



Instagram Brand Worthy Basics

What do all the icons on my page do?

How the freak do I use them?

course syllabus



course outline & intention

I don't want to waste your time or mine on teaching you how to download the Instagram app, so make sure you have the app installed on your phone before you begin this course. We are diving into creating your BASICS- BUT creating them in a brand worthy way! Let's be intentional and focused. This shit matters!

basics

◆ Name

- Your name needs to match the name on the name on your business card and on your LinkedIn. Why? When you hand someone your business card or they see you on LinkedIn be certain they will look for you on your "social" media to see who you REALLY are!

◆ Username

- This is super CRUCIAL for Branding! People will find you with your name but they will remember and brand you by your username. "Hey, @theinstaprofessor gave me a great idea on how to use my Instagram to brand my business!" will be the type of conversations people will have about you. Not your name but your username. Be CLEVER!

◆ Profile Picture

- Your profile picture needs to look like the mug you have on TODAY! Come ON! Do not... Let me stress again.. DO NOT post a picture of what you looked like at your ideal weight or after a glamour shots photoshoot. People want REAL. They are so tired of FAKERS. BRAND who you are. Now, with that said the picture has to be in good lighting, flattering or playful.

◆ Bio

- Your Bio needs to clearly define in a few words what your passion is and how you bring value to people through your talents. Use Emojis. Yes, it is professional. Instagram is a playful site. Even if your business is that of a serious nature... You need to express yourself in a way that will connect you to your core customer and evoke the appropriate emotion. Emojis help do this.
 - Link - this is where you plug in your website, your LinkedIn page, or any other link you want to drive your Instagram Community too.



❖ Be a Business Page

- This gives you the extraordinary power of analytics. If you want to concentrate on a certain city, region, state... you will be able to analyze your strategy to make sure you are hitting the mark. If you want a very specific demographic this will guide you to make sure you are on point. Also, when you play around with posting days and times the analytics will give you a great roadmap to help you with your action plan.
 - Insights

basics +

❖ Grid

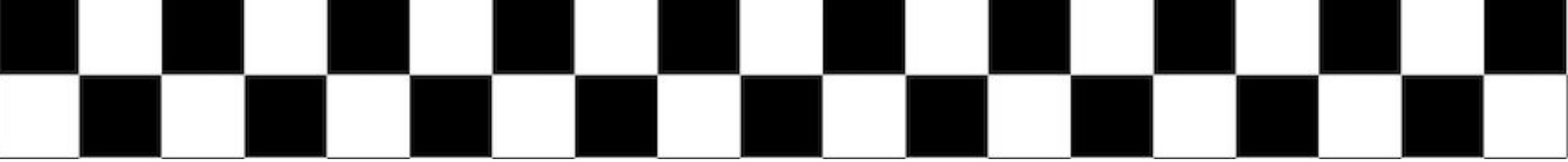
- Your grid is the magazine of your brand. It is the space where your Instagram Community will make a decision about you in a few clicks. *an in-depth course available soon
 - Call
 - Email
 - Directions

❖ Story

- Your story is your reality show. This is similar to Snapchat but has some cool features that help you save the best parts and use the content to leverage over other social media and across different areas of Instagram.
- 15 seconds of short-form videos that are meant to be used to share yourself in a more vulnerable way. My biggest tip in using the story successfully is to be authentic. You have a daily opportunity to engage and connect very personally. This action builds trust, connects you with your Instagram community genuinely, and has a strong impact on your business.

❖ Icons (Bottom of Page)

- The icons on the bottom of your Instagram page are your destination for specific actions and tasks. (left to right)
 - House icon: the “casita”, which you will hear me refer to it as is the icon that takes you over to your Instagram Community. It also is the first step to adding to your Instagram Story. When you are in the “casita” page you have icons on the top of that page:
 - Camera: on the top left corner there is a camera icon. This takes you to record a Story.

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- TV: This icon takes you to the IGTV section where you can look at all the shows your Instagram community have created. *details on IGTV on an upcoming course
 - Paper plane” this icon is where you will Direct Message (DM) and receive Direct Messages. On the right side of each Instagram user who sends you a message is a camera icon. The camera icon gives you the ability to send a Direct Video Message to that specific Instagram user.
 - Magnifying glass: this icon is the search tool. On this page, you will see highlighted Instagram pages Instagram thinks you will like. Be careful looking at naughty sites or you will always have a highlighted section of naughty sites. Or don't be careful if this makes sense to you.
 - Square+: this icon is your action button to post on your grid. It will give your three choices to choose from:
 - Library- It will give you the ability to pick from your phone's photo library. This includes videos saved on your phone.
 - Photo- Take a photo directly and upload.
 - Video- Take a video directly and upload. Remember to hold down for video recording. A great feature is the ability to stop and start on the same video until you have reached a minute.

◆ IGTV

- The Youtube of your Instagram Page. This is where you will build “How To's” in the form of educational videos or solving a common problem, plus it is the perfect place for long from videos. *an in-depth course over this available soon.

◆ Highlights

- These are the best “stories” saved to share specific HIGHLIGHTS of your business, your expertise, fun events, and anything that will give your Instagram community a highlight reel of who you are. *available soon in an in-depth course over STORY.