

INSTAGRAM

TUTORIAL



A Tactical Masterclass

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Instagram Management

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Instagram Tutorial

Now that you understand the concept of Instagram management and the IG algorithm. It's time to delve into the practical aspect of management.

Picture this: You are a social media manager who just got a gig to handle an Instagram page for a business. Your tasks include:

1. Growing the engagement and followers on the Instagram page
2. Create aesthetically pleasing posts that attract viewers
3. Post engaging content with creative captions
4. Build a community of people who are obsessed with the brand

How do you go about it?

There is a lot to do on IG and you probably have many things running through your mind already. But Instagram engagement's secret is choosing a theme and focusing on it.

In this section, you will understand the simple things that count and what exactly to focus on.



Let's assume you already created or have access to an Instagram Business page, here are the things that matter.

1. Well-written bio
2. Link in bio
3. Stories and highlights
4. High-quality Pictures
5. High-quality clean videos
6. Well Spaced Graphics
7. Brand theme and color
8. Hashtags
9. Creative captions

To understand better, your goal is to make the Instagram page as clean and aesthetically pleasing as the page below.

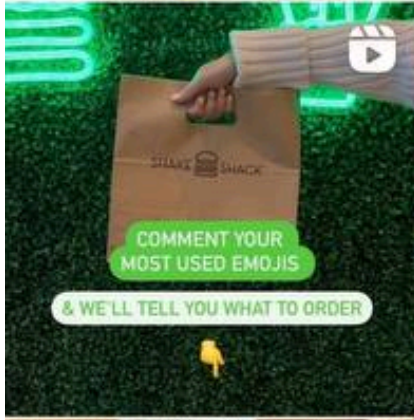
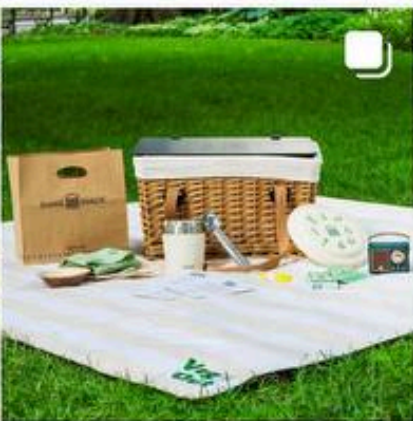


shakeshack

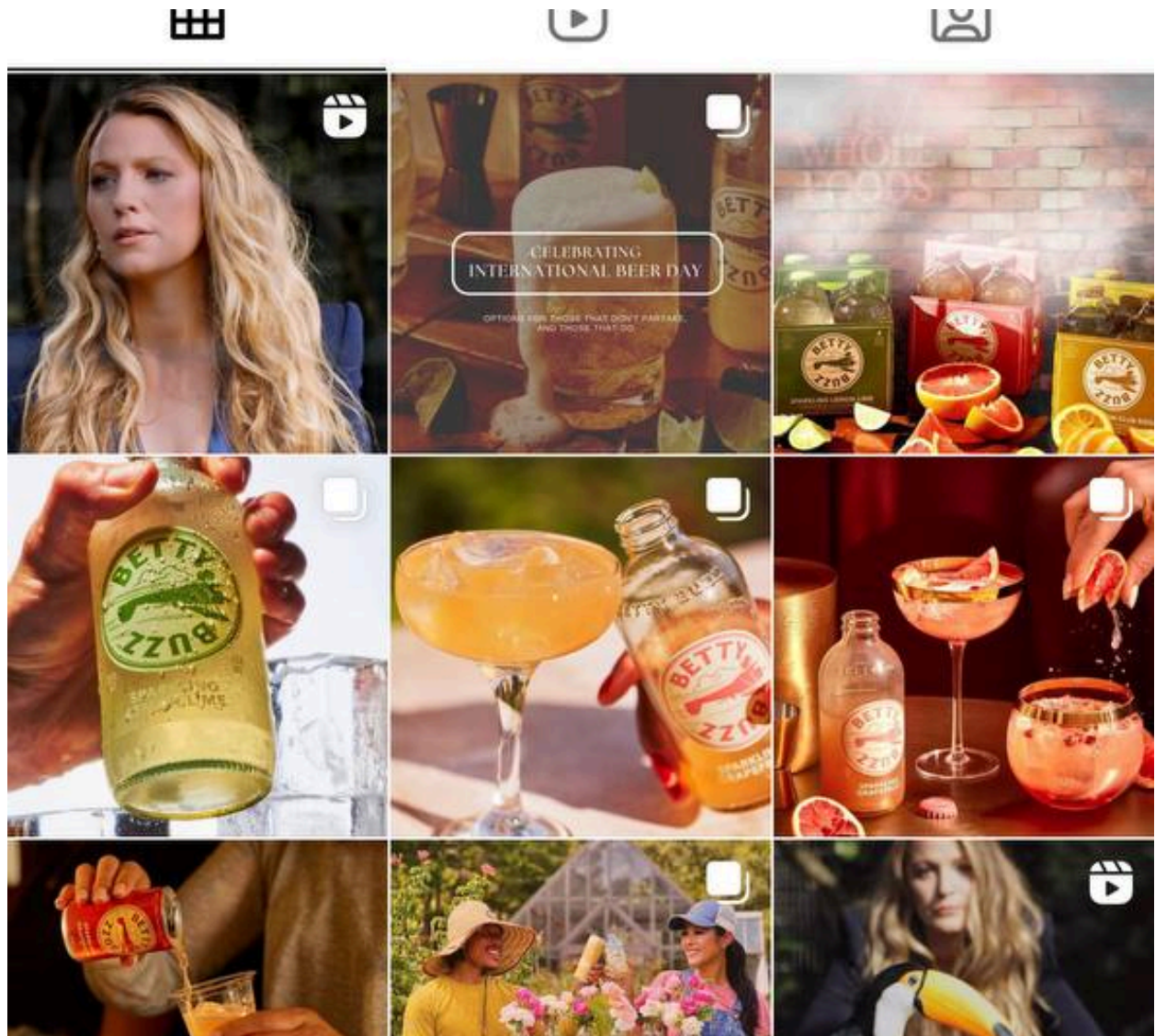


Follow

Message



Ko



This is what we would like to achieve. Then how do we do this?

