

CEI

Women's

Business Center



Creating Content for a Loyal Instagram Following

How to break through the monotony of posting on Instagram to fully enjoy the interaction and content creation for your business!

Visit us online: ceimaine.org/women

Purpose of Posting on Instagram



Image: pexels.com

Provides insight into your work, your products and your life.

Helps you reach a new audience and remain connected with those who have been with you all along.

Showcase your services and products in a way that can tell your followers how committed you are to creating and sharing for them.

- Building a community is great for word-of-mouth growth and interaction.

Human Interaction is Important!

Create and share content that starts a conversation; humanize the interaction between yourself and your audience.

- Create and curate a profile that is aesthetically pleasing and unique to you keep it simple and friendly.

Tell a story and create a call to action that fosters a sense of community.

- Why and how does the content you're putting out impact your audience?



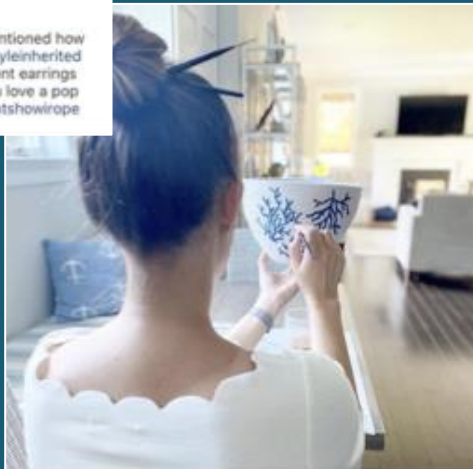
Image: pexels.com

Content Example: @sewcialite_nh

CUSTOMER
LOVE!



BEHIND
THE
SCENES!



Show your love for your followers and customers!

A simple thank you to followers and customers never goes unnoticed.

Share behind the scenes photos and allude to more info and special content on your stories or on your website.

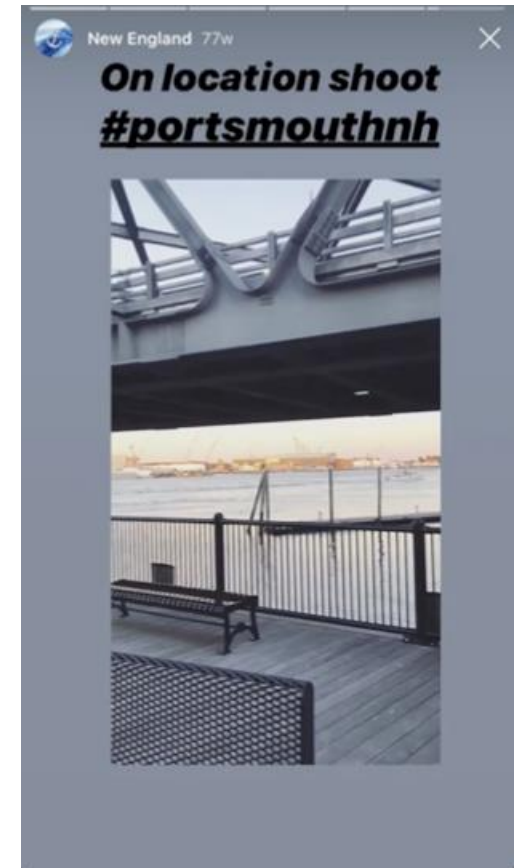
Share where your products are shipping off to.

CUSTOMER LOVE



THE NOT-SO-GLAMOUROUS SIDE OF BEING A MAKER

BEHIND THE SCENES



How to Structure Your Posts



Image: pexels.com

Think about how you want your brand to be presented to your followers.

- Do you enjoy writing long, detailed captions or would short and witty captions better suit your style?
- Do you prefer more proper grammar and punctuation or emojis scattered everywhere?

Regardless of how you choose to share your voice and photos, just remain consistent!



Liked by midcoastchris and 1,465 others

allagashbrewing Over two and a half years ago, we brewed the beer that would become Coolship Red. First, it sat overnight in our coolship—a room-sized pan—where, from the Maine air, it collected all of the yeast and microbiota it would need to ferment. Then we aged that beer in oak barrels for around two years. After that, we blended a bunch of barrels together and aged it all on fresh raspberries for another four-ish months. Now, years later, we're more than excited to present it to you: tart, funky, and full of flavor including subtle notes of fresh raspberry, apricot, oak, and more. You can find this special release in our tasting room or in the lucky states of ME, NH, MA, NY, NJ, and CA.

creativitymichele



Liked by velvetshammerandco and 401 others

creativitymichele 🍩🍩🍩 @dunkin

calliopepaperie
Dairy Queen (Treat)



Liked by foxandcactus and 305 others

calliopepaperie Tricky business when it's 99 degrees out but those SPRANKLES!

nutmegandarlo



Liked by foxandcactus and 763 others

nutmegandarlo Me and my weird looking claw hands would very much like to hop into a rocket and get off this flipping globe some days...

