

**Course Title:**            **How to Use Instagram for Business**

**Description:**            **Beginners/Intermediates** –Instagram has grown incredibly quickly over the past few years, overtaking Twitter in late 2014. Now owned by Facebook this platform provides businesses with yet another free avenue for promoting their products and services to users.

**Objective:**            On completion of this workshop attendees will understand the basics of how Instagram works and how they can use it to strategically to market their business.

**Pre-requisites:**            You must already have your Instagram page/account set up prior to the course. Bring your login and password details

**Duration:**            Half Day Day (Morning)

**This Workshop will cover:**

- Why Use Instagram & Is It Right for Your Business?
- Setting Up Your Instagram Account
- Optimising Your Bio
- Dashboard Walkthrough
- Overlays & Filters
- Different Post Types
- Descriptions & Tagging
- What Are Hashtags & How to Use Them
- Creating Great Visuals
- How to Delete a Post
- Tips
- Popular Content
- Examples Good & Poor
- Reposting & Tagging
- Increasing Followers
- Increasing Engagement
- Stories
- Live
- Instagram Tools
- Analytics
- Competitions
- Automation
- Basic Strategy