Let's get into it.


First, find 5 Instagram pages in the same niche you are working with and check out their outline. This will serve as your guide.

Then we move to the next stages.

1.0 Instagram Bio

You can write a bio of up to 150 characters on your Instagram profile. Please keep in mind that anyone can see your bio.

To add or edit your bio:

- Tap  on your profile picture in the bottom right to go to your profile.
- Tap Edit profile at the top of the screen.
- Tap Bio, then write your bio.
- Tap Done to save your changes.

What should you write in your bio?

Keep the bio simple and straightforward. Give a brief description of what the brand is all about and include the link in bio. Example below:



2.0. Instagram Posts

Your Instagram posts are very important. This is what determines if the account grows or not. It also determines if you will be retained the following month or not.

When it comes to Instagram posts, there are 3 major areas.

- Pictures
- Videos
- Graphics

As a beginner, these 3 content styles should be your focus. Just like I said earlier, there is no need to overcomplicate it.

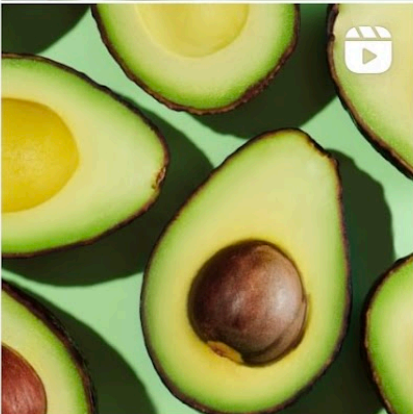
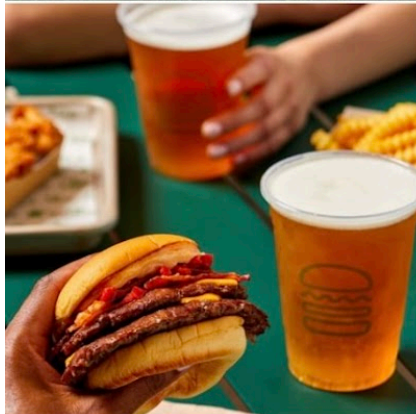
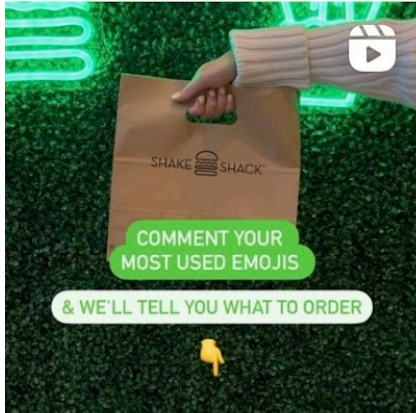
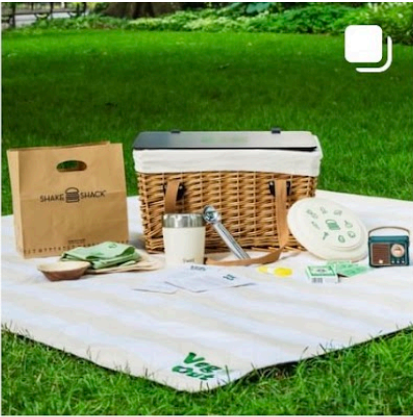
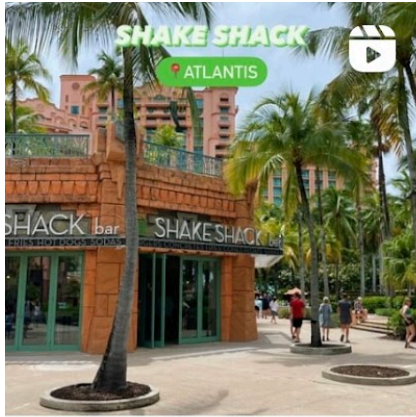
2.1. Pictures

As a social media manager, you might not really have total control over this. You will have to work with the pictures given to you, except you work in-house and you have access to take product pictures by yourself.

But no matter how it gets, make sure you post sharp images with a consistent background. This is to ensure that you focus on a particular color scheme.

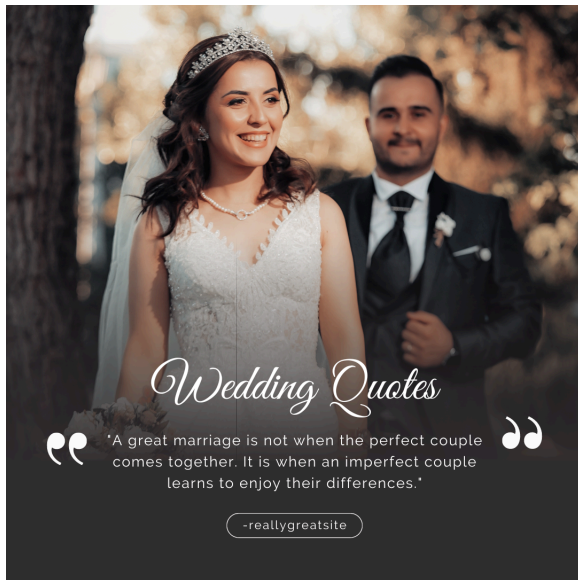
Check out the example below.

As you can see the color scheme is green. This means any type of picture can be posted, but it must have a touch of green or a green filter.



Apart from product photography, another type of photography is the combination of pictures and texts of graphics. This way, you give more context to the picture you have posted.

Pro Tip: The best type of pictures for Instagram are square 1:1 pictures.



Here are various ways to combine pictures with graphics to give more color to your posts. You can do this on Canva.

