



Experience Authentic Transformation

SOCIAL MEDIA QUICK GUIDE



INSTAGRAM

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How do I create an Instagram account?




1. Download the Instagram app from the App Store (iPhone) or Google Play Store (Android).
2. Once the app is installed, tap the app icon to open it.
3. Tap Sign Up With Email or Phone Number (Android) or Create New Account (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap Next. You can also tap Log in with Facebook to sign up with your Facebook account.
4. If you register with your email or phone number, create a username and password, fill out your profile info and then tap Next. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

How to convert your profile to a business account

1. Go to your profile and tap in the top right-hand corner.
2. Tap Settings. For some accounts, the Switch to professional account option will be listed directly under Settings.
3. Tap Account.
4. Tap Switch to a professional account.
5. Tap business.
6. Add details, such as your business category and contact information.
7. Tap DONE.

IGTV Set up

1. Tap  or your profile picture in the bottom right to go to your profile.
2. Tap  in the top right, then select IGTV Video and choose the video you want to upload. Tap Next in the top right.
3. Tap and slide the image at the bottom to select a cover image or tap  Add from Camera Roll (iPhone) or Add from Gallery (Android). Tap Next.
4. Enter a title and an optional description.
5. Tap Post to IGTV at the bottom.

- **Before posting your IGTV video, you can also:**
- Tap Add to Series if you want to add your video to an IGTV series. To create a new series, tap New Series, enter a series name, then tap Create. Tap Done in the top right.
- Tap  next to Post a Preview to show a preview of your video in Feed and on your profile.
- Previews will automatically be the first 15 seconds of your video.
- Tap Edit Preview to adjust your preview (you'll only have this option if your video is 9:16. If your video is 16:9, it will show in full.) Tap Save in the top right.
- Tap Edit Profile Cover to adjust how your IGTV cover photo shows up on your profile grid. Tap Save in the top right
- Tap  next to Make Visible on Facebook to share your video to Facebook and Watch. You must connect a Facebook Page to your Instagram. Tap Done in the top right.
- Tap Advanced Settings, then tap  next to Captions to turn on automatic video captions. Tap Done in the top right.

How do I see insights for a video I uploaded to IGTV on Instagram?

Once you upload a video to IGTV, you can see insights such as likes, comments, view count, the average percent of video watched, and an audience retention graph.

To see insights for a video you upload to IGTV:

1. Tap to open the video.

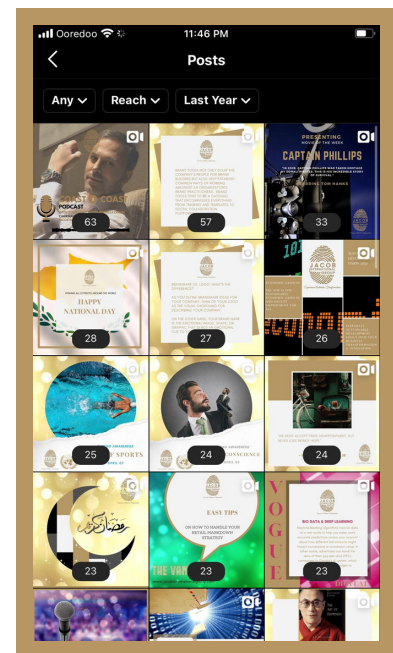
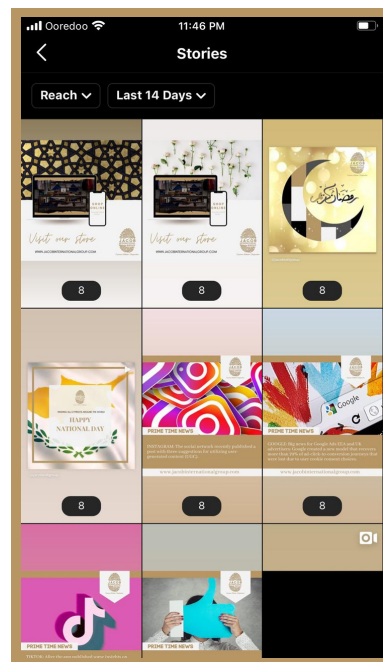
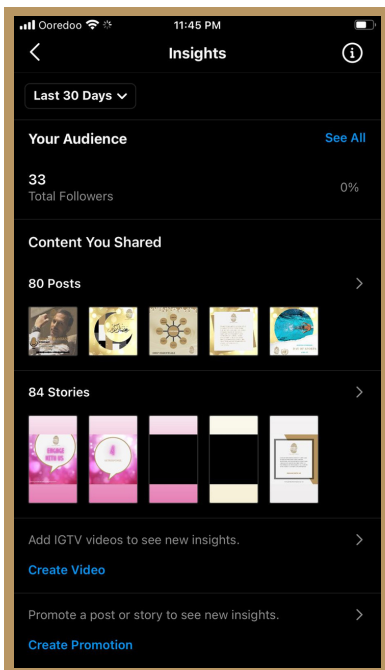
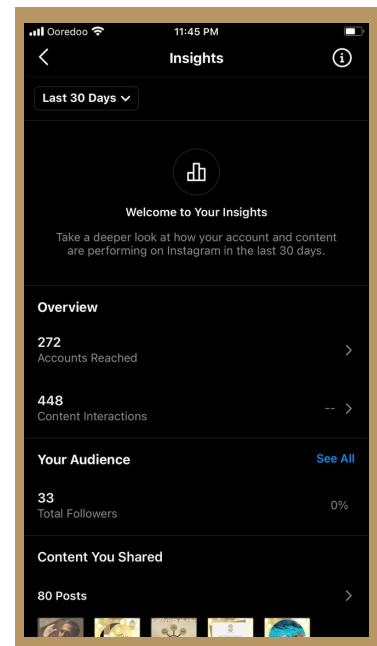
2. Tap  (iPhone) or  (Android) at the bottom of the video.

