

Your Quick Guide to Instagram

CWPL Uplift + Empower Webinar
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INSTAGRAM IS THE MODERN HOME OF VISUAL EXPRESSION

Over 1 Billion people use Instagram monthly and 500 million use it everyday

KNOW YOURSELF AND KNOW YOUR AUDIENCE

1. Create a Business Profile
2. Check Your Insights
3. Program your content around your demographic or the demographic you want



FOCUS ON 'YOU'

1. Express yourself on all of Instagram's surfaces: Feed, Stories, IG Live, and IGTV
2. Think internet-y with content and tools such as face filters, questions, or the donation sticker in stories.
3. Build community with your audience by focus on niche consistent content (book clubs, advice columns, or live game shows.

INSTAGRAM ADS

Optimize for your business goals and not vanity metrics

Vanity Metrics: Page Likes, Followers, Shares
Business Goals: Website Visits, Ticket Purchases, T-Shirt Sales



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