



## BUSINESS GUIDE TO INSTAGRAM

Instagram has proven to be a valuable resource in promoting your business and reaching a wider audience. Below you will find basic tips and tricks on opening an Instagram account, boosting your follower base & keeping them engaged, generating new content and helpful info for creating an exciting feed of images that will drive new customers to your business.

### TIPS & TRICKS #1

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#### OPENING AN INSTAGRAM ACCOUNT

**1** Install the Instagram app on your mobile or tablet device

**2** Pick a name that is straightforward and includes your business name

**TIP:** If your chosen name is taken, try adding "Santa Fe" or "NM" or add an underscore "\_" or dot "."

**THINGS TO AVOID:** Long usernames & random numbers

**3** Upload a profile photo  
(should be your business logo)

### TIPS & TRICKS #2

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#### GROWING YOUR FOLLOWER BASE

After making a few posts, announce your new Instagram account on your various social networks (Facebook, Twitter, LinkedIn, etc), email newsletters and other media channels.

**#** Use and search hashtags to engage with the community, find out more here: [bit.ly/1p80iRb](https://bit.ly/1p80iRb)



You can also find people to follow by importing your Facebook contacts.

Here is a partial list of local Instagrammers & Businesses as well as the roster of professional Instagrammers participating in this exciting event.

LOCAL INSTAGRAMMERS	LOCAL BUSINESSES	NATIONAL & INT'L INSTAGRAMMERS
@omjsk	@12_fps	@instagram
@erinazouz	@howtosantafe	@twheat
@aweekfromnow	@thenewmexican	@heysp
@roxhop	@cityofsantafe	@samhorine
@hayleyrheagan	@furrysbuickgmc	@jayzombie
@bradtrone	@YogaSourcesf	@punkodelish
@josephhartphoto	@backroadpizza	@wisslaren
@leahrosemai	@innatoretto	@jontaylorsweet
@anikalise	@santafeinc	@technopaul
@redcircle12	@onlygreendesign	@natgeo
@brittnyism	@druryplazahotelsantafe	@tinkerstreet
@stitchandhammer	@santafeopera	@vsco

### TIPS & TRICKS #3

## AESTHETICS & ENGAGING FOLLOWERS

The most successful Instagram accounts engage viewers by providing beautiful, rich content on a regular basis. Here are some tips on creating great images that will drive more people to your Instagram account and your business.



### POSTING ETIQUETTE

The nature of Instagram is to encourage people to post in real-time. We recommend posting no more than 3 photos per day and a minimum of 1 photo per week. You will want to keep your content active while not overwhelming your followers with too much. The best times to post are during the day when people are most likely to be on their mobile phones or tablet devices. Generally, you will not want to post late at night unless your business specializes in nightlife and entertainment.



### SYMMETRY & PHOTO COMPOSITION

Consider using natural light and minimal filters for a clean look. As you familiarize yourself with the platform, you'll see that every filter and photo adjustment can be customized to the photo's needs. Minimally filtered, well-composed photographs tend to drive more traffic than heavily filtered, over-saturated, blurry, or off-center images. Consider using symmetry, rule of thirds and interesting angles to create unique and beautiful photos.



## CAPTIONS

Captions are a great way to engage your followers and tell them what is happening with your business. You may want to highlight a particular product or products, inform your followers about sales, or even run contests or giveaways.



## HASHTAGS

There are a number of great, popular hashtags to use to drive traffic to your Instagram account—for example, a gallery or museum may consider using [#arthursday](#)—which is a hashtag combed through by the Instagram staff every week. The best photo posted to that hashtag is then featured on Instagram’s account, driving thousands of new people to that stream. That hashtag currently has more than 30,000 photos due to its popularity from the [@instagram](#) account. There are countless hashtags—some of which are very popular. Finding and targeting key hashtags for your business will come with using the app and following accounts similar to yours. If your business is an art gallery, follow other art galleries. You can find them by searching generic hashtags like [#art](#) or [#gallery](#). This summer and fall, consider including the [#howtosantafe](#) hashtag when appropriate. For more info: [howtosantafe.com](http://howtosantafe.com)



