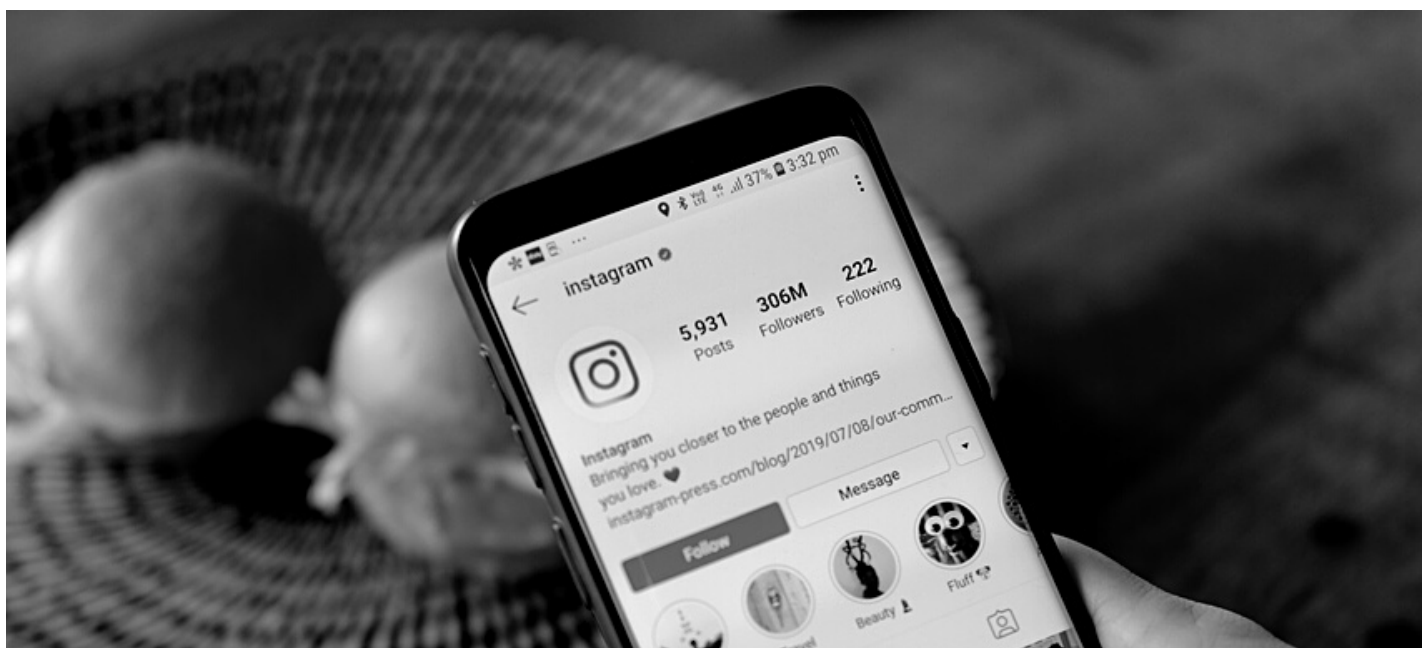
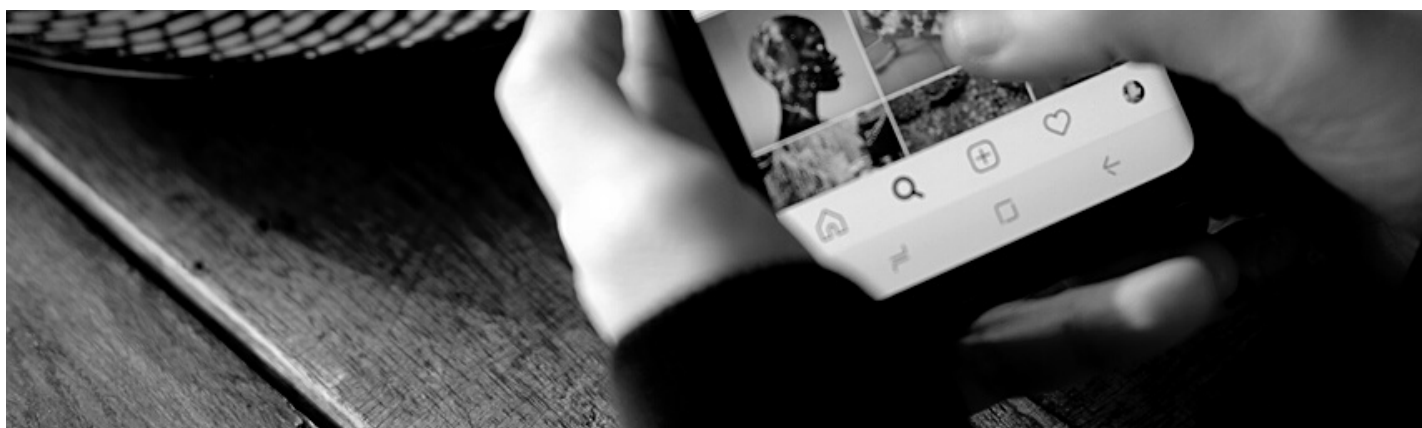




INSTAGRAM



SIX PLATFORMS IN ONE HOW TO GUIDE



BROUGHT TO YOU BY



INSTAGRAM - 6 PLATFORMS IN ONE - One of the reasons why I'm such a fan of Instagram is that it has 6 very strong ways that you can use to share different types of content, all in one place! This guide will highlight the 6 key pillars of Instagram, and how best to use each for your business.