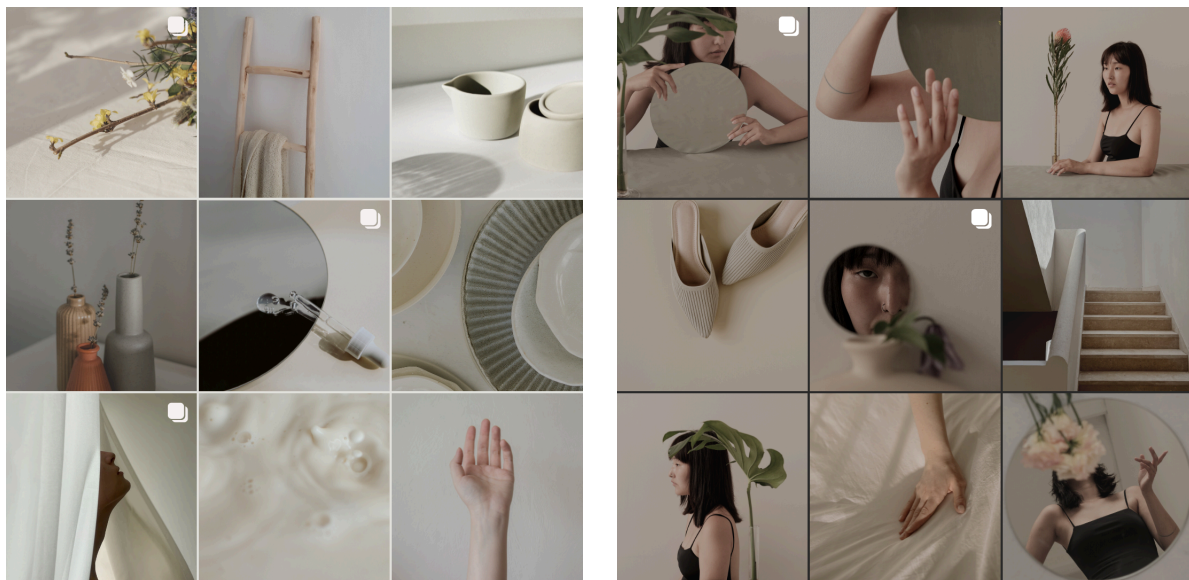
There are various templates on Canva for free. All you need to do is insert your own pictures and customize texts. Check out the **Canva Tutorial** in this program to get a full picture of how it is done.

Instagram Moodboard

A moodboard might be more thought-out, similar to a vision board designed to represent a future goal or event. As an Instagram manager, you might need to represent your thoughts on a moodboard.

This gives you a picture of how the profile grid of the Instagram page will turn out. You can combine the pictures you have edited to see the possible outcome on a grid.

Here's what a moodboard looks like:



You can create your own moodboard on Canva by using any of the templated available. Just search for “Instagram Moodboard”. And use any of the templates available.

2.2. Videos

Videos are the best-performing media on Instagram. So, you need to ensure that your videos stand out from the crowd.

For a place like Instagram, make sure your videos are high-quality and clean. There are different types of videos to post.

- Post well-taken product videos.
- Post videos with voiceovers and captions.
- Post user-generated videos.
- Post review videos.

To create your own videos with text, use Canva. Simply search for Instagram videos for (X industry). You will find clean royalty-free videos you can customize to the taste of your brand.

The full video production can be found in the **Canva Tutorial**.

Pro Tip: Instagram videos are best in the format 16:9

2.3. Graphics

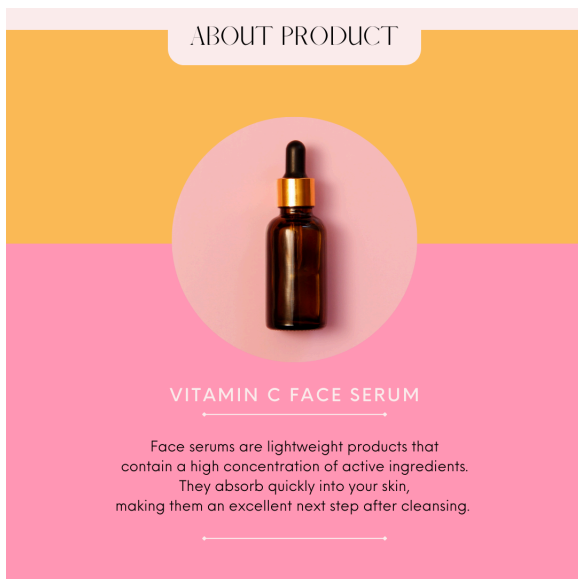
The best practices for creating graphics is to choose your Color Scheme, Theme, and fonts, and be consistent with them.

Once you start with a color scheme and font, that is what you'd be using till thy kingdom comes.

For this, there are thousands of templates on Canva. Just search for them. Choose your preferred template and save it as a default template.

All you need to do after that is to customize.

The full process of design and customization is in the **Canva Tutorial**.



As you can see, different graphics for different brand types.

