



Instagram must dos to Build!

1. **What makes Instagram so fun and great for business?**
 - a. People on Instagram are consumed by visuals. This media is a story of your professionalism, your life, your authenticity through PICTURES! When done correctly you build a beautiful story that says so much through a series of visuals.
2. **Can anyone use it for business?**
 - a. ABSOLUTELY! As a matter of fact EVERYONE should use it if they have a business. The demographic is strong amongst WOMEN under 30 years of age but quickly taking on an older demographic too.
3. **How do you determine what you should post or not post on instagram?**
 - a. **First, STAY HONEST & AUTHENTIC.**
 - b. **Second, Either entertain or teach.** DO NOT DO A HARD SELL or you will be ignored.
 - c. **Third, your visuals need to be clean.** There are several types of visuals: **In Action-** great to show you in action. Add your business logo on a corner to start branding you and your business as one. **Professional types-** headshot, product shot, office shot... intention behind the picture with extra special attention - through using a photographer, setting up lighting and the picture having a purpose within brand worthiness. **Inspiration-** share with people what moves you. This could be a quote, a picture you regram or share from someone you admire, or one of your own quotes. Build it within your brands color scheme to tie everything back into your personal brand or your business.
 - d. **Fourth, Content:** This gets tricky for a ton of people. DO NOT OVERTHINK IT! It is your story and YOUR BRAND through pictures! My tips are stay clear, concise, and focused on bringing your pictures to life through words. Be TRUE. Share VALUE. Don't talk about how awesome you are... talk about how awesome you can help others be through your service or business. OR Simply ENTERTAIN!! ... share tidbits of your personal life to connect you and your followers.
4. **What are 3 unknown tips about instagram that FEMS may not be aware of?**
 - a. Your **PROFILE** picture needs to be a professional picture. It matters.
 - b. Informative **BIO-** Create it and add Emojis and make sure in that space people understand WHAT YOU DO and HOW THEY CAN FIND more about you. Also make sure to add the hashtag that will build your STORY.
 - c. **Hashtags:** They are important for two reasons: **ONE-** you need to research the top hashtags that have thousands of others using it so you are apart of a HUGE community that are looking for what you do and do what you do. **TWO-** create

your OWN hashtag (that goes on your BIO) that builds YOUR personal story that helps brand you plus is easy for others to go to that hashtag and see what you are building!!

5. How do you get followers and what's that all about?

- a. **A BOATLOAD OF WORK!** Wrap your head around this. To get authentic followers you have to invest in them. You have to carve out time DAILY and double tap their pictures! YOU have to follow them. And you have to engage with them.

6. Any other tips?

- a. When wanting to build your brand in front of potential consumers or clients you should research who you want to work with, make a list of 20 every month, and comment on their posts everyday. For one month make yourself known to them by engaging with them authentically... even asking questions, so they see you often and will want to reciprocate. Converting people into followers then into consumers takes patience and commitment.

7. How can fems find you? @giselleluvspr - personal @beyoubeboldbeseen - business

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