

# Instagram 101

Rhea Lana's Franchise Owner's Conference 2023





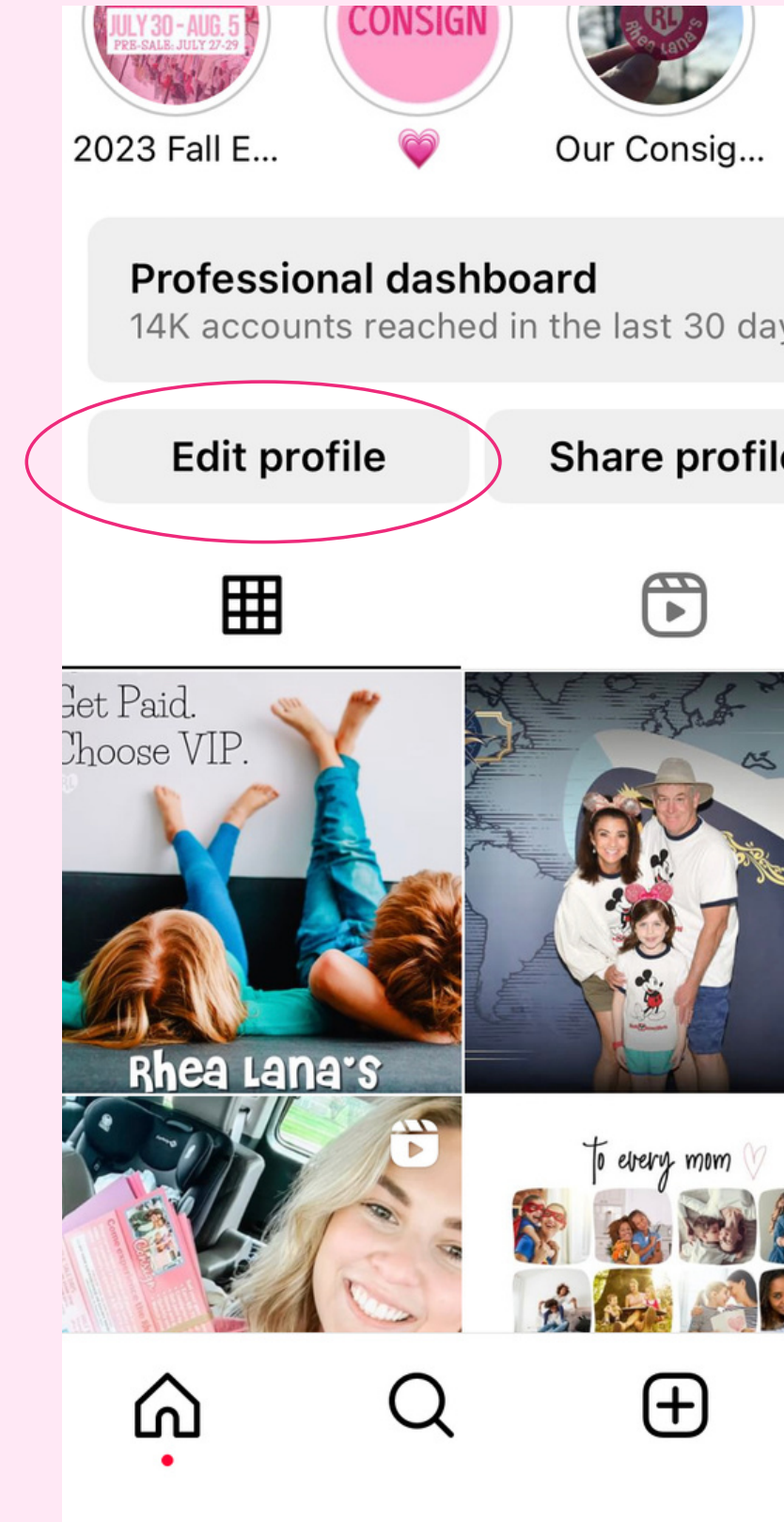
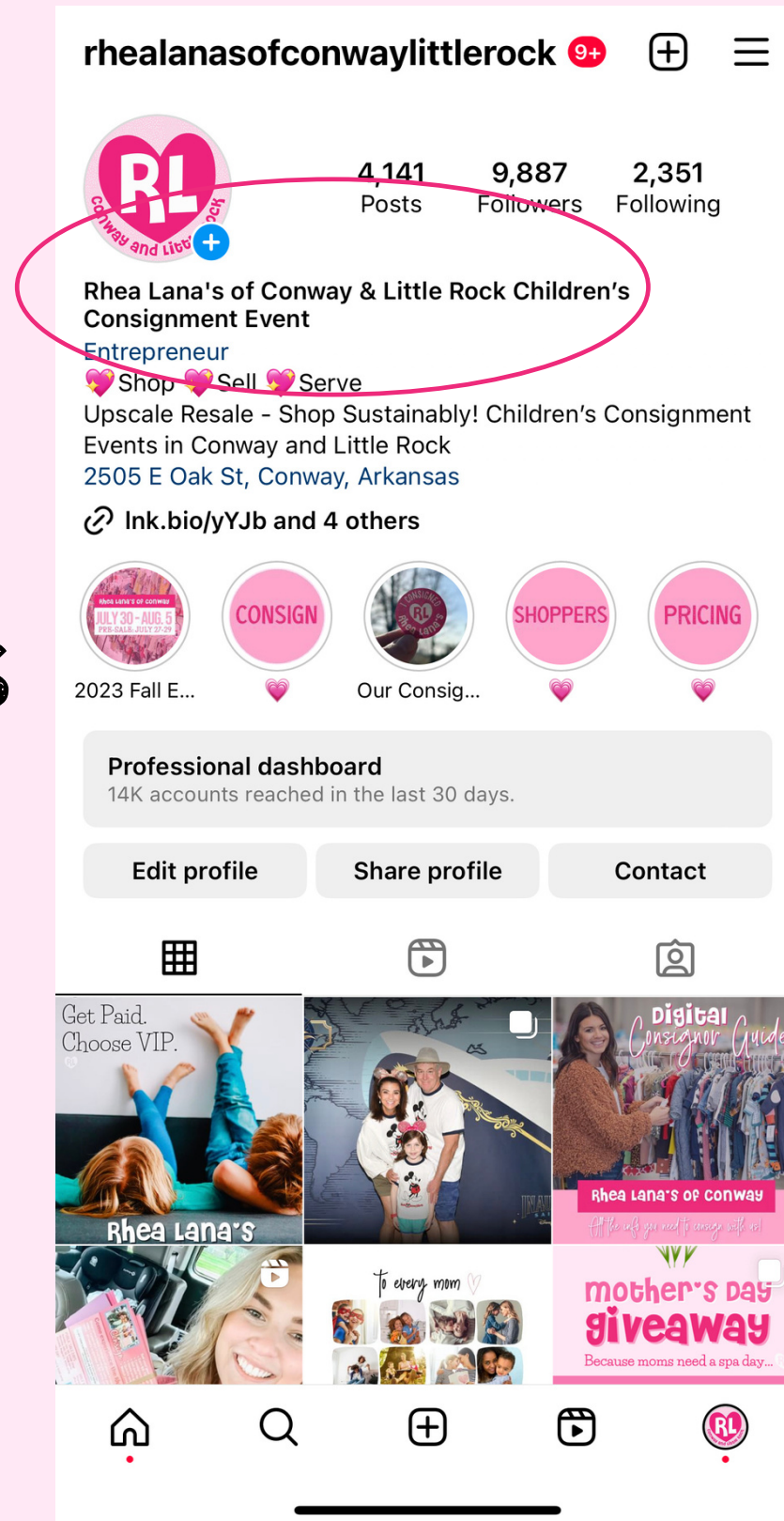


