

## Quick Takeaways for Instagram Success

- Your visual media is the face of your brand. Is your culture make-up and bright lights or raw and unapologetic? Find your approach and stick with it.
- Build relationships with users. Give back by sharing followers' unique and engaging content and tagging them to comment back if they pose a question.
- Don't show your subscribers—provoke them. Post content that begs a question and elicits response.
- Controversy can be a recipe for PR success. Offensiveness usually is a recipe for disaster.
- Like any other social channel, success with Instagram requires bringing strategy and timing to the table. Don't just post around one-off events or on a whim. Build up is critical to exposure and engagement.
- You can't control every aspect of your social strategy. When you put content out there, the people own it. Plan ahead and anticipate ways your message could be negatively changed. Have a plan to refocus the conversation.
- Don't just showcase your product—showcase the people that bring your brand to life. Be relatable. You can't have social without the human factor.
- Be honest. An invincible brand is an artificial brand, and consumers value authenticity. Be quick to admit mistakes, quicker to correct them and show the steps you've taken visually, where possible.
- Leverage your partnerships. If you have a relationship with another business active on Instagram, drive subscribers to its channel. It will surely return the favor.
- Tie your posts to an upcoming holiday, observance, anniversary, etc. Making an appropriate association between your brand and an observance adds a deeper layer of connection to your content.