3. Tap View Insights.

Note: Only you can see the average percent watched by viewers and the audience retention line graph. However, likes, comments and view count are visible to people who watch your video, just like they are in Feed.

How to View Insights on Instagram

1. Click the Insights icon.
2. View your impressions and reach.
3. See website clicks.
4. Track profile visits and followers.
5. Click view insights below a post for specifics.
6. View your post's likes, comments, and saves.
7. Learn which actions were taken on your post.
8. Use Discovery to see where you post showed up in feeds.
9. View Instagram Story insights.



Instagram Shopping

Open Your Shop On Instagram

- Step 1: Confirm eligibility
- Step 2: Convert to a business account
- Step 3: Connect your Facebook Page
- Step 4: Upload a product catalog
- Step 5: Complete account review
- Step 6: Turn on Shopping
- Step 7: Make content actionable

Step 1: Confirm Eligibility

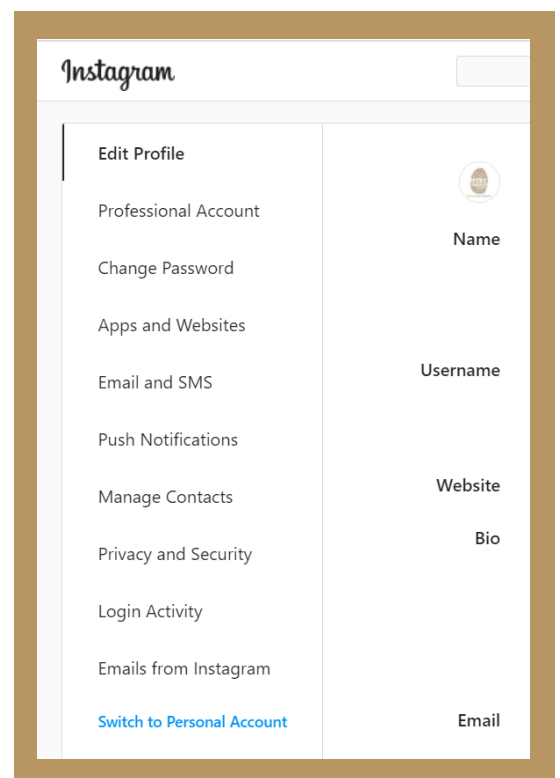
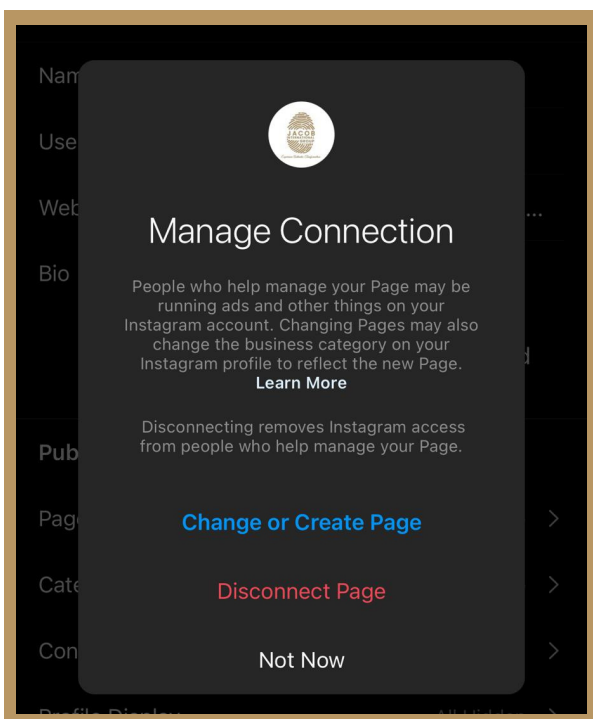
- If your business checks all of these boxes, you are eligible and able to setup Instagram Shopping.
- Your business is located in a SUPPORTED MARKET
- Your business has an eligible product
- Your business complies with Instagram's MERCHANT AGREEMENT and COMMERCE POLICIES
- Your business owns a website domain in which you intend to sell from

