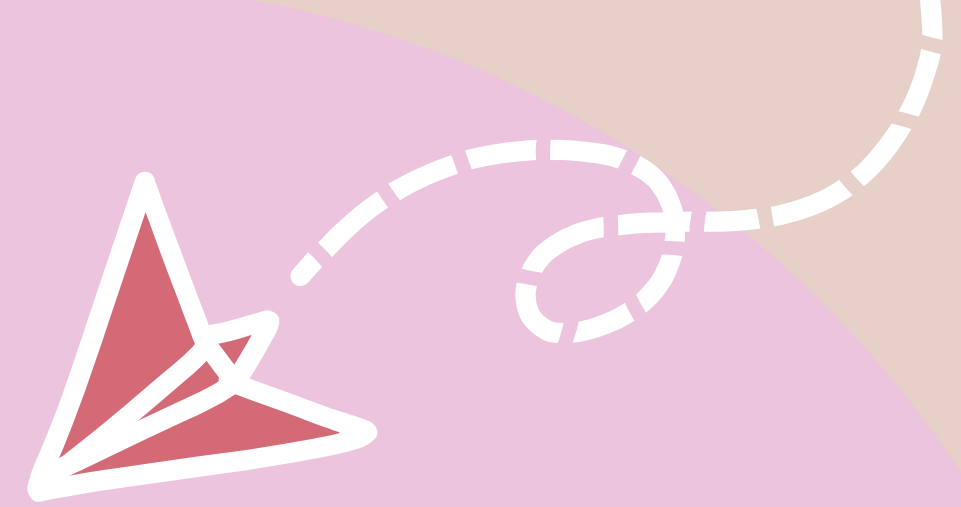
- Name:
  - Story Highlight
- Where You Will See It:
  - When you view your story
- How To Use It:
  - Use it to “organize” your stories for people to watch later or send people to for referencing







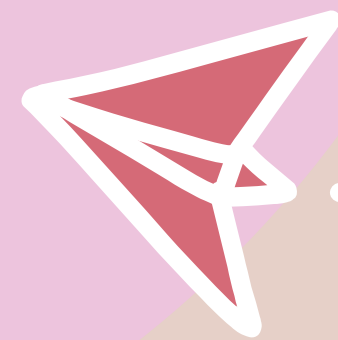
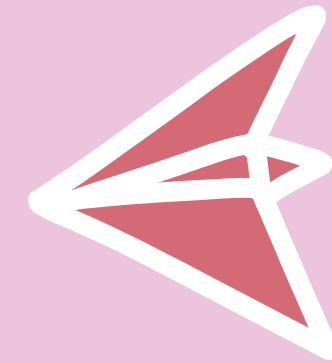
- Name:
  - Lux Adjust
- Where You Will See It:
  - When you edit your static post/carousel
- How To Use It:
  - Use it to lighten shadows and darken highlights, slightly increasing saturation.



Aa



- Add text to story (Try to keep this consistent in style)
- Make a Boomerang
- Layout Story (think old school photo booth)
- Handsfree Mode (Don't have to hold down the button to record)
- Dual (activate both phone cameras at the same time, think "BeReal")

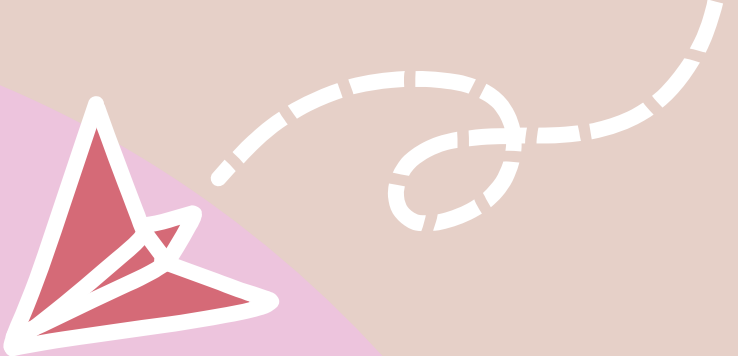


# WHAT IF A MONTH'S WORTH OF CONTENT WAS DONE FOR YOU?

If all these logos have your head spinning, **don't worry.**  
You learn as you are more active on the platform.