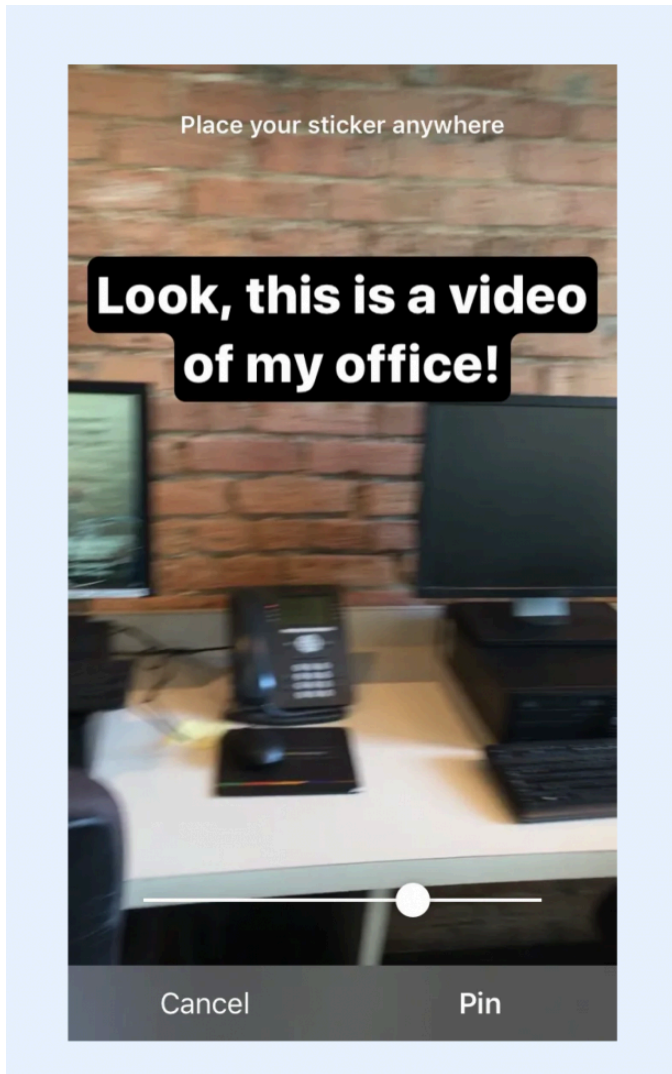
All you need is a simple search on Canva, and you will find anything you need.

Now that we have touched the 3 major components of Instagram posts, the next question is “What exactly do you post?”, “How do you come up with Unique Ideas?”

For that, kindly refer to the **Instagram Bible** in this course. It contains everything related to Instagram post ideas, captions, and hashtags.

3.0. Instagram Stories

1. Layer Photos On Video



Did you know can combine images and videos in your Stories? This can be a great way to add extra context to a photo (for example, you could post an image of a new

product feature, with the video in the background of you talking about it) Here's how to do it:

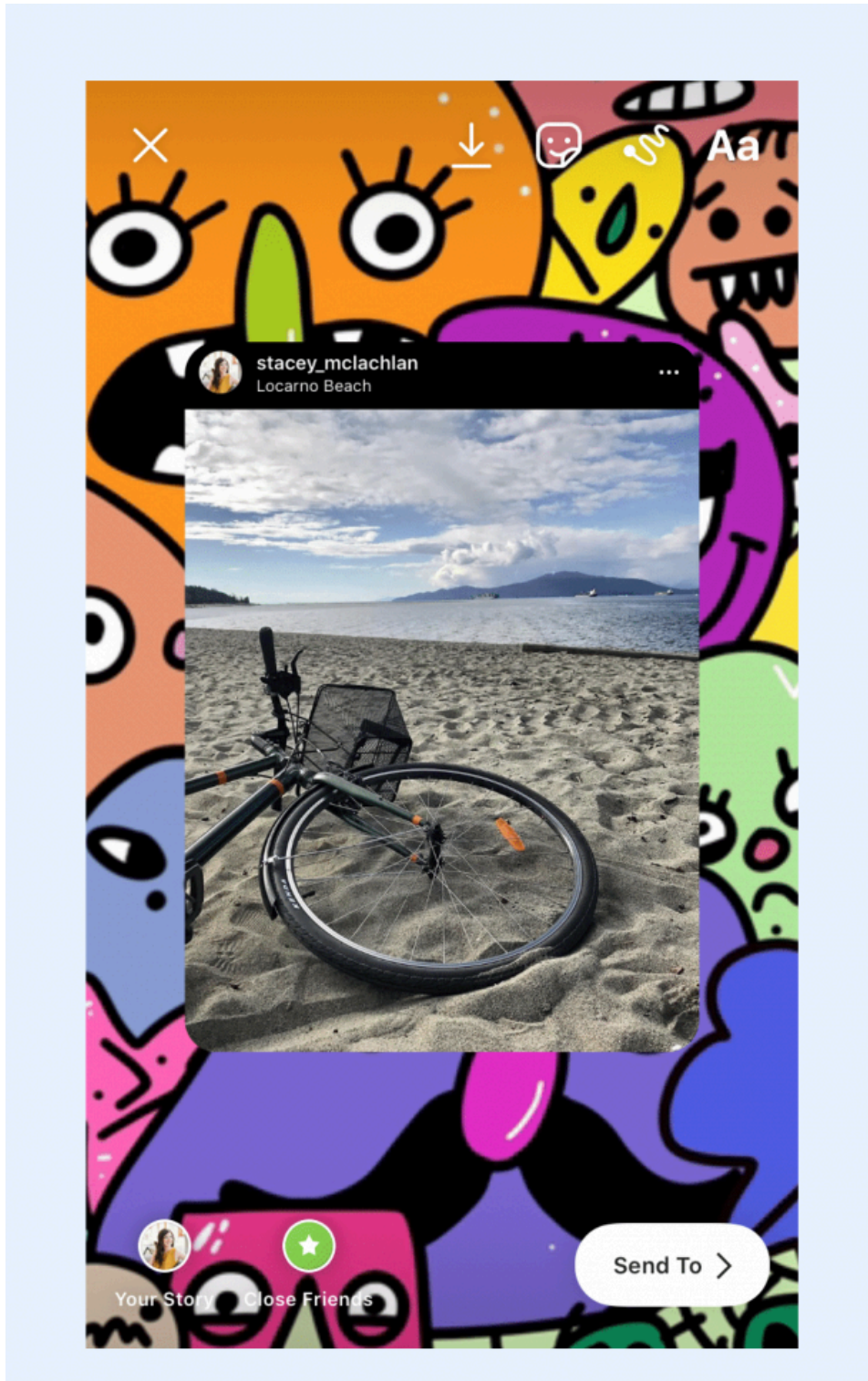
1. Swipe up to select the video from your gallery (or record a new one).
2. Open the sticker menu
3. Choose the photo sticker
4. Select the image you want to use in your Instagram Story
5. The selected image will layer on top of the video. Move and resize it to match your preference

2. Change Your Text To Your Brand Colors

By default, Instagram displays only a limited number of colors, but you can uncover a wider array to match your brand aesthetic.