Step 2: Convert To A Business Or Creator Account

Step 3: Connect To A Facebook Page

Before you begin, convert your account to an Instagram business account and be an admin of the Page you'd like to connect to.

1. Go to your profile.
2. Select Edit Profile.
3. Under Public Business Information, Select Page.
4. Choose a Page from your Pages that you'd like to connect to or select Create a New Facebook Page.



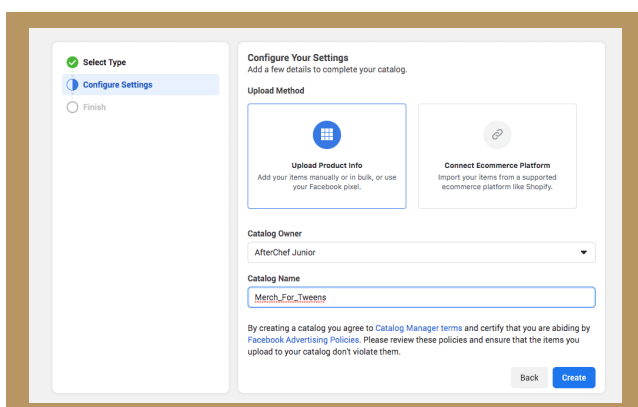
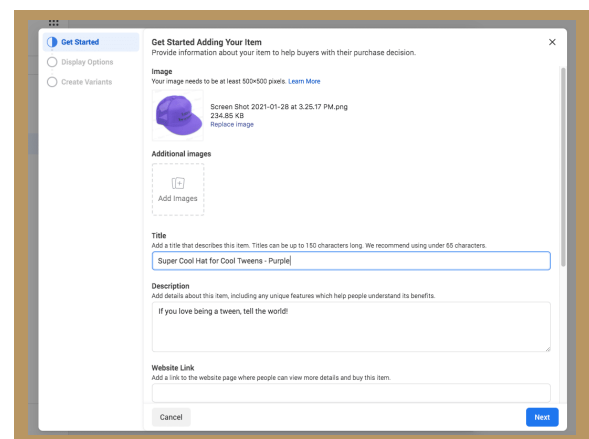
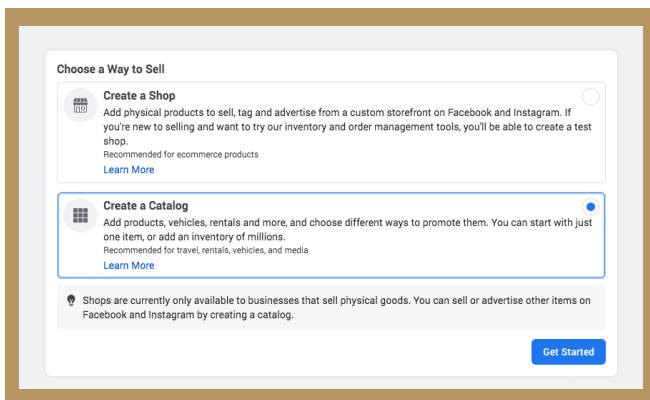
Step 4: Upload Product Catalog

Instagram Shopping is powered by your product catalog. There are two ways to connect a product catalog to your Instagram Business Account:

Catalog Manager Or E-Commerce Platform Manager (Steps In Facebook Manual)

