



# Digital Divas



So, you're ready to become a Digital Diva, fantastic.

## 8 TOP TIPS FOR GETTING STARTED ON INSTAGRAM

**"Get your Digital Diva pants on you're about to become an Instagram expert."**

- 1 DO GET YOUR @ TAG SPOT ON FROM THE START.** Instagram accounts use @tags to name your account. Choose wisely, always try and be consistent across all of your social accounts. If your business is Jacks Shoes then choose @JackShoes on Twitter / Facebook and Instagram if you can. If this is taken on one platform then think of one that still works but is available i.e JacksSmartShoes
- 2 KNOW YOUR CUSTOMERS LIKE THE BACK OF YOUR HAND** You wouldn't go into a random crowd and start shouting buy my stuff would you? Without knowing if that crowd is your ideal audience, then don't enter Instagram without knowing who your are looking for on there. KNOW YOUR CUSTOMER like you know your nan!
- 3 GET YOUR PROFILE PHOTO RIGHT** Your profile picture is so important. If you are a brand then use your brand logo, if you are a personal brand then it has to be a photo of you. Make it clear, not pixelated and close enough to yourself that people can see it's you. (Use the same photo across ALL social profiles) If you change it on 1 change it on ALL.
- 4 MAKE YOUR PROFILE BIO SEO RICH** You don't have many words here to describe exactly what you do. Write a few versions of this and use # in the profile description to allow users to find you, use emojis too if they are a good fit for your brand. (examples = below)

BRAND



thechalkboardmag

Follow ▾ ...

4,661 posts 233k followers 1,101 following

The Chalkboard Mag The Chalkboard | A Guide to Living Well | Wellness, natural beauty + good design. #TCMLivingWell [thechalkboardmag.com](http://thechalkboardmag.com)

PERSONAL BRAND



alison\_wu

Follow ...

2,730 posts 126k followers 539 following

alison wu stylist • recipe developer • food, wellness + holistic lifestyle blogger #wuhaus 🌱 based in portland, oregon [wuhaus.com](http://wuhaus.com)



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- 5 HAVE 10 PHOTOS READY TO POST.** No one wants to land on an Instagram account and see one 2 photos posted! It shows that you're new and that there may not be a consistent stream to follow. Have 10 of your best brand or personal photos ready to post and develop a style (more about this below).
- 6 DEVELOP A STYLE** Instagram is about beauty and visual appeal, make your photos stand out. You don't have to have an SLR camera, these days snap on your phone edit with the tools and post - but first, think about your own style. How will you maintain a sense of consistency so that when your followers see a photo in the feed they know it's from you. You don't have to be a food, fashion or travel business to do this. Take a look as the example below. Don't forget you can use beautiful quotes and create your own on CANVA.



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**7 HOW TO USE HASH-TAGS** Using hash-tags is a great way to increase your reach on Instagram, encourage more engagement and even attract new followers. But, there is a limit - don't overdo it. Check this tool for the latest trending hash-tags in your area of business <http://hashtagify.me/> **[FREE TOOL ALERT]**

Use hash-tags, but make sure to keep it to niche and relevant ones for the image and the service you offer. As a general rule of thumb keep it to about 8 # in one single post.

**8 LAY OFF THE FILTERS** Instagram provides you with a bunch of arty filters you can apply to your photos to automatically enhance the look and style, but that trend seems to have already hit its peak. People want photos and videos that are colorful, authentic and real. Although filter effects may be tempting, try to limit your use of them to keep the color and contrast normal in most of your photos. Certainly brighten them or add a little contrast, but limit the filter use. The most popular filters used on instagram are:

**1. Clarendon    2. Gingham, Juno, Lark    3. Juno/Lark, Gingham, Valencia**

**“So, go forth and create your image on Instagram and find people to follow, be genuine and comment on others images to gain followers - DON'T SPAM and DON'T USE autobots to follow. (software created to automatically follow or comment on accounts)”**

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