



# Instagram Cheat Sheet

**GoDaddy** Social

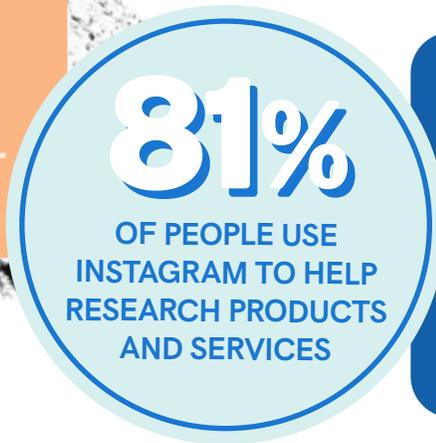
INSTAGRAM CHEAT SHEET

# Why join Instagram?

---



1 BILLION  
MONTHLY ACTIVE USERS



81%  
OF PEOPLE USE  
INSTAGRAM TO HELP  
RESEARCH PRODUCTS  
AND SERVICES



500  
MILLION  
PEOPLE USE  
INSTAGRAM STORIES  
EVERY DAY

Source: [business.instagram.com](https://business.instagram.com)

## GETTING STARTED

- 1 **Download the Instagram app** on your smartphone.
- 2 **Set up a business account.** Unlike personal accounts, a business account allows you to:
  - Measure and track insights.
  - Add a "Contact" button, where followers can call or request directions to your business directly from Instagram.
- 3 **Upload a great profile picture.** Write a compelling bio, (tip: Include hashtags!), and add a link to your website.
- 4 **Get posting!** You can easily use Instagram's editing and filter features to make your photos look amazing before you share.

---

**TIP!** Don't forget a great caption! Add #hashtags, @ mention users in the photo, and use emojis to get your post in front of a wider audience.

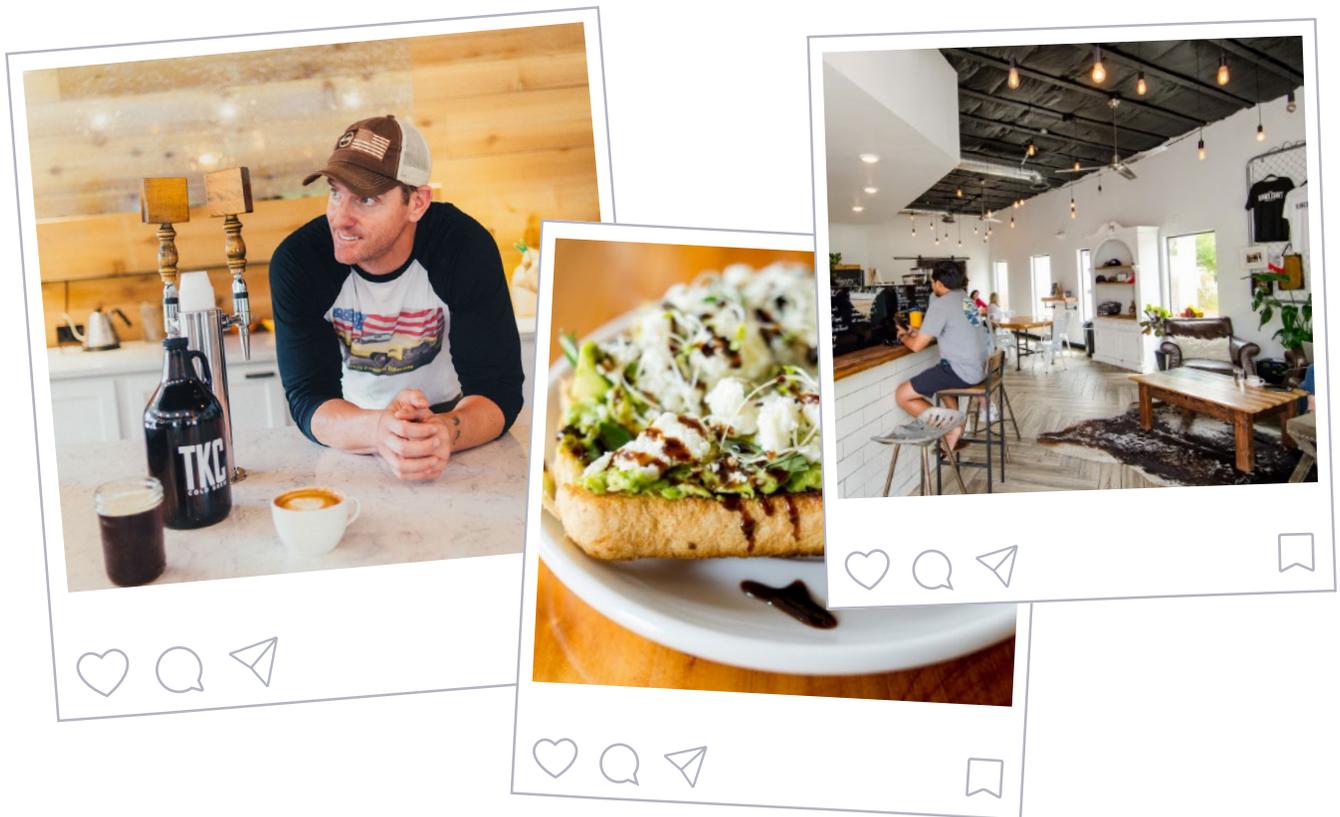
# What should you post?

