

*If you are interested in free assistance for your business, let's schedule a meeting!*

 347-973-0945 (CALL/TEXT)

 [Business@whedco.org](mailto:Business@whedco.org)

 [www.whedco.org](http://www.whedco.org)

Priority Zipcodes:

10451, 10452, 10453, 10456, 10459, 10460

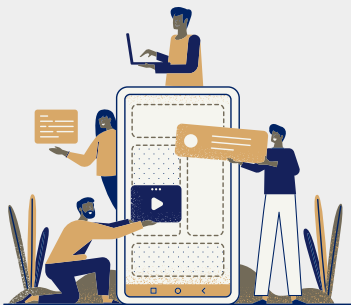


FOR MORE INFO VISIT US:

*@whedcospeaks*

*@jarebx*

*@southernblvd*



## Get Your Business Online

## A Step-by-Step Guide For Marketing On Instagram



**JEROME AVENUE  
REVITALIZATION  
COLLABORATIVE**



## IF YOU DO NOT HAVE THE INSTAGRAM APP INSTALLED, DOWNLOAD IT



**VIA APPLE STORE  
FOR IPHONE**



**OR**



**VIA GOOGLE STORE  
FOR ANDROID**



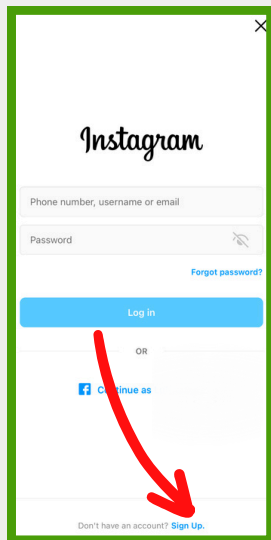
### Why use Social Media like Instagram for marketing your business?

- ▶ **FREE** and **EASY** to set up
- ▶ **Quick access** on **EVERYONE's** phones
- ▶ **Can SERVE** as your Website
- ▶ **EASY** to reach more potential customers



## How to start an Instagram business account

1



**CLICK SIGN UP TO CREATE AN  
INSTAGRAM ACCOUNT**

2

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### Create username

Pick a username for your new account. You can always change it later.

blueandyellow2024

Next

**CREATE A USERNAME THAT IS CLOSE TO YOUR BUSINESS NAME OR SIMILAR**

3

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### Create a password

We can remember the password, so you won't need to enter it on your iCloud® devices.