FEED

WHAT IT IS

Static posts that are displayed on your account until you delete or archive them.

TYPES OF CONTENT

Single photographs, a carousel of multiple images, a 60-second video, or a content from your IGTV or Reels.

HOW TO USE IT

Make a good first impression by sharing consistent messages to help establish your visual identity, and by serving high-quality content to your visitors.

BENEFITS

- ★ Posts can last FOREVER
- ★ You can write very long copy
- ★ Great way to showcase the personality of your business

BE MINDFUL...

No way to add a clickable link
Requires visual content, like photo, graphic, or video
Engagement can be hit or miss

STORIES

WHAT IT IS

15-second videos, photos, or graphics that expire after 24 hours (unless you add them to Story highlights).

TYPES OF CONTENT

A single photo, a video, any graphic image, text-based posts, GIFs, and stickers.

HOW TO USE IT

Focus on content that deepens your relationship with followers by telling real stories, teaching about your business, and asking followers to reach you via DM.

BENEFITS

- ★ Super highly-engaging
- ★ Quick & easy to create
- ★ Encourages direct messaging

BE MINDFUL...

You cannot be shy
Requires a bit of pre-planning
It disappears after 24 hours

LIVE

WHAT IT IS

Live broadcasts from your IG account - up to 4 hours long! You can save, download or put on your IGTV.

TYPES OF CONTENT

Create spontaneous Lives that engage your followers with conversation; A recurring Live show let's followers schedule when they can tune it.

HOW TO USE IT

Direct-to-camera tours, of your business, announcements, or Q&A sessions. A great way to share a Live experience, or something as your do it or create it.

BENEFITS

- ★ Quick & easy to create
- ★ Can be downloaded for other use
- ★ Can be uploaded to IGTV

BE MINDFUL...

You need to be "out-there"
Little control over moderation
Engagement can be hit or miss

INSTAGRAM - SIX PLATFORMS IN ONE HOW-TO GUIDE

IGTV

Pre-recorded videos between 15 seconds and 10 minutes; uploaded to a dedicated space on your IG account.

TYPES OF CONTENT

Repurposed Live broadcasts, professionally filmed videos, or spontaneously recorded videos.

HOW TO USE IT

Create a library of videos like a recurring series. Ask your followers to sign up to be notified of new IGTV content as its posted. Great for demos, tours, or Q&A.

BENEFITS

- Videos can be created in advance
- Posts can last forever
- Direct link to IGTV from IG Stories

BE MINDFUL...

- Short watch times & low viewership
- Could be lots of work for little payoff
- Videos need to be vertical so not that easy to repurpose

REELS

WHAT IT IS

Videos up to 30 seconds long that live on the Reels tab of your profile, and can be shared to Feed & Stories.

TYPES OF CONTENT

Video clips set to music (or audio from other reels) with special effects like stickers, drawings, captions, text.

HOW TO USE IT

Perfect for behind the scenes clips, local area tours, teasers for new offers, product highlights, IG challenges or any light or comical videos to make people smile.

BENEFITS

- A brand new place to create
- Allows you to be trendy
- IG favours Reel content

BE MINDFUL...

- Still new and viewership uncertain
- Few insights to measure efficacy
- Requires great creativity

MESSAGING

WHAT IT IS

A private messaging system that allows users to send you direct messages from your profile.

TYPES OF CONTENT

Send pictures, videos, stickers or reactions. Great to create quick replies to answer DMs fast.

HOW TO USE IT

Great way to start conversations, build relationships, gain trust, provide info, answer questions, point prospects to your booking tool and ultimately position yourself to ask for the sale.

BENEFITS

- Direct 1:1 communication
- Personal networking
- Answer questions personally

BE MINDFUL...

- Cannot be fully automated
- Response time matters
- Cannot be scripted - be you!

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Shelley Bellefontaine

DIGITAL ARCHITECT

WWW.ATLANTICONLINE.CA

Founded by Shelley Bellefontaine, AtlanticOnline.ca is a Digital Marketing Agency from southwest Nova Scotia.

We work with established companies, startups and tourism operators, to create and manage digital marketing projects that contribute to consistent online growth.

We serve clients across Canada and the eastern seaboard of the United States with outstanding digital marketing services. Our specialty is eCommerce website design to help our clients sell more products and services online and post-launch promotional activities, designed to keep brands relevant with their audience.

And over the past 20 years we've become more than just a trendy marketing agency. We have a history of generating success for our clients. We promote the heck out of your business every chance we get. We update your website on a regular basis with new content and cross-promote on your social channels. We speak directly to your audience through email marketing and targeted social media campaigns.

We're proud to serve organizations within Atlantic Canada and happily do so from our Nova Scotia technology studio near the mighty Atlantic Ocean.

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