Top 16 Tips from my Interview with Vanessa Francis
Branding Your ID Business on Instagram

VANESSA SAYS: "*Right there at your fingertips is everything anyone wants to know about you! It is your professional portfolio plus, a bit about your personal life.*"

1. Switch to use a **business account** instead of personal. The benefit is the analytics; you can see how many impressions you get, how many people saved your photo, and what kind of posts people are liking!

2. Add a link in your bio as well as an email or call button (if you have a business account). People will be able to click and easily get in touch with you!

3. Make your Instagram name simple. The best thing to have is your name or business name. Make sure in your bio you also have your name (especially if your account is your business name).

4. Use your face as your display picture rather than your business name/logo. People love to relate and make a personal connection to the people they follow!

5. Post pictures of your work as well as some photos of your personal life (ex. Pets, family, friends, etc.).
6. Don't use Instagram filters! Use the effects to change brightness, adjust etc. Filters don't look natural.
7. **Quality** over Quantity. Make sure your pictures are clear & appealing for everyone to look at.

8. Typically, the best time to post is between 8 – 10pm during the week and Friday and Sunday nights. Saturday during the day is great as well. Check your analytics to see when your followers are on IG.

9. Boost your brand: Find a 'look' or 'theme' that suits you and your business and try to stick to it.

10. Tag and hashtag the brands that you want to engage with, they might repost your pictures!

11. You don't always have to follow people who follow you. Follow the accounts you are attracted to.

12. Be patient! **Do not** buy followers or use apps to gain likes/followers. Things take time and by following Vanessa's great tips, you can gain followers organically.

13. Hashtags: Use all 30 hashtags that are available to you & try to use popular ones. If you want, at a later date you can go back into the caption to edit the hashtags, and swap them for other hashtags that aren't used as much.

14. Change up your hashtags for each photo depending on the image to make it more relevant to each post.

15. **Always** give credit to people if you use their work or their words.

16. Use **locations** on Instagram pictures and on your stories to get more followers & traffic on your images.