INSTAGRAM
Social media guide for beauty professionals

#NailProsToNailPros

O·P·I

#1 SALON BRAND WORLDWIDE

WHY INSTAGRAM?

As beauty professionals, we are so lucky to have a tool that connects us with our community. While Instagram can be a wonderful asset to learn techniques, grow your clientele, and form relationships with peers in your industry, it can also be overwhelming without proper training.

IN THIS GUIDE, WE WILL COVER...

› Developing an Instagram Strategy

› Setting up an account

› Creating the right Content

› Measuring your Success

We hope you find this guide useful in starting your social media journey.
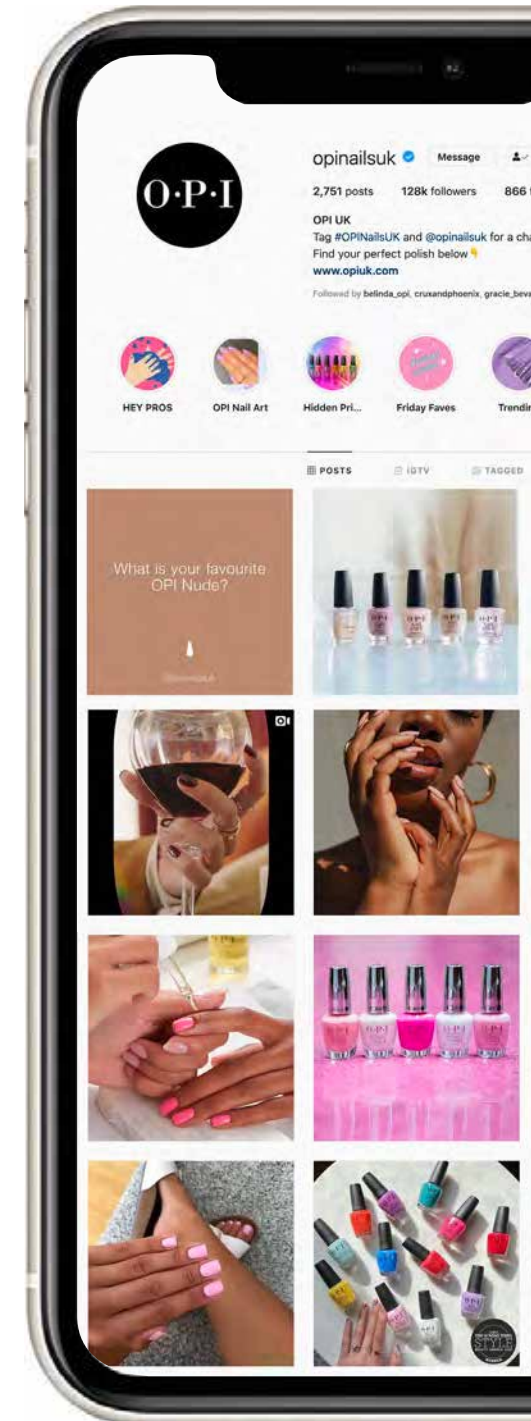
TWO TYPES OF PROFILES

Before getting to the fun stuff, like creating captions, images, and videos, it is essential to determine goals for your account so you can develop the best strategies to get there. For the most part, stylists on Instagram are trying to acheive one of two things: to grow their clientele or to grow their career as an educator. Below are some key characteristics for these two main types.

	Educators	Creators
Objectives	Expand their education platform	Build clientele and promote their business
Goal	Build awareness of their seminars	Get new clients tomake an appointment
Target Audience	Stylists, salon owners, and current clients	Current and potential clients

WHY INSTAGRAM FOR YOUR BUSINESS?

800 million people use instagram every month

60%
of people say they discover new products on Instagram.[1]

200 MILLION +
Instagrammers visit at least one business profile daily.[2]

80% INCREASE
in time spent watching video on Instagram.[3]

1/3
of the most viewed stories are from businesses.[4]

WHY SHOULD YOU BE ONLINE?

› Instagram can help drive your business and generate income for your salon, by finding new customers.

› Create a place for you to take care of your clients and to build lasting relationships.

HOW TO START?

› One key to success on Instagram is posting stunning visuals. But it's not only about that. There are more elements to consider and improve...

› You need a strategy to help grow your Instagram followers...
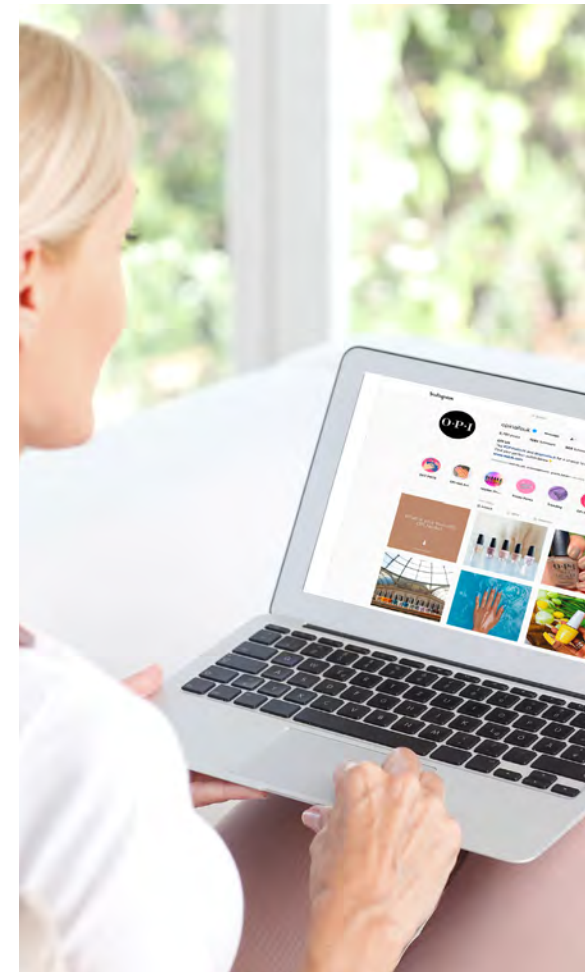
[1]Instagram user survey, November 2015. [2]Based on daily active Instagrammers. Instagram internal data, November 2017.
[3]Year on year. Instagram internal data, June 2017. 4Instagram internal data, January 2017.

PERSONAL VS. BUSINESS

BENEFITS

› Including the benefits of having a business profile in terms of audience understanding and account analytics.

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PERSONAL

BUSINESS

VS.

YOUR BUSINESS ACCOUNT
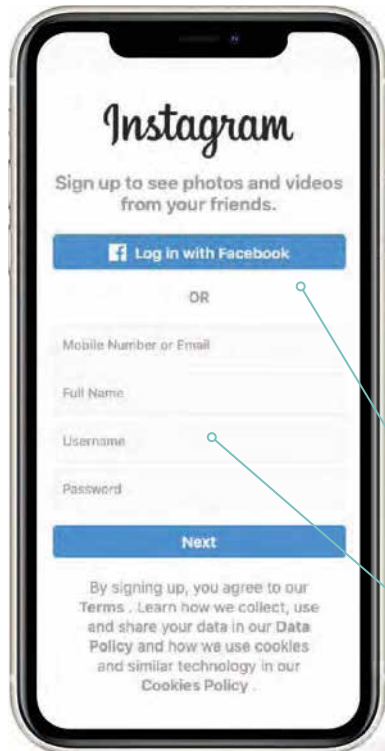
STEP 1:
CREATE A BUSINESS ACCOUNT

The first step to open an account
is to download the app, from App
Store or Google Play.
Once you have done it, click on 📷
to open it.

Then you have 2 options:

1. Sign up with a
Facebook account

2. Create an Instagram
account by inserting
your phone number
and email address.

STEP 2:
UPLOAD A PROFILE PIC

Give your salon account a visual appeal with
a profile photo that best represents your
business.

Remember, your profile image will be circular.
Instagram will automatically
crop your photo to fit inside the circle,
so leave room around the corners of
your image.

DO
Choose wisely: use a recognizable
profile picture, it is important
to getting found and followed.

DON'T
Don't use an icon or
an unrecognizable photo
as a profile picture.

STEP 3:
OPTIMIZING YOUR BIO

You need to optimize your Instagram bio. Instagram bios have a 150-character maximum so you'll need to be direct and concise.

Tell your audience who you are and whatyou do using a hint of personality.

DO

Make it easy for clients to know your key services and benefits
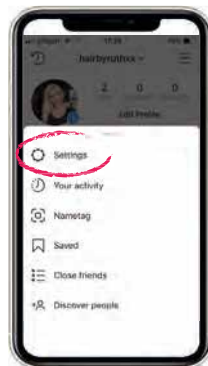
DON'T

Don't waste the opportunity to explain shortly who you are.

