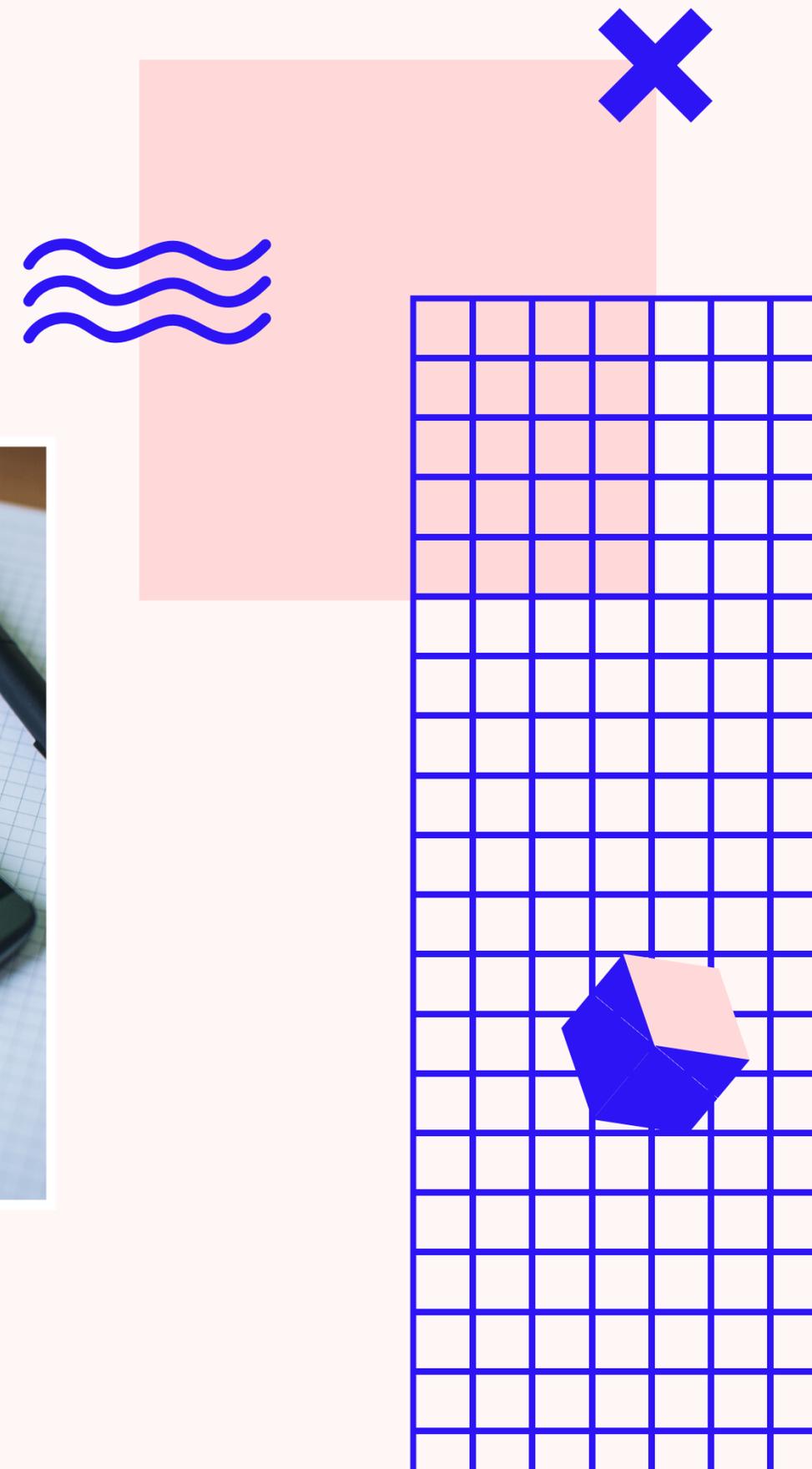
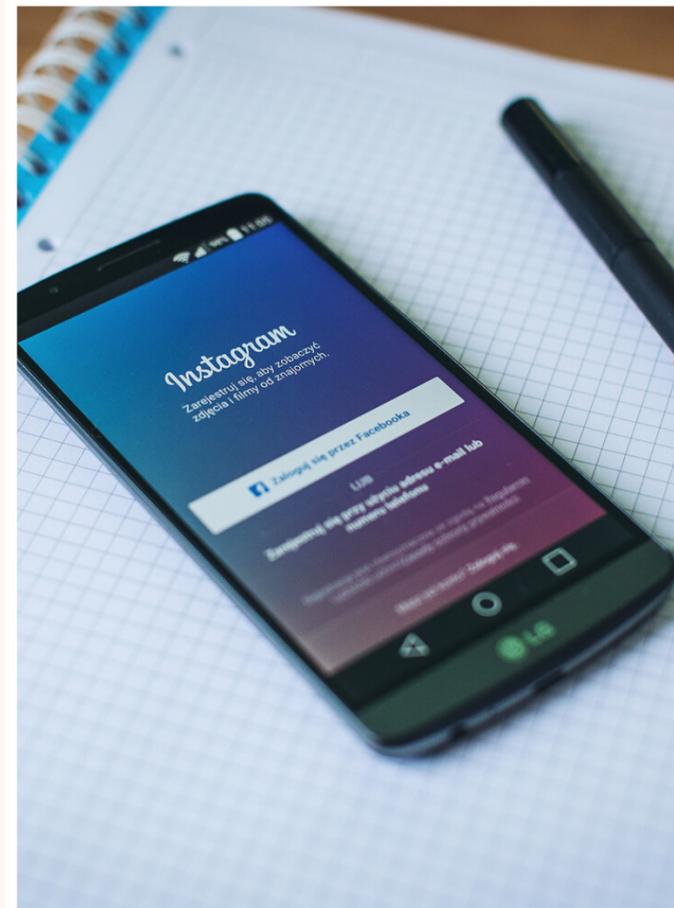
