

# INSTAGRAM GUIDES FOR BEGINNERS



CHECKLIST

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## **Instagram guides are for**

- Recommendations
- Tips
- Step-by-step information
- Sharing posts
- Influencing
- Threads

## **Guides are like**

- A blog post
- An information collection

## **Three kinds of Guides**

- Products
- Posts
- Places

## **Demographics**

- Make sure followers will be receptive
- Depend on your relationship
- Excellent for “influence”

## Compared to other features

- Feed posts
  - Still the most important feature of Instagram
  - Need to keep your theme
  - Used in Guides
  - Can promote through Guides
- Stories
  - Promote content
  - Snippets into day
  - Not long-form information
  - Encourage interaction
    - Question boxes
    - Polls
    - Quizzes
    - Gifs
    - Locations
- Reels
  - Inspired by TikTok
  - Short videos
  - Highly edited
  - Transitions
  - Audio
- IGTV videos
  - Inspired by YouTube
  - Long videos
  - Great for information
- External links
  - Swipe up on Instagram Stories
    - Need 10k followers to do
    - Takes users away from their feed
    - Requires more action
  - Links in bio
    - Can be clunky
    - Cannot display more than one

- Facebook Integration
  - Instagram owned by Facebook
  - Can cross share
    - Feed posts
    - Stories
  - Engagement differences
  - Ad revenue differences

### **Pros to Instagram Guides**

- Algorithm sometimes rewards the use of new features
- Brand new
  - Means no expectations
  - Can be a trendsetter
- Within app
  - More integrated into feeds
  - Do not have to leave for more info (like links)
- Use your expertise
- Present yourself as an authority
- Can use other people's content
  - User-generated content
    - Great for promotion
    - Well-trusted
  - Other posts
    - Other reputable creators
- Less effort to create
  - Than videos
  - Or other informational content

### **Cons to Instagram guides**

- Brand new
  - Users may not want to engage
- Cannot come across organically
- Promotion can be challenging
- Design limitations
  - Restricted to a few options

## **How to create a guide**

- Open Instagram
- Click plus
- Select guide and type of:
  - Places
  - Products
  - Posts
- Choose content
  - Your own post
  - Or others' posts
- Format your Guide
  - Add Guide Title
    - Catchy
    - Informative
    - Concise
  - Add Description
  - Add cover photo
- Add content
  - Add titles
  - And descriptions...
  - To your chosen posts
- Reformatting
  - Can reorder posts
  - Add posts at any time
- Post it!
  - Or save as a draft

## **Places Guide**

- Needs to have location tagged on Instagram
- Add five related posts
- Your own or others'
- Benefits
  - Share local tips
  - Great for your business
  - Share more information

## **Products Guide**

- Recommend a product from Instagram Shop
- Add explanation
- Detail processes
- Share benefits
- Reviews

## **Posts Guide**

- Most versatile
- Up to 30 posts
- Can also recommend places or products
  - Do not have to limit
- Need to have a purpose for sharing

## **Basic inspiration**

- “How to...”
- Tutorials
- Recipes
- Collections of recipes
- Inspiration
- Themes
- Information guides
- Definitions
- Look books
- Trends
- Design
- “Essentials”
- “Must-haves”
- “My favorite...”
- Travel ideas
- Guides to cities
- “Best...”
- Food recommendations
- Infographics
- Recommendations

## **Promotion of Guides**

- Share to Instagram Story
  - Easy
  - High-yield
- Promote feed posts
  - Hashtags
  - Explore page
- Keyword searches
- Sponsored posts
- Post at peak times
- Get featured
  - Posts on other users' guides
  - Brings traffic
  - Builds relationships

## **Algorithm**

- Recommendations based on past actions
- High engagement of content means higher prioritization

## **Need to stand out**

- High quality
- Relevant
- Exciting

## **Branding**

- Present as expert
- Guides should be relevant to brand
- Brand authority

## **Business account**

- Get benefits
- Portrays authority to audience
- Features not available to personal accounts

## **Analytics**

- Check engagement
- Run campaigns
- Check again
- Insights on posts
- Check different characteristics and adjust

## **Follower tracking**

- Quality followers
- Engaging with content
- Track growth

## **Successful content**

- Gets shared
- Yields tangible results
- Meets your business goals