STEP 4:
SWITCH TO BUSINESS

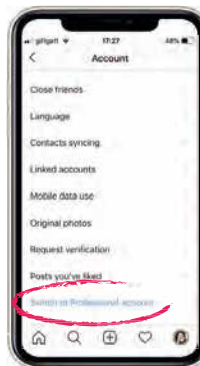Switching a personal profile to a business profile allows your audience to contact you, provide more in-depth insights and make it easier to promote content.
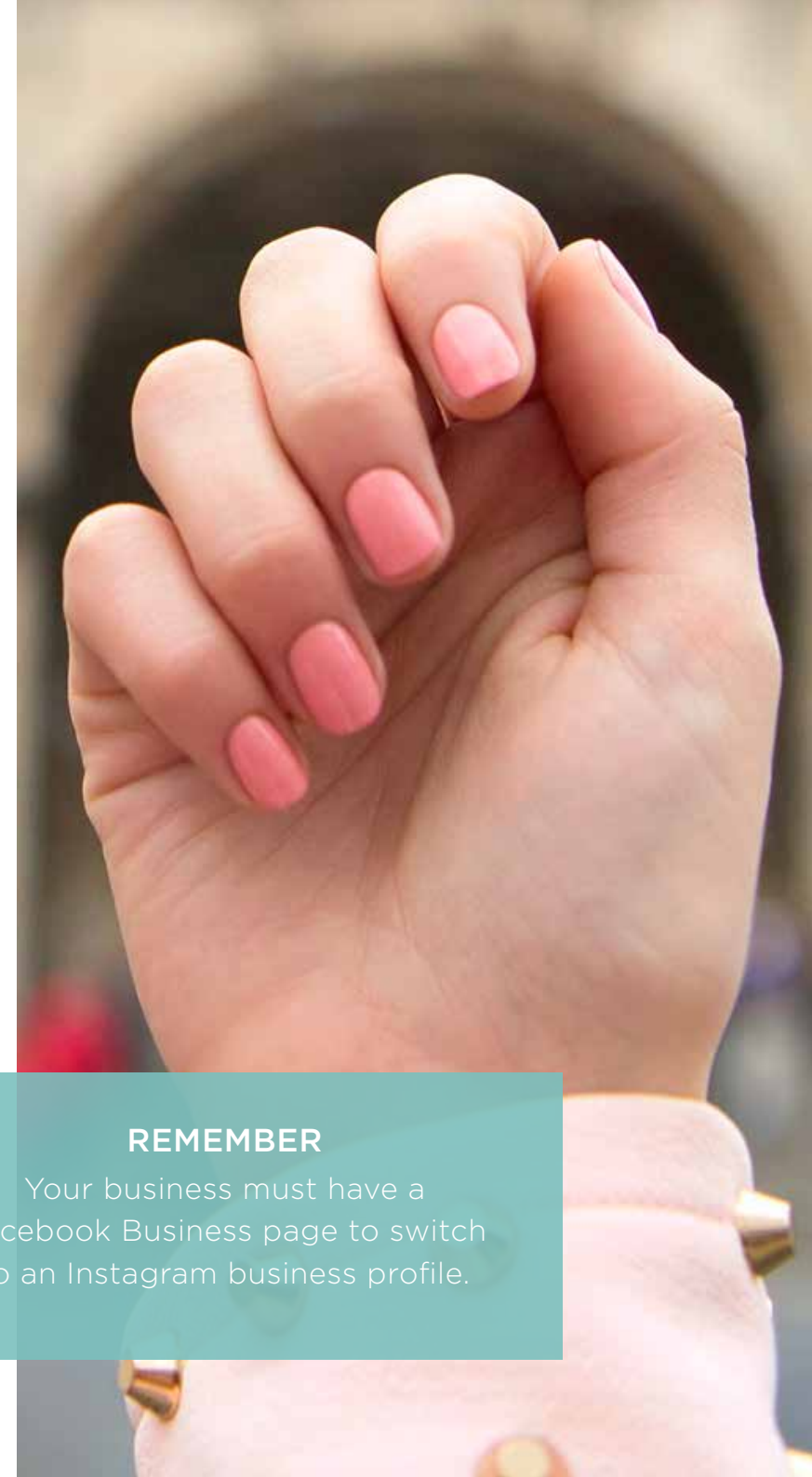
Click on the menu icon in the upper right-hand corner to view your settings.

Tap on 'Settings'

Scroll down and click on 'Switch to Professional account'

REMEMBER

Your business must have a Facebook Business page to switch to an Instagram business profile.

UNDERSTAND YOUR AUDIENCE

BEFORE YOU START TALKING, YOU NEED TO KNOW WHO YOU'RE TALKING TO

After you've determined whether your account will have a stylist or education focus, you need to take time to understand who you will to be talking to. We know educators and stylists have a different audience. Before getting into developing content, ask yourself the following:

› What does my audience value?

› What are they not getting elsewhere?

› How can I fill that gap?

Take the time to look at your peers' accounts as well as some potential new followers to see what content they are engaging with.

IS THIS CONTENT RELEVANT TO THE AUDIENCE I AM CHASING?
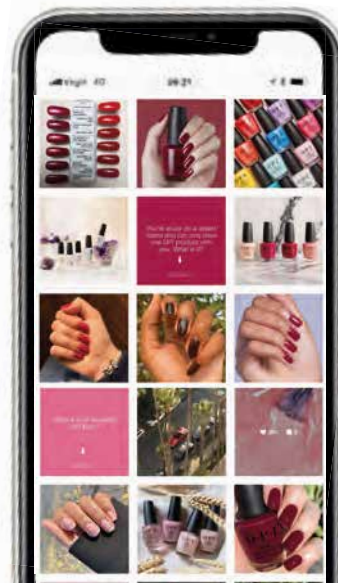
@glam.by.heather

ARE THEY MORE LIKELY TO ENGAGE WITH A STORY, PHOTO OR VIDEO?

A more tech savvy audience maybe more responsive to stories, where as an audience that spends less time on social media is more likely to browse their feed for photo and videoposts.

WHO ARE YOU TALKING TO?

Take a minute to consider your target audience, aka your ideal client or student.
It's important to understand their key motivations, behaviors and characteristics.

1. WHAT IS THEIR JOBTITLE/ROLE?

4. WHAT ARE THEY LOOKING FOR FROM YOU?

2. WHERE ARE THEY BASED?

5. WHAT KEY WORDS DO THEYUSE?

3. WHAT CHALLENGES THEM?

6. WHAT MOTIVATES THEM?

ABOUT THE 'B" WORD

AUTHENTICITY IS KEY TO BUILDING YOUR BRAND

A brand is something you have, not something you are - you are still you! A brand is something that can certainly change over time as your career shifts, but it should always align with the goals you have in that moment.

A well-defined personal brand will give you the competitive advantage that will ultimately help you achieve your goals. Think of your brand as your calling card - after being exposed to your brand, people should know who you are, what you do, and where you plan to go.

When figuring out your brand, it's essential to be authentic. For both stylists and educators, authenticity is key to attract stylists and potential new clients. By being yourself and showcasing your true talent, potential students/clients will easily be able to envision themselves in your chair or class.

" WHEN FIGURING OUT YOUR BRAND, IT'S ESSENTIAL TO BE AUTHENTIC "

A great way to show ongoing authenticity is to engage withyour community. Your ultimate goal is to interact with followers. When a follower takes the time to comment or support your posts, it's essential you like and respond. Think about it- this person has taken the time out of their day to give you a digital high five because they like what they see and want you to know it. Thank them! Odds are they'll notice and be more likely to continue to engage with future content. To recap:

A GOOD BRAND

A BAD BRAND

VS.

› Is consistent and intentionally alignedwith career goals.

› Is clear and confident.

› All touch points are authenticstories, posts, engagements.

› By viewing their content, it's clear what they do, what they want, and how they're going to get there.

› Feels forced and ingenuine

› Ignores its audience/doesn't engage

› Fails to be confident OR seems unapproachable

GENERAL LOOK AND FEEL

The style of photos and videos curated in your feed communicates a lot about the overall personality of your brand. Revisit your brand and think about what sort of posts best define it. For example, as an educator, you'll likely be posting a lot of behind-the-chair, hair hacks, and technique content. As a stylist, it may be more focused on coloUr, cutting, styling and emotional/inspirations posts that clients can relate to.

For both Nail Techs , it's great to mix in some personal content as well. Show your family, animals, or vacation. Use the "Secret Sauce" posting method - for every 5 beauty posts, post 1 personal. This will keep your feed mostly relevant to your work but will give your community a taste of who you are off the clock and make you more relatable.

