



Instagram

HOW TO OPTIMIZE YOUR INSTAGRAM POST TO ENGAGE PEOPLE

S1: Hi and welcome back to this video tutorial. In this video, you will learn about how to optimize your Instagram posts to engage with your audience.

What You'll Learn...

- ▶ Create content with value
- ▶ Tool that helps to manage your post



S2: By the end of this video, you will learn,

- How to structure your Instagram posts
- Create content with value
- Effective tools to help manage your posts



Creating Valuable Content That Attracts

- ▶ Informative
- ▶ Educative
- ▶ Creative

S3: A good Instagram post is more than just snapping a photo, applying a filter and posting it to your news feed. To create an engaging Instagram post, it needs to be crafted and consistent with your brand values and core identity.

For example, if you are selling a coffee related product, you can consider uploading profile shots of the different types of beans and its unique taste, color and texture.

You could also upload shots of the different type of coffee beverages like a latte, a cappuccino, a chocolate mocha, an espresso and even various coffee art.

Take it one step further by bringing your audience on a journey where you tell them your brand story through the photo caption. Continuing with the coffee example, it would be the story on the origins of coffee from bean to cup.

Here, you can take Instagram photos of the process of harvesting a coffee tree, its export and right up to the barista serving the cup of coffee.

Why this is interesting and engaging is because this offers a one of a kind, behind the scene journey for your audience. It's a journey which they can take from the comforts and convenience of their mobile phone.

Tool That Helps To Manage Your Post

- ▶ ScheduGram
 - › Upload single or multiple images at once
 - › Offers a wide range of filters to edit your image



S4: There are peak times to post and scheduling apps and tools make it much easier.

The first one would be ScheduGram. It offers a 7-day free trial, and plans start at \$20. ScheduGram is a great scheduling tool that allows you to upload single or multiple images at once and you can choose bulk video if you are uploading video.

Also, you are able to edit the images with different filters and post them either immediately or schedule them for a later time. You also have the option to receive an email notification once your content has been posted.

The best thing about ScheduGram is that it automates every pre-scheduled posts and post them on behalf of you. You don't have to worry about not receiving any reminder because ScheduGram manages it for you.



Tool That Helps To Manage Your Post (cont.)

- ▶ Hootsuite
- ▶ Engage your followers across different networks

S5: Next, is HootSuite. Many businesses and marketers are already using Hootsuite to manage their social media activity. Hootsuite's Instagram account management options allow you to schedule posts via the Hootsuite mobile app.

You can cross-post the same content on other social media sites like Facebook or Twitter. Hootsuite allows you to upload content and schedule it for multiple platforms at once.

It's a good tool to consider if you're looking for a more inclusive, all-in-one management dashboard for multiple social media sites.

The best time to post on Instagram is between 12 pm to 1 pm, Mon to Fri, according to Hootsuite analytics and though there are no hard and fast rules on the best time to post, it is recommended that you test it out and track your audience responses.