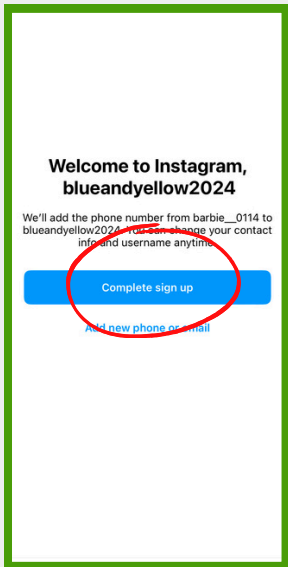
Save Password

Next

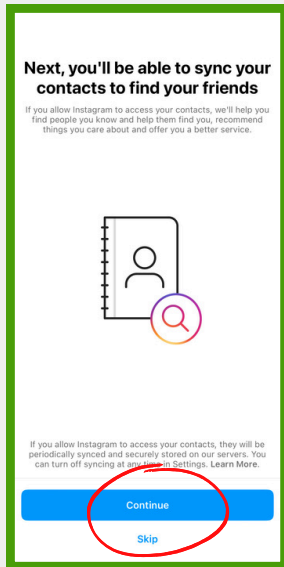
**CREATE A STRONG PASSWORD**

**WRITE DOWN YOUR USERNAME AND PASSWORD-DON'T LOSE IT!**

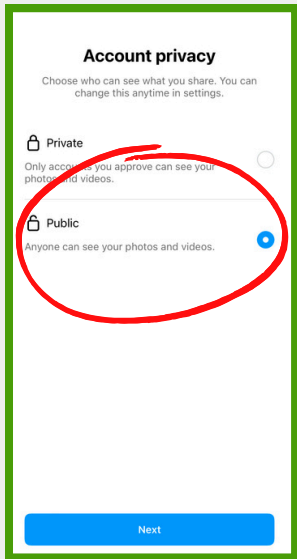
4

**CLICK COMPLETE SIGN UP**

5

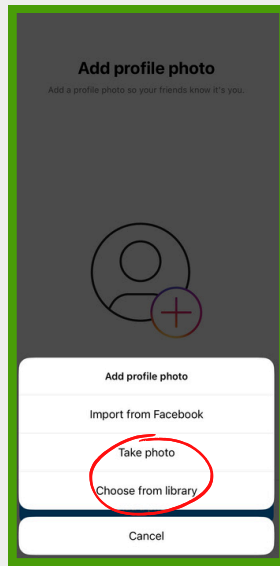
**CLICK CONTINUE**

6



**CLICK PUBLIC TO REACH MORE PEOPLE**

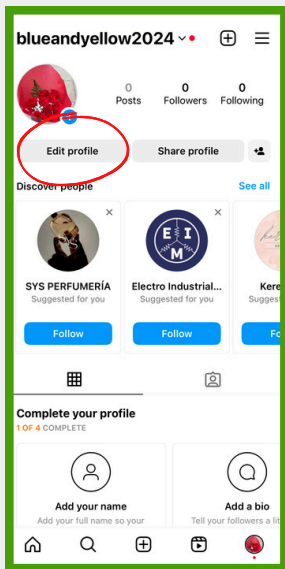
7



**THERE ARE TWO OPTIONS:**

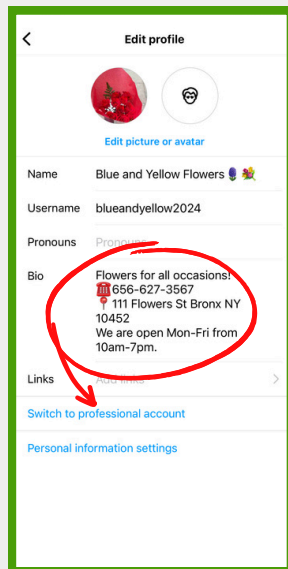
- # 1: **TAKE A PHOTO** OF YOUR BUSINESS OR OF A PRODUCT/SERVICE YOU OFFER.
- # 2: **CLICK CHOOSE FROM LIBRARY** TO UPLOAD A PROFILE PHOTO FROM YOUR PHONE

8



**CLICK EDIT PROFILE**

9



**STEP #1:**

**UNDER BIO ADD A DESCRIPTION, PHONE NUMBER, ADDRESS, AND HOURS AND DAYS OF YOUR BUSINESS**

**STEP #2:**

**CLICK SWITCH TO PROFESSIONAL ACCOUNT**

10

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### What best describes you?

Categories help people find accounts like yours.  
You can change this at any time.

Display on profile

Q Search Categories

**Suggested**

Education

Entrepreneur

Health/beauty

Editor

Writer

Personal blog

Product/service

Camera

Done

**SELECT THE OPTION THAT BEST  
DESCRIBES YOUR BUSINESS UNDER  
PRODUCTS AND SERVICES**

11

### Are you a business?

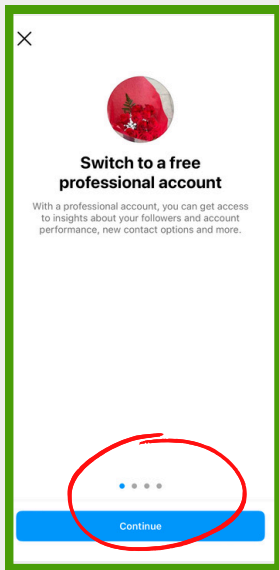
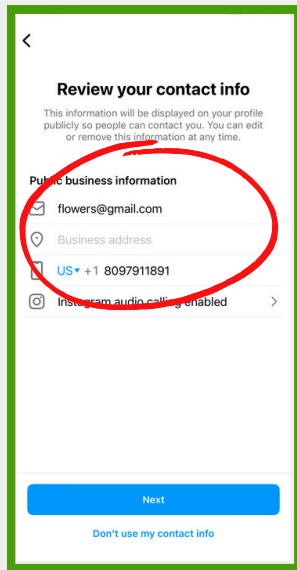
Based on the category you selected, you may be a business. You can change this any time.

