



## **Managing Your Instagram Account**

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## Document Updates

07/08/15 Document created.

### Purpose

The purpose of this document is to provide step by step instructions on how to manage your Instagram account yourself. To be competitive in today's marketplace, you must have an **active** social media presence that continually establishes nurtures and builds relationships with potential customers. This means posting and interacting with your online followers and fans on a regular basis.

**NOTE: This document is a very general overview on how to post to your Instagram account. Social media strategies are complex, ever changing, different for every business, and requires significant time, effort and energy to maintain. Although MyDigiBrand provides social media strategies and maintenance to its clients, it is virtually impossible to create a document that conveys the numerous techniques and strategies it employs on behalf of its clients.**

### Basic Social Media Tips

Listed below are some basic social media tips that generally apply to all social media platforms. The social media landscape is constantly evolving, and new techniques, tips and strategies are always being developed. Please be sure to follow MyDigiBrand on our social media to stay current on the social media landscape.

1. Be consistent, not sporadic. It's actually more harmful to start engaging people on social media, and then to disappear for short periods of time. People will start following you with the expectation of having access to information that they want or need. Don't leave them hanging.
2. Post on a regular basis. There are many schools of thought on this, and MyDigiBrand subscribes to what we like to call the relevancy theory. This simply means that by posting relevant content at least 3-4 times per week, we are viewed as a valuable resource to both our social media fans and the search engines.
3. Hashtag, hashtag, hashtag. Hashtag on ALL social media outlets. If they aren't using hashtags, they will soon. MyDigiBrand was hashtagging on Facebook 60 days before they started utilizing them.
4. Be engaging in your posts. Stir the pot and the conversation, so to speak.
5. Respond quickly. You should always respond to any feedback, positive or negative, within 24 hours minimum.
6. One of the most common misconceptions about posting to your social media profiles is that you are only communicating with those who are currently following you. This is completely FALSE. By posting relevant content, you are also attracting people who are seeking out the information that you have to provide, and trying to get them to Like and follow your business!

## Instagram Account

Instagram is a photo/video blogging service that allows you to broadcast photos/videos and short messages to the world.

First and foremost, link your Tumblr account (if you have one or if one was created for you by MyDigiBrand). Tumblr is a blogging site that is highly indexed by search engines. Therefore, by connecting your Tumblr account to your Instagram account, you can post on both accounts simultaneously.

To link your Tumblr account to your Instagram account, do the following:

1. Login to Instagram ([www.instagram.com](http://www.instagram.com));
  - a. Username: Your social media handle provided to you by MyDigiBrand
  - b. Password: The password provided to you by MyDigiBrand
2. Click on the sprocket in the upper right hand corner. This will display your Instagram options.
3. Scroll down to settings, and click on 'Linked Accounts'. This will display your 'Share Settings'.
4. Click on 'Tumblr', and enter your Tumblr credentials. If MyDigiBrand created a Tumblr account for you, use the credentials that MyDigiBrand provided to you.
5. Click the 'Done' button to save your settings.
6. Click the 'Home' icon in the lower left hand corner to return to the home screen.

**NOTE: DO NOT link your Facebook or Twitter accounts here. Linking these accounts will result in duplicate postings, as MyDigiBrand has already implemented tools that will automatically take your Instagram posts and post them to your Facebook and Twitter profiles.**

To post a photo on Instagram:

2. Login to Instagram ([www.instagram.com](http://www.instagram.com));
  - a. Username: Your social media handle provided to you by MyDigiBrand
  - b. Password: The password provided to you by MyDigiBrand
7. Click on the camera icon in the bottom center of your screen;
8. The Instagram camera feature will appear. You can do any of the following:
  - a. Take a new picture using the Instagram camera feature;
  - b. Take a new video using the Instagram video feature; or
  - c. Choose an existing photo from your photo library.
9. Once you have the photo or video, you perform the following edits on it:
  - a. Scale and/or crop it;
  - b. Apply a filter to it;
  - c. Enter a caption on it. NOTE: Be sure to use hashtags! Hashtags are keywords that proceed with # (i.e. #socialmedia, #digitalmarketing, #instagram, etc.). Hashtags are used by the social media platforms to group relevant content together, making it easier for people to search and find exactly what they're looking for. As a general rule of

thumb, you should think of hashtags as words you would type in Google to find your picture; and

- d. Share it on other social media like Facebook, Twitter and Tumblr.
10. Once you have edited your photo, click on the Share button.

Responding to comments and/or likes on Instagram:

1. Login to Instagram ([www.instagram.com](http://www.instagram.com));
  - a. Username: Your social media handle provided to you by MyDigiBrand
  - b. Password: The password provided to you by MyDigiBrand
2. On the bottom of the screen, there is a bubble with a heart in it. If you have new notifications, a number will appear over that bubble. To view the notifications, click on the bubble.
3. To respond to any comments, simply click on the appropriate image in the right hand column;
4. At the bottom of the screen, click on the 'Comment' button;
5. Enter your comment. If you would like to 'tag' a specific person in your comment, use the @ and start typing their name.