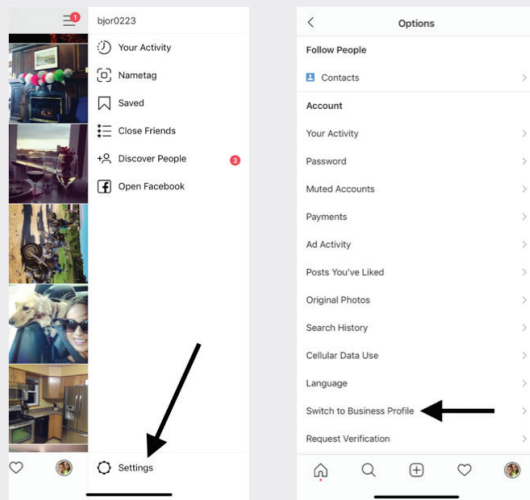


MAKE SURE YOU SET UP THE ACCOUNT AS A BUSINESS, NOT A PERSONAL ACCOUNT. WHY? THERE ARE MANY BENEFITS TO HAVING A BUSINESS ACCOUNT:

- It looks more professional than a personal account (on all social media platforms).
- You can schedule posts for the date and time you want using third-party apps like Buffer or Hootsuite.
- You can promote posts to gain additional reach to people beyond your follower base.
- Multiple people can post to the page (meaning you don't have to do it all yourself!).
- You get analytics on the performance of posts to see what works best for your followers.

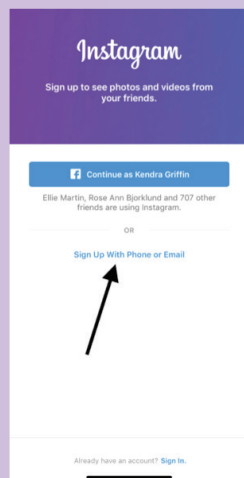
SWITCHING YOUR PERSONAL INSTAGRAM TO A BUSINESS ACCOUNT:

1. Go to your settings and click "Switch to Business Profile" (that's it, you're done!).

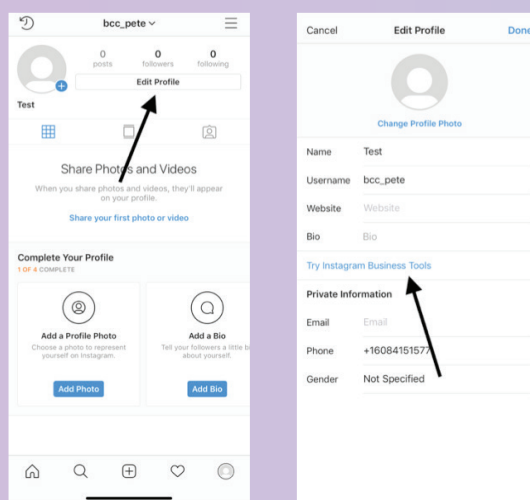


HOW TO SET UP A BUSINESS ACCOUNT ON INSTAGRAM:

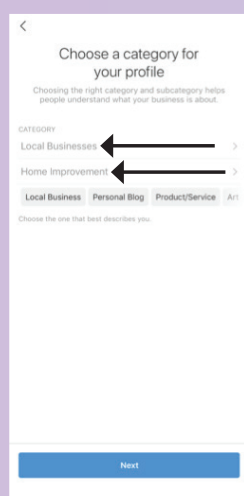
1. Open Instagram on your mobile phone (you don't need a personal account).
2. Enter your phone number or email address and choose a username to start an account.



3. Click on "Edit Profile" and select "Try Instagram Business Tools."



4. Select your business category (ex: "Local Business" or "Home Improvement").



5. Add a profile picture (ideally, your company logo) and description to complete your profile.