

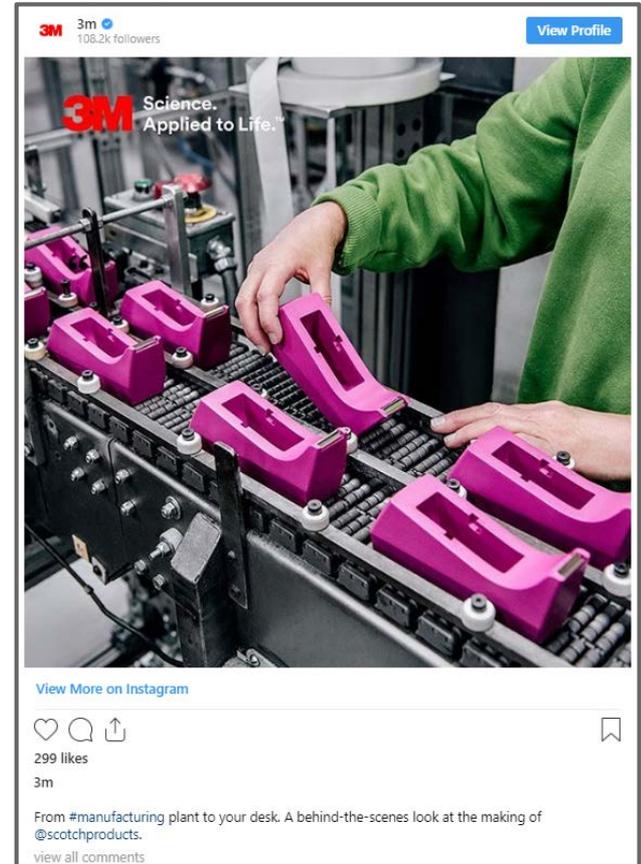


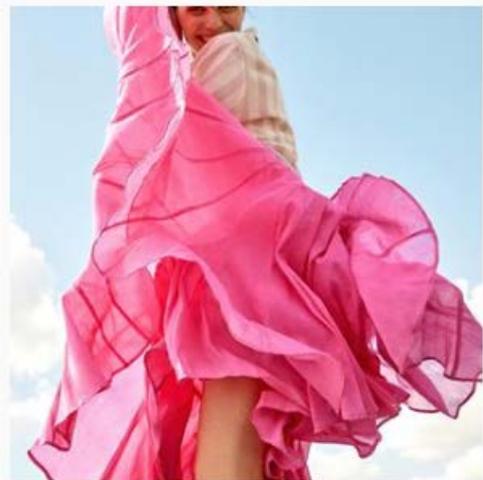
# Instagram 101

“A Platform for Inspiration”

# Branding Strategy on Social

- Consistency and repetition are key in brand recognition
  - Be true to your brand colors and imagery style
- Content is King - Focus on what makes your business unique
- Visual Representation is EVERYTHING when building trust with a new potential customer
- Stay true to your mission and position yourself as a subject matter expert in that space via your social media channels





# Community & Collabor

- Working Together = Broader Reach
- Promote your local partners through sharing relevant content and tagging each other on social media
- Create packages/experiences with other local businesses and combine marketing efforts
- Using Hashtags:
  - Location Based: #MiddleburgVA #HuntCountry #LoveLoudoun
  - Interest/Topic Based
  - 30 hashtags max per post in caption
    - Add any additional in comment

 **Morven Park** shared a post.  
May 31 at 3:35 PM · 🌐

We are thrilled to be a part of Visit Loudoun's Summer of Love! Check out the full schedule of events planned and mark your calendars for July 27th when the "love bus" comes to Morven Park's Polo in the Park for a Lilly Pulitzer themed night and fashion show.  
#LoveLoudoun #50yearslove #VAisforlovers



**Visit Loudoun**  
Tourist Information Center [Learn More](#)

**Visit Loudoun** is **14** attending Woodstock in The Gap at Old Stone School Hillsboro Virginia.  
May 30 at 4:53 PM · Hillsboro · 🌐