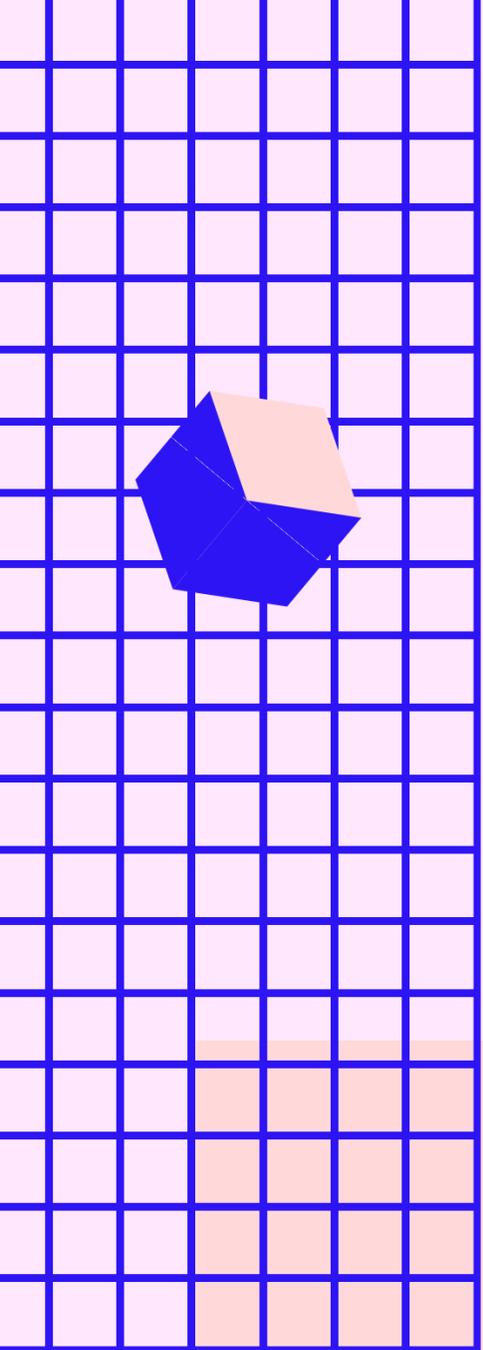
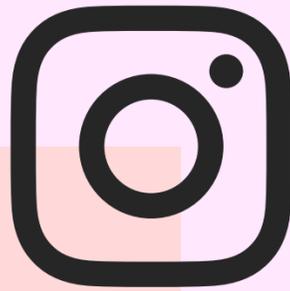