1. Select the brush tool from the Instagram Story features
2. Tap and hold down any of the default color circles at the bottom of the screen. You'll see a color slider pop up.
3. Slide the color slider to find the shade matching your brand and preferences.
4. You can also upload an image into your Story and select the exact matching shade using the eyedropper tool (then, delete the image once you're done) This can be particularly handy if you have a photo of your brand kit with all your brand colors

3. Create a Patterned Backdrop for Sharing a Feed Post



Creating a patterned backdrop is a great way to make sharing a feed post look more visually interesting.

1. Take a screenshot of a feed post you'd like to share in your Stories and crop it, so it's just the post
2. Then, click the 'share' icon on that original feed post and tap on "Add post to your Story"
3. Stretch the feed post so that it fills the entire screen. This step is important as it will make the final Story a tappable link to your original Instagram post
4. Open up your camera roll and choose the background image or pattern of your choice
5. Then, paste in the screenshot you've cropped in step 1
6. Upload the Story

4. Add a Link Sticker



Once you hit the 10,000 followers mark, Instagram enables you to add a link to your Story. And Instagram has replaced 'swipe-up' links with link stickers.

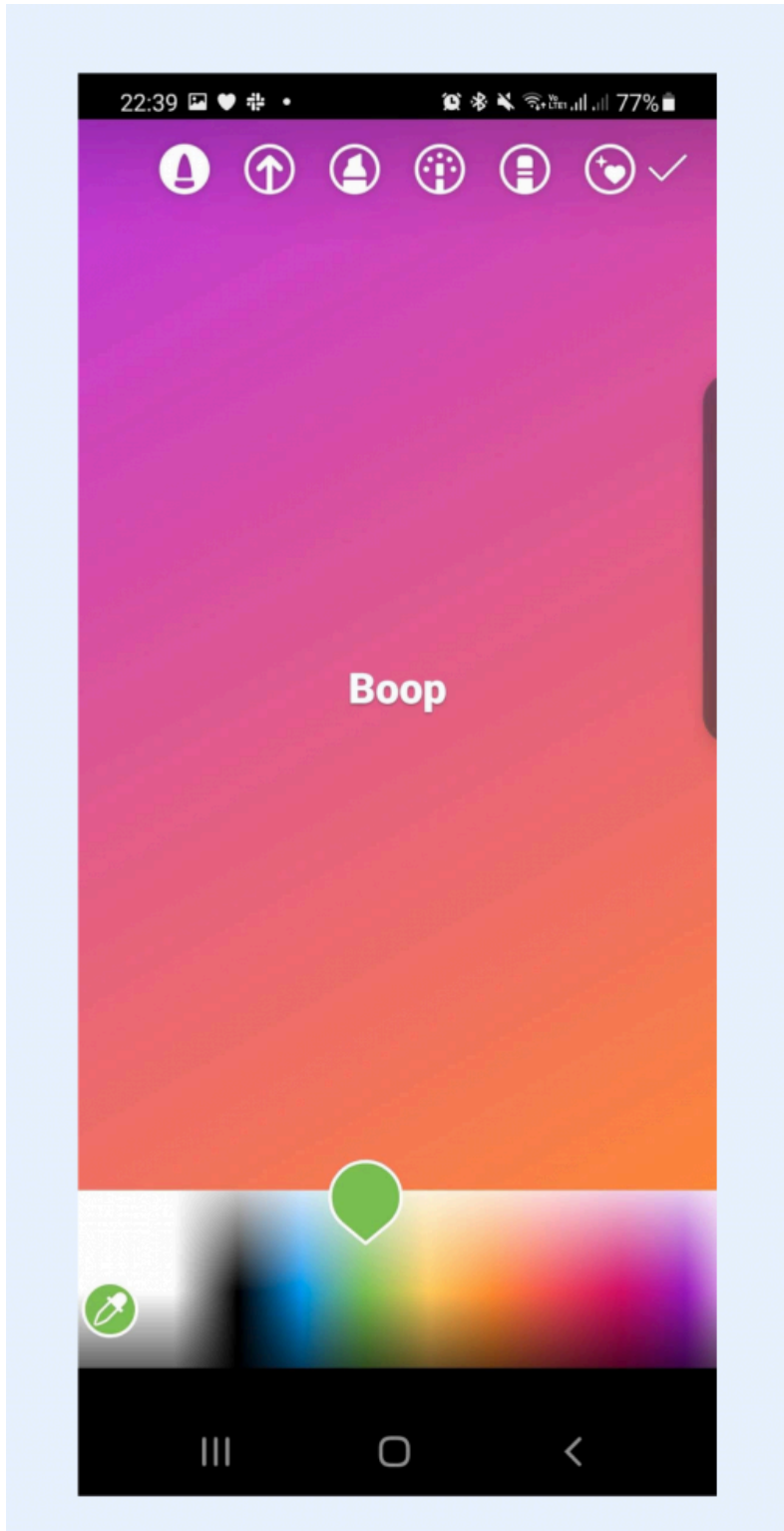
1. Create an Instagram Story as usual
2. Tap on the sticker icon on your screen. (Hint: It is at the top)
3. Select the link sticker
4. Add the link where you'd like your followers to go

Psstt... haven't hit 10K yet? There's still a workaround where you can use link stickers to direct your followers to your website

1. Create an Instagram Video that's at least 1 minute long. Put the link that you want to direct people to in your caption
2. Create a short description video of what your link is about (for example, announcing a new blog), or even just text with you pointing to your title
3. Create a new Instagram story, then click on the 'link' button at the top of your screen
4. You will be able to choose your video, which will add the link to your story