POSTING SCHEDULE

It's important to be consistent with your posting. If you post every day but then go quiet for two weeks, it's likely that you'll lose a lot of followers and the Instagram algorithm will decrease your appearance in feeds. You want your audience to expect and treasure your content. For example, if you're posting great before and afters consistently, they will know your profile is a great place to come for inspiration and eventually a booking! It's also important to consider what time of day/week you post. You should think about your audience and determine what time will get the most views/engagement. You also want to make sure when you post you have a little time to respond to your active following - remember, it's important to engage and say thanks.

EXERCISE 2
PERSONAL MISSION STATEMENT

WRITE YOUR PERSONAL MISSION STATEMENT.

IF YOU HAD TO BOIL IT DOWN TO 2-3 SENTENCES, WHAT WOULD IT BE?

**EXAMPLE STYLIST
MISSION STATEMENT:**

"By continuing my education and practice as a passionate hair stylist and by improving my social media presence, I will become a trusted voice in the online blonde community and create a strong following of loyal clientele"

OPTIMIZE YOUR ACCOUNT

DECIDING ON THE RIGHT HANDLE

The first step in establishing your brand on Instagram is choosing the right handle for your account. Your handle is the primary source of recognition that your audience has about your brand. Whether you are starting from scratch or updating your account, be sure to keep your username simple, memorable, and easy to find. Using your real name will enable others in your network to easily find you!

CRAFTING THE PERFECT BIO

Although it is often overlooked and underutilized, your bio is the first thing visitors see when viewing your profile. The first impression they make about your brand will depend on how you use your bio to communicate who you are. Convert visitors into followers by leading with a strong call-to-action, a brief description about what you do and what you have to offer, followed by a humble brag. Take advantage of Instagram's link in bio feature by driving to your website, blog, or YouTube channel to give your audience a chance to better familiarize themselves with your work. This is the time to make yourself stand out, so don't be afraid to highlight the skills and values that make your brand unique. With only 150 characters allowed in your bio, every word counts. Switching to a business account gives exclusive features to your bio, such as your business category and contact information.

If your goal is to educate, your bio should include your name, skills, contact information, and relevant hashtags or keywords that you want your target audience to associatewith your brand.

If your goal is to build your clientele, be sure to include your name, the salon's username, contact information, the link to the salon's website and a service you specialise in.

BIO CHECKLIST:

✓ Who are you?

✓ Expertise

✓ Personal Connection

✓ #HumbleBrad

✓ Contact Info

EXERCISE 3
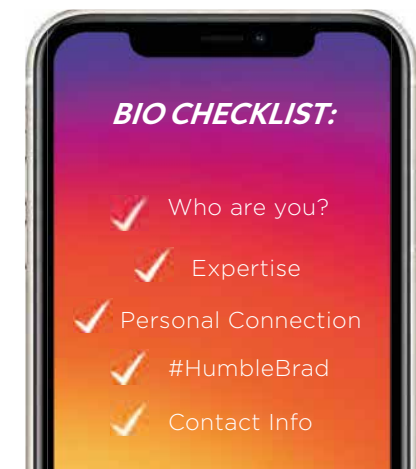# PRACTISE WRITING YOUR BIO

PRACTISE WRITING YOUR INSTAGRAM BIO. SEND TO FAMILY, FRIENDS AND COLLEAGUES AND SEE IF THEY THINK IT DESCRIBES YOU.

MUST HAVES

> Include your real name so people can find you

> Be Public, not Private

> Business Account– See what resonates with your audience

BIO CHECKLIST:

✓ Who are you?

✓ Expertise

✓ Personal Connection

✓ #HumbleBrad

✓ Contact Info

NAIL YOUR CAPTION WITH A CALL TO ACTION

Curate a strong caption that drives your audience move forward with either making an appointment or enrolling in your class. We call this a CTA, or "call to action".

While the maximum length of an Instagram caption is 2,200 characters, the length should depend on the message you are trying to communicate through your post. Be conscious of your target audience and where you are looking to drive them when writing your caption. For example, detailed educational posts will require a longer caption that provides additional context and steps on how-to recreate a look. Before/After posts should include a short and concise description of the how the transformation was completed, along with a clear CTA.

Staying focused on the purpose of each post will help you to clearly communicate your CTA to your audience.

If your goal is to educate, your CTA might be something like "sign up for a class before its too late" or "check out the link in bio to discover how you can recreate the look!"

If you are focused on building your clientele, your CTA might be "book an appointment today!" or "ready to go light for summer? Give us a call and let me help you get your perfect shade."
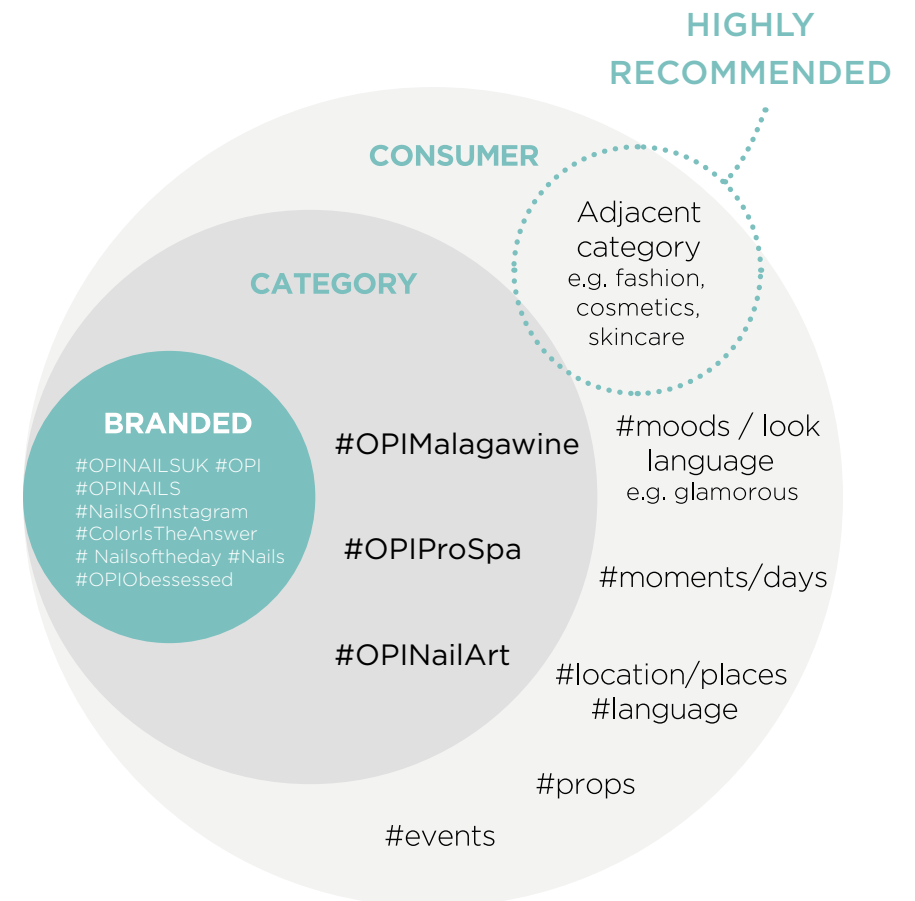
"Swipe up to book an appointment before it's to late"

#HASHTAGS

Each caption allows a maximum of 30 hashtags. It's important to focus on the relevant hashtags, rather than the quantity to reach your target audience.

› Include a mix of branded, category and consumer hashtags that are relevant to the intention of the post.

› Branded Hashtags: Promote your brand to an audience seeking out your content and collect user generated content. These hashtags can be used to categorize your own content within your feed and are specific to you or a specific person/tool you use.

› Category Hashtags: Grow your reach by including the tags relevant to the content your audience is looking for.

› Consumer Hashtags: Grow your following and reach the audience looking to stay up to date on the latest trends by including the top used hair and beauty tags.

HOW THESE THREE CATEGORIES VARY:

HIGHLY RECOMMENDED

CONSUMER

Adjacent category
e.g. fashion, cosmetics, skincare

CATEGORY

BRANDED
#OPINAILSUK #OPI
#OPINAILS
#NailsOfInstagram
#ColorIsTheAnswer
Nailsoftheday #Nails
#OPIObessessed

#OPIMalagawine

#moods / look
language
e.g. glamorous

#OPIProSpa

#moments/days

#OPINailArt

#location/places
#language

#props

#events

EXERCISE 4
GET ORGANISED

REMEMBER THE 3 TYPES OF HASHTAGS: BRANDED, CATEGORY AND CONSUMER

1

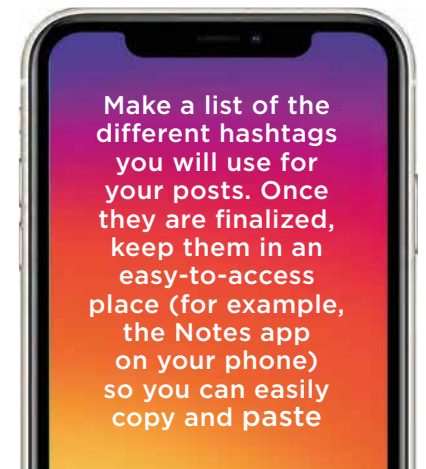...