# #6 Top Tips For Instagram





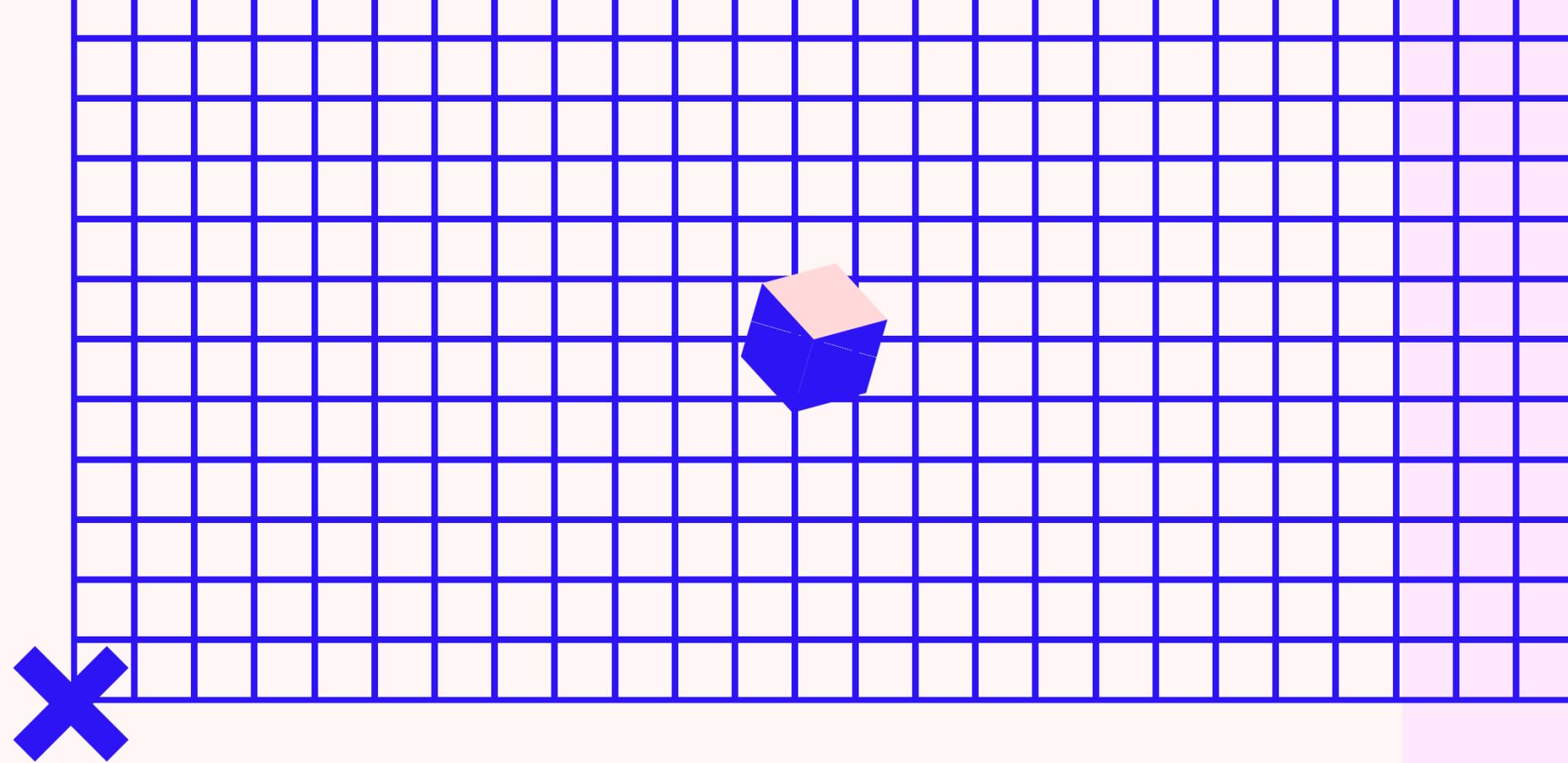
@yumesocialuk



So you have an instagram account that you potentially want to grow into a business, or maybe you fancy yourself as an instagram blogger, but have no idea how to grow your audience?

Did you know that instagram has over 1 Billion active users monthly, and is the most engaged network, after Facebook. If your a small business owner, its the perfect platform to connect with customers cost affectively.

I have been asked by the lovely Laura, Owner & Founder of **The Tiered Mums Club** to share some