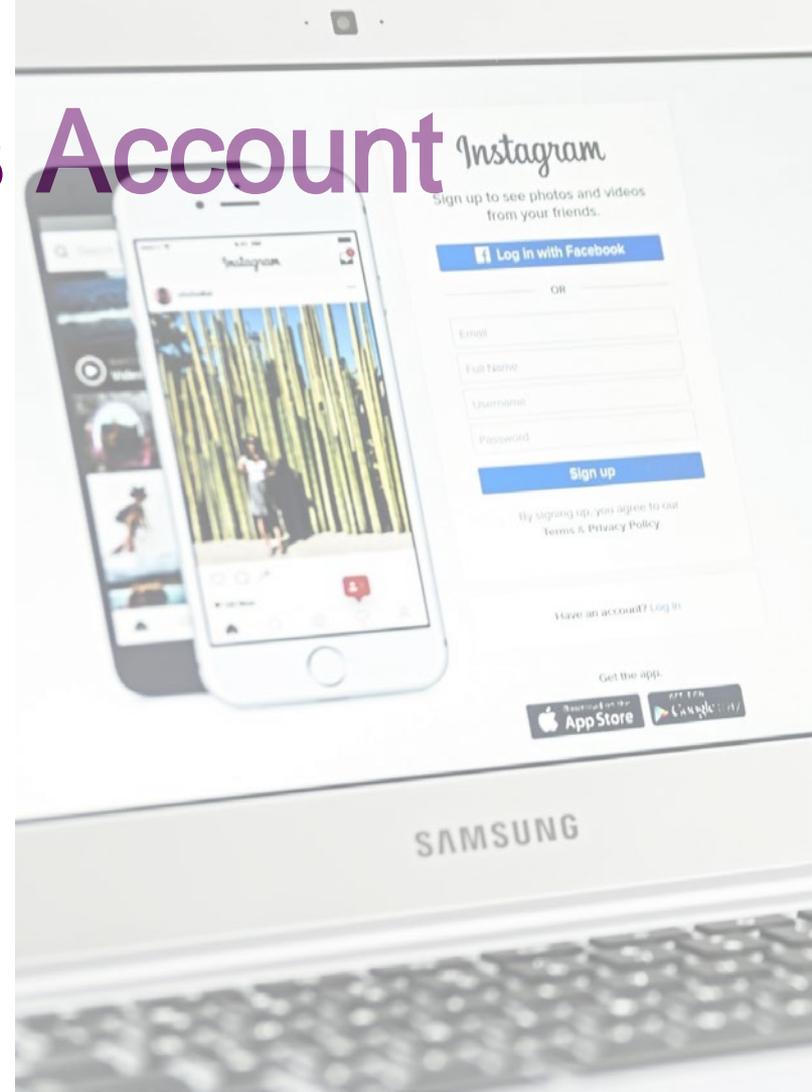
Let the good times roll on the #LoCoSummerOfLove! 🎉 🍷 🧘