# Let's Get Back to The Basics

**FOCUS ON THE FOUNDATIONS! LEARN THE FEATURES OF INSTAGRAM SO THAT YOU CAN PUT YOUR EFFORT TOWARDS THE STRATEGY AND PERSONAL SIDE OF SOCIAL MEDIA LEADING UP TO AND DURING YOUR EVENT.**



# editing your bio



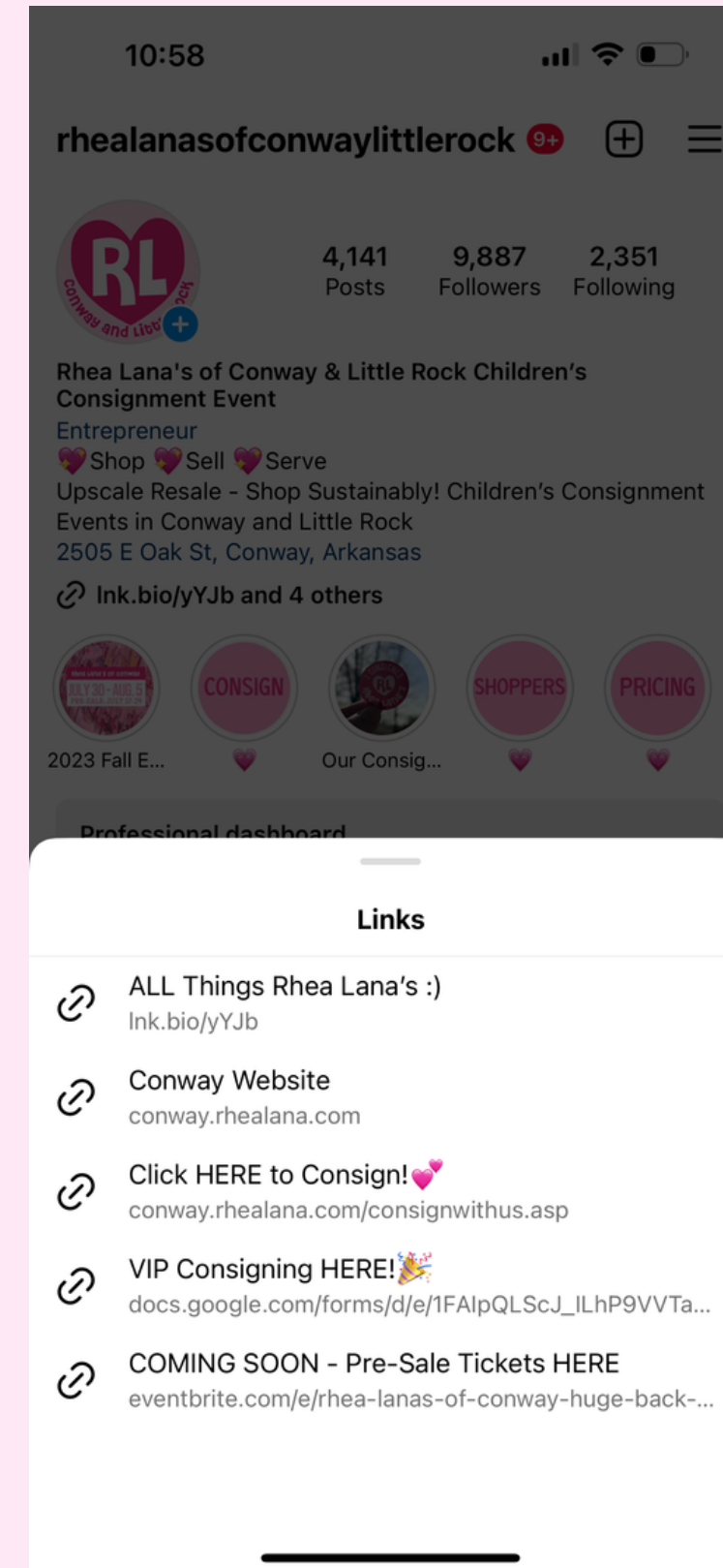
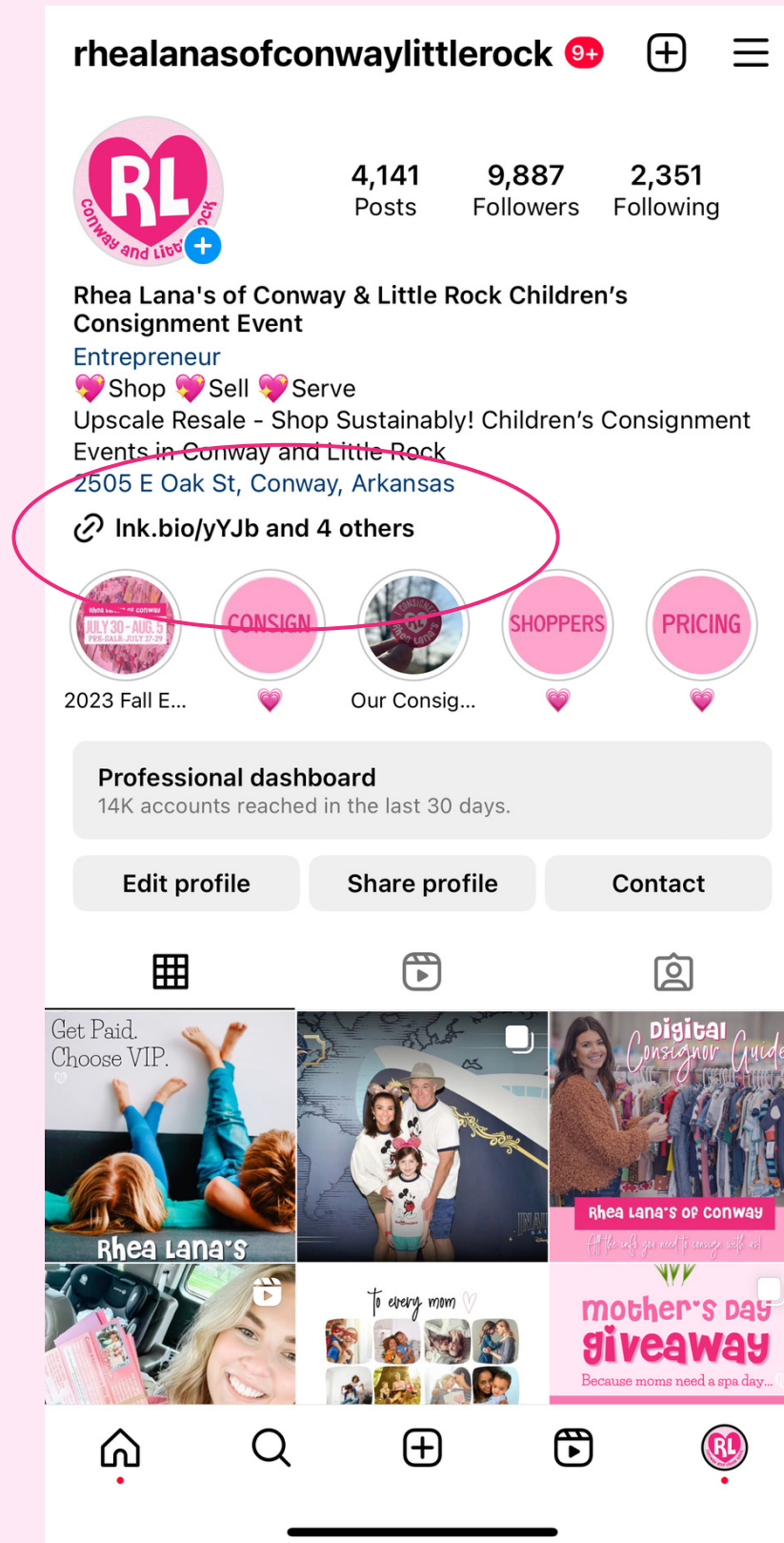
MAKE SURE THAT YOUR BIO INCLUDES EITHER YOUR FRANCHISE NAME, OR AT LEAST, "CHILDREN'S CONSIGNMENT EVENT."

THIS HELPS PEOPLE FIND YOU EASILY!

TO MAKE ANY CHANGES TO YOUR FRONT PAGE, PUSH "EDIT PROFILE" TO INCLUDE AN EVENT LOCATION.

# Links in bio

INSTAGRAM NOW LETS YOU ADD UP TO 5 LINKS IN YOUR BIO. YOU CAN CHANGE THEM HOWEVER OFTEN YOU'D LIKE!