insights with you lovely lot that are into instagram, to give you some tricks and tips. Most importantly i will give you the tools so you feel confident, in what you post, especially when running a business.



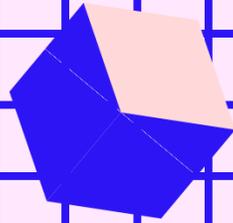
# 1# Your Bio

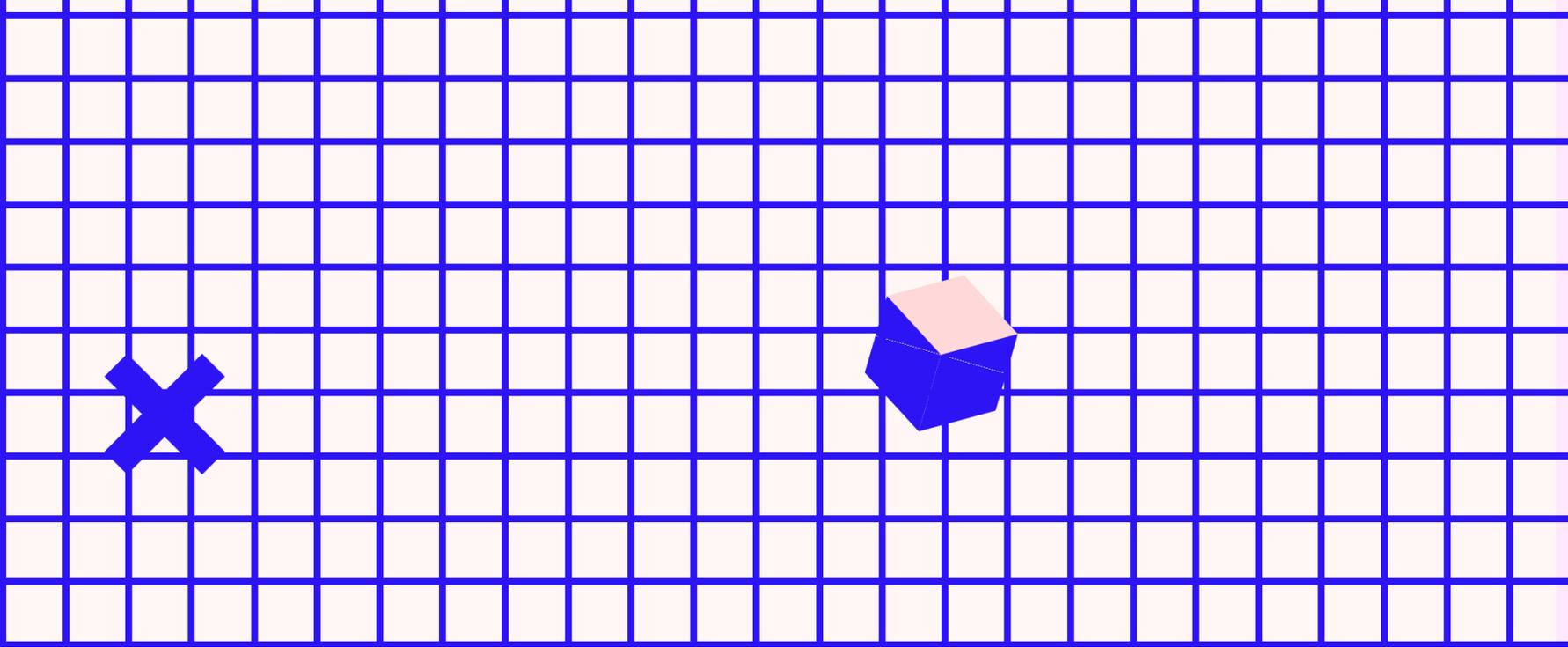
Make sure your bio is on point, it's not enough to just have your business name, contact details and website. You need to tell people what you do, your Bio is what people focus on when they land on your page. Try to add emojis, a relevant #HashTag, be creative with these methods.