📍📍📍📍📍📍📍📍  
<http://bit.ly/LoCoSummerOfLove>

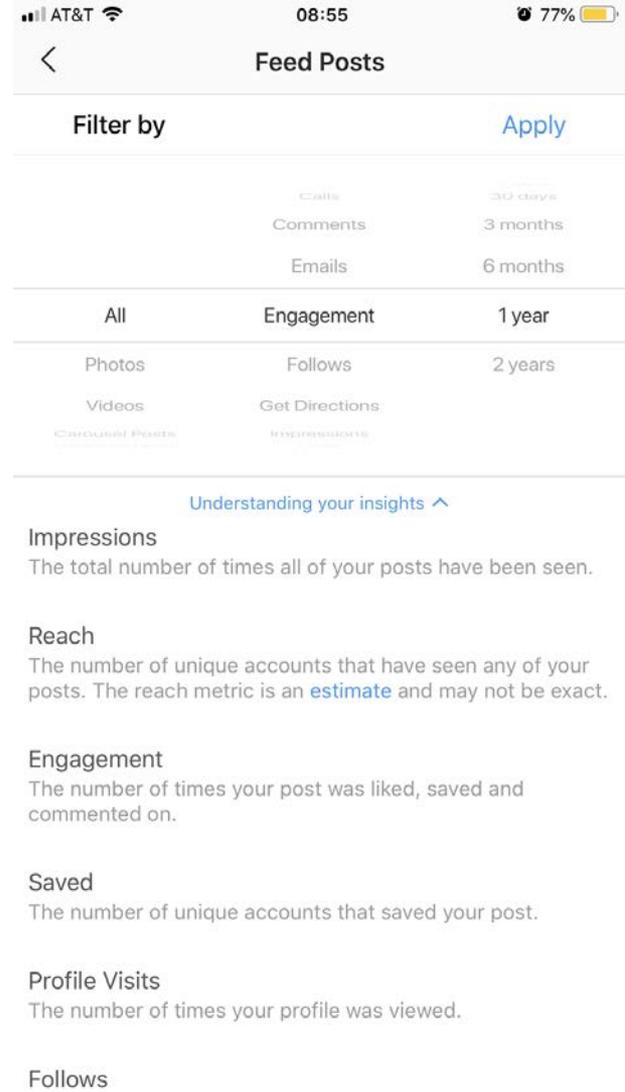
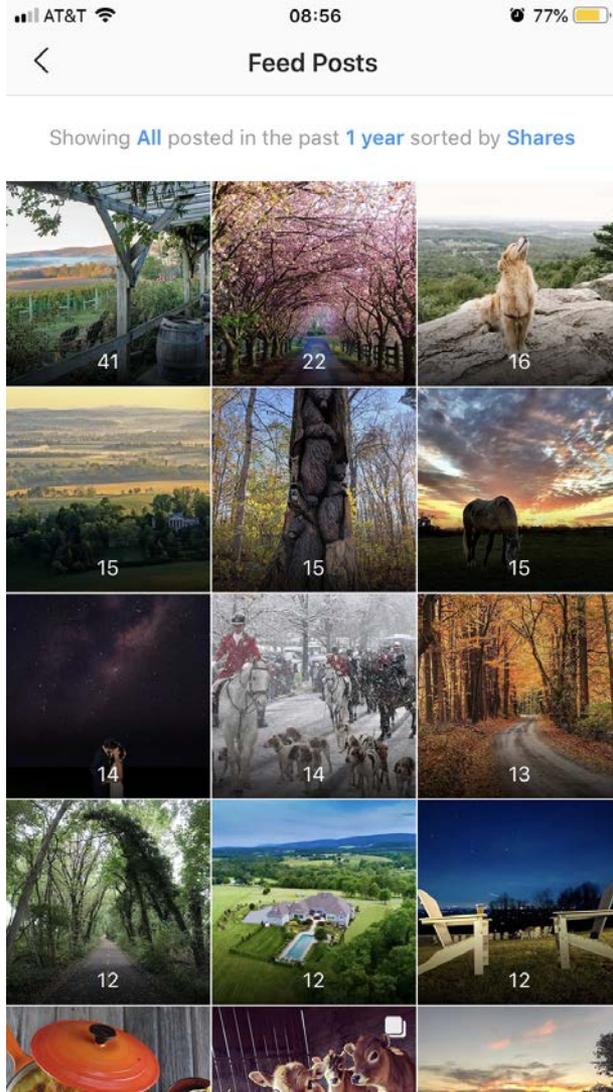
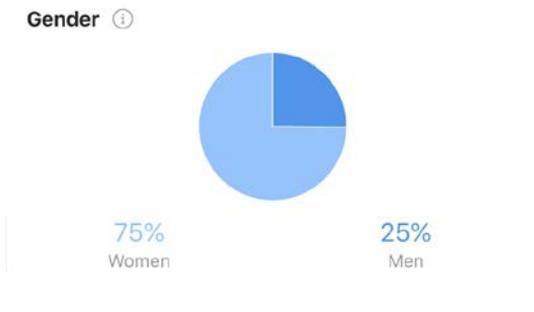
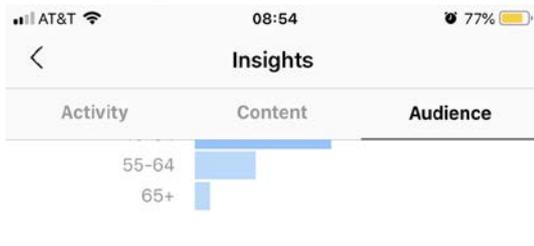
See More

# Switch to a Business Account

- Make the simple switch
- Connect your Instagram account to your Facebook Page
- Why? **Insights + Ads**
  - Audi ences
- Check out Instagram's Business Toolkit