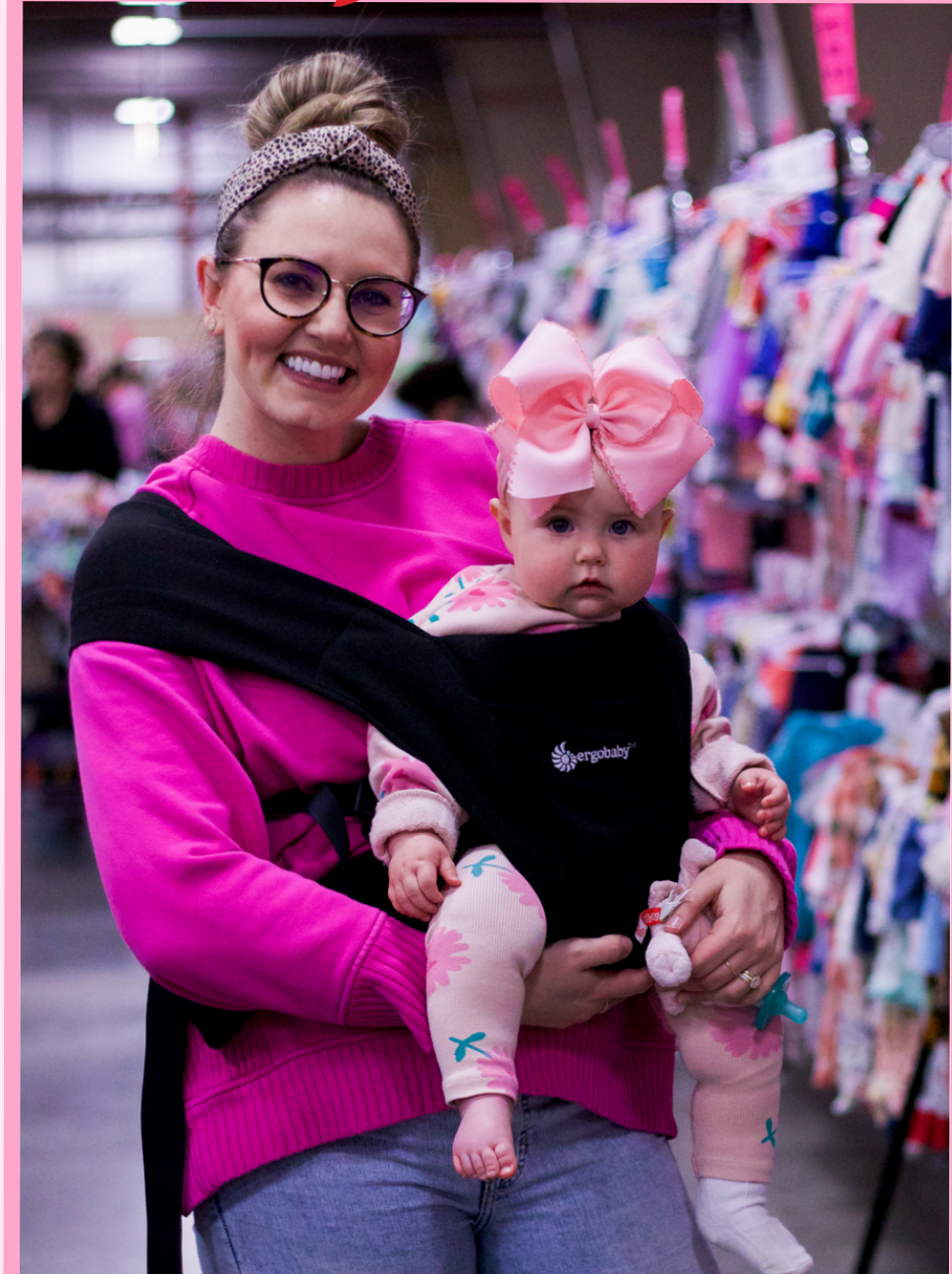
SIMPLY COPY AND PASTE THE URL YOU WANT AND GIVE IT A TITLE!



# Image cropping

BE SURE TO USE QUALITY IMAGES THAT ARE CLEAR AND SHOW THE FULL SHOT.

IF YOU ARE POSTING A CORPORATE IMAGE OR GRAPHIC, BE SURE THAT YOU DO NOT CROP OUT THE BRANDING.



# carousei post workshop time!

**FOLLOW ALONG WITH THE NEXT STEPS IN ORDER TO COMPLETE A  
CAROUSEL POST FOR YOUR INSTAGRAM ACCOUNT!**





You have  
10 minutes!

# POST PROMPT: STEP 1

TAKE 5 PICTURES AROUND THE ROOM THAT REPRESENT YOU,  
YOUR BUSINESS, OR THE RL BRAND AND COMMUNITY

## Picture Ideas:



- TAKE A CUTE SELFIE WITH YOUR NEW NAME TAG!



- GRAB AN RL BESTIE OR SEVERAL AND TAKE A GROUP PICTURE!



- TAKE A PICTURE OF YOUR CONFERENCE BAG, BRANDED NOTEBOOK, ETC.