It's important to be present and active on Instagram to give an exciting visualization of your brand, business, and product!

-  1 Photos of your product & services
-  2 Your events, giveaways, & specials
-  3 Video content
-  4 Funny or in-the-moment content
-  5 Quotes from great reviews
-  6 Reposts from your fans and followers

Posting relevant, compelling content at the times your followers want to see it is what pulls new customers in and keeps loyal customers coming back.

And remember, photos aren't the only thing you can post – integrate [Instagram's video, carousel, and Boomerang](#) features into your content strategy to change up your feed and get your audience excited!



## AND, WE'RE LIVE!

### **2-3** **WEEK**

Post 2-3 times a week. Quality, not quantity, is the key with Instagram. Post only highly visual and engaging content.

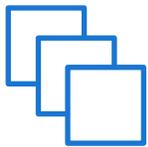


Switch up your posting days. Wednesdays and Sundays get high engagement.

### **5 pm** **week-days**

Try an evening post to reach users on their commute. 5:00P.M. is a great time to increase likes on weekdays.

## POST LIKE A PRO



### **Filters**

Consider using one filter or similar filters -- **60%** of the top brands on Instagram use a consistent filter.



### **Hashtags**

Use hashtags -- Posts with at least one hashtag average around **13%** more engagement.



### **Faces**

Make sure you're including people in your posts -- Photos showing faces get **38%** more "likes" than photos without them.

Get posting on Instagram today to amplify your social media marketing strategy, show off your brand, and reach a younger audience!

# GoDaddy® Social

**Let us do it for you!**

Let us start checking the right social media marketing strategies off your list.

**GoDaddy Social** helps thousands of businesses elevate their online presence on the platforms that matter most to customers. Social Media. Reviews. Online customer service. Keeping up is a full-time job. We're the team that does it all, so our customers can focus on their business.

- We claim and optimize all of our customers' social media platforms, then, our writers use our proprietary technology to post tailored content on Facebook, Twitter, and Instagram that's authentic to their brand.
- We target and boost content to reach potential new customers and design professional, branded email marketing campaigns.
- We respond to all of our customers' online reviews to protect their reputation.
- We report on growth and give our customers access to technology that tracks their progress in real time.

**Find out how you're doing online!**

Want to know how social media can help you attract more customers and strengthen your relationships with your loyal fans? Request a free social media assessment below.

**FREE ASSESSMENT**

or, give us a call:  
(888) 900-0920

Let's get social:

