



# Crafts Council

## Getting the most out of Instagram



### Introduction

Thank you for attending our Spring-back talk on getting the most out of Instagram when marketing your business.

As discussed, your Instagram strategy should be fun, experimental, and an authentic projection of your personal brand. Take a look at the accompanying PowerPoint to review: defining your goals, audience, and competitors; content and types of posting; your insights and how to maximise impact.

The key is consistency and mapping your time realistically. Ideally, you'll dedicate time for your Instagram strategy every day – this might look like an insights check in on Monday, an engagement spree on Tuesday, and posts on your grid and stories every 2-3 days. Be kind to yourself – if you can't keep up with your content schedule, shave off some responsibilities.

Below are some key terms to refer to if you're stuck, helpful reading to inspire you and links to scheduling software should you go down that route. Don't worry if this seems overwhelming – there's a lot of information out there and you don't need to use it all. What matters is authenticity and a commitment to engaging with customers.

Most importantly - enjoy!

### Glossary of Instagram Terms

- **A/B testing:** A/B testing, also known as split testing, measures two social media posts against each other to see which performs best.
- **Ads Manager:** Ads Manager is Facebook's tool for creating, running, and analysing social ads. It can manage your ad campaigns on Facebook, Instagram, or Audience Network. It offers a wide variety of features for ad targeting, budgeting, and optimization as well.
- **Algorithm:** In the social media world, people often use 'algorithm' as a shorthand for 'feed algorithm', which is the set of rules a social network uses to automatically decide which posts come first in a feed. Every time you make an action on Instagram (post, like, comment or share), the algorithm records it and uses the information to customise your feed. It also analyses the behaviour of your followers to decide if and when to show your content.
- **Analytics:** Analytics is the way you interpret and find patterns in data. In a social media context, analytics is the process of following metrics on your social media performance and using that data to improve your strategy.



- **Audience:** Your audience on social media is the group of people you're able to reach with your content. This includes all your followers plus anyone who sees or interacts with your posts in their feed.
- **Business-to-Business (B2B):** A B2B business sells products or services to other businesses.
- **Business-to-Consumer (B2C):** A B2C business deals directly with consumers, like a hotel or retail store.
- **Bio:** Your social media bio is a short description in your profile that tells people who you are.
- **Block:** When you block someone on social media, you prevent them from seeing your posts on that social network.
- **Boost, boosted post:** A boosted post is a form of social media advertising in which a brand pays to show a social post to people who do not already follow the brand's social accounts.
- **Brand advocate:** A brand advocate on social media is a customer who posts positive messages, leaves positive reviews, or otherwise supports your brand on social. Brand advocates may also encourage other users to use your products or services through word-of-mouth marketing.
- **Brand awareness:** Brand awareness is the level of familiarity consumers have with your brand.
- **Business Manager:** Facebook Business Manager is a software that helps organizations manage their Pages, ad accounts, and team members. It serves as a hub to connect a business's advertising, finances, users, and Pages and allow for easy administration. It also ensures that company data and account access is legally and practically under control of the company instead of an individual user.
- **Business Profile:** Instagram offers 3 different types of profiles: personal, business, and creator. The main difference is that a personal account doesn't show any statistical data, while insights are available for business and creator profiles.
- **Caption:** A caption is a description that accompanies a photo on social media.
- **Carousel:** An Instagram carousel is a post with multiple photos or videos that can be viewed by swiping or clicking left. Up to 10 images or videos can be added and shared as a single post on the feed.
- **Clickbait:** Clickbait is content that uses manipulative copy to convince users to click on it.
- **Clickthrough rate (CTR):** On social media, the clickthrough rate is the percentage of people that see your post who click on it.
- **Comment:** A comment is a form of engagement in which a user replies to your social media post.
- **Content curation:** Content curation involves collecting relevant content from credible sources and then sharing it with your social followers by linking to the original post. It's a way to create value for your audience beyond sharing your own original content.
- **Content marketing:** Content marketing is the practice of attracting and retaining customers through the creation and distribution of original, valuable content such as videos, images, and graphics.
- **Conversion:** A conversion occurs when a social media user or visitor to your website takes a specific, desired action.
- **Conversion rate (CVR):** Conversion rate is the percentage of users who see your post or ad who then take a specified action.



- **Cross-channel:** In social media marketing, each network (Facebook, Twitter, etc.) is also a marketing channel. Something that is cross-channel, then, goes across all your different social networks.
- **Crowdsourcing:** Crowdsourcing involves tapping into your online community for new ideas, suggestions, information, or content.
- **Direct message (DM):** a private message sent directly to a user's inbox.
- **Emoji:** Emojis are a set of tiny graphics used in digital channels from text messages to social media.
- **Engagement:** Engagement is any form of interaction with your brand on social media. Likes, comments, clicks and shares are all forms of engagement.
- **Engagement rate:** Engagement rate is a social media metric that tells you much a post is motivating people to interact with it. It's defined as (number of people who engaged with your post / number of people who saw your post) x 100%.
- **Evergreen content:** In content marketing, evergreen content is content that ages well and maintains its value over time.
- **Feed:** A feed on social media is a generic term for the stream of content you see from other users. On most social networks, the feed functions as a homepage and is the most common way to see people's posts and engage with them.
- **Filter:** A filter is a photo effect that can be applied to images before publishing them, from simple black-and-white or sepia to flower crowns and puppy ears.
- **Follower:** Followers are people who have liked (or "followed") your accounts on social media.
- **Frequency:** Frequency is a Facebook/Instagram advertising term that refers to how many times your ad was shown to the average user in your target audience.
- **Geotagging:** Geotagging is a way of location tagging an Instagram post to indicate where the user is, or where the content in the post was created. It's a way of showing followers that you have physically visited a geographical location or event.
- **Geotargeting:** In social media marketing, geotargeting is the technique of adjusting your ad content based on the location of a user.
- **GIF:** GIF is an acronym for Graphics Interchange Format, a file format that supports both static and animated images.
- **Handle:** Your handle is your username on social media. It is usually noted as @username. It can also be used in your personalized URL for each social network.
- **Hashtag:** A hashtag (#) is a way of connecting your posts on social media to other posts on the same subject or trending topic.
- **Highlights:** Instagram Stories lasts only 24h, but you can save them for unlimited time in the highlights of your profile. Highlights are useful for display information about you and your business or as an FAQ section.
- **Impressions:** Impressions are a social media metric that measures how many times your post has been shown in users' feeds.
- **Insights:** The Insights button in the top toolbar is available for business and creator profiles. Is where to find all the statistics related to your account, like the age and gender breakdown of followers, the reach of each post and the best time to post.
- **Influencer:** An influencer is a social media user with a significant audience who can drive awareness about a trend, topic, company, or product.
- **Influencer marketing:** Influencer marketing is a strategy involving collaboration with an influential person on social media (an "influencer") to promote a product, service, or campaign.