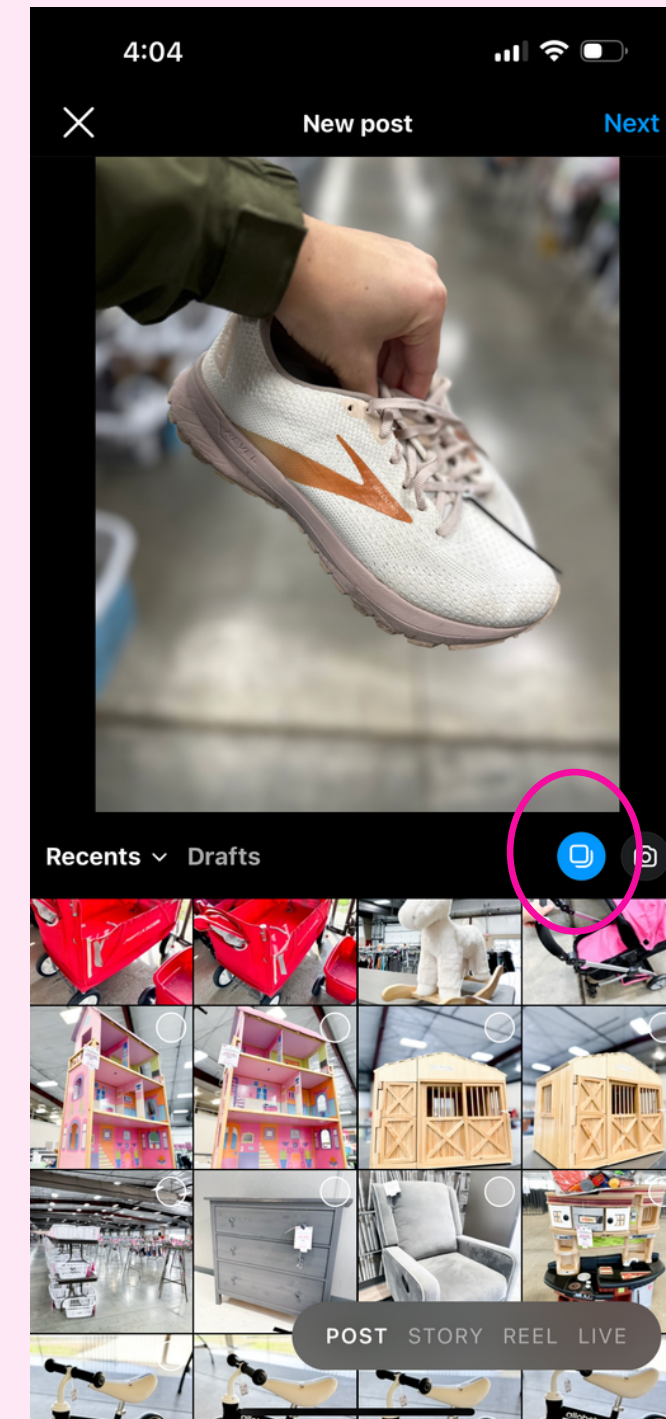
## Step 2

OPEN YOUR INSTAGRAM APPLICATION. CLICK ON THE SQUARE IN THE BOTTOM MIDDLE OF THE APP. THIS IS THE SAME PROCESS TO MAKE ANY TYPE OF POST.



## Step 3

IT WILL AUTOMATICALLY SET ON "POST" MODE. THEN, CLICK ON THE ICON WITH SQUARES.





# Step 4

BEGIN SELECTING YOUR PHOTOS IN ORDER FROM FIRST TO LAST.

1



2



3



4



5





# Step 5

## CAPTION YOUR POST!

### Sample caption:

“Having an incredible time at the annual 2023 Rhea Lana’s Franchise Owner’s Conference! The party is just getting started this weekend, but I cannot wait to learn all that I can. My hope is to return home with a tool box full of ideas, connections, and plans to make our local Rhea Lana’s events as amazing and seamless as they can be!”







## step 6

Post now or save to drafts! You did it!