2

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3

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4

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10

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Make a list of the different hashtags you will use for your posts. Once they are finalized, keep them in an easy-to-access place (for example, the Notes app on your phone) so you can easily copy and paste

MANAGING YOUR CONTENT MIX

Content creation is now one of the best ways to provide your customers with value and to establish yourself as a thought leader in your industry. It is essential your profile remains interesting and provides new information to your audience. Diversifying what you post and how you post it will keep your viewers engaged and wanting more.

SUBJECT
Part of having a strong content mix is ensuring that your posts vary in subject and purpose. Variety keeps your profile interesting and audience engaged. The most popular types of content used by hair professionals on Instagram include: before/after shots, behind the scenes, user generated content, motivation, educational, and DIY. Reminder: Keep the Secret Sauce Rule in mind when planning your future posts andremember: 5:1 Business to Personal.

FORMATS
Instagram currently offers four types of posts: photos, videos, carousel posts, and shopping posts. Within each category are subcategories such as long-form videos, short looping videos, boomerangs, and hyperlapse for you to choose from. Consider the benefit of using each format when determining the best approach for sharing different types of content.

CHANNELS
The final element to consider when optimizing your strategy is a channelmix. Implementing a channel-mix entails utilizing different communicationchannels to reach your target audience for each post. Integrate every Instagram channel that is currently available to amplify your message and grow your audience. The various channels available to us on Instagram include: In-Feed Posts, IG TV, IG Live, IG Story, and Highlights. Utilize each channel for its unique features and ability to reach a different audience.

A great way to implement a channel-mix into your Instagram strategy is to have a plan about what type of content you want to share and where you intend to post. Here are few examples of different content that works well on different Instagram channels:

Goal	CHANNEL	CONTENT
TO EDUCATE	IN-FEED POSTS	Behind the chair, educational, behind the scenes, DIY, Social Events, and Trending/Inspirational
	LIVE	Speak to your followers in real-time by going Live and sharing content from a relevant event that you're at. (competition, trade show, etc.)
	STORY/ HIGHLIGHTS	Repurpose your stories as highlights and categorize them by Color, Style, Cuts, Awards/Recognition, Home, Hair Tips, DIY, Favorite Products, Inspiration, Before/After, Client Selfies.
TO BUILD YOUR CLIENTELE	IN-FEED POSTS	Feature a range of content including behind the chair, Product, Education, Client Appreciation, Trending/Inspiration, Transformations (Before/After), Salon Staff, Services, Sales, Contest/Giveaway, Social Events, Salon Announcement, Holiday + Salon Specials
	LIVE	Feature a range of content including BTC, Product, Education, Client Appreciation, Trending/Inspiration, Transformations (Before/After), Salon Staff, Services, Sales, Contest/Giveaway, Social Events, Salon Announcement, Holiday + Salon Specials
	STORY/ HIGHLIGHTS	Appeal to emotion and take a personal approach by posting stories. Repurpose your stories as highlights and categorize them by Staff, Education, Events, Transformations, Products, Salon behind the scenes, and Services.

LIVE

EXERCISE 5
POSTING SCHEDULE

Create an example page to show how you can create a theme over the week:

MONDAY: PINK NAILS

TUESDAY: PINK MIXTURE BOOMERANG

WEDNESDAY: PINK HAIR

THURSDAY: PINK TOOLS

FRIDAY: PINK THEMED MEME

SATURDAY: PINK NAILS

SUNDAY: PINK CHAMPAGNE

CREATIVE CONTENT

Now that you are well-versed in the range of subject, format, and channels to utilize in your content mix, focus on how you can use the 5C's to create quality, memorable content.

1 COLOUR

› Use mood images to create a harmonious colour theme in your gallery.
› Collect all images and post them sequentially to control your gallery.
› Plan your content on themes or seasonally and leverage colours that suit the theme or season.
› Use consistent colors to establish brand presence.

2 CLARITY

› Have a clear vision of what the post should communicate beforeposting pictures / videos on Instagram.
› Focus on the subject and ensure it is relevant to your audience.
› The subject should showcase your brand / business capabilities.
› Ensure distinct lighting and sufficient contrast and exposure levels to showcase product texture / shine.
› Use high quality images with a clear focus.
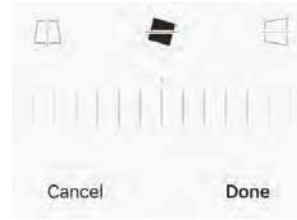
3 COMPOSITION

› Use grid lines to help center the image.
› Place the elements of interest on / within the intersection points of the grid lines to achieve the right balance.
› Avoid a busy background; keep it out of focus.
› Use the "adjust" feature to straighten or skew images.
› Pay attention to distinct patterns and textures.

4 CURATION

› Use themed hashtags to tell a story through your images.
› Make engaging narratives by using the Instagram story feature, posting photos, videos and GIFS.
› Use mood images to start a new theme.
› Sequence the images to take the viewers through your brand journey.

5 COMMUNITY

› Mention colleagues, clients and anyone else involved.
› Ask them to share your post on their feed too.
› Create brand mentions and hashtags, for example @wellahair and #AskForWella.
› Encourage your followers to post with your hashtag to gain more exposure.

TIPS

› Don't overdo it with filters —if you do decide to use them, be consistent with your choices.

› Frame and crop just right —use the grids that IG suggests & frame / and crop the same way each time.

› Use caption space properly —what service this was to achieve this look, what class can they take to get this look, etc.

GET FEATURED

Share your perfect hair picture to get featured on the @placeholder page! Including the following elements into your posts is a great approach for getting featured on the @placeholder page:

› Mention relevant users in your caption and tag the appropriate accounts.

› Ensure that you are using the correct hashtags. View our hashtags here

› Share high-quality, educational posts posts that would be relevant to the WellaEd community.
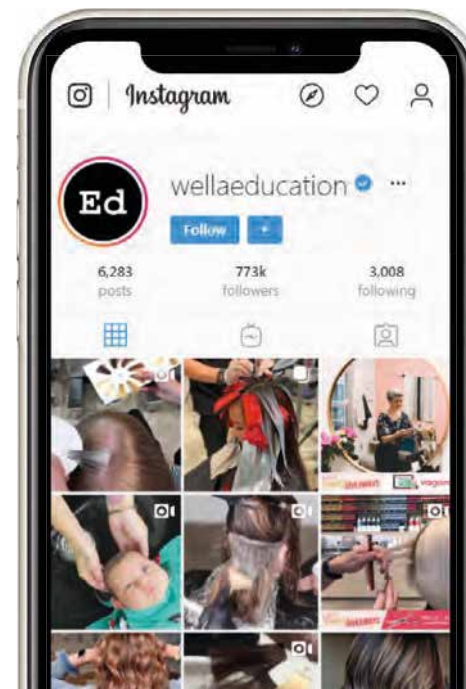
EXPAND YOUR BUSINESS

INSTAGRAM ADVERTISING

To create an Instagram Ad, you need to run ads through Facebook before, because the set up is all done through Facebook's ad platform.

Then you can select the post you'd like to boost in Instagram or create a new one in Facebook.
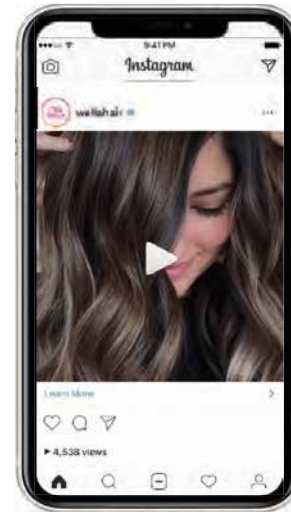
TYPES OF ADS

STORIES ADS
Complement your feed content with ads on Instagram Stories. Connect with over500 million accounts using stories daily.
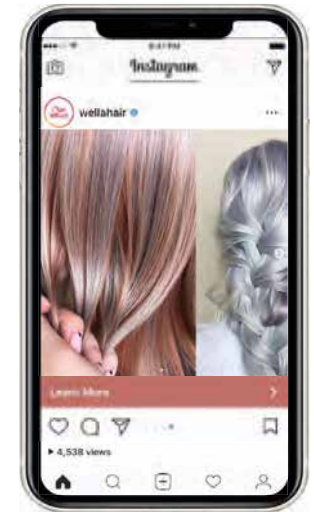
PHOTO ADS
Tell your story through a clean, simple and beautiful creative canvas. Photos can be in square or landscape format.

