LESSON Transcript

00:00:00

Next, we're going to deal with something that I'm sure you're going to find much more interesting than this boring back end stuff I've been dealing with.

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BUT PLEASE GO AND CHEQUE THESE SETTINGS 'CAUSE IT'S GOING TO AFFECT EVERYTHING WE DO. Going forward your back end settings are not correct. Your security is not in place. Your page is not described well.

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Your content is never gonna work 'cause you make it that much harder for your stuff to be discovered now. We're going to deal with your actual PROFILE, which is this part we are looking at.

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We are going to talk about your username, your description, your links, etc. Where you go to edit is obviously click on EDIT PROFILE.

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This is where you will go and edit everything. So I'm going to deal with each of these sections in a minute. Set up your category.

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Remember, you can set it up and hide it as I discuss, but if you specifically believe it's relevant for your category to show, then do choose show CATEGORY.

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WEBSITE LINK YOUR BIO.

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And then the other part, of course, is adding your CONTACT INFORMATION. I see far too many pages without contact information if people want to contact you, you've got to make it simple. So add in the e-mail address, add a telephone number your WhatsApp phone number.

00:01:28 Make it as easy as possible and obviously display contact info. Why would you want a business page if people can't contact you?

00:01:37 And here I've hidden the category as I've explained to you. OK, so we are now going to go and deal with detail updating your profile and your description and links

00:01:50 As you look at your profile, you might want to open it on your phone.

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let me just explain to you what's what, so you look at your profile on your phone. Obviously you have your PROFILE IMAGE. The top top is your USERNAME.

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Then your PROFILE NAME is the next line down. This is the most important part of your bio, not your username and your username I recommend is your own name and then here you put a describer.

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Who you are? What you do. How you serve who you are attracting then that is obviously your community. How many posts you've posted and then you've got your description. Now I don't know how many of you are familiar with the.

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Little FONT CREATOR. So you can actually put a bit of interesting font Into your profile if you are that way inclined. So I have that link to the fancy text generator for you further along.

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I'm going to explain to you a little bit about how you use HASHTAGS in your profile to attract your audience. And of course, and most important is the.

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PROFILE LINK which is taking people on the next step of their journey with you and then we've already just done highlights, which is the pot above where your images start in your grid.

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Right, let's go and look at **USERNAME,** which is this part. Your username is unique and.

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Basically, is your.

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Identifier is how people find you. It is up to 30 characters. It is completely unique and it can't be the same as somebody else. It doesn't have any funny emojis or anything as.

It is something that can be read by machinery, i.e., algorithm etc. So latest numbers.

You can put a full stop or underscores or dashes to break the word up. For example, there was a Suze Bouwer for some reason on Instagram, that's why mine hasn't underscore between suzee and Bouwer.

No symbols or punctuation marks as part of your username.

And I highly recommend. It's something recognisable as in either your business name, brand name if it's unique or your name, or a combination of the two.

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PROFILE NAME that is now what tells people what your page, your profile your Instagram account is about and would help them to understand why they should follow you. It's 100 characters Max so you've got quite a lot of space.

Yeah, and it does not have to be unique, but hey, if it's not unique and people find it difficult to find You if they go searching Instagram for you, you have a meeting with somebody. Yes, I'm on Instagram, they're going to search for you and they can't find you. you want to make it easy For people to follow you.

00:05:30 So make it unique. Go and search Other names in The search bar of Instagram before you decide On your profile name or if you Want to change you can.

Change it by the way - You'll see in my actual profile when you look back at the training, my profile name has changed numerous times. It's not what we see here, it's not read Magic marketing coaching.

So you can go and change a test different name, see if it attracts a different audience. This is a very important part of attracting your ideal audience and it can be funky.

00:06:03 It can be your guru in whatever, or The genius or have a sense of humour. SOMETHING THAT ATTRACTS PEOPLE.

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Then we are going to talk about **PROFILE IMAGE**. It is the most important part. It should obviously attract people to your page if you are a business where you as an individual is important for people to get to know, like and trust you, I recommend Not if it's a brand or a service people are buying or a logo mark and I'm saying a LOGO MARK, not a logo.

