



# Instagram Best Practices

Presented by  
Jaime Wright, Embellish Marketing

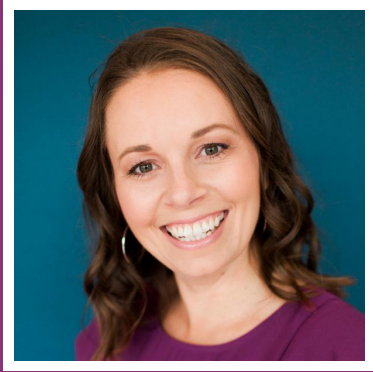
# Please Note

---

Here at PMC Network we value diversity in thoughts and opinions, and endeavor to promote open discussion on issues affecting pregnancy medical clinics.

The views and opinions expressed in this webinar are solely those of the original authors and speakers.

These views and opinions do not necessarily represent those of the PMC Network, contributors, or Network Service Providers.



## Presenter:

Jaime Wright  
Founder/Chief Strategist  
Embellish Marketing

- Virtual marketing department for non-profits, ministries, and small businesses
  - Assist with online marketing efforts including website design, social media, online listings, and advertising
  - PMC brand development and consulting
-

# Instagram Best Practices

---

**Content**

**Consistency**

**Community**

# POLL

Does your center have an active\* Instagram account?

*\*active = posts at least 1-2 times per week*

# CONTENT

---

# Content

---

## KEY TAKEAWAY: INTERESTING CONTENT MATTERS.

Users want to hear from brands on Instagram, and they also want to be entertained and/or engaged.

Users surveyed said they want fun (55%), real (53%), and creative (53%) content.

**Top types of content people surveyed in the US say they want to see from brands:**

Fun or entertaining

64%

Real or authentic

61%

Creative

60%

Personally relevant

55%

Informative

54%

Inspiring or uplifting

49%

Beautifully produced

38%



# Content

---

## **APPLICATION:**

Don't focus as much on polished content as you do on whether posts are fun, real, creative, and personally relevant for your audience.

Deliver real talk to your audience about pregnancy, sexual health, center policies, etc.

# Content

---

## KEY TAKEAWAY: POSTS AND STORIES HAVE DIFFERENT OBJECTIVES.

Instagram Posts tend to be used for updates from the brand. These posts permanently live on the account (unless deleted) and are viewed from a user's newsfeed.

Instagram Stories tend to be used for real-time, behind-the-scenes content. Stories will automatically disappear after 24 hours unless saved to the account in "Highlights." Users see this content at the top of their newsfeed.