**Let's create an Instagram story!**





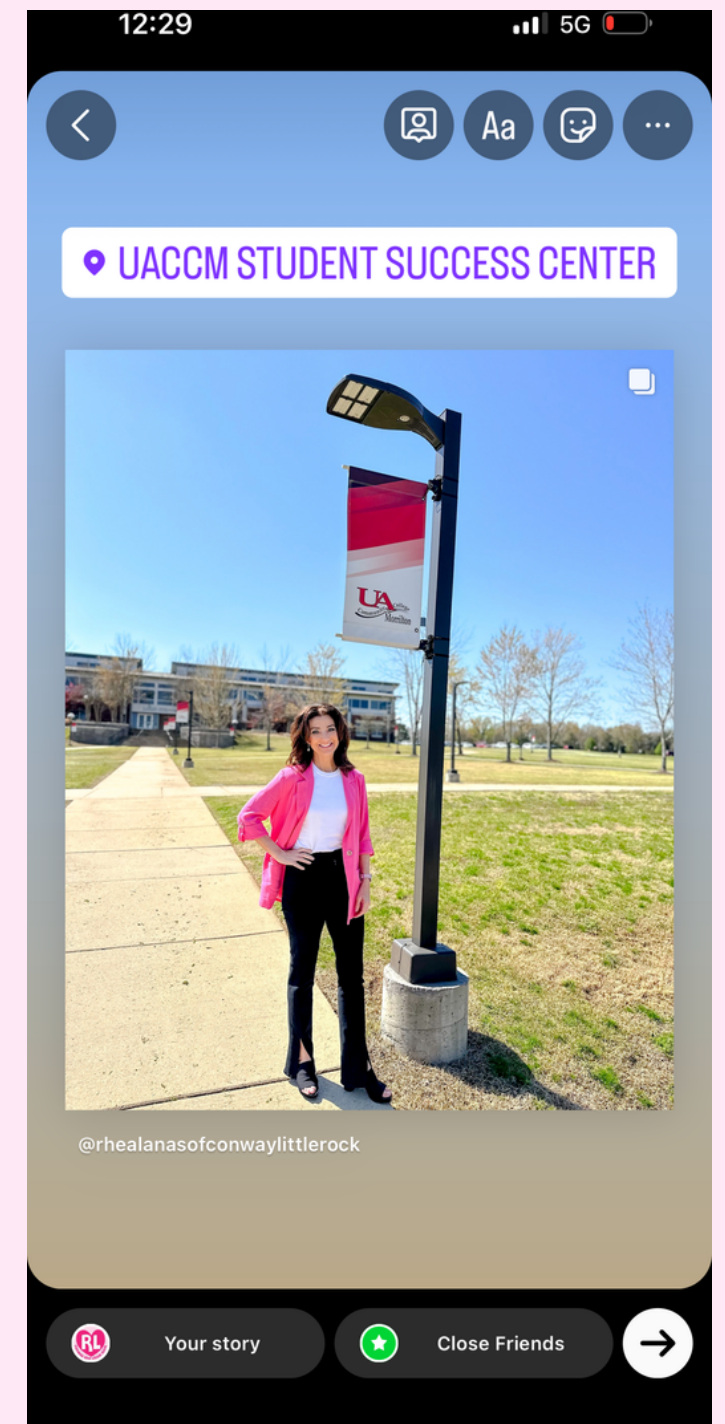