00:06:43 If you have, a landscape logo or a very deep logo, big words or lots of copy in the logo Because you won't be able to Read that when it's a little icon. So use a Logo Mark that becomes recognisable because remember it is The thumbnail, the identifier that follows your content around the Internet.

when you post on Instagram or your posts are shared, your logo mock accompanies your post or when people want to follow you will find you. It's a very, very important and often overlooked little identifier.

00:07:21 If you are using CANVA, this is the Easiest thing in the world. Go to Canva. Choose logo design, seat it to custom size 160 by 160 and then go and edit trim. You could even use the circle frame. Put the circle frame into Canva, put your picture. In the end. It will fit beautifully, and redesign it so nothing is cut.

00:07:45 Very clear HIGH RES.

00:07:48 Use a bit of COLOUR, background or something to make it interesting. Less background, more of you because it comes through so tiny you want to be able to see you, and obviously if it's a logomark, your brand should be clearly identifiable, but also your image should Communicate your brand so brand colours whatever works with the image. I think you'll see mine has always got a bit of red in it and fit it into the frame.

Next we are going to talk about **YOUR DESCRIPTION. (BIO)**

00:08:23 This is what people will go and look at if they want to decide to follow you or they want to know more about your business so you will come up and search for example, and people will go and read this very limited characters. No wasting on AND.

00:08:42 Use ampersand and no wasting on joining words, rather just use emojis to separate your words or a full stop doesn't have to be long English sentences.

00:08:58 A tagline, your slogan, an outline of Who you are? What you do.

00:09:04 Use HASHTAGS that will help people find you. So when people search the hashtags, your profile is more likely to come up in search results. If you've got a brand hashtag, include it.

00:09:20 Remember there's no limit to the hashtags. If some of you are thinking of asking there you have got a limit to the characters and the hashtag characters go towards that limit so it's a balance between descriptive copy and hashtags.

Add a CALL TO ACTION to your Instagram buyer. So what do you want people to do? Where do you want them to go next off to their senior Instagram buyer? Very often you would use an emoji to point down to the link or sign up. Give a tick or something like that to Reinforce whatever you want to see happen with your emojis. Use symbols to give people a quarter action and minimise the use of characters.

00:10:10 So instead of writing sign up, you could point down to a signup Link then I mentioned to you earlier.

00:10:18 I'm going to Give you a link to the **FANCY TEXT GENERATOR** the funniest profile on Instagram. Now as you type, your text generator brings it up for you. You could then copy and paste this fancy text.

00:10:32 And you could take it to an Instagram profile. I'm just going to show you how it works. Edit The profile and I could. I'll paste it in the and then submit, so use your fancy text generator if you want to make one particular line of your description stand out more than the others, it makes your profile look interesting.

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Then **PROFILE LINK**. I cannot emphasise this enough. You can go in and change the link Every other day, if you want to, it should be part of the next thing to do. Your call to action where you want people to go and work with whatever you've just posted or a campaign you just running or can't add a clickable link into your post.

You can obviously add it Into the post, but people can't click on it. So where you can add links is in your profile; In the story, stickers and stories, I'm going to show you that that's a great way to take people on the journey and also in reels.

00:11:41 But the best way to really get people to take action from your profile is to update the link in your profile. You would just go and Click on update your profile and copy and paste in the link..

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link to absolutely anything. Your YouTube, your blog, a landing page, a product page.

I have got some notes here just to add to your **BEST TIME INSIGHTS** when you go and look at those insights I showed you from your professional dashboard.

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Don't listen to when people say is the best time to post because it is.

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Very subjective to where you are, the type of business you are, the followers you have, etc. But these are some guidelines tests after six on weekdays and 8:00 PM because people scroll through their social media when they have had dinner or when they're getting a chance to relax all before.

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I don't know when they're just catching their breath and having a sundowner for some reason. Mondays at 6:00 PM. Seems to be a good time. Of course you consult your guidelines.

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I'm going to show you scheduling in the Facebook business meta suite tools. When we get to the posting session, they they also give you the most amazing tips of the best time to post. So look after that when we come to that Part of the training.

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Be sure when you **FINISH EDITING YOUR PROFILE TO TICK THE BLUE** tick at the top right, otherwise you're going to lose saving your information.