VIDEO ADS
Get the same visually immersive quality as photo ads, with the added power of sight, sound and motion. And now, you can share videos that are up to 60 seconds long in landscape or square format.

CAROUSEL ADS
Add another layer of depth to campaigns, where people can swipe to view additional photos orvideos in a single ad.

REACH THE PEOPLE THAT MATTER TO YOU MOST

Make your ads reach the exact audience you want using our precise targeting options.

Location
Target people based in specific locations such as counties, regions, cities or countries.

Demographics
Narrow your audience based on information such as age, gender and languages.

Interests
Reach people based on interests such as the apps they use, ads they click on and accounts theyfollow.

Behaviours
Define your audience by activities they do on andoff Instagram and Facebook.

Custom Audiences
Run ads to customers you already know based on their email addresses or phone numbers.

Lookalike Audiences
Find new people who are similar to yourexisting customers.

Automated targeting
We help you quickly create an audience who might be interested in your business using a variety of signals including location, demographics and interests.

MEET YOUR BUSINESS GOALS

From sparking inspiration to driving action, get the business results and customers you care about.

Awareness
Drive awareness of your business, product, app or service.

› Reach
› Reach and frequency
› Brand awareness
› Local awareness

Consideration
Make potential customers more aware of your products or services.

› Website clicks
› Video views
› Reach and frequency

Conversion
Increase product sales, mobile app downloads and even visitors to your shop.

› Website conversions
› Dynamic ads on Instagram
› Mobile app installs
› Mobile app engagement

TRACKING SUCCESS

Measuring your performance will indicate if your strategies are working or not. There are different categories of data you can review to determine your strengths and weaknesses. it's essential to understand what these numbers mean and how they translate to your goals.

MEASURE ENGAGEMENT

Engagement with your audience is a key performance indicator (KPI) when it comes to having a healthy Instagram profile. It is considered by many to be the most important data collected in analysis. High engagement rates mean you're building a strong audience that is eager to connect with you.

STAY UP-TO-DATE ON YOUR ANALYTICS

Optimize your analytics by knowing the right metrics to watch:

Remember that the frequency of your analysis is dependent on the purpose of your measurement. There are two type of analysis that you should be familiar with:

PROFILE	Engagement, Impressions, Interactions, Reach, Follower Growth, Profile Visits, Mentions
POST	Engagement, Impressions, Interactions, Saves, Comments
IG STORY	Impressions, Taps Forward, Taps Backward, Exits, Replies
AUDIENCE	Age, Gender, Location

› **Social Monitoring:** Staying up to date on your competitors will help to you identify new opportunities and stay ahead of trends.

› **Social Listening:** Tracking your engagement on a regular basis will give you a chance totweak your strategy as your progress.

EXERCISE 6
ANALYZE YOUR RESULTS

Have you hit your mark? What aspects of your strategy are working
well and where do you feel you can improve?:

WORKING WELL

THINGS I CAN IMPROVE ON

BE FEATURED

Having your posts featured on the OPI page is a great way to reach your audience and grow your brand! Here are a few tips to get featured:

@MENTION IN CAPTION | INCLUDE HASHTAGS | FOLLOW UP & EDUCATE

HANDLES & HASHTAGS

@opinailsuk:
#opiprofessional | #opiobsessed

@WellaEducation:
#WellaLife | #WellaEducation

@WellaHairUSA:
#AskForWella | #WellaHair

@KadusProUsa:
#KadusProfessional | #KadusPro
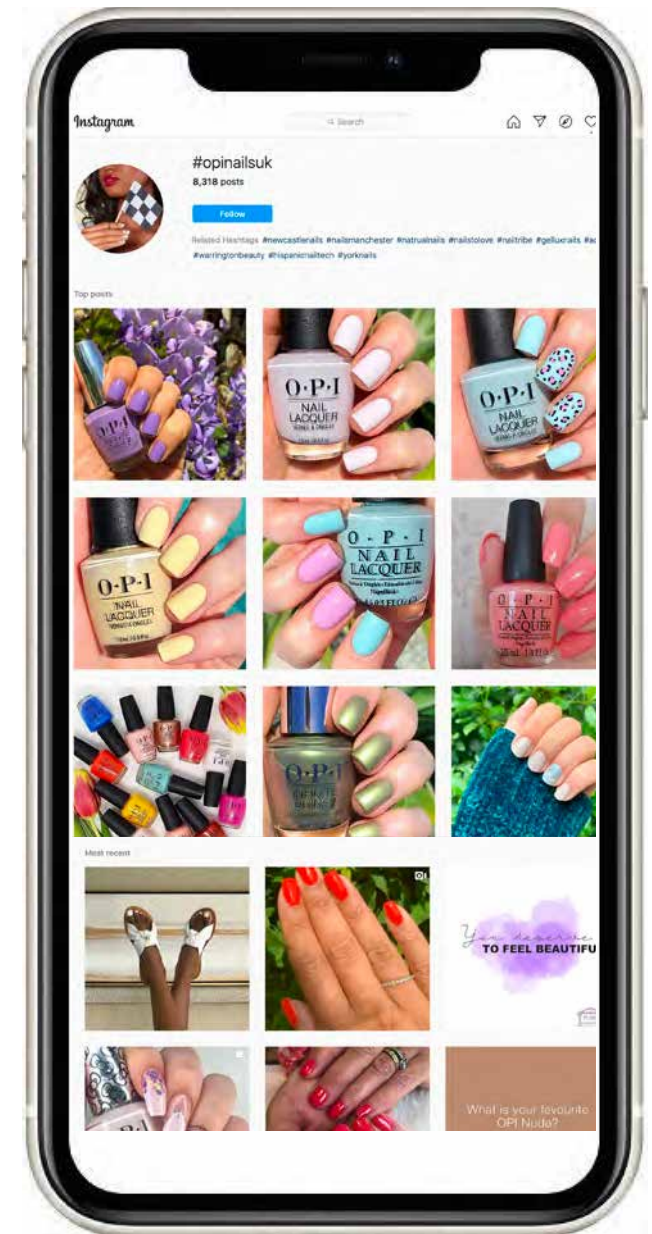
@ghd_northAmerica:
#ghdhair | #GoodHairDay

@SebastianPro_NorthAmerica:
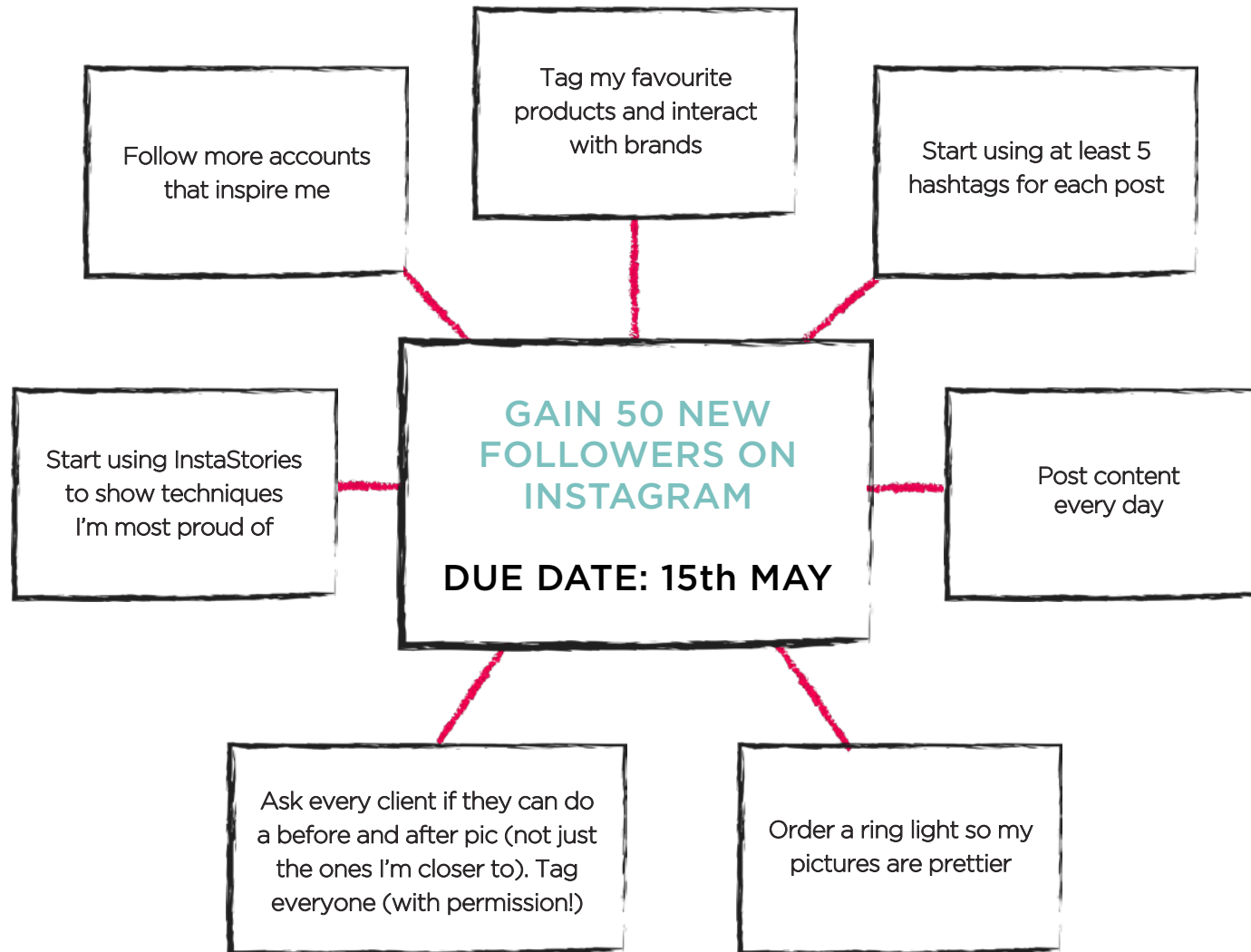#RulesDontApply | #IAMWHATSNEXT

