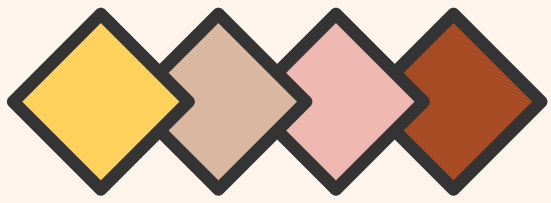




Instagram Tips & Tricks

with Alison Wells



Topics



Topic 1: Your Profile Pic



Topic 3: Types of Posts



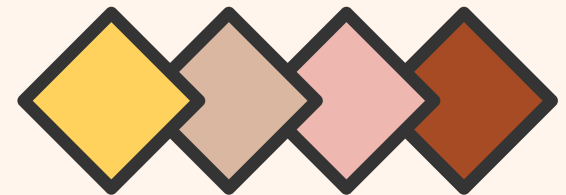
Topic 2: Your Bio

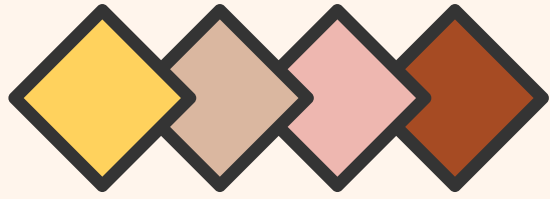


Topic 4: What to Post



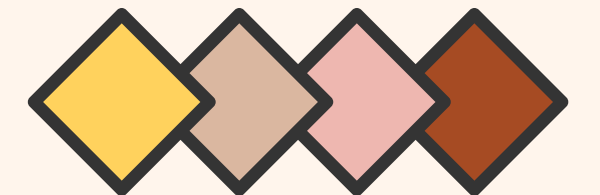
Topic 5: Rules of Engagement

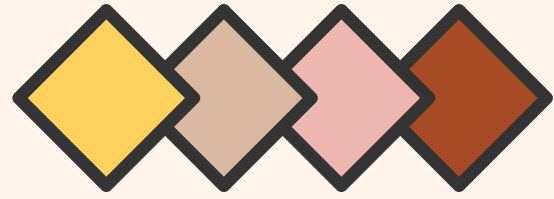




1. Your Profile Pic

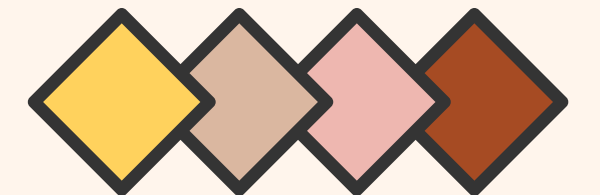
- **A photo of yourself / Logo**
Only use a Logo if you are marketing a brand not associated to a person
- **Close up photo**
- **Clear & Bright**
- **Makes sense with your brand**





