



LEVERAGING THE POWER OF INSTAGRAM

- WITH CONNIE BRAZIER

**THE
SOUTHSEA
SOCIAL**

WELCOME!

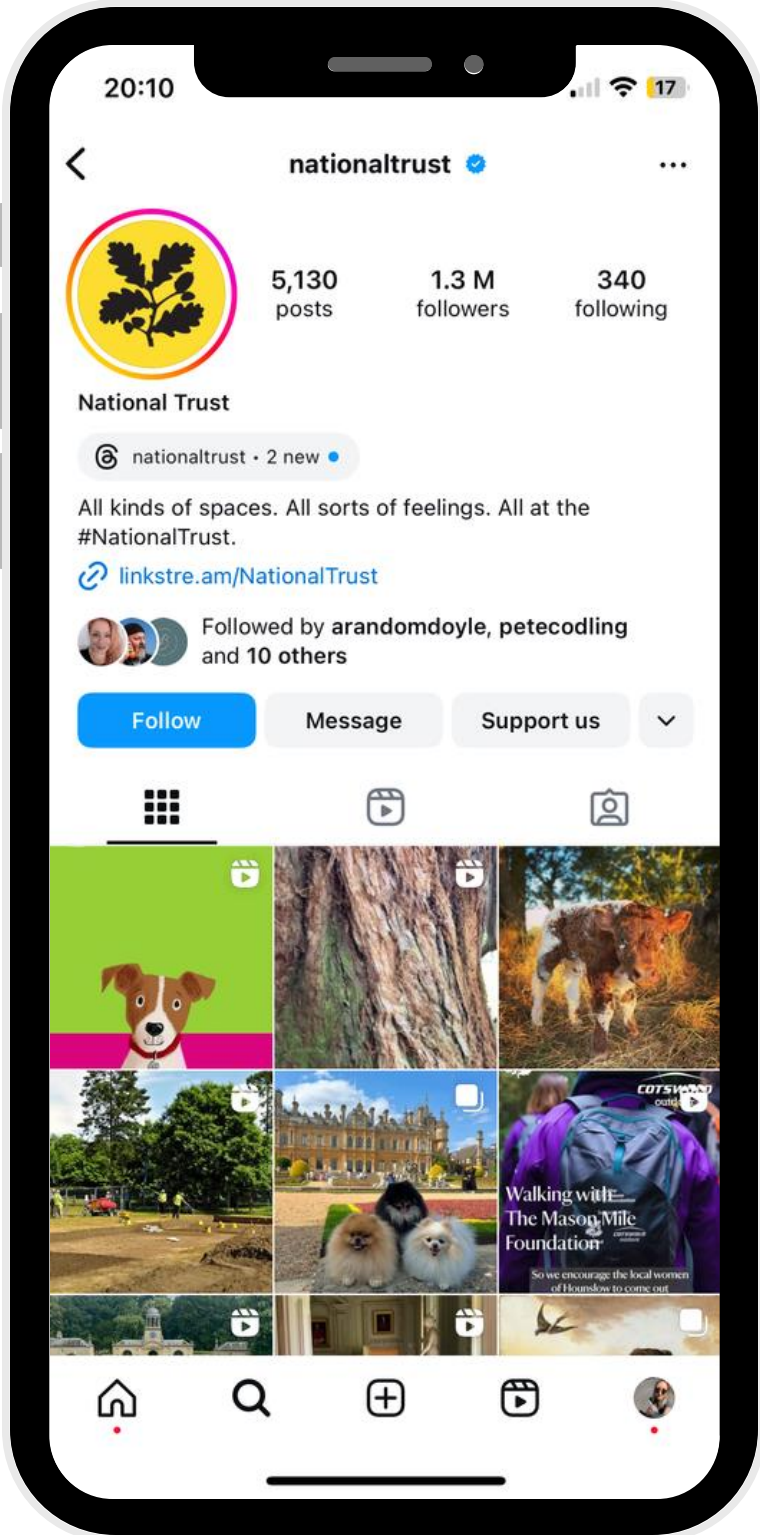


I'm Connie - The Southsea Social

OBJECTIVES:

