

TOP FIVE TIPS for using *Instagram*



Instagram has a lot to offer tourism businesses. The visual nature of this social platform makes it an excellent tool for sourcing and leveraging content. Saskatchewan road trip and vacation stories are being shared right now via this social platform. *Instagram* offers up its own unique set of features. Trying to sort out filters, hashtags, captions, etc. can be a puzzling task. Here are a few tips to help you use your *Instagram* account to its full potential.

1. LOAD-UP YOUR PROFILE

- On *Instagram*, your profile bio is the only place that you can add clickable URLs. Use this valuable real estate to your advantage and make sure that you are including a link to your website or to a current promotion or offer.

2. ENGAGE WITH OTHERS

- Follow relevant users and engage with others on this platform. Search for content that relates to your business via hashtag searches. Use hashtags that are activity or location-based (i.e. [#ExploreSask](#)), and like or comment where appropriate.

3. MAKE IMAGERY AND HASHTAGS COUNT

- *Instagram* is a visual tool, so use quality photographs to your advantage. Every image that you post is a reflection on your brand. Make high quality, flattering photos your standard. Use mobile phone editing tools, and don't overdo it with the filters.
- Subtle promotion will keep followers interested. Imagery that constantly includes your logo may come across as too pushy – followers may become disengaged and stop following your account. Consider more of a soft sell by showcasing an experience that you provide, and use photos of your location to entice people.

- Hashtags allow users to find topics of interest and share posts with an engaged community. Avoid overusing, underusing or misusing hashtags. Irrelevant hashtags can devalue your credibility and your account, or potentially be perceived as spam.

4. BALANCE YOUR POSTING

- Posting too often can make people feel like they are being spammed by information. You want to keep them engaged and inspired.
- On the other hand, posting infrequently can look like you are neglecting your account.
- Be consistent and try to use content that is not time-sensitive. That way, gaps in your content cycle are less obvious.
- Find your own posting balance – everyone's is different. It will evolve with your followership.

5. MONITOR YOUR STATS

- Numbers count. By keeping track of your statistics, you can determine which days and times get you the most engagement. Time your posts accordingly.