## STORIES

1. Creativity

2. Visual beauty

3. Freedom of expression

## FEED

1. Creativity

2. Visual beauty

3. Freedom of expression

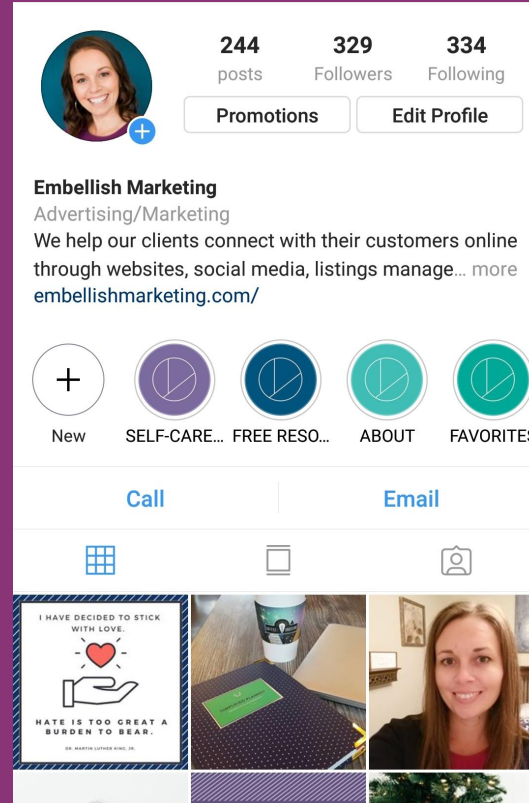
Stories go here



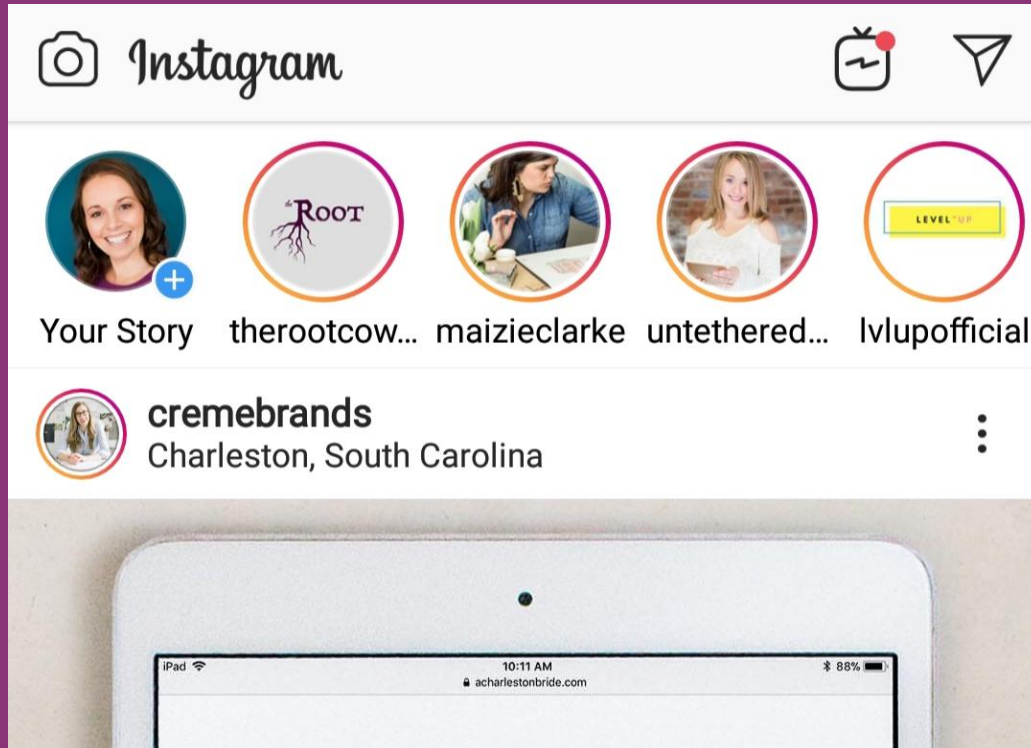
Stories saved here



Posts saved here

This is a screenshot of an Instagram profile for 'Embellish Marketing'. At the top, there is a circular profile picture of a woman with brown hair. To the right of the picture are statistics: '244 posts', '329 Followers', and '334 Following'. Below these are two buttons: 'Promotions' and 'Edit Profile'. The bio section reads 'Embellish Marketing', 'Advertising/Marketing', and 'We help our clients connect with their customers online through websites, social media, listings manage... more embellishmarketing.com/'. Below the bio are five circular icons: a plus sign for 'New', a purple circle for 'SELF-CARE...', a blue circle for 'FREE RESO...', a teal circle for 'ABOUT', and a green circle for 'FAVORITES'. Underneath these icons are two tabs: 'Call' and 'Email'. At the bottom of the profile are three icons: a grid for posts, a camera for stories, and a person for the profile. The bottom of the image shows a grid of three posts. The first post on the left is a quote by Martin Luther King Jr. with a heart icon. The middle post shows a coffee cup and a laptop. The right post is a photo of the same woman from the profile picture.

View Stories here



**CONTENT PEOPLE VALUE MORE IN  
STORIES THAN FEED**

1. Provides information on events (shows, concerts, fairs, etc.) that are relevant to me

2. Allows me to stay in the know about brands that I'm interested in

3. Gives me an insider's view of a brand or product I like

4. Helps me connect to brands I like

**CONTENT PEOPLE VALUE MORE IN  
FEED THAN STORIES**

1. Lets me explore and discover new things related to my passions or hobbies

2. Lets me share my passions or hobbies

3. Shows me places that I dream about seeing/going to

4. Lets me find inspiration

# Content

---

## APPLICATION:

Use a combination of posts and stories on Instagram. Consider the purpose of each piece of content and create/post it accordingly.

Use stories to reveal the authenticity and real-time events of your center.

Use posts to provide content that inspires, educates, and can be found by users.

# Content

---

**KEY TAKEAWAY: MAKE YOUR CONTENT DISCOVERABLE.**

Users can search for content by account, #hashtags, and/or locations.



HATE IS TOO GREAT A  
BURDEN TO BEAR.

DR. MARTIN LUTHER KING, JR.

[View Insights](#)

[Promote](#)



Liked by **perennialcreative** and **60 others**

**embellishmarket** "Love" is one of my words for 2019 so this quote by Dr. Martin Luther King, Jr. is poignant for me. He sought after the best in others and inspired others to do the same. He believed that people could get along, and he also walked the talk. May we remember his words today.

.  
. .