@SebManOfficial:
#SebMan | #Undefinable

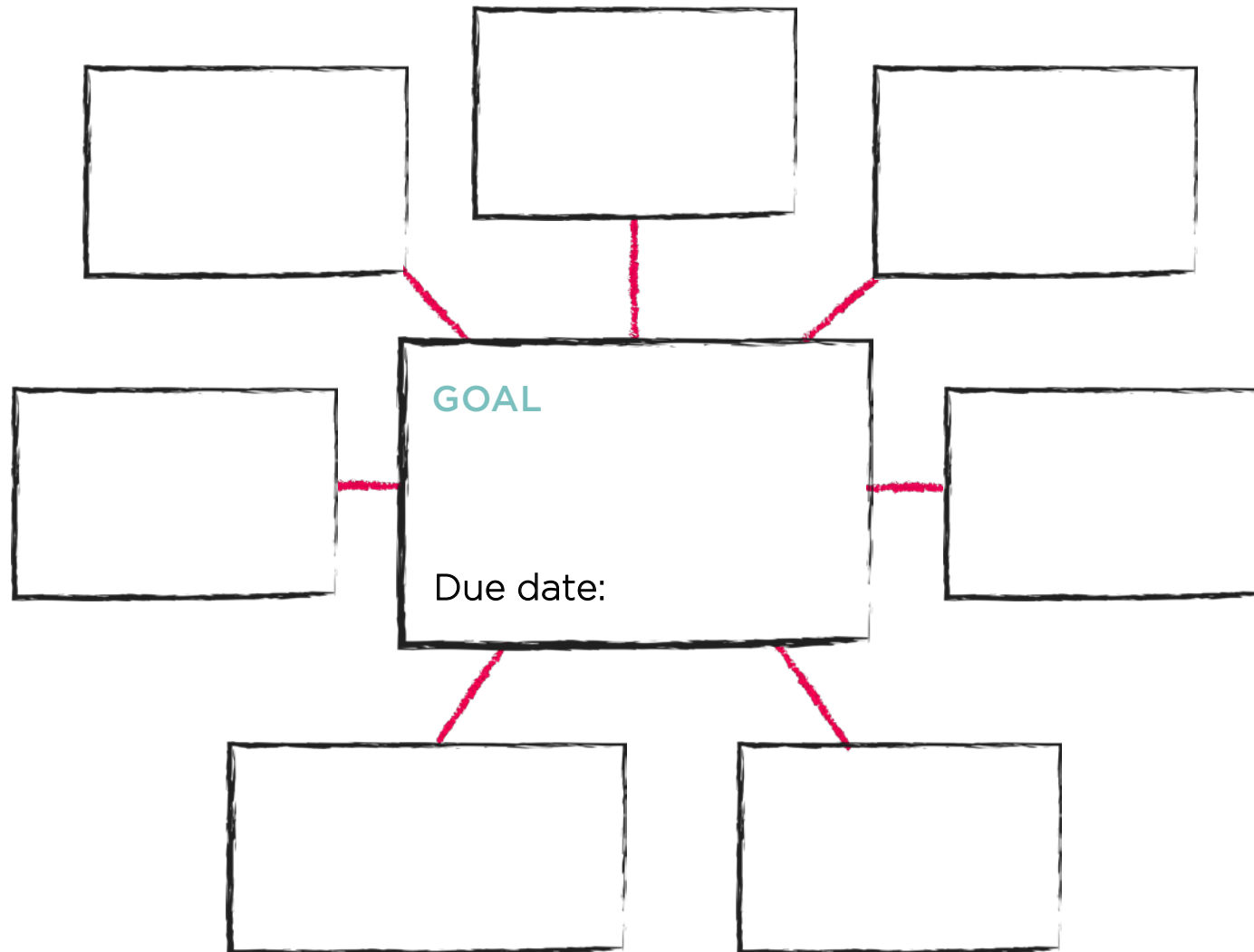To all be localised with local IG channel names.

EXERCISE 7
MAKE YOUR PLAN

Follow more accounts that inspire me

Tag my favourite products and interact with brands

Start using at least 5 hashtags for each post

Start using InstaStories to show techniques I'm most proud of

GAIN 50 NEW FOLLOWERS ON INSTAGRAM

DUE DATE: 15th MAY

Post content every day

Ask every client if they can do a before and after pic (not just the ones I'm closer to). Tag everyone (with permission!)

Order a ring light so my pictures are prettier

GOAL

Due date:

![facebook blueprint]

![Hootsuite®]

What it is

Discover the best Instagram marketing practices through a series of online courses offered by Facebook BluePrint. Whether you are new to Instagram or a longtime user looking to establish your brand, BluePrint offers self-paced courses for individuals at all levels. From understanding how to market your brand on Instagram to tracking your performance, BluePrint is a great resource for every step of the way.
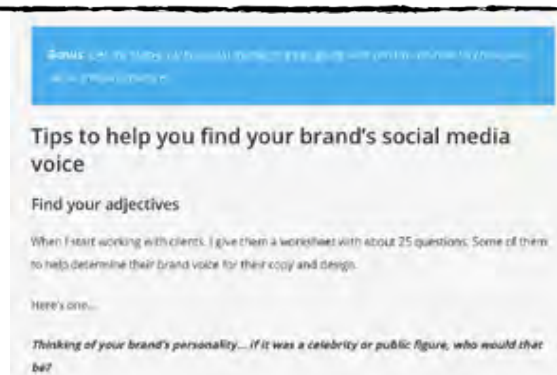
What it is

Hootsuite is a platform that offers tools for scheduling, content curation, analytics and social monitoring. The platform's diverse range of capabilities will help you to establish your brand on social media. One of the great resources by Hootsuite is its blog, with countless articles discussing how to build your brand on IG. Hootsuite's How-To guide for establishing your brand voice includes a step-by-step exercise that will help you leave strong impression on your audience.

Why we love it

BluePrint recommends courses based off your personal business goals, allowing you to enroll in courses that are the best fit for you. With insights on how to target the right audience and build a loyal following, BluePrint is a great resource for stylists looking to build their clientele.

Why we love it

Beyond its extensive educational offering, Hootsuite provides tips and examples to maximize your take away and increase your chances for success. One of the main reasons brands are turning to Hootsuite to strengthen their brand image is the platform's offering of essential brand building strategies all in one place. With plans and resources designed to meet your unique goals, Hootsuite makes it easy to take advantage of its insights on building and managing your reputation on Instagram.

How to use it

Go to FacebookBlueprint.com and log in to your Facebook account. Browse the list of topics, find a course suitable for you and enroll!