**Business**   
Best for retailers, local businesses, brands, organizations and service providers.

**Creator**   
Best for public figures, content producers, artists and influencers.

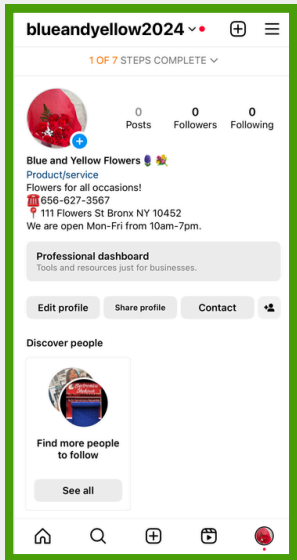
Next

**CLICK ON BUSINESS**

**12****CLICK CONTINUE****13****ADD A BUSINESS EMAIL,  
ADDRESS, AND PHONE NUMBER,  
THEN CLICK NEXT**



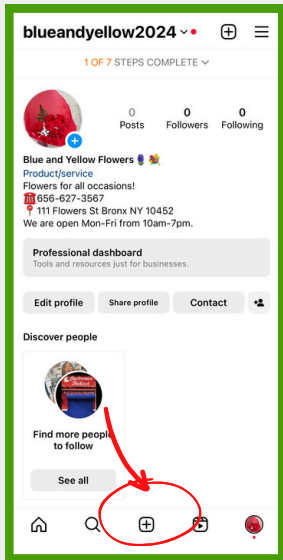
14



How to post photos and videos to market your business on Instagram

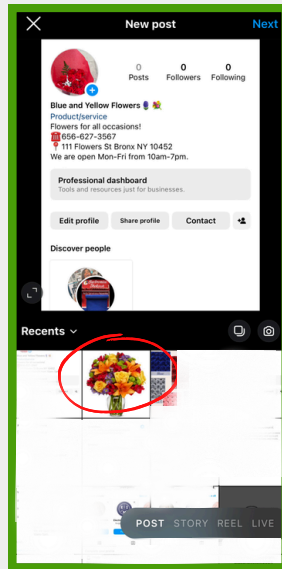
**CONGRATS, YOUR BUSINESS  
ACCOUNT IS NOW SET UP.  
YOU ARE READY TO POST!**

15



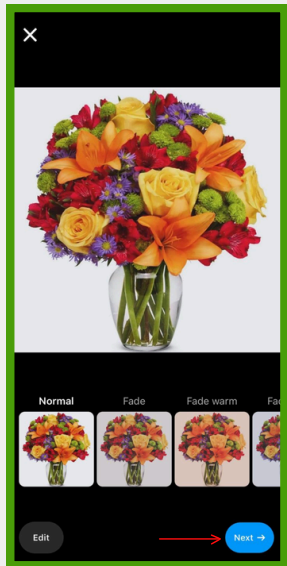
**CLICK ON THE (+) ICON TO  
SELECT A PHOTO OF YOUR  
PRODUCT/SERVICE TO POST**

16



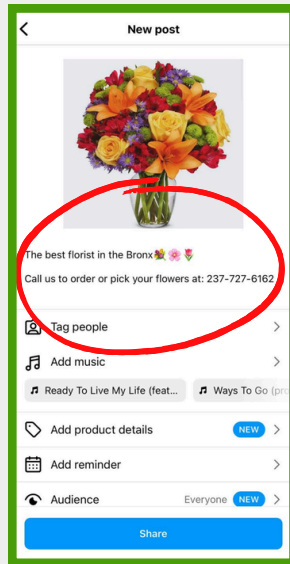
**SELECT A PHOTO/VIDEO  
FROM YOUR LIBRARY**

17



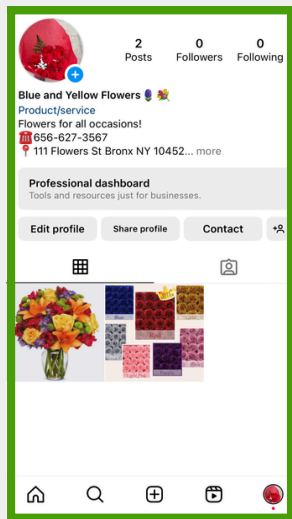
**OPTIONAL: CHOOSE A FILTER TO ENHANCE THE PHOTO AND CLICK NEXT**

18



**WRITE A DESCRIPTION OF YOUR PHOTO OR SERVICES, AND CLICK SHARE**

19



**CONGRATS! YOUR PHOTO IS NOW  
UPLOADED ON YOUR BUSINESS  
INSTAGRAM ACCOUNT!**

20

## ADDITIONAL USEFUL TIPS

➤ **POST PHOTOS AND VIDEOS REGULARLY  
TO KEEP YOUR AUDIENCE ENGAGED  
AND TO INCREASE YOUR VISIBILITY**

➤ **LINK YOUR INSTAGRAM AND FACEBOOK  
BUSINESS PAGE TO MAXIMIZE EXPOSURE**

➤ **ADD HASHTAGS (#) THAT RELATE TO  
YOUR BUSINESS. EX. #SHOPLOCAL**

➤ **TAG PEOPLE THAT WILL HELP YOU  
PROMOTE YOUR BUSINESS**

➤ **ADD YOUR LOCATION AND TELEPHONE  
NUMBER IN EVERY POST**