#mlkjrday #ihaveadream #kindness #loveothers  
#entrepreneur #entrepreneurship #solopreneur  
#femaleentrepreneur #savvybusinessowner #smallbusinessowner #smallbusiness #smallbiz  
#womeninbusiness #womenindigital #marketing  
#digitalmarketing #design #webdesign #socialmedia  
#communityovercompetition #Louisville #Kentucky  
#Kentuckiana #louisvillekentucky #louisvilleky  
#louisvillelocal #Soln #SouthernIndiana #Indiana

[View all 3 comments](#)

January 21

Hashtags



# Content

---

## APPLICATION:

Add relevant hashtags at the end of your posts or as a comment on your post.  
Add hashtags in Stories, too.

When possible, add a location to your post.

Don't be afraid to tag other accounts. Re-post posts or stories about your center (if their privacy settings allow you to do so).

# CONSISTENCY

---

# Consistency

---

**KEY TAKEAWAY: SHOW UP CONSISTENTLY.**

Users follow you because they want to know what you have to say.

Your account's algorithm is impacted by your **ACTIVE** presence on Instagram.

# Consistency

---

## APPLICATION:

Figure out a posting schedule that works for your team. Start small and work up from there. (i.e., start with posting once a week, then increase that number)

Don't post something meaningless or "off-brand." It will likely confuse your followers and result in low engagement.

# COMMUNITY

---

# Community

---

**KEY TAKEAWAY: ENGAGE WITH YOUR FOLLOWERS AND ACCOUNTS YOU FOLLOW.**

Your goal is to use Instagram to build an online community around your center's brand.

# Community

---

## APPLICATION:

Your center's account should follow relevant Instagram accounts and actively engage with their content (like, comment, re-post, etc.).

Respond to comments and messages. (But if it's spam, don't bother and/or report it as spam.)



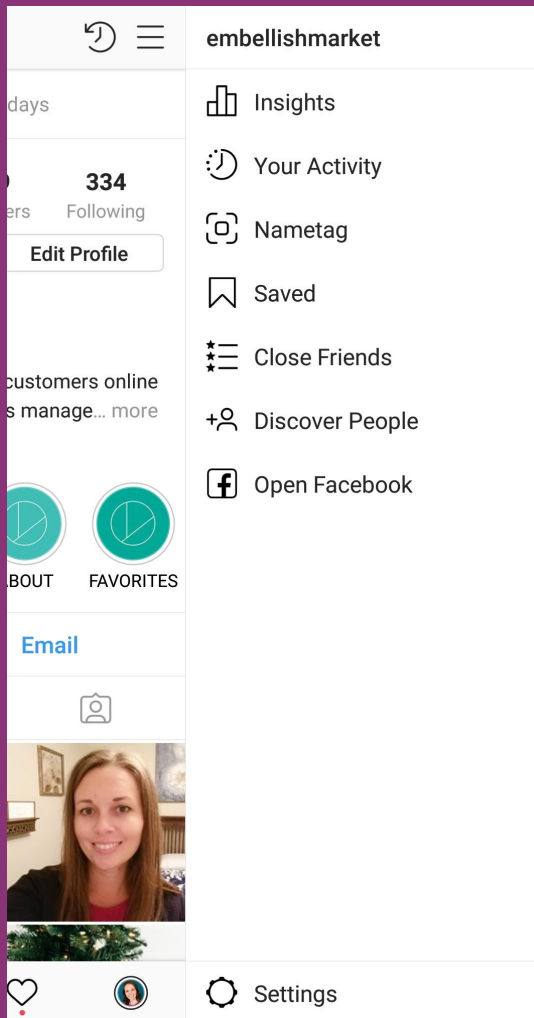
# Community

---

**KEY TAKEAWAY: CONVERT YOUR CENTER'S INSTAGRAM PROFILE TO AN INSTAGRAM BUSINESS ACCOUNT.**

This will elevate your Instagram account status and give you access to Insights.

It will also enable you to run Instagram ads via Facebook.



Access Insights here

# Community

---

## APPLICATION:

Use the data compiled within Insights to make decisions about your Instagram strategy.

Consider an advertising budget to promote posts or stories to a local audience.

# Remember the 3 C's

---

**Content**

**Consistency**

**Community**

# Resources

---

**How To Take Your Instagram Content to the Next Level**

**<https://www.facebook.com/business/news/insights/how-to-take-your-instagram-content-to-the-next-level>**

**How Do People Perceive and Use Instagram Stories and Feed?**

**<https://www.facebook.com/business/news/insights/how-do-people-perceive-and-use-instagram-stories-and-feed>**

# QUESTIONS?

---



# Let's Connect

Jaime Wright  
Founder/Chief Strategist  
Embellish Marketing

[jaime@embellishmarketing.com](mailto:jaime@embellishmarketing.com)

(602) 842-2711

[EmbellishMarketing.com](https://EmbellishMarketing.com)

---