- **Understand Instagram's role in promoting your business.**
- **Learn how to create engaging content that attracts your target audience.**
- **Hands-on activities to improve your Instagram profile and strategy.**

BRANDS THAT DO IT WELL



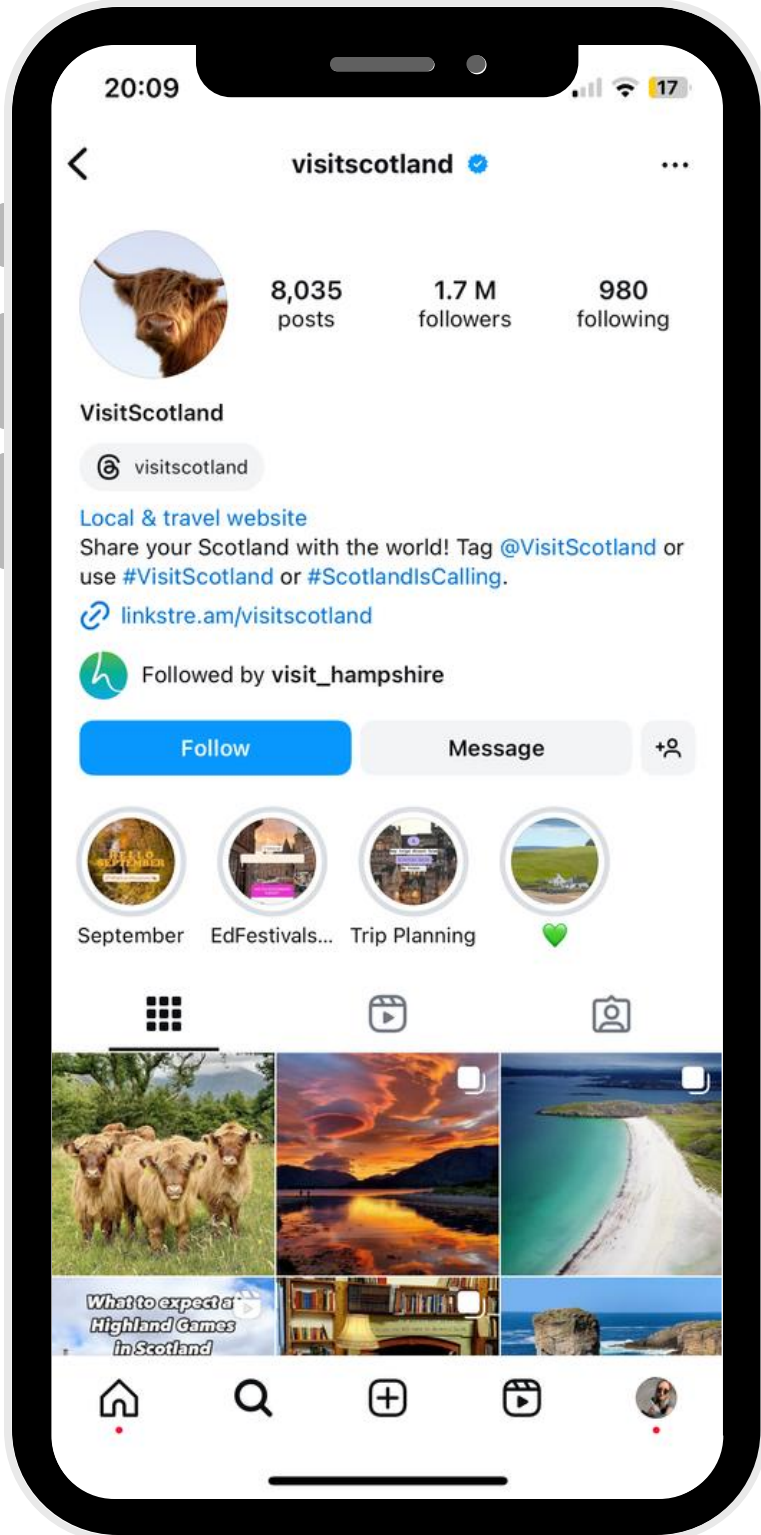
Clear Bios (no 'see more')