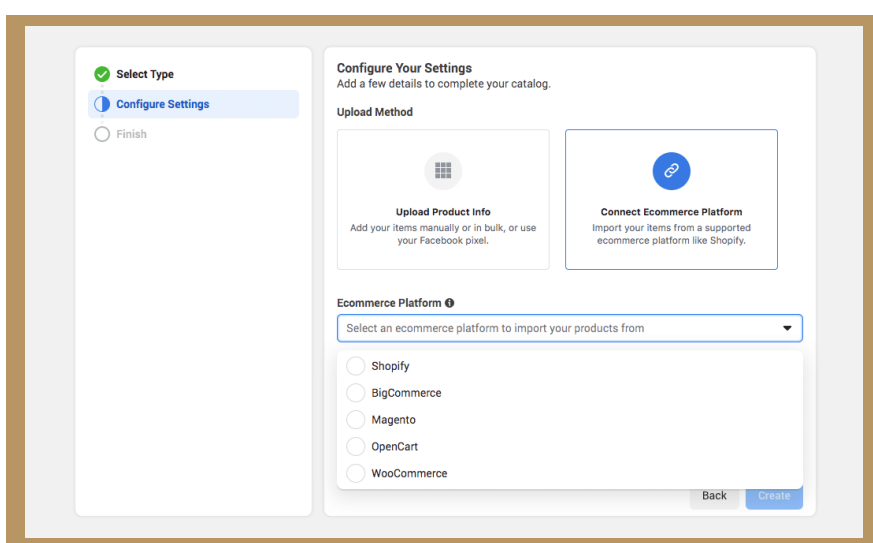
Option A: Facebook Business Catalog Manager

1. Logged into your Facebook Business account, go to Commerce Manager.
2. Click Get Started and select Create a Catalog.
3. Select Ecommerce (products) and click next.
4. Select how you'd like to add items to your catalog: in this case, choose Upload Product Info.
5. Assign this catalog to your Business Manager account.
6. Enter a name for your catalog.
7. Click Create.
8. Head back to Commerce Manager and select your catalog.
9. Open up the Catalog tab and navigate to Items.
10. Select Add Items, then Add Manually, and hit next.
11. Upload an image of your item — this should be at least 500 x 500 pixels.
12. Enter a name, description, and other details. Get specific so the SEO overlords can help shoppers find your great goods.
13. In the Item Category section, select your specific category.
14. Under Create Variants, add different sizes or colors if desired.
15. When you're done, click Finish... or hit Add Another Item and start back at step 12.



Option B: Integrate an E-commerce Database

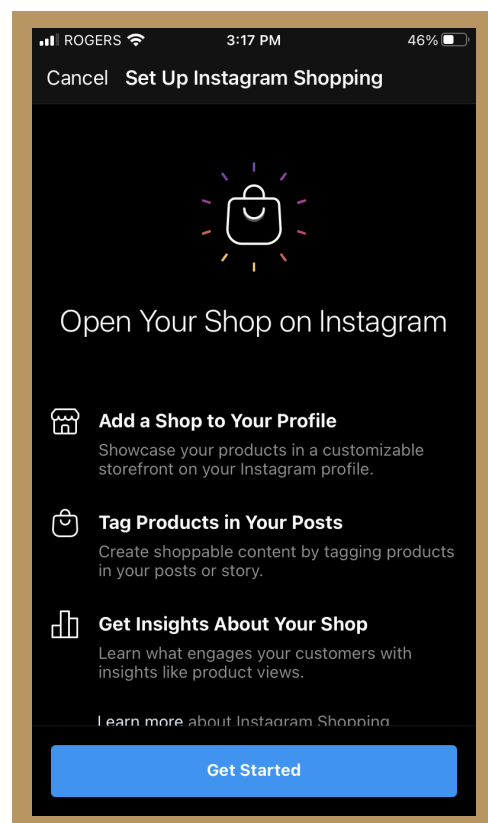
1. Go to Commerce Manager.
2. Open the Catalog tab and go to Data Sources.
3. Select Add Items, then Use a Partner Platform, then hit next.
4. Select your platform of choice: Shopify, BigCommerce, ChannelAdvisor, CommerceHub, Feedonomics, CedCommerce, adMixt, DataCaciques, QUILT or Zentail.
5. Follow the link to the partner platform website and follow the steps there to connect your account with Facebook.