Using Hashtags

YOU CAN INCLUDE UP TO 30 PER POST

Strategy: Combine hashtags from different categories that are applicable to your brand.

- **5-7 extremely popular (100k-500k tagged)**
- **5-7 moderately popular (10k-100k tagged)**
- **3-5 niche specific (fewer than 10k tagged)**
- **1-3 branded tags (exclusive to you!)**

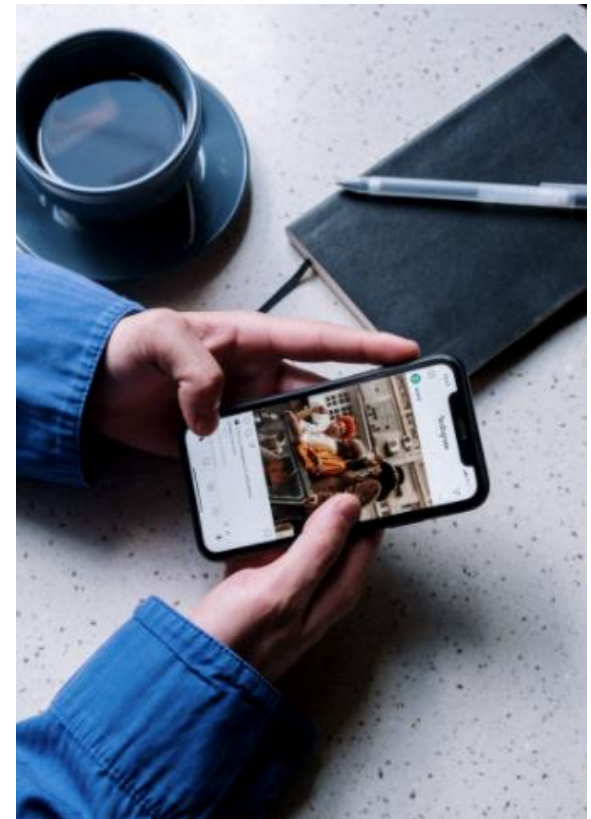


Image: pexels.com

CHANGE YOUR TAGS TO SUIT YOUR INDIVIDUAL POSTS



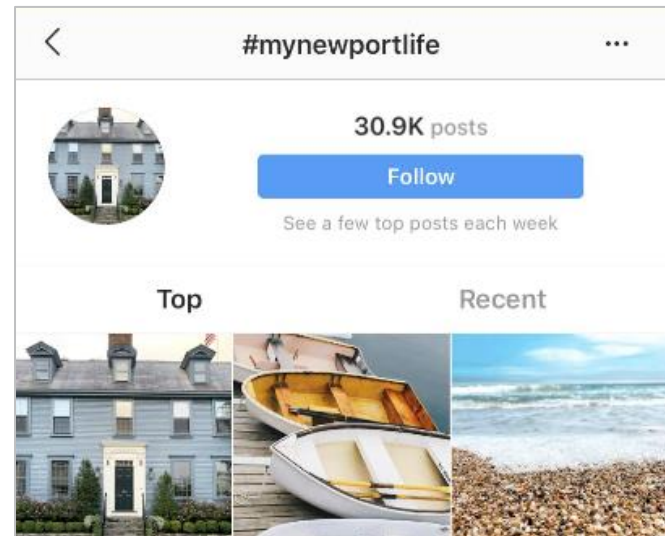
Tip: Save tags to your notepad on your phone to easily edit, copy and paste in your captions



Hashtag Example: @k__elizabeth

Super popular tags will get you quick likes.

More niche tags will likely allow your post to be on the “top” page of the hashtag search; they will stay here for a longer period of time!



How to Find Hashtags



Use the "explore" tab on Instagram to search for similar makers to you.

Search keywords on Pinterest.

Do a quick Google search.

Familiarize yourself with what's popular overall and how to properly navigate the different types of tags.

Staying Consistent

To consistently build up your follower count and remain engaged with past and potential customers, **aim to post meaningful content 3-5 times per week.**

Be authentic - it's okay to share what you're struggling with, how you're feeling. **It's better to be honest than create a fake persona/false reality.**

Use stories feature to share little snippets of your day, save the polished and clean photos for your feed.

**Lastly, don't be afraid!
It's not that serious!**

You should be having fun, and if you're not having fun, it's not going to help grow your business.

Key Takeaways

1. Be consistent - post quality content frequently.
2. Be authentic - find a post structure that works for you.
3. Use hashtags!
4. Engage with your community.
5. Take a deep breath, make a plan, and absolutely rock it!

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