# Analytics Intro



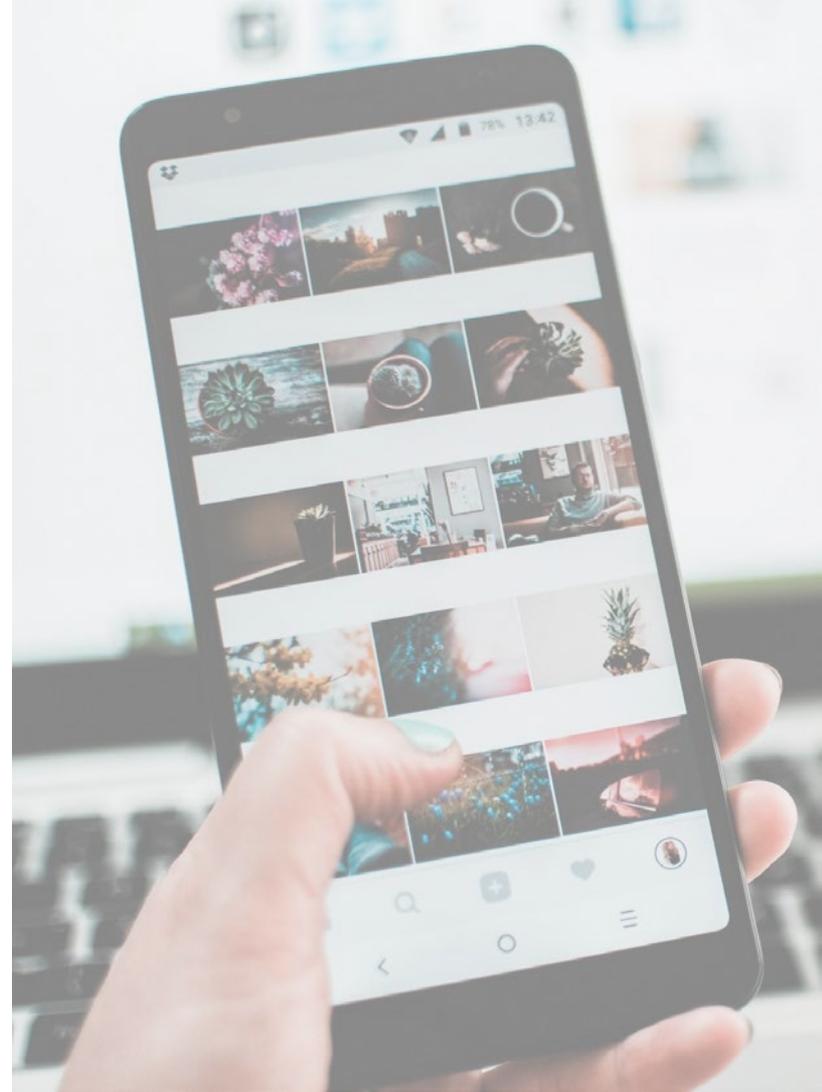
# Beating the Algorithm

- Intentional posting timing
- Engagement momentum
  - Engage from personal account(s)
  - Share the post to your IG story
  - Engage with your community as soon as you post
    - Proactive + reactive
    - Comments, feed, Stories, location tag, tagged + mentioned posts
      - Make it personal
- Post engaging content!



# Captions

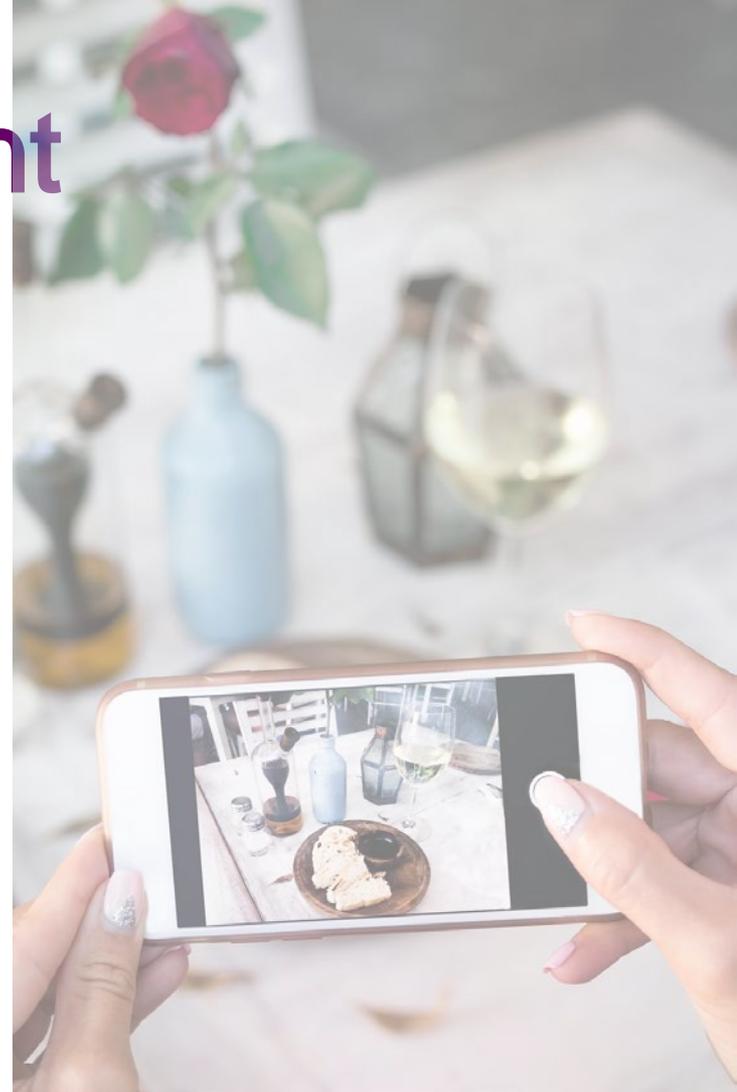
- Spacing [                    ] + ...
- Emojis
- Location tag
- Tagging accounts (group them)
- Link in bio
- Ask a question  
(Who/Where/Emoji       - easy answer)