Step 5: Account Review

Once you connect a product catalog to your Instagram and have products in your catalog, submit your account for review by following these steps. Account reviews typically take a few days but sometimes can take longer.

1. Go to your business's Instagram profile and tap
2. Select "Settings"
3. Sign up for shopping
4. Follow the steps to submit your account for review.
5. Visit "Shopping" in your "Settings" at any time to check your status.



Step 6: Turn On Shopping

Once your account is approved you can turn on Shopping features. Note: If you don't see Shopping in your Settings, your account is probably still under review or it hasn't been approved for Instagram Shopping.

1. Go to your business's Instagram profile and tap
2. Select "Settings"
3. Tap "Business" then tap "Shopping"
4. Select the "Product Catalog" you want to connect to your account.
5. Select "Done"

Step 7: Start Tagging

Now that you've enabled Shopping you can use product tags to highlight products in your photos and videos across Feed and Stories.

To tag products within an Instagram post, start by uploading a photo as you normally would and follow the below instructions before posting:

1. Tap "Add Photo"
2. Add a caption
3. Tap on "Tag Products"
4. Tap on photo
5. Search for product
6. Select product
7. Tap "Done"
8. Tap "Share"

Shopping Sticker In Stories

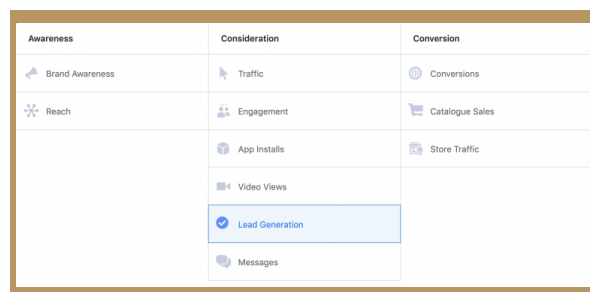
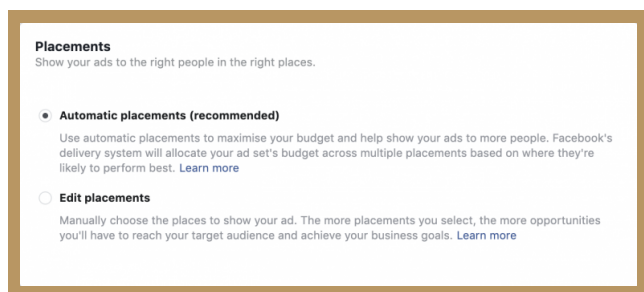
Right after you have chosen an image for your story follow the below instructions before posting:

1. Tap the sticker icon in the top right corner
2. Select the product sticker from the sticker tray
3. Select the product from your catalog that you want to feature
4. Move the product sticker to where you would like it to appear on your story
5. Change the text color of the product sticker by tapping the sticker
6. Share your story

How to create Instagram shopping posts

- Upload a photo just like a regular post. jazz it up with a caption, effects, and filters as you see fit.
- Tap on Tag Products, then tap on the photo where you'd like the tag to appear.
- Start typing the name of the products you want to tag. (Note: this must correspond to names in your product catalog).
- Select your product and hit Done.
- Tap Share to post your first shoppable post to your feed!

Instagram Leads



How To Add An Action Button

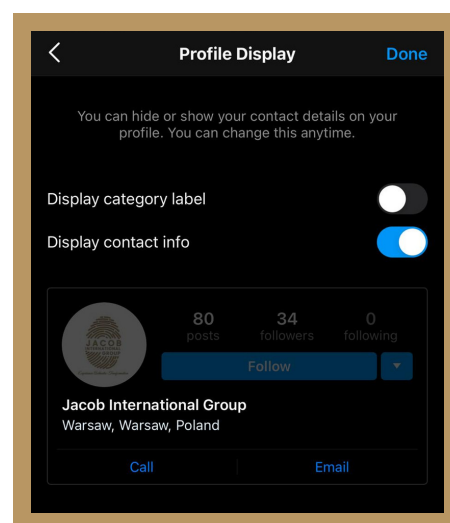
Step 1. From your account page, tap edit profile.

Step 2. Tap contact options.

Step 3. Select add an action button.

Step 4. Choose the button and the provider you would like to add.

Step 5. Add the URL your business uses with the provider selected.



Bio Links

- Keep the link short, and try to use your brand name in it.
- Promote the link in your Instagram posts with "Link in bio."
- Include UTM parameters in the URL to make your link trackable.
- Add a call-to-action above the bio link.