GETTING STARTED ON INSTAGRAM

Instagram is a great way to connect directly with your fans, keep them in the loop on what you’re up to, and to let them know how they can support you. Here are a few tips to get you started:

COMPLETE YOUR BIO

Your bio is a first impression that should be succinct, informative... and a little fun! Be sure to include:
- What you offer
- Profile pic
- Address
- Hours
- Link to something specific like online ordering or a virtual event. Your website homepage is too general.

WHAT TO POST & WHEN

It’s easy to overthink social media, but we promise you don’t have to be perfect. The most important thing is just to post. If you can, post once a day. It keeps you top-of-mind and keeps content fresh.

IDEAS ON WHAT TO POST
- Products or menu items, individually and grouped
- Safety protocol, how you keep guests and staff safe
- Interior and exterior photos of your business
- Daily or weekly specials, or exciting news
- Behind-the-scenes video, introduce yourself or your team

TIPS FOR WRITING CAPTIONS
- Be genuine, write like you’re talking to a friend
- Limit hashtags in caption to two (post additional as comment)
- Have some fun and include relevant emojis

PHOTO TIPS & TRICKS

- Use high quality photos (most smartphones work)
- Wipe the lens of your camera first to remove smudges
- Square or portrait photos work better than horizontal
- Tap your phone screen where you want to focus the photo
- Use Instagram’s tools to enhance the photo color, shadows, etc.

@GENUwine_AZ posts a good mix of graphics, videos, photos with text, and selfies.

QUESTIONS?

Email Fara Illich at fillich@dtphx.org to set up a one-on-one consultation.