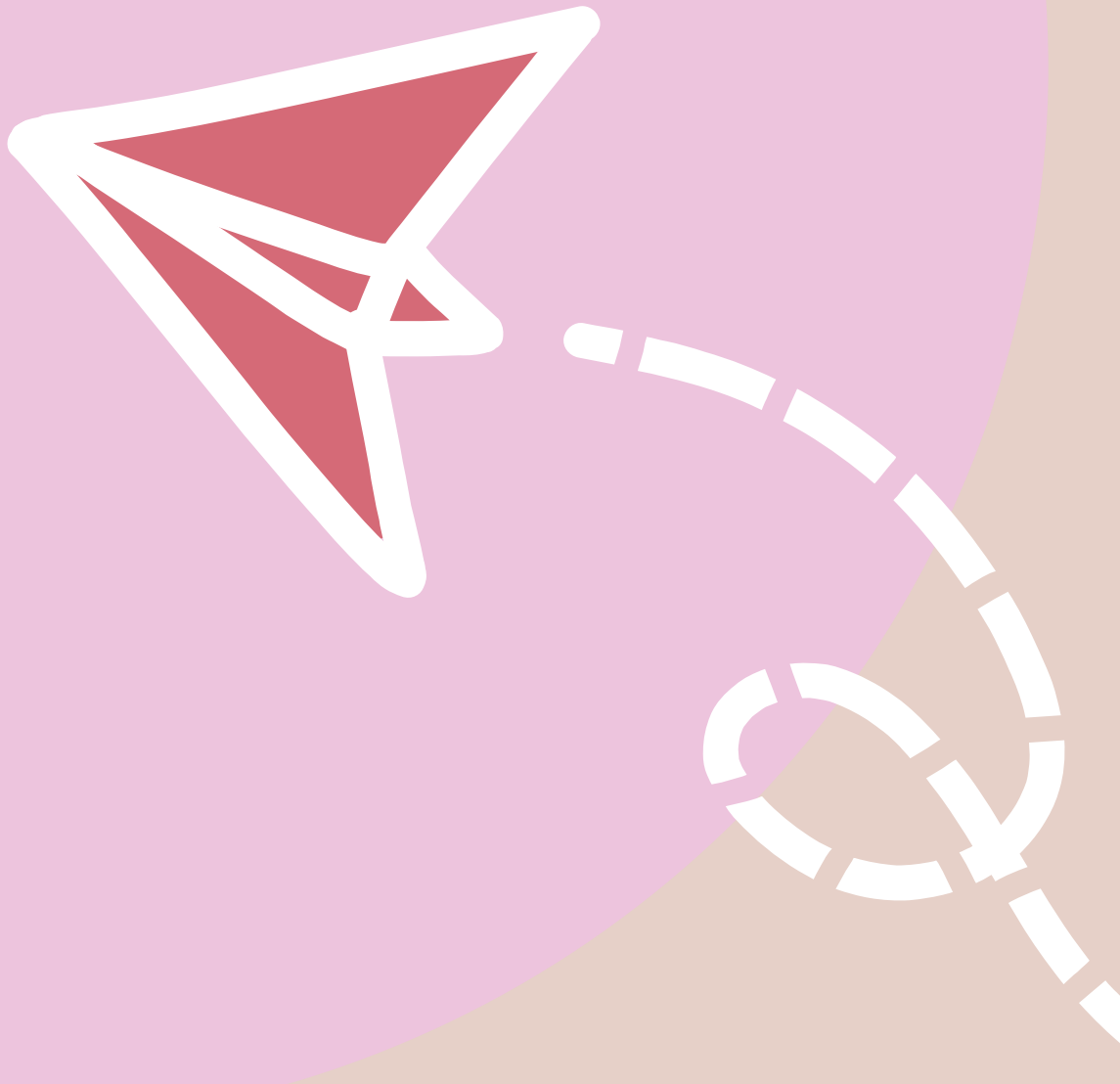
If you want to challenge yourself to get more familiar with Instagram, we have a helpful guide for you!

# 30 DAY INSTAGRAM PLAN



We have created a guide that outlines 30 days worth of content that you can use on your own page.

It outlines:

- What type of post to make each day
  - Helpful “hacks” for making the content
  - Text/Caption ideas
  - Design tips and tricks
  - And more!
- 

**QUESTIONS?**