2. Your Bio

- **Name**
- **What you do / Credibility**
- **Call to Action (CTA)**
- **Link**





3,286
Posts

25K
Followers

697
Following

Keenya Kelly Griffin

Teaching Vertical Video Strategies To Business Owners

Past Clients: TikTok•Quickbooks•Vista Print

Marketing Tools Below

2 channels • keenyakelly.com/letsworktogether-ig



Followed by tasselamor, thisisnickys and 10 others

Following

Message

Email

Subscribe



Testimonials



Book



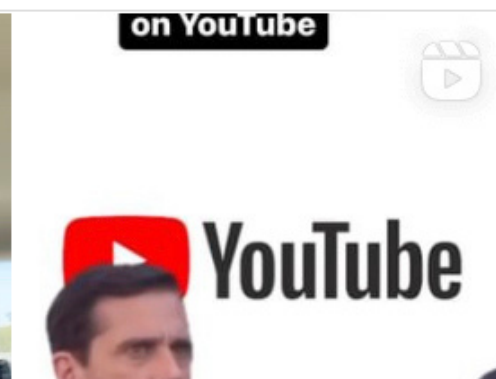
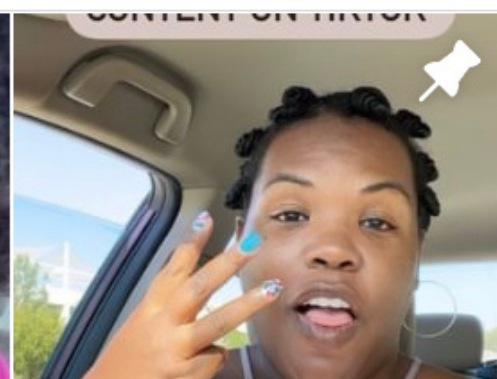
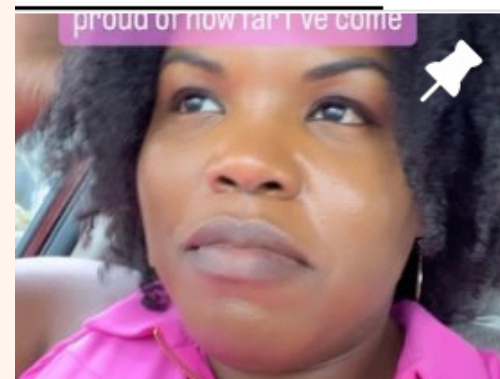
TikTok



You, Me & J...



Keenya Pod...





thelucasokeefe



863 Posts

259K Followers

1,465 Following

Lucas O'Keefe | Social Media Marketing he/him

Sharing easy tips and tricks

To help you grow your Instagram

Get my FREE ebook

stan.store/thelucasokeefe



Followed by robenmarie, ethan.de.aguiar and 11 others

Following

Message

Email



About Me



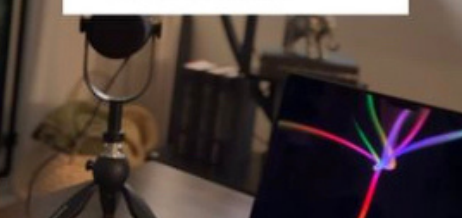
10 Ways To Start Your IG Captions

- "Life's too short to..."
- "Just a friendly reminder that..."
- "Can we take a moment to appreciate..."
- "In a world full of..."
- "Ready to embark on a new adventure..."
- "If you're looking for some _____, here it is..."
- "Grab your favorite drink and let's talk about..."
- "Feeling grateful for..."
- "Let's dive into the world of..."

What To Post For Every Content Format

- | SINGLE POSTS | REELS | CAROUSELS | STORIES |
|--|---|---|--|
| <ul style="list-style-type: none"> Checklists Memes Quotes Routines Personal Milestones Wallpapers Work Samples Photos of your team Infographics Moodboard | <ul style="list-style-type: none"> Tutorials Behind the Scenes Before and After Trends Talking Head Style Acting Skit Product Reviews Q&A | <ul style="list-style-type: none"> Tutorials Photodump Toolkit Case Studies How to Guides Blueprints Strategy Guides Product Showcase | <ul style="list-style-type: none"> Q&As Polls Ask Me Anything Behind the Scenes Customer Reviews Link Stickers Countdown Product |

- Do one of the 3 E's (Educate, Entertain, or get an Emotional response)
- Pick one type of Reel and stick to it and only use as many seconds as you need
- Use high quality video, audio, and editing
- Stay consistent even if you don't get your desired results right away
- Use 3-5 searchable keywords about your Reel in your caption/hashtags





866
Posts

1,644
Followers

739
Following

3rd Eye Unlimited

Youth Empowerment / Community Organizing / Hip Hop Culture

38 Bethel St, New Bedford, Massachusetts

donorbox.org/help-3rd-eye-communal-spa...



Followed by **zus_wurld**, **catherinecarterpainting** and 51 others

- Following ▾
- Message
- Contact
- +👤



5Pillars 9/22



Open22



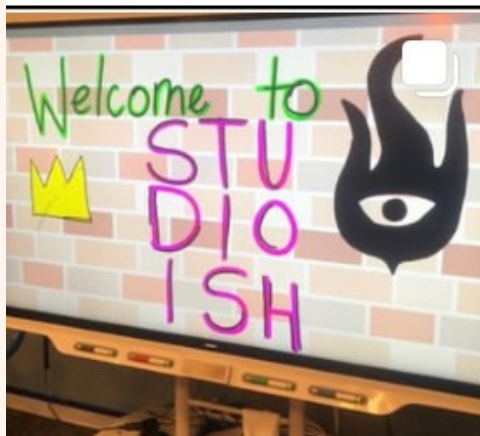
YourNB22



Open2021p...