How to use it

Visit Hootsuite.com and sign up for a free account. Navigate to Hootsuite's blog and search "brand voice" from an extensive range of articles. Select the top article, "How to Establish Your Brand Voice" to discover the tips and exercise that will help you to define your brand identity!

asana

What it is

Asana is a work management platform people use to manage priorities and tasks. It's a great tool that can be used to coordinate across a team or as an individual. The interface is very user-friendly and enables you to start organizing your steps for achieving your goals!
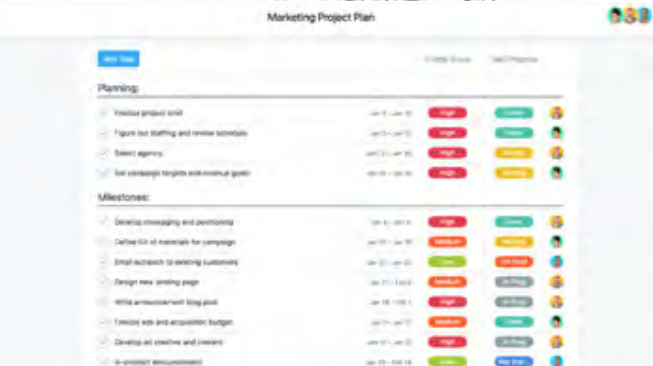

Why we love it

There's nothing more satisfactory than crossing to-do's off your list. With Asana, it's so easy to map out all of the little tasks that result in big results. Plus, it's a really great tool to collaborate with your co-workers if needed.

How to use it

Visit asana.com to set up your account. There are multiple versions, but most stylists should be fine with the basic (and free!) version. Once your account is created, Asana will walk you through a quick training on how to best utilize the platform.
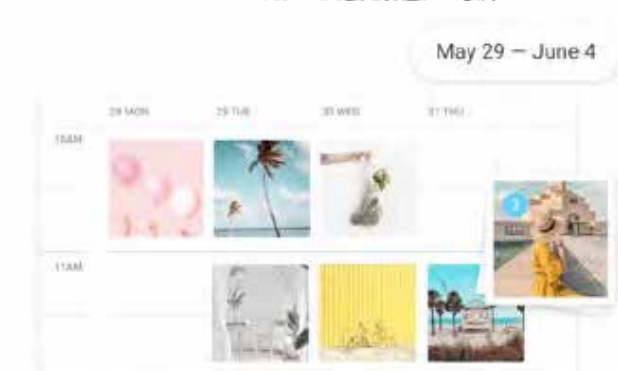
Later

Posting Schedule

What it is

Optimize your Instagram content by reaching your audience at the right time using Later. The visual marketing platform provides tools for scheduling and publishing your posts with ease. Later's intuitive calendar scheduling offers weekly and monthly views, allowing you to determine the optimal time and frequency for posting. The powerful Instagram planning tool looks at your engagement on previous posts and determines the most successful time to schedule your next posts.

Why we love it

Managing your Instagram feed has never been easier. By studying your post history and audience engagement, Later's unique planning features allow you to effortlessly schedule your posts. Discovering your top performing posts empowers you to schedule your future posts with confidence. The free and easy-to-use platform makes it a top choice for influencers, small businesses and individuals looking to expand their following.
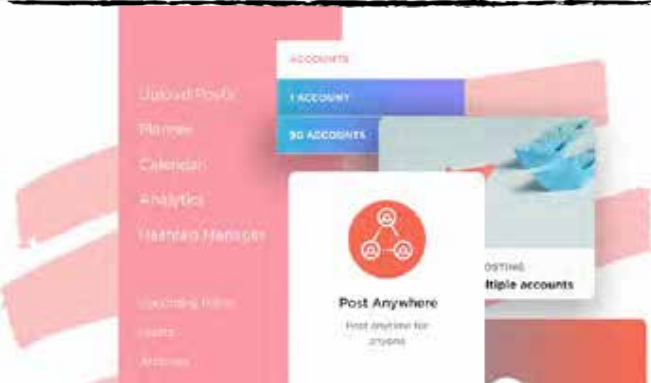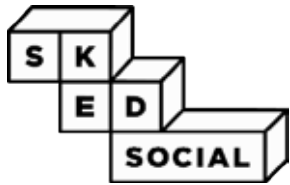

How to use it

Go to Later.com or download the app to create a free account. Once you have your account set up, you're ready to start uploading content to your Later calendar and scheduling your posts. View the weekly calendar to determine when your audience is most active and start scheduling your posts!

SKED SOCIAL

Splice

What it is

SKED Social is a management tool that allows you to visualize your Instagram feed before posting. The app is designed to help give your feed a consistent look and feel that will make your brand memorable to your audience. From image editing and feed planning, to post templates, SKED provides the resources you need to achieve the Instagram aesthetic you have always desired. SKED's filter saving feature enables you to curate your brand image by adapting a theme to your IG feed.

What it is

Enhance the look and feel of your videos straight from your phone with Splice, a video editing application that allows you to create professional looking content regardless of your level of expertise. Whether you are looking to combine content, crop, speed up, animate, or add music, Splice offers the tools you need to customize your Instagram videos. The mobile optimized platform includes features that will help you to create Instagram worthy videos that will excite your audience.

Why we love it

SKED has the competitive advantage of being a one stop shop, making it a go to platform for those looking to update their feed without spending too much time. Within the app, you'll be able to edit your photos, save filters and apply them to other photos. Once your images are edited with a consistent look and feel, SKED takes it one step further in giving you the opportunity visualize your feed before posting by to adding your photos to the Grid.
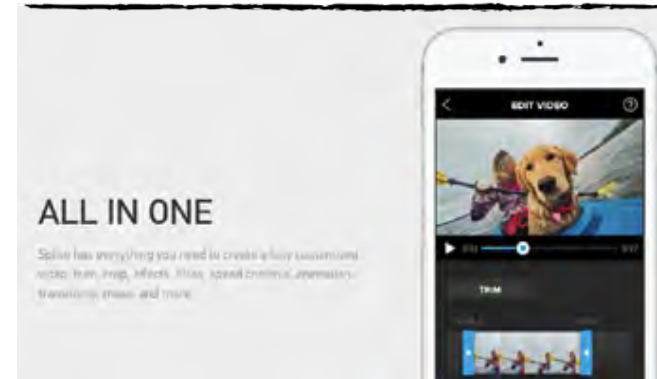
Why we love it

Splice allows you to combine videos, insert photos and add music all in one go. In addition to the diverse capabilities offered by the app, Splice is made for everyone. Alternatives such as hiring editors or downloading software can be costly and time consuming when you are busy building your brand. With Splice's powerful editing tools, you can produce beautiful, high quality videos that you'll be excited to share.

How to use it

To start using SKED, you'll need to download the app and create an account. Following your account set up, start by uploading your images and selecting the photo editor symbol. Once in photo editor, you'll be immersed in a range of tools and filters to choose from. After you've edited your photos to perfection, the final step is to add them to SKED's visual planning Grid and see your desired Instagram aesthetic come to life.

How to use it

Download the Splice app on your phone and start a new project. Select the videos you want to edit and add them to your project. ou'll have the opportunity to add music from the app's free content library or straight from iTunes. The final step before jumping into editing will be to identify your video specs, such as format and length. Once you have selected your content and determined the right format, you're ready to start editing!
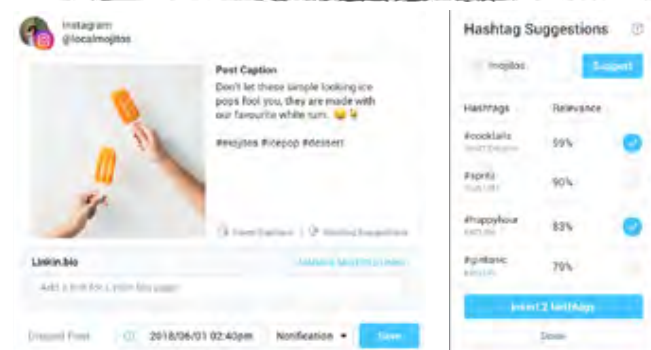
Hashtags & Tagging
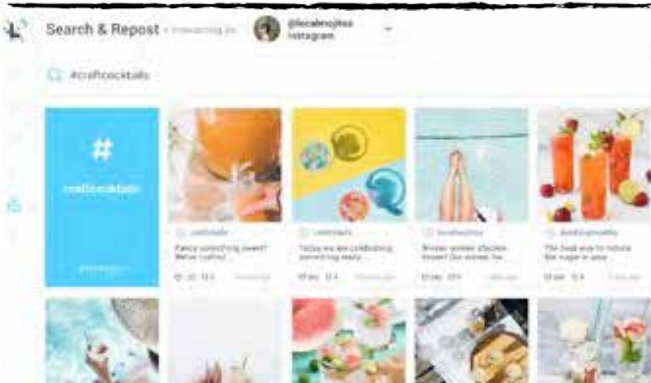
What it is