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# #2 Captions long or short

would say it depends on what your message is, but essentially you should be adding value and be authentic. It's also a good look to divide your sentences up, a great app for this is the Instaspacer! Personally, I love it, I use it religiously and best of all, it's free.



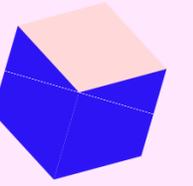


# #3 Let's talk HashTags



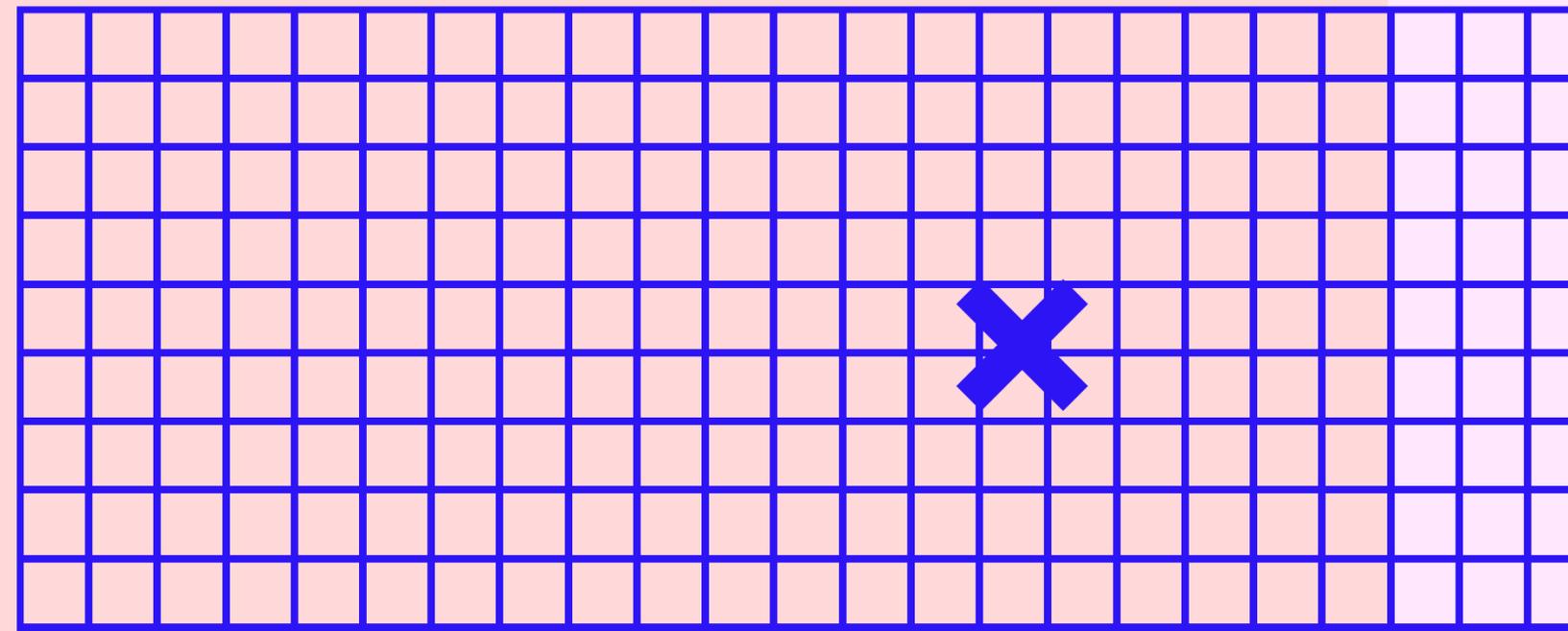
Ok, so you have written an engaging caption, you're ready to hit the post button, but you haven't researched your hashtags. This is a bad move, as all of that hard work you put into writing your caption either, won't reach everyone, or the hashtags you have chosen and kinda hoped for the best with, are just not quite relevant. Love them or hate them, you need to utilise them, if you want to grow and engage an authentic audience. Why don't you have a look at some accounts that you follow, that are within the same box as your blog or brand. See what tags they are using, then see what's popular and start there. Also don't forget to engage!! Instagram rewards your posts the more engaging they are, the more move up within the algorithm..

