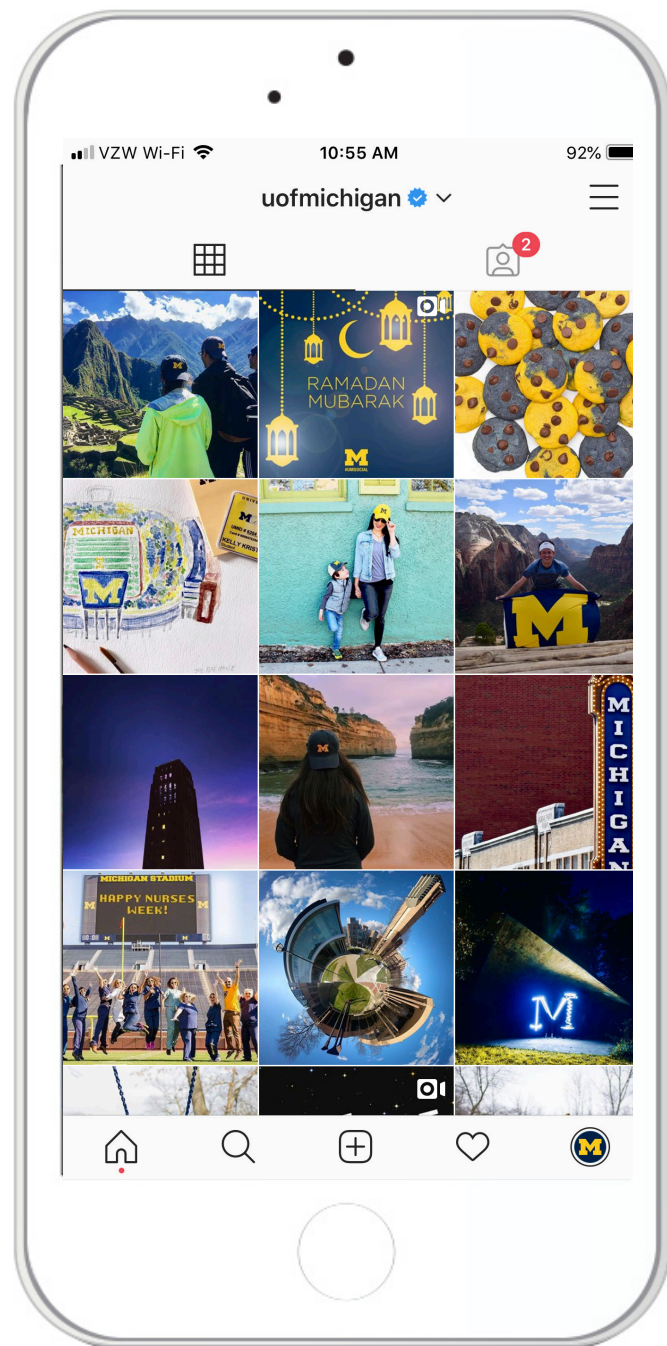




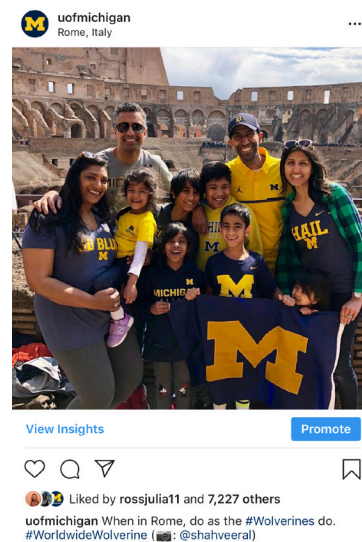
Instagram Best Practices

The strategy behind growing your Instagram account goes beyond posting nice photos. To get the best results, we recommend following these Instagram essential must-dos when it comes to the content you are posting to this highly visual social media platform.



Be a storyteller with your content by captivating your audience with photo and video content that is user-generated, stays ahead of trends, and adheres to your brand standards.

Keep the aesthetic of your Instagram feed on brand using a content calendar to visually plan how your content cohesively works in feed and on your page's grid.



Understanding what your audience likes is essential to achieving Instagram success. Focus on captivating your audience with creative, relevant imagery and on-brand captions.



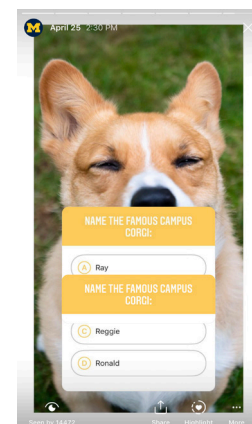
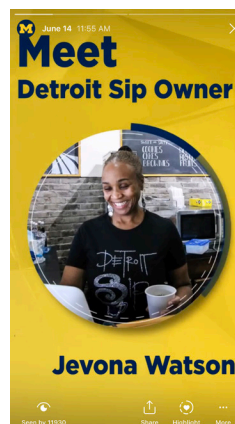
Instagram Stories Best Practices

Instagram Stories provide the opportunity for your followers to view ephemeral content that is separate from the traditional feed. Instagram stories have grown into a phenomenon by incorporating features like boomerang, music, and hands-free recording.



It shouldn't come as a surprise that the first step to creating an Instagram story is to have a clear story to tell. Utilize our storyboard document to lay out your story. myumi.ch/storyboard

Keep your audience in mind and be sure to hook them with the first frame. Provide a call to action on your final frame. If you have 10K+ followers, use the swipe up function to have them navigate to an external link.



Limiting your story to 3-5 frames with short text and decorating with custom gifs and stickers will drive engagement from followers. Experiment with behind-the-scenes, takeovers, and cross-promotional content.