Voila! People will then be able to tap on the link in your video to access the content

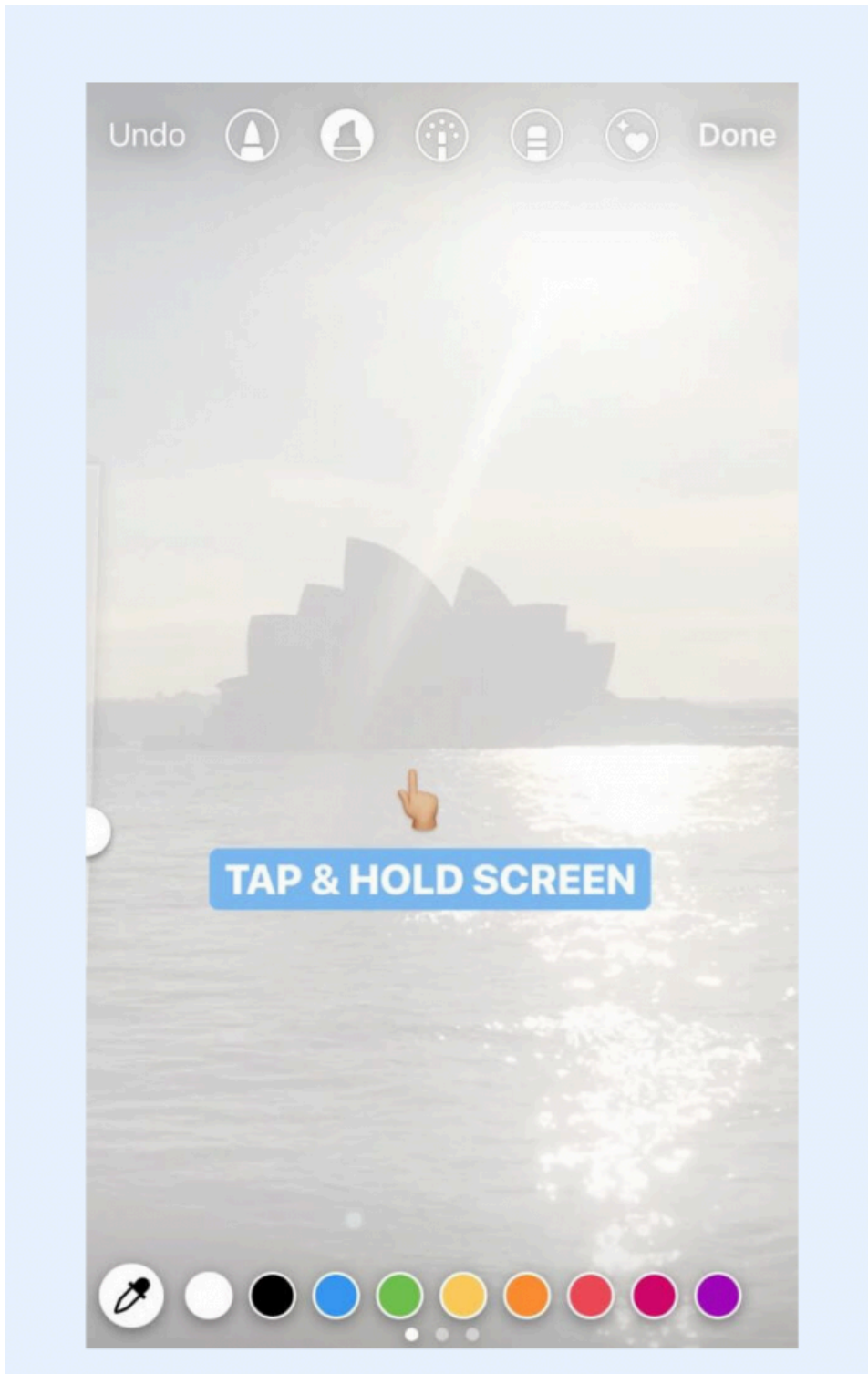
5. Fill the Background With a Custom Color



An automatically generated Instagram Story background might not match your brand colors or your personal preference. Thankfully it's possible (and easy!) to change your Story background color.

1. Tap the draw tool in the upper right-hand corner of the screen
2. Select your preferred color
3. Tap and hold down on your screen for 1-3 seconds
4. If you've shared a feed post to your Instagram Story, the background behind it fills with your chosen color
5. If you've created a new Story, the color fills the whole screen, creating a layer over your photo
6. You can use the eraser tool to reveal part of your image or video
7. Alternatively, you can leave the color background as is and add a photo sticker

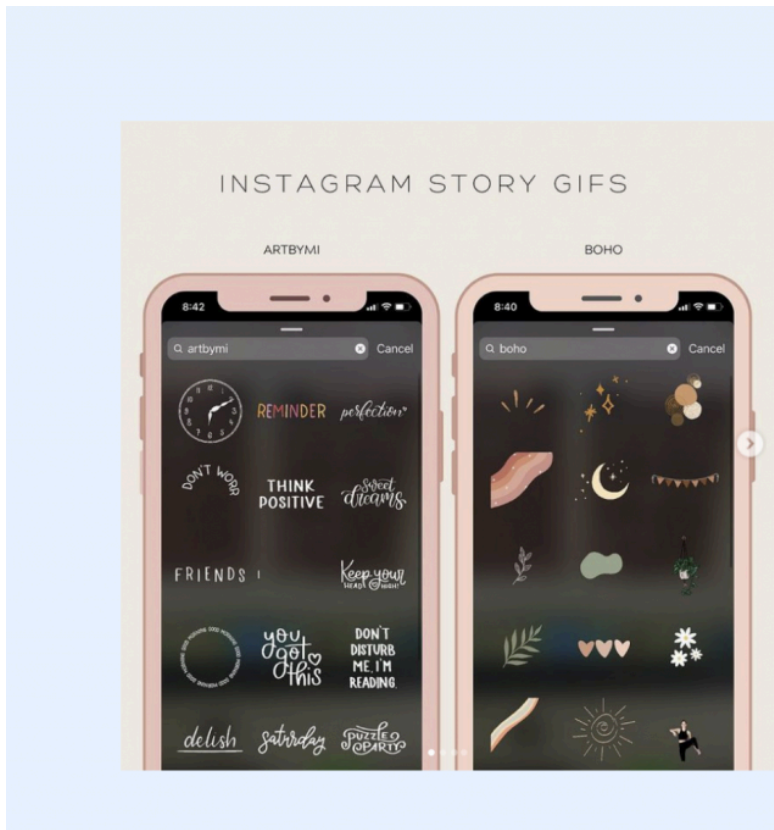
5. Add a Layer of Translucent Color to a Video or Photo



Want to spice things up by adding extra visual intrigue to your Story? Here's how to do it.