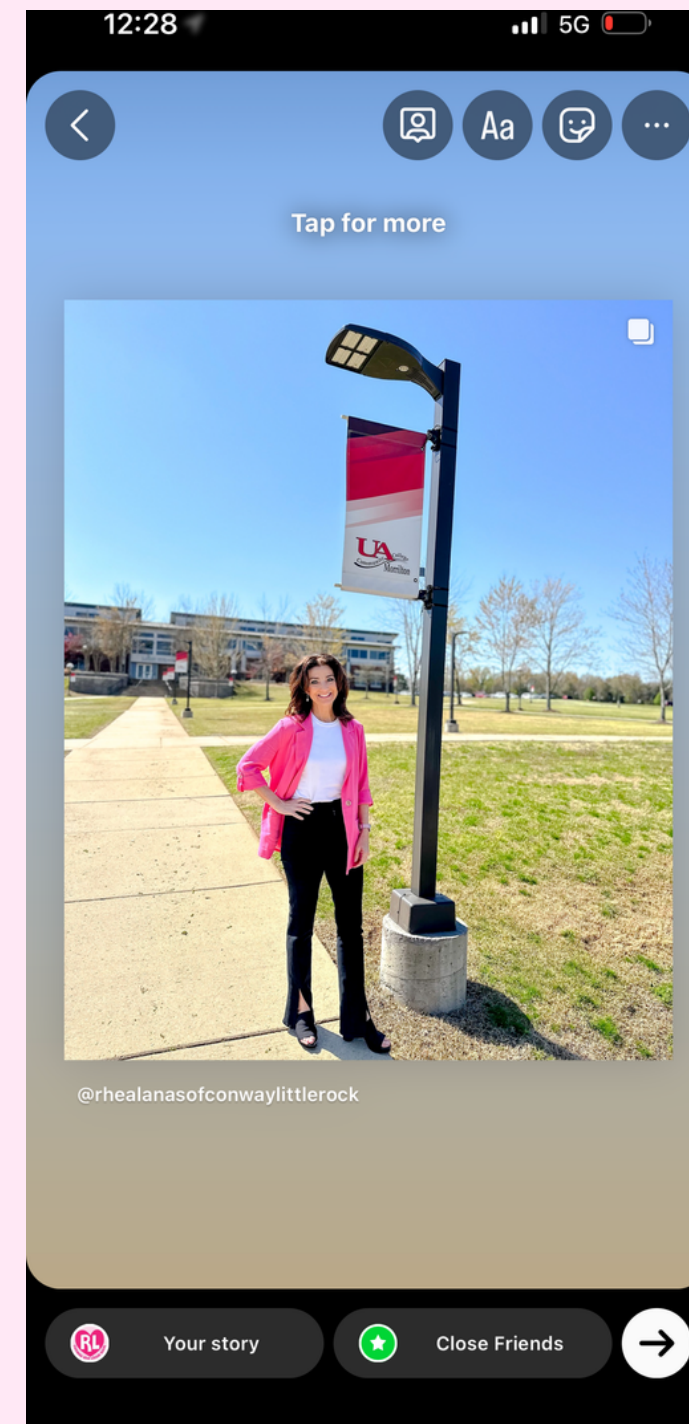
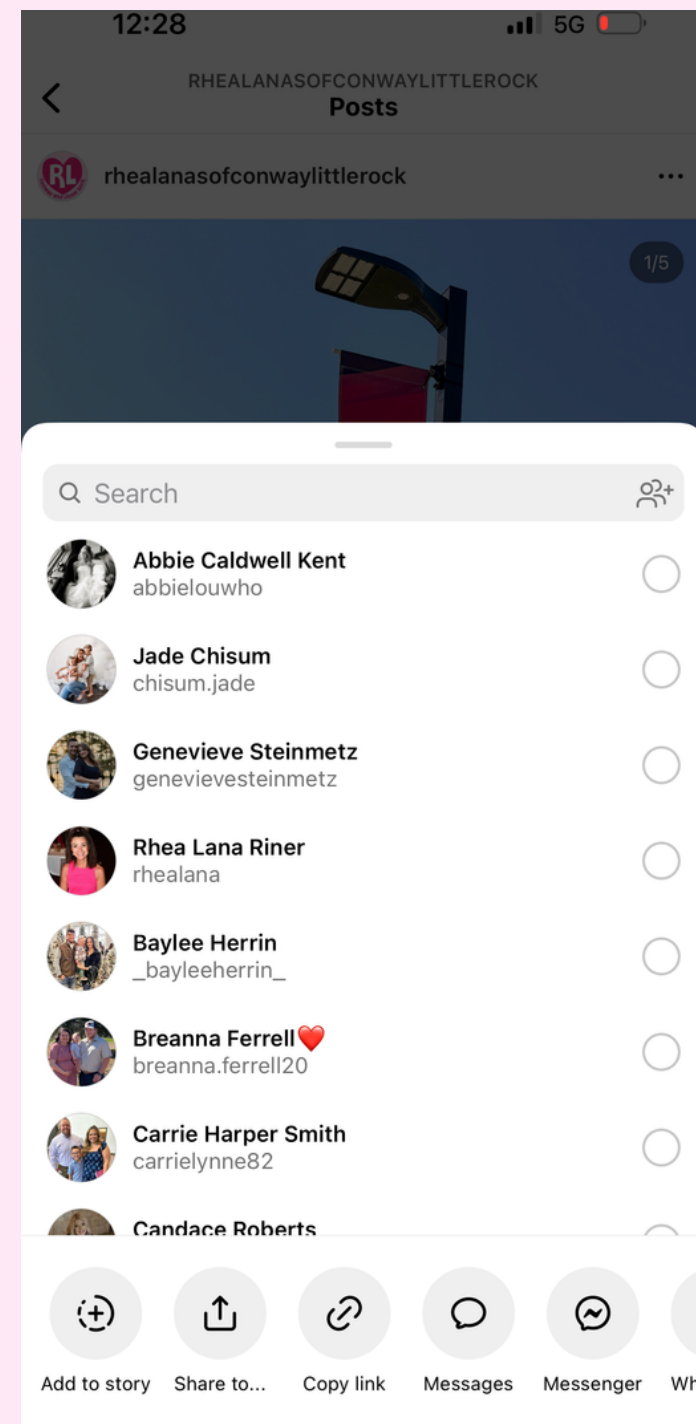
# option 1