# Tools for Good Content

- Curate a content calendar
- Faces + Product
  - (close ups + atmosphere/landscape)
- Don't zoom, if possible
- Natural lighting
- UGC - ask for permission!
- Graphics are for FB/TW, not IG
- Be yourself!



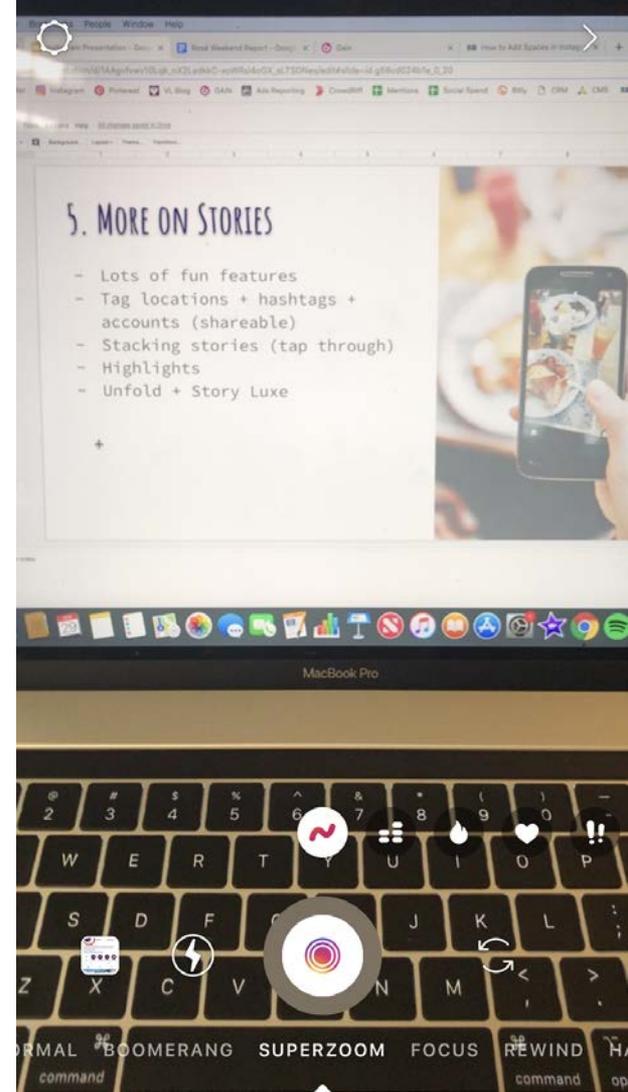
# Tools for Good Content

- If you use a video in your feed, choose a nice thumbnail
  - FB in particular prioritizes video
- Carousels can be a good way to show multiple things in your feed without a video
- Apps:
  - Foodie, VSCO, A Color Story, Planoly
  - Overfiltering vs. aesthetic



# More on Stories

- Lots of fun features
- Tag locations + hashtags + accounts
  - (shareable)
- Stacking stories
  - (tap through)
- Highlights
- Tell a story! :)
- Apps:
  - Unfold + Story Luxe