Open-ish 2...



alisonwellsart 9+



3,704
Posts

5,360
Followers

4,459
Following

Alison Wells 🎨

Art Gallery Owner | Mixed Media Painter | Art Educator
Alison Wells Art Gallery 106 William St New Bedford MA
ART WORKSHOPS ⬇️ ONLINE STORE ⬇️

linktr.ee/alisonwellsArt

Professional dashboard

2.5K accounts reached in the last 30 days.

Edit profile

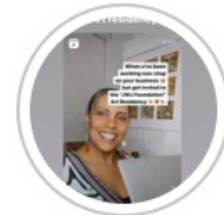
Share profile



100 Day Pr...



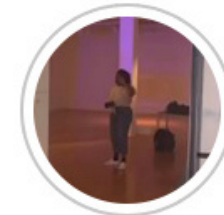
Workshops



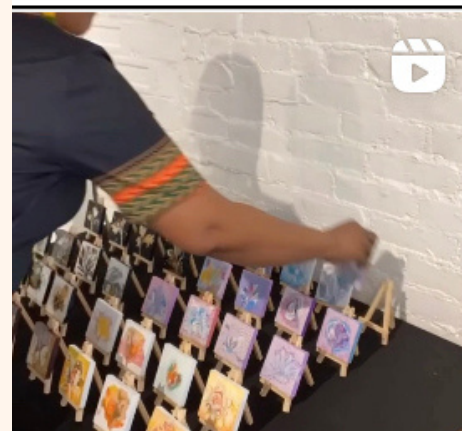
JWJ Reside...

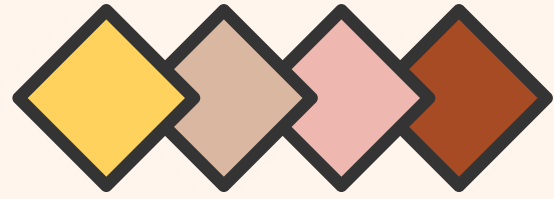


Juneteenth...



Curated Ex...

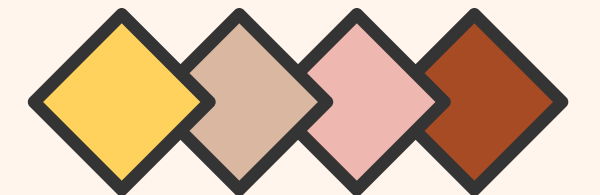


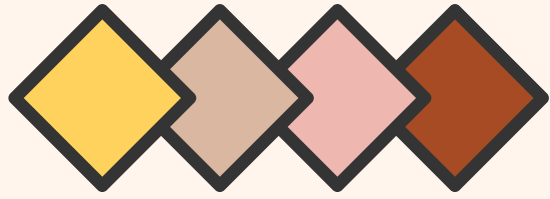


3. Types of Posts

- Reels
- Single Photo
- Carousels
- **Stories**

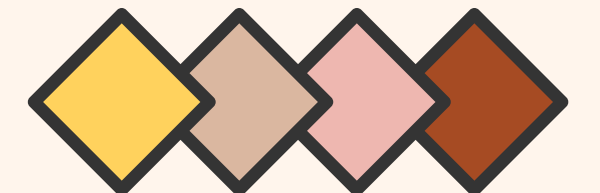
*(Not a Post but important in a different way)

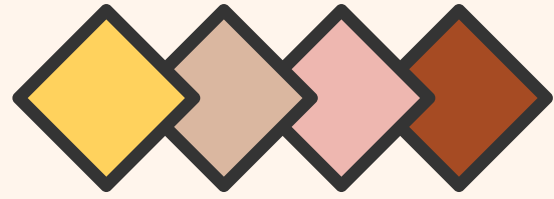




4. What to Post???

- Trends
- Top 3's
- How-To's
- Your Products
- Before & After
- Do's & Dont's
- Humor





5. Rules of Engagement

- **No Posting & Ghosting**
- **Reply to ALL Comments**
(Except for spam & haters)
- **Ask a question in your Caption**
- **Use CTA's**
(Ex. Please share, See Link in Bio)

