

Social Media - Quick Guide for Animal Care Professionals

Top Tips to Get Started With Instagram!



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Instagram

Instagram is a 'busy' network with hundreds of millions of users worldwide. But it is still possible to use it to promote your business successfully.

Top Tips - Instagram Basics

- If using for business - create a business profile.
- Have a clear, completed profile - don't forget to add a link to your website in the bio.
- Use relevant and popular hashtags to your posts - up to 30 are 'allowed' currently. There are many hashtags related to animals and animal care - do some research on what you can use to target your ideal customer/ audience before you start posting.
- Use good quality images. Enhance images with a tool like VSCO or Facetune (not Instagram's in-built filters).
- Try 'Instagram Stories' - these (video or photo's) help provide a snippet into your daily life, as are live for 24 hours (unless you save as a highlight).
- Find photo's you like and your ideal customers and like away - be generous with your likes - and do comment on other's photographs too!
- Don't set your account to private - otherwise your potential customers and business contacts won't be able to easily find you!

Get more tips to get you started on your social media journey by getting my **Quick Guide to Social Media for Animal Care Professionals** - sign up to my mailing list to then get your **free** copy - you can sign up at www.taranet.co.uk or at <https://www.facebook.com/HolisticAnimal/app/141428856257/>