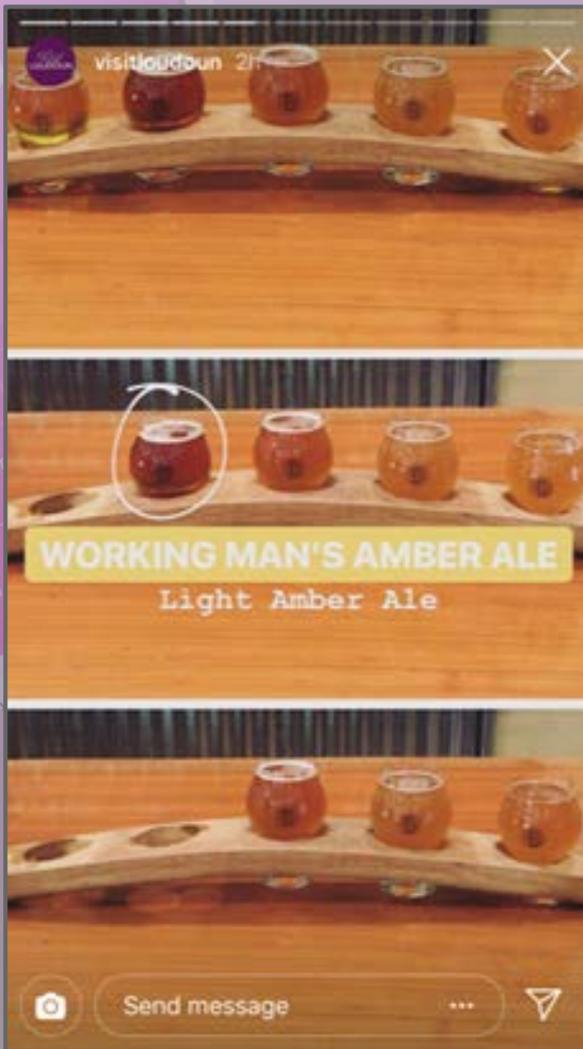


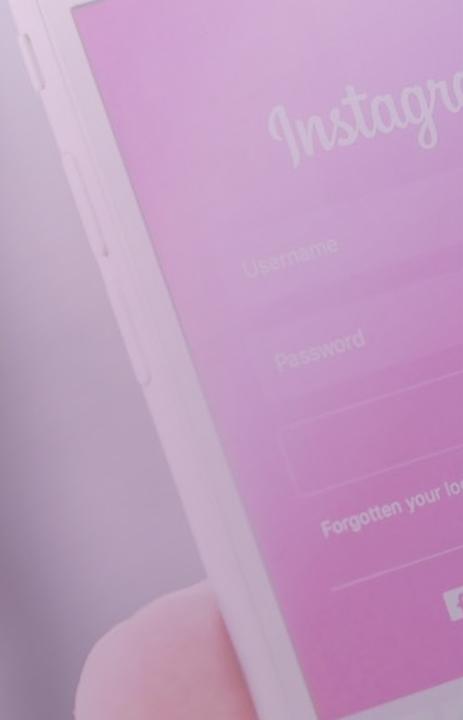
Instagram

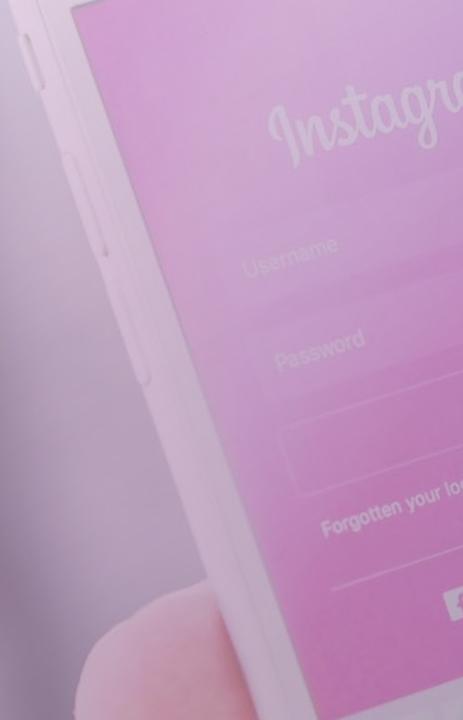
Username

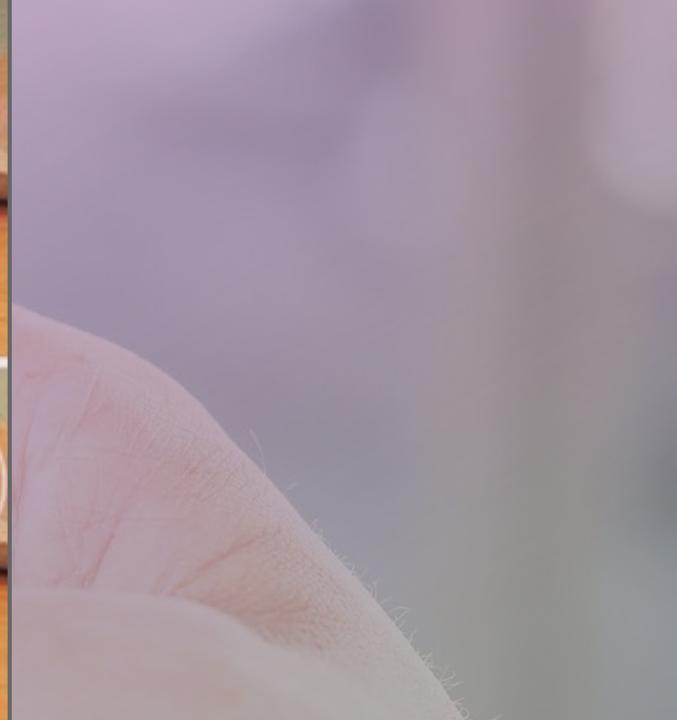
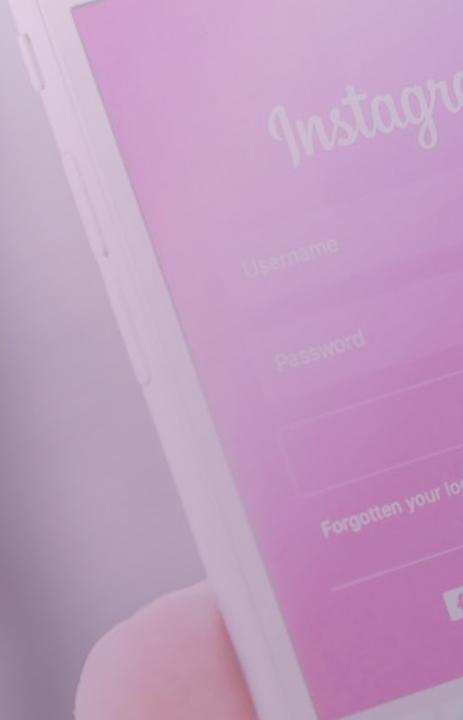
Password

Forgotten your login









# Boosting an IG Post from FB

1.

The screenshot shows the Facebook interface for the page 'Visit Loudoun'. The page header includes navigation links: Page, Ad Center, Inbox, Events, Notifications (with a red badge), Insights, More, Settings, and Help. The profile picture is a purple circle with the text 'Visit LOUDOUN' and a plus sign. The bio reads 'Visit Loudoun' and '@VisitLoudoun'. The left sidebar contains a menu with 'Home', 'Visit Loudoun Newsletter', 'About', 'Events', 'Photos', 'Videos', 'Posts', 'Community', 'Info and Ads', 'Promote', and 'Manage Promotions'. The main content area features a large image of a wine bar. Below it are interaction buttons: 'Liked', 'Following', 'Share', and 'Send Message'. A 'Create Post' section includes options for 'Live', 'Event', 'Offer', and 'Job', and a text input field 'Write a post...'