1. Upload your photo or video to your Story.
2. Tap on the marker icon on the top of the screen
3. Select the highlighter at the top of the screen
4. Choose your preferred color
5. Tap and hold the screen until a layer of transparent color covers your photo or video

6. Unlock Secret GIFs



Ever wondered how certain creators seem to use all these cute story icons and animations you've never seen before? They don't have access to extra GIFs — they just know where to look for them!

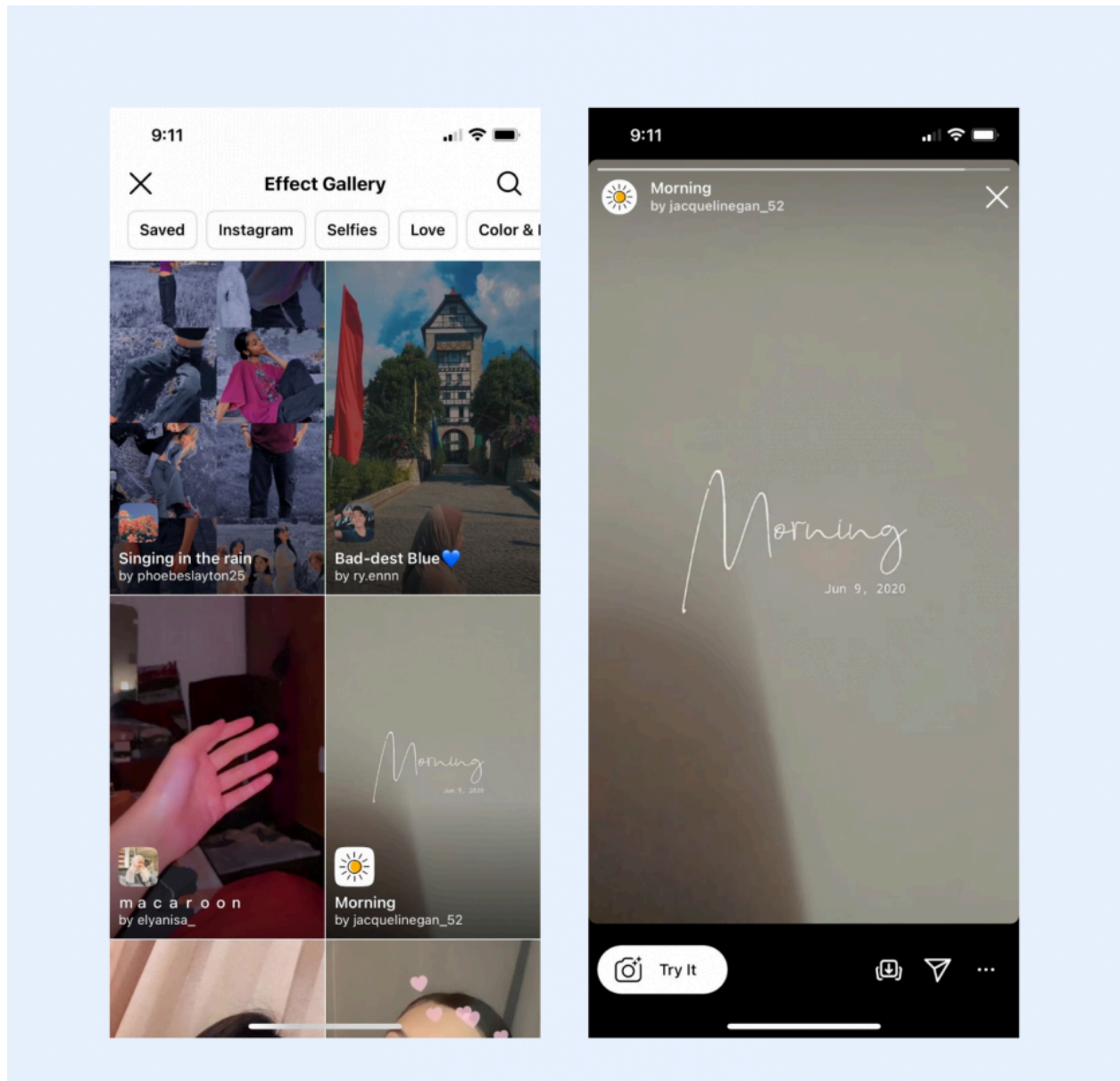
7. Create a 'Revealing' Story Series



Building intrigue over several Story posts can help increase engagement. And, you can add new elements to the same initial image to keep your audience on the edge of their seats.