- **Key performance indicator (KPI):** A key performance indicator, or KPI, is a metric you use to measure your progress toward business goals e.g website traffic
- **Like:** A Like is a form of engagement on social media. It's a quick way of showing that you—literally—like the content posted by simply clicking a button.
- **Mention:** A mention is the act of tagging a user in a social media message.
- **Metric:** A social media metric is a statistic that measures the performance of your posts, ads, or overall account.
- **Notification:** A notification is a message or alert indicating new social media activity.
- **Objectives:** In social advertising, objectives are the results you want to achieve through your ad campaign.
- **Organic reach:** Organic reach is the number of unique users who view your content without paid promotion.
- **Reach:** Reach refers to the total number of people who have been exposed to a social post or ad. This metric does not necessarily indicate that all of these people have actually seen your content.
- **Reaction:** Reactions are a form of engagement on Facebook. In addition to Likes, reactions include Love, Haha, Wow, Sad, and Angry. Each of these reactions is indicated by an emoji.
- **Reply:** Reply is a social media function that allows you to respond publicly to another user's comment, creating a comment thread.
- **Repost:** To repost is to share another user's content on social media. This can include regramming and sharing another user's Instagram post in your Instagram Stories.
- **Scheduling:** Scheduling involves planning social media updates and content ahead of time using a social media management platform or other publishing tool.
- **Shareable content:** Shareable content on social media is content that's likely to get users to share it with their networks.
- **Social customer service:** Social customer service (or social customer care) is customer service via social media. This may include answering customer inquiries, handling complaints, and offering support.
- **Sponsored posts:** Sponsored posts are social media posts in which an influencer or celebrity highlights a brand or product that they have been paid to promote. These posts must be identified as ads using a hashtag like #ad or #sponsored.
- **Stories:** Stories are a form of ephemeral content on Facebook, Instagram, or Snapchat that disappears after 24 hours.
- **Tag:** A tag is a keyword added to a social media post to categorise content. You can also tag someone in a post or photo, which creates a link to their social media profile and associates them with the content.
- **Targeting:** Targeting is a social media advertising term that refers to how you select the potential audience for your ads.
- **Thread:** A thread is a string of messages that make up a conversation.
- **Traffic:** Traffic is the number of users who visit a given website or page.
- **Trending topic:** A trending topic is a subject or event that has a sudden surge in popularity on social media.
- **Troll:** A troll is a social media user who makes deliberately offensive or annoying postings with the sole aim of provoking other users.
- **Unfollow:** To unfollow someone is to unsubscribe from their social media account.



- **URL:** URL is short for Uniform Resource Locator. It means the address of a website page or other resource on the Internet.
- **User generated content (UGC):** User generated content, or UGC, is fan-created content promoting a brand. UGC can come in the form of videos, images, posts, audio, reviews, articles, and more.
- **Verified:** To be verified on Instagram means that you have proven your identity to the social media platform provider and gained a verified label in return, usually in the form of a blue tick.
- **Viral:** Viral is a term describing content that spreads exponentially on social media. This typically occurs because an increasing number of people share the content with their followers, then their followers share the same content to their followers and so on, creating a snowball effect.

### Useful reading

- **Glossary of Instagram terms:** <https://blog.kicksta.co/the-ultimate-glossary-of-instagram-terms/>
- **Instagram marketing for small businesses:** <https://www.tide.co/blog/business-tips/instagram-marketing/>
- **How to use link in bio:** <https://sproutsocial.com/insights/link-in-bio/>
- **Different types of tagging:** <https://www.godaddy.com/garage/how-to-tag-on-instagram/>
- **Instagram shopping set up:** <https://business.instagram.com/shopping/setup>
- **Instagram shopping tips:** <https://blog.hootsuite.com/insta-shopping-tips/>
- **How to use insights:** <https://blog.hubspot.com/marketing/how-to-use-instagram-insights>
- **Targeted advertising:** <https://www.wordstream.com/blog/ws/2017/11/20/instagram-advertising>

### Scheduling software

- Planoly: <https://www.planoly.com>
- Preview: <https://thepreviewapp.com>
- Hootsuite: <https://www.hootsuite.com/en-gb/>
- Sprout Social: <http://sproutsocial.com>
- Sked Social: <https://skedsocial.com>