. Below that is a section titled 'Share a recent photo from your Instagram account' with a privacy setting of 'Only you can see this' and a carousel of five photos. At the bottom, two promotional cards are visible: 'Boost an Instagram Post' (Reach more people and get more reactions, comments and shares) and 'Reach People Nearby' (Set your location and reach customers in your area). The right sidebar shows a 'Send Message' button, a featured image with the text 'ABOUT VISIT LOUDOUN', a welcome message 'Welcome to Loudoun' with details about the location and wineries, and performance metrics: '80% response rate, 14 hours response time' and '47K likes +44 this week'.

# Boosting an IG Post from FB

2.

Select a Post to Boost ✕

Boost your post to reach more people

	We see the world through Rosé-colored glasses 🍷🍷 #DCsWineCountry... Published on Apr 26, 2019		 278	 17	<a href="#">Boost Post</a>
	Spend a serene afternoon in the country with @loudounbnbs 🌿🏡💜 ... Published on Apr 25, 2019		 252	 2	<a href="#">Boost Post</a>
	Rock to the best bands + cheers to the finest beer at @beltwaybrewco! 🍻🍻🍻 ... Published on Apr 24, 2019		 89	 0	<a href="#">Boost Post</a>
	There's something so magical about picnics in the park 🌳🍷🌻 #LoveLoudoun... Published on Apr 23, 2019		 120	 8	<a href="#">Boost Post</a>
	Marveling at the natural beauty of Loudoun's gardens 🌸🌻🌻 #LoveLoudo... Published on Apr 22, 2019		 192	 9	<a href="#">Boost Post</a>

[Help Center](#) [Close](#)