Later offers a detailed Instagram Hashtag Strategy Guide to help boost your reach on east post. The platform's 53-page hands-on guide provides clear instruction for determining a hashtag strategy that is optimized for your brand. In addition to its strategy guide, Later offers tools for organizing your previously used Instagram hashtags and suggesting related hashtags. With optimized hashtags readily available, Later will help you to grow your reach on IG.
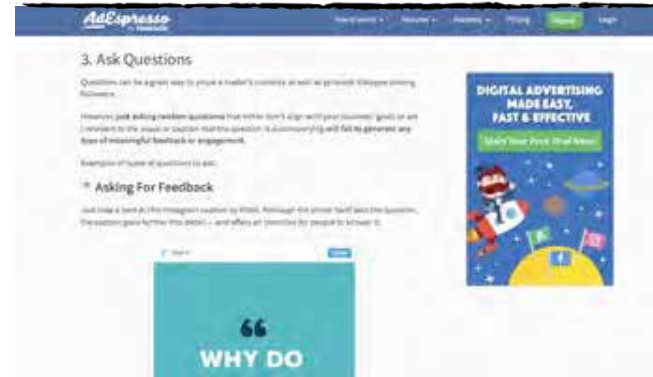
What it is

Crafting the perfect caption is made simple with AdEspresso's Instagram caption checklist. AdEspresso is an easy to use platform for creating and optimizing social media advertising campaigns. A key component of AdEspresso is its blog, which is filled with articles to help you expand your Instagram presence. Beyond providing insight into why the right caption is crucial, AdEspresso offers a 7-Ingredient checklist for curating the ideal caption for every type of post.

Why we love it

Key component of getting your posts seen by current and potential followers is having the right hashtag strategy. Later's unique Saved Caption feature allows you to organize your hashtags by category to help you save time and expand your reach. Finding the right hashtags can often feel overwhelming, resulting in a lack of effective hashtags. Not only does Later help you to understand the benefits of using hashtags, it provides the resources to help you execute for each post.

Why we love it

One of the unique features offered by AdEspresso is its ability to breakdown each lesson. Coming up with the perfect caption can be exhausting when you don't know where to start. Throughout its 7 Ingredients checklist, the platform uses example posts to highlight what a good caption looks like, to ensure that the message is understood by readers. After making sure the message is clear, AdEspresso's caption checklist helps you to apply each element to your own Instagram posts.

How to use it

If you haven't done so, start by downloading the Later app to create an account. To locate Later's Instagram Hashtag Strategy Guide, scroll to the Guides category at bottom of the page. You'll need to insert your email before downloading the free guide. Once you've read through the guide, you're ready to navigate to the Saved Caption feature within the analytics section and start organizing your hashtags!

How to use it

AdEspresso offers a range of plans for brands at varying levels. For those looking to utilize the platform's free features, start by visiting AdEspresso.com and navigate to the blog. You'll have the opportunity to browse a variety of articles or search for a specific post. To locate The Secret 7-Ingredients Recipe, simply search the article title and start completing the checklist!

KEYHOLE

What it is

Keyhole is a social media analytics tool that equips you with resources for monitoring your engagement on Instagram. Interpreting your metrics is one aspect, knowing how to improve based on the results is a different task. Keyhole's account analytics tool presents your data using easy to read charts, helping you to determine the content that grabs your audience's attention. With the use of Keyhole, you'll be able optimize your strategy, grow your audience and obtain insight into competitor strategies.

Why we love it

The competitive advantage obtained by using Keyhole is the ability to monitor data in real time. Tracking your analytics is a combination between measuring the success of your strategy on previous posts and observing audience engagement in real time. With Keyhole's detailed metrics for analyzing your Instagram strategy and its AI feature for predicting how future posts will perform, you'll be equipped to finetune your strategy as you progress.

How to use it

Visit Keyhole.com and sign up to start your free trial. Once your account is set up, navigate to My Tracks and create a new tracker. You'll have the opportunity to track hashtags, accounts, keywords, mentions and URLs. Add the accounts you're looking to monitor and view the statistics. Determine the analytics you want focus on, select the date range and start monitoring!
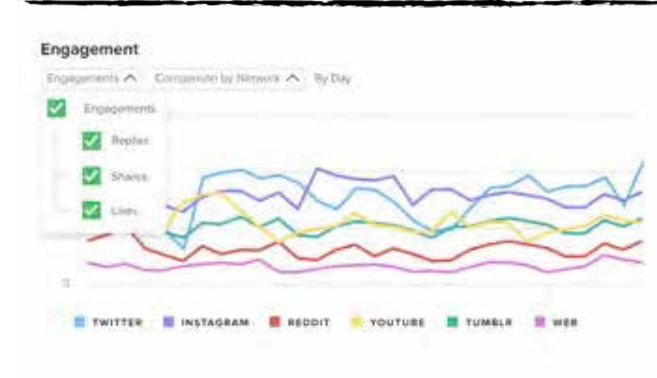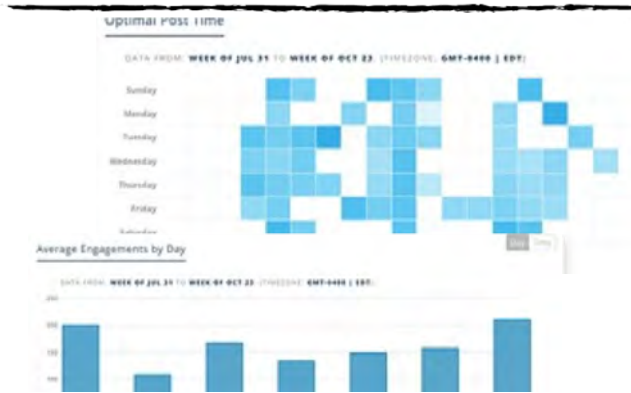
sproutsocial

What it is

Sprout Social is a powerful social media management platform that provides resources to help you grow your brand and form real connections with your followers. Within the platform, you'll find strategies for delivering and measuring valuable content, nurturing relationships with followers, as well as performance reporting and social listening. A key component of the Sprout platform is the Smart Inbox feature, which enables you to track and measure your engagement on Instagram.

Why we love it

Analytics are an essential aspect of your Instagram branding strategy that are often neglected due to lack of understanding. The tools offered by the Sprout platform enable you to measure and understand your engagement with ease. In addition to providing the means for tracking engagement, the platform offers detailed insights into how you can boost engagement and connect with your followers. Utilize the Sprout Platform and discover what type of content your audience engages with most.

How to use it

Get started by visiting SproutSocial.com and selecting Start Your Free Trial. After signing up, you'll be given a 30-day free trial to test out the Sprout Platform and utilize its Smart Inbox feature. Take advantage of the platform's measurement feature by tracking the volume of engagement on previous posts and determining the best ways to improve your connection with your audience!

GLOSSARY

Brand Awareness:
The level of familiarity that your customers/audience has about your brand. Brand Awareness is measured through recognition and recall.

Branded Hashtags:
Hashtags that are created specifically for your brand. These include your brand name, key messaging, campaign slogans, etc.

Brand Identity:
The unique attributes that define your brand. A brand identify is comprised of many different elements including tone, general aesthetic, etc.

Brand Image:
How your brand is perceived by your target audience. The mental associations, ideas, feelings and beliefs people think of when they see or hear a brand.

Brand Personality:
The human characteristics that are associated with your brand. There are five main personality types: excitement, ruggedness, competence, sincerity, and sophistication. Each personality is comprised of a group of traits that shape the way consumers feel about the brand.

Brand Positioning:
The positioning a brand occupies in the mind of the target market. Brand positioning is comprised of factors such as relevance, differentiation, and credibility.

Category Hashtags:
Hashtags that are related to the content your target audience is searching for. Category hashtags include all trending search topics within a specific industry.

Channel-Mix:
A strategic blend of multiple channels utilized to maximize reach when delivering messages to your priority audience. A channel-mix considers the most effective way to reach your audience by ensuring that your message is shared at the right place and time.

Content-Mix:
A diverse collection of content that is shared with the purpose of keeping your audience interested and engaged. A content mix considers the needs of your audience, along with your overall strategy.

GLOSSARY

Consumer Hashtags:
The top trending hashtags within a specific top/industry. Consumer hashtags are used with the purpose of making your content visible to your target audience by making your content visible.

CTA:
Call to Action; this is the next step that you want your audience to take.

Frequency:
The number of times an individual is exposed to your message.

Engagement:
The interaction between content and audience. A greater engagement with your audience will lead to brand loyalty and trust down the line. To determine your engagement rate, calculate post engagement divided by impressions.

Impressions:
The number of times your post or story was shown to users.

Reach:
The number of people that saw your post or story.

Social Listening:
Social listening is about tracking and analyzing the conversations about your brand.

Social Monitoring:
Social media monitoring is all about collecting data. It allows you to look back at what has already happened.

Strategy:
The "big picture" plans and tactics used to create long-term brand equity and competitive advantages from branding