**CREATE A STORY FROM YOUR GRID POST!**



# OPTION 1

CREATE A STORY FROM YOUR GRID POST!



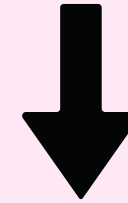
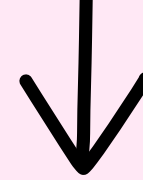
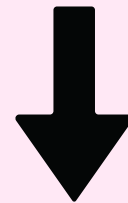
**Text**

**Filters**

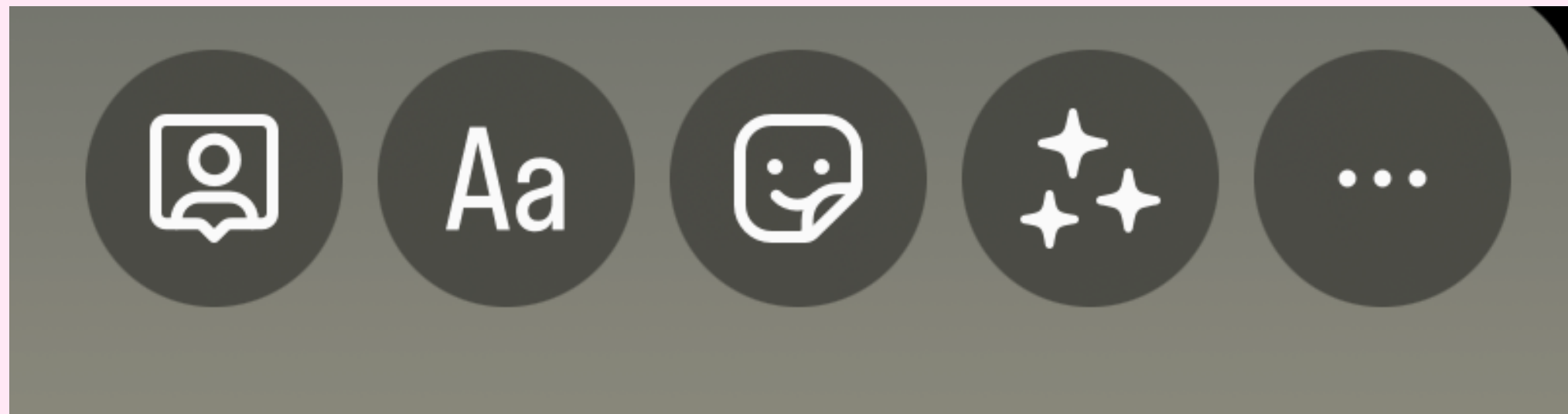
**Tag a friend  
or business**

**GIF**

**Draw on or save  
your Story!**



Aa



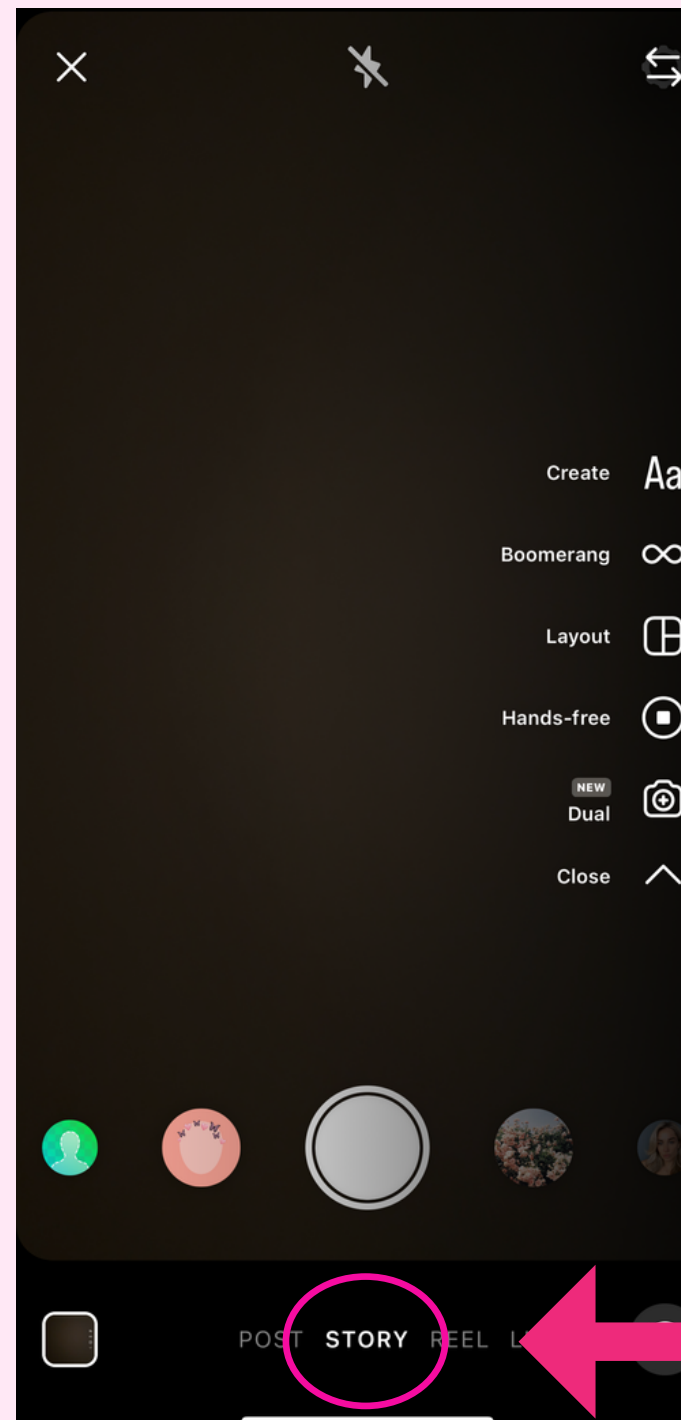


## option 2

**TAKE A NEW PICTURE AND ADD TO YOUR STORY!**

# OPTION 2

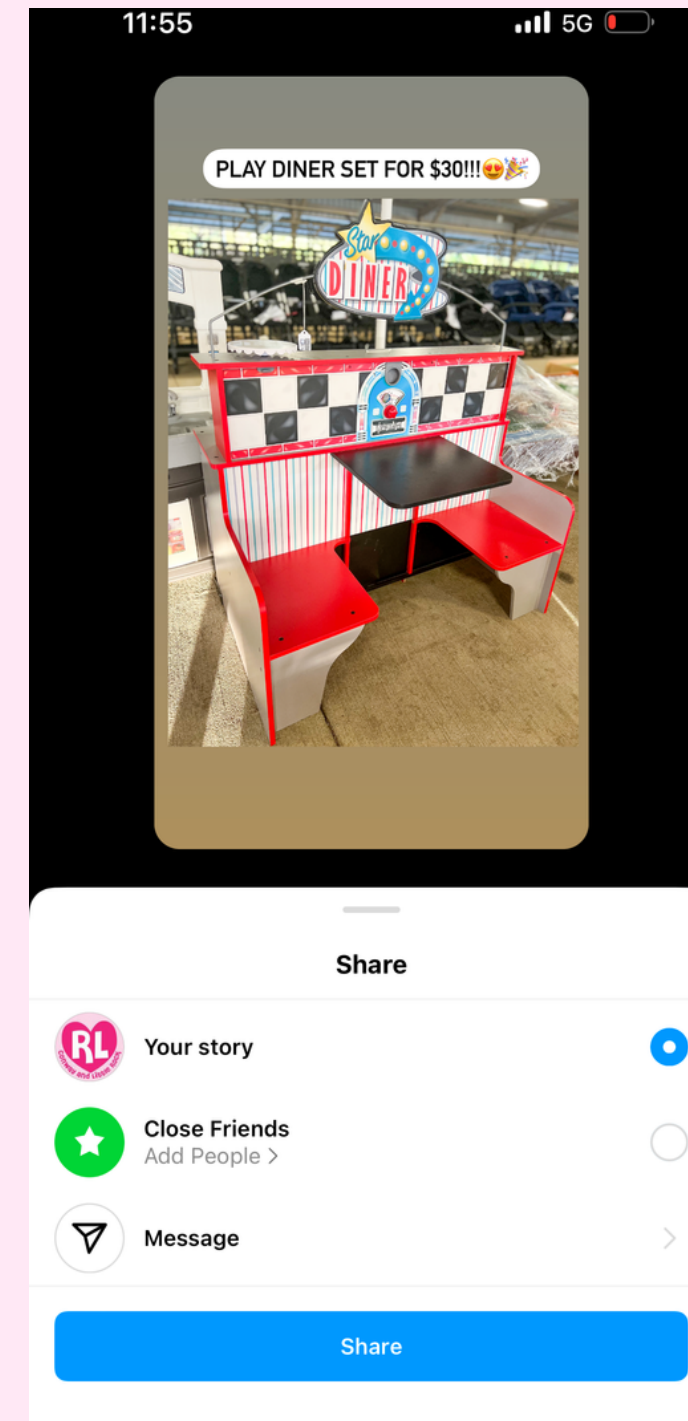
TAKE A NEW PICTURE AND ADD TO YOUR STORY!





# OPTION 2

SELECT YOUR PICTURE AND ADD YOUR DESIRED CAPTION, GIF, LOCATION, POLL, AND MUCH MORE!



# social media TIPS

## getting the Photo

- **Highlight unique features by showing products/items in use.**
- **Keep colors consistent with the brand - use the same filter consistently**
- **Use natural light for bright, balanced photos.**

## writing CAPTIONS

- **Lead with the most important information.**
- **Consider a call to action.**
- **Use a consistent and personal tone.**
- **Keep copy short and to the point.**
- **Encourage action with simple, direct text.**

## Be active

- **Stay engaged with your followers**
- **Respond to DMs, comments, tags, etc.**
- **Comment on their pages**
- **Stay consistent with posting**
  - **Spread posts out over time**



# It's event time!



**1**

## POST PICTURES EVERY DAY!

**Be sure to post stories of your store and inventory daily**

**2**

## CHECK MESSAGES & RESPOND TO FOLLOWERS

**Stay engaged with your audience and keep the momentum of your event high**

**3**

## UTILIZE STORIES

**Share stories from shoppers showing off items ~ and use stories to show off your items, too!**

**4**

## INCLUDE SHOPPING SCHEDULE

**Write your open hours each day to let people know when they can come shop + address**