# Boosting an IG Post from FB

## 3.

### Boost Post

AUDIENCE

- People you choose through targeting
- People who like your Page
- People who like your Page and their friends
- People in your local area
- Custom Audiences
- Leesburg-Instagram 4.29.19** [Edit](#)

Custom Audience Lookalike (US, 1%) - INSTAGRAM 4.22 or Engaged with Our Instagram (Past Year) - 4.29.19

Location **United States: Leesburg (+50 mi) Virginia**

Age **21 - 65+**

People Who Match Interests: **Wine and food matching, Wine, Vineyard or Wine tasting**

Interest expansion **Off**

[Less](#)

- Rose Weekend Retarget 4.23
- Garden Events 2019
- B&B Open House Retarget 2019 - 4.23

Preview: Desktop News Feed

**Visit Loudoun**  
Sponsored

We see the world through Rosé-colored glasses 🍷🍷  
#DCsWineCountry

Rosé all weekend at @loudounwine's Taste of Rosé, April 27 + 28! 🌹 The perfect way to celebrate the final days of #VirginiaVineyardMonth 🍷

And, check out @mbonvoytraveler's article for the awesome feature on Loudoun's renowned wine scene, with special shout-outs to @bluemontvineyard, @breauxvineyards and @8chainsnorth! 🍷 #LINKINBIO... [See More](#)



[Back](#) [Settings](#) [By clicking Boost, you agree to Facebook's Terms & Conditions](#) | [Help Center](#) [Cancel](#) [Boost](#)

# Boosting an IG Post from FB

4.

### Boost Post

Automatic Placements (Recommended)  OFF  
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

- Facebook
- Instagram

#### DURATION AND BUDGET

Duration ⓘ  
1 day 7 days 14 days

Run this ad until

Total budget ⓘ

Estimated People Reached ⓘ  
**250 - 1,200 people per day**

Refine your audience or add budget to reach more of the people that matter to you.

You will spend **\$10.00** per day. This ad will run for **2 days**, ending on May 1, 2019.

Preview: Instagram Feed ▼

Instagram

visitloudoun Sponsored



visitloudoun We see the world through Rosé-colored glasses 🍷❤️ #DCsWineCountry ... more

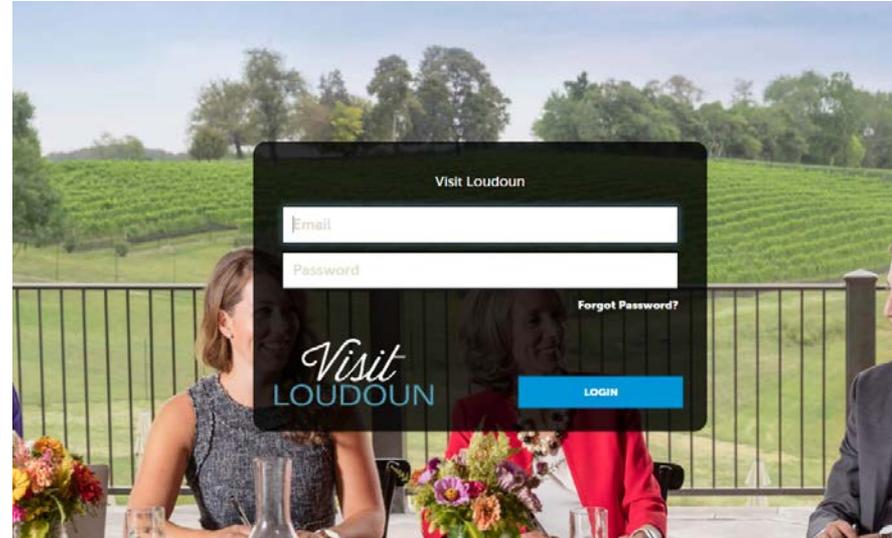
Your Instagram account will represent your business in this promotion.

[Back](#) [Cancel](#) [Boost](#)

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

# Visit Loudoun & Partner Extranet

- Enter upcoming events, deals, etc.
- Update your listing page for visitors
- Supply us with updating imagery to help with your brand consistency
- Questions? Need Extranet Login?  
Contact Jen Christie -  
[christie@visitloudoun.org](mailto:christie@visitloudoun.org)



# Contact Us:

Logan Steele, Social Media & Marketing Coordinator  
[steele@visitloudoun.org](mailto:steele@visitloudoun.org)

Michelle Long, Marketing & Content Manager  
[long@visitloudoun.org](mailto:long@visitloudoun.org)

Jen Christie, Sr. Industry Relations Manager  
[christie@visitloudoun.org](mailto:christie@visitloudoun.org)