LESSON Transcript

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In module one we will deal with the MOBILE DEVICE VIEW because Instagram is an app and you need to do your settings and manage the profile.

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Facebook metaverseHas fortunately introduced some tools that you can manage it from your Facebook page admin on your laptop or your Instagram profile on your laptop. Once we have dealt with the settings and stuff which is best done from your phone?

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We will be able to do a lot of work on your computer,

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Reels and stories are easiest done on the phone as well. Then we're gonna deal with SETTING UP back in community management to help you respond quickly and efficiently. These capabilities are only possible if you have got a professional account.

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So we must ensure you NOT ON A PERSONAL ACCOUNT or a private account and then privacy security accounts enter how you grow your audience. A few tips here or there we're going to deal with that again in the future.

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checking your PROFESSIONAL DASHBOARD to make sure you are monitoring your stats and you are tweaking your Instagram marketing and then we are going to rewrite your profile and get you to optimise your profile to attract new visitors to your Instagram account. And then of course.

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HIGHLIGHTS and how they help organise and feature key content on your profile and how we are going to do this is I have got a 35 minute or so.

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Tutorial video which is done with filming of the mobile device view and I will explain what you need to do. So my recommendation is you take notes. You take screenshots with timestamped transcript and then you will go.

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Back make notes and as you go, pause the video. Do what you need to do and make sure you have done all the work and done all your settings before we meet for the next set.

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You thinking what if you really don't like social media? What if you're not sure about Instagram, your social media marketing is a critical part of your online marketing strategy. My marketing made simple as ABC is about attract, build, convert.

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And ATTRACTING AND BUILDING trust in your audience is done very effectively with good Instagram marketing.

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The CONVERSION part of it. You take people from your social media platform onto a closer relationship with you, so we take them with links and we take them to our website. We take them to sales pages, we take them to make appointments, whatever but

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the sales Process is the next process from social media where you have got people to KNOW LIKE AND TRUST you.

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What to post? You're thinking. Oh Gosh, what am I Gonna do daily post?

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What content in my In the post, so here's a slide current showing you what kind of content works.

Excellent engagement on CAROUSELS.

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Not so much on videos. Isn't that interesting?

REELS AND STORIES AND CAROUSELS are the type of content that really works on Instagram and we are going to show you how to do that In a future training

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We are looking at our mobile device screen.

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Because after all Instagram is A mobile device app platform although META has introduced a lot more functionality from a desktop and I'm going to show you that in later trainings at few bits that make it much easier to administer as a business tool.

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But this training is all going to happen Looking at your mobile device.

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So we start at the top right what we call the HAMBURGER. The three little lines.

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And a MENU comes up.

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And at the top of this menu you have the SETTINGS GEAR.

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Touch that to go to settings and the first step I want.

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To show you Is from a personal account which this is to make sure you don't have the switch to a professional account option, because that means you've got it on a personal account and you're not using it as a business.

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So much like a Facebook Profile versus a Facebook page for business. Click on SWITCH TO PROFESSIONAL ACCOUNT and it will show you the various options and reasons to do that. To use Instagram as a professional account.

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And of course you click continue and here you just choose What describes your business based and you would choose the CATEGORY OF YOUR BUSINESS.

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So whatever suits your business based, it's important to get this right because it helps Instagram show the category of your page to people who are interested in your kind of business. So I'm just going to choose one for the sake of choosing one.

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This is actually my 4 Legged children page. So it's definitely not a business page.

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But I could, I suppose, choose personal blog You see this little.

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TOGGLE THAT SAYS DISPLAY ON PROFILE. You can display on profile but I like not to do it because it takes a line out of the profile that is shown.

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It go back a step You see the profile at the top you have got 3 LINES OF DESCRIPTION. If you show the category, it takes one of those lines away. So if the category is not really meaningful and it's much more useful to do a bio that means something. I like personally to hide the category.

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So we'll go back there And you choose and then you don't display the category on your profile. And then you've got a professional dashboard which we will then use to do your page settings for the next step.