1. Start creating a story as usual with photos, video, text, stickers, drawings – anything of your choice. But make sure not to include all the elements into this first Story – keep some for the next ones
2. Before you hit the publish button, click the save icon (a downward-facing arrow above a line) on the top, saving your Story to your camera roll
3. Upload your first Story by clicking Send To button at the bottom, like you usually do
4. Start a new Story
5. Select the first Story you've saved on your camera roll
6. Seamlessly build additional elements on top of that first Story.
7. Save this new Story to your camera roll before hitting the Send To button again
8. Repeat as many times as you'd like

8. Save Your Favorite Stories Filters

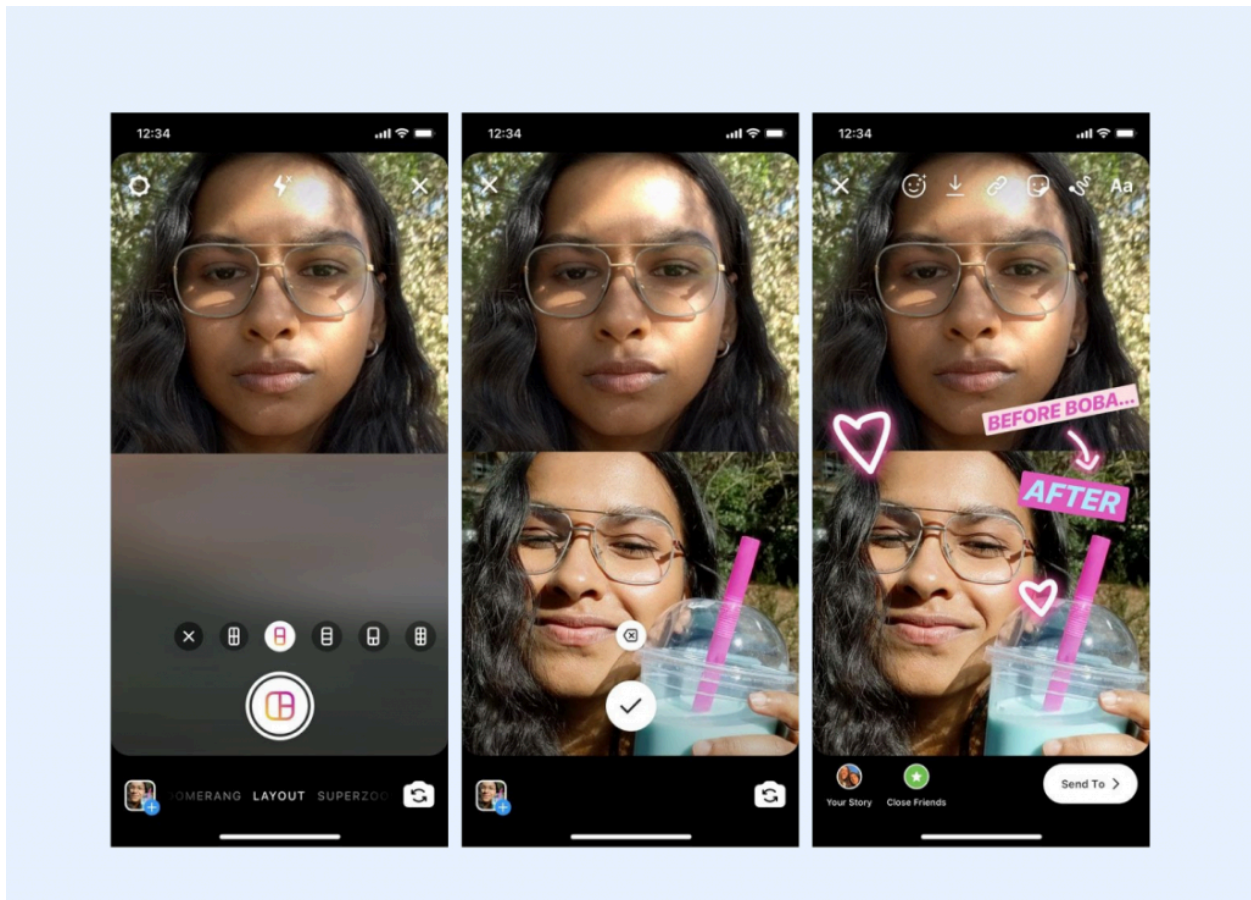


Ever gone to capture a photo or video on Stories, only to feel unenthused by the filter options available to you? Meanwhile, other creators seem to be able to effortlessly make all their Stories look consistent and on-brand.

The good news is, you can unlock a wide array of beautiful filters, and save them for easy access.

When you see a Story using a filter you like, you can click on the name on the top left corner. This will pull up a menu with the option to 'save effect.' You can also select more filters by that creator, or 'browse effect gallery.' Then, next time you go to post a Story, you'll see your chosen filters pop up in a bar along the bottom of the screen, so you can add them!

9. Create a Grid of Photos



Instagram Stories has a built-in layout tool feature that enables you to share multiple images in an organized grid. There are various options of formatted grid layouts you can choose from.

1. Open your Story settings and tap on the Layout icon on the left-hand side of the screen
2. Your screen will be divided into multiple quadrants. You can add a photo to the first square by selecting one from your gallery. You can also use the camera to snap a new picture
3. Fill in the remaining quadrants
4. You can also change the layout by tapping the 'change grid' icon on the left-hand side of the screen



Instagram is also testing a new Stories feature that will give even more options for creating collages.

10. Create On-Brand Stories On The Go

Available right inside the Canva Stories app allows you to create super consistent, on-brand Stories, no matter where you are.

With hundreds of beautiful vertical templates at your fingertips, this feature has everything you need to step up your IG story's game.

4.0. Posting Schedule

What should you post and how often should you post it?

First of all, draw up your content calendar by using any of the templates in our **Templates Library**. Then you know how much content you'd be posting in a day as agreed on your contract.

A schedule that works:

1 Reel - 1 Image - 1 Reel - 1 Image

Make it 3 reels per week. This way, you give each reel the time to gain traction.

All the tractions add up together and grow your page organically.

Also, Let your story be active 24/7. This is the way to constantly be in people's face.

Your content:

- Tell your audience some fact
- Show off some nice product
- Teach them how your product works

NEXT STEPS

To complete your Instagram Content Creation knowledge, check out our **Instagram Bible** for Inspirations and templates. And check out the **Canva Tutorial** to master media creation.

This way, you will never run out of what to post and how to post it.