## OTHER EDITING APPS

If the Instagram filters aren’t doing it for you, we recommend these other apps that will allow you to export your images that you can then pull into Instagram for sharing:

### VSCOcam

(great filters and basic adjustments)

[itunes.apple.com/us/app/vsco-cam/id588013838](https://itunes.apple.com/us/app/vsco-cam/id588013838)

[play.google.com/store/apps/details?id=com.vSCO.cam](https://play.google.com/store/apps/details?id=com.vSCO.cam)

### Squaready

(will convert your full frame images into a square format)

[itunes.apple.com/us/app/squaready-smart-layouter-for/id440279995](https://itunes.apple.com/us/app/squaready-smart-layouter-for/id440279995)

### Afterlight

(great filters, light leaks & more)

[itunes.apple.com/us/app/afterlight/id573116090](https://itunes.apple.com/us/app/afterlight/id573116090)

### Mextures

(great filters, light leaks & more)

[itunes.apple.com/us/app/mextures/id650415564](https://itunes.apple.com/us/app/mextures/id650415564)

### Diptic

(create grids of multiple images)

[itunes.apple.com/us/app/diptic/id377989827](https://itunes.apple.com/us/app/diptic/id377989827)

### Regram

(re-post another person’s Instagram photo)

[itunes.apple.com/us/app/regram-7-repost-for-instagram/id574337154](https://itunes.apple.com/us/app/regram-7-repost-for-instagram/id574337154)

[itunes.apple.com/us/app/repost-regram-for-instagram/id809009732](https://itunes.apple.com/us/app/repost-regram-for-instagram/id809009732)

## ANALYTICS

Analyzing your Instagram statistics is important in targeting which posts are most successful and to see how your follower base is growing over time. Sign up for Iconosquare to keep track of your Instagram's analytics: [iconosquare.com](https://www.iconosquare.com)

## ADDITIONAL RESOURCES

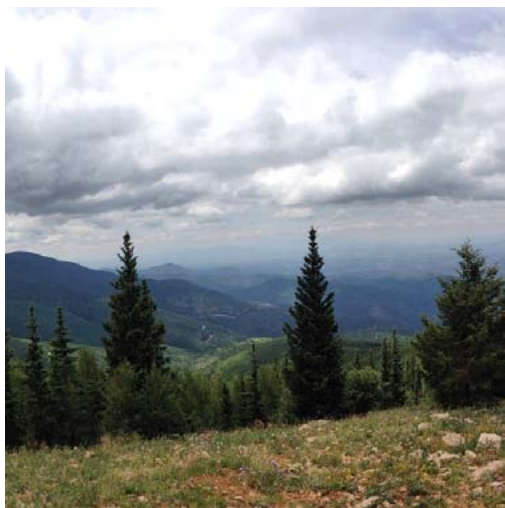
- [blog.business.instagram.com](https://blog.business.instagram.com)
- [vimeo.com/86331819](https://vimeo.com/86331819)
- [blog.business.instagram.com/post/76235731349/tools-and-tips-to-help-marketers-inspire-and](https://blog.business.instagram.com/post/76235731349/tools-and-tips-to-help-marketers-inspire-and)
- [blog.instagram.com/tagged/tips](https://blog.instagram.com/tagged/tips)

## EXAMPLE

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### @innatloretto

View from the summit of Alamos Trail - one of Santa Fe's best kept secrets! We reveal the location of this hidden hike in our new blog post at [www.innatloretto.com](http://www.innatloretto.com). hint: "Aspen Vistas" abound. #loveloretto #thegreatoutdoors #howtosantafe



### STILL HAVE QUESTIONS?

If you have specific questions about participating in the [#HowToSantaFe](https://www.howtosantafe.com) initiative or engaging a social media specialist to help your business with a strategy, contact [howtosantafe@12fps.com](mailto:howtosantafe@12fps.com)

### THIS GUIDE IS COURTESY OF:

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**12FPS** [12fps.com](https://www.12fps.com)

**ANAGR.AM** [anagr.am](https://www.anagr.am)

**B Social** [brittnyism.com](https://www.brittnyism.com)

**City of Santa Fe Economic Development** [santafebiz.org](https://www.santafebiz.org)