# #4 Develop your brands



## personal identity

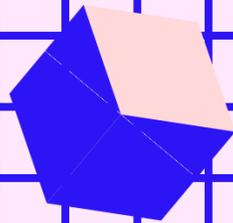
Having a brand identity is very important. You want to make sure you maintain authenticity, i.e a tone of voice. Something your audience can relate to and will want to interact with. Have a think about who you are trying to reach, what type of person are they? What sort of content will they engage with?



# #5 Get yourself on Trello

Trello is absolutely amazing and the basic free version is perfect, especially when starting out. I use it when collaborating ideas with clients. You can plan your content for each week, make a note of all important **#NationalDays**, things that are celebrated on Insta to top up your content. Alongside using Trello you will want to consider using a scheduling tool this will help you preplan your content for days and specific times. Later is a great tool for instagram as it enables you see what your grid will look like, visually which is also very important.

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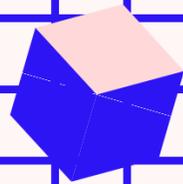


# #6 Stories



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It's all about stories in 2020, but make sure your hash tagging them so they reach your relevant audience. If you are posting on the grid, make sure you share this within your stories, it's a must. Also if you're feeling creative, there are some amazing creative apps to use, they will help your brand stand out. I use Canva Pro, Adobe Spark & Unfold.s.



## ABOUT ME

Hey Im Jackie, a former Londoner now based in glorious Chelmsford. Back in 2018 I decided to study & up-skill within Social Media Marketing, as the 9-5 just no longer served our family. I trained with Digital Mums, & graduated in April 2019 with a recognised qualification within Social Media Marketing.

Being able to work around my family, doing a job I am genuinely passionate about. Its a great feeling. I love seeng what Social can really do for a business, its a powerful tool once you know how to use it. Want to know more? drop me an email anytime, I would love to hear from you.

## EMAIL

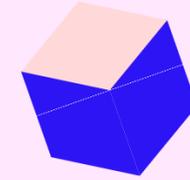
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@youmesocialuk

# Special Offerings



If you want to “Supercharge Your Social” get clarity on your ideas, then I'm currently offering members a whopping £50% off my 1:1 Power Hour Sessions, normally worth £126. These can be booked in with myself, please slide into my DM's & use code GETMESOCIAL to claim your 50% off but I only have 5 spaces. Offer Ends January 31st.

As part of your membership with The Tiered Mums Club, you will all receive 10% off, all YouMeSocial. SM Services (terms apply i.e must be members quote code MUMFORCE)  
Lastly, to keep up to date with all things Social Media, head over to @youmesocialuk on Instagram & Facebook.