Fun/engaging content

Clear highlights

Engagement with followers

Mixture of Reels and Static Posts



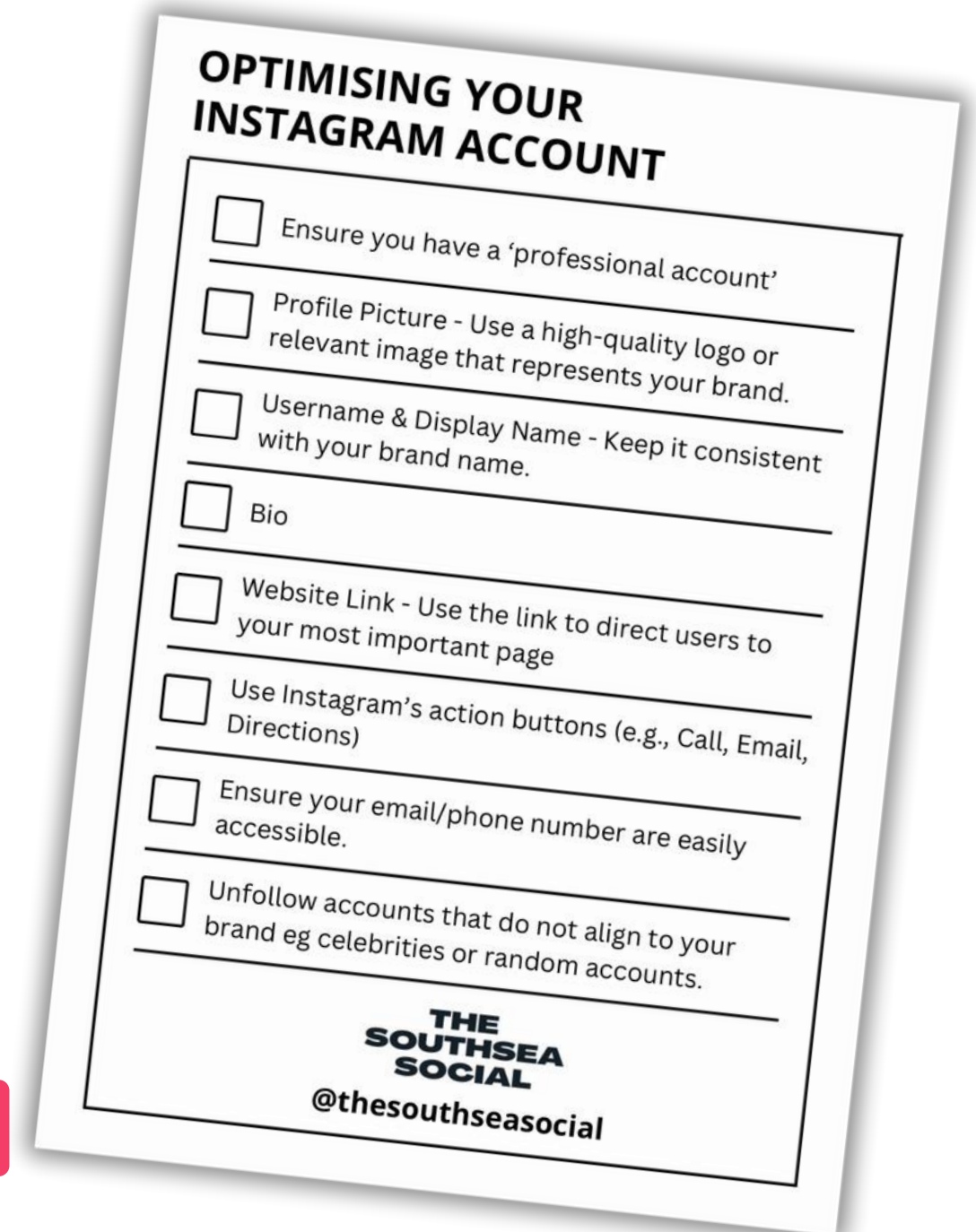
OPTIMISING YOUR INSTAGRAM PAGE

Better Discoverability

Stronger Branding

More Engagement

Organic Growth



97 222 55

FORMULA FOR A KILLA BIO

Share your story!

Use keywords in name field

Tag related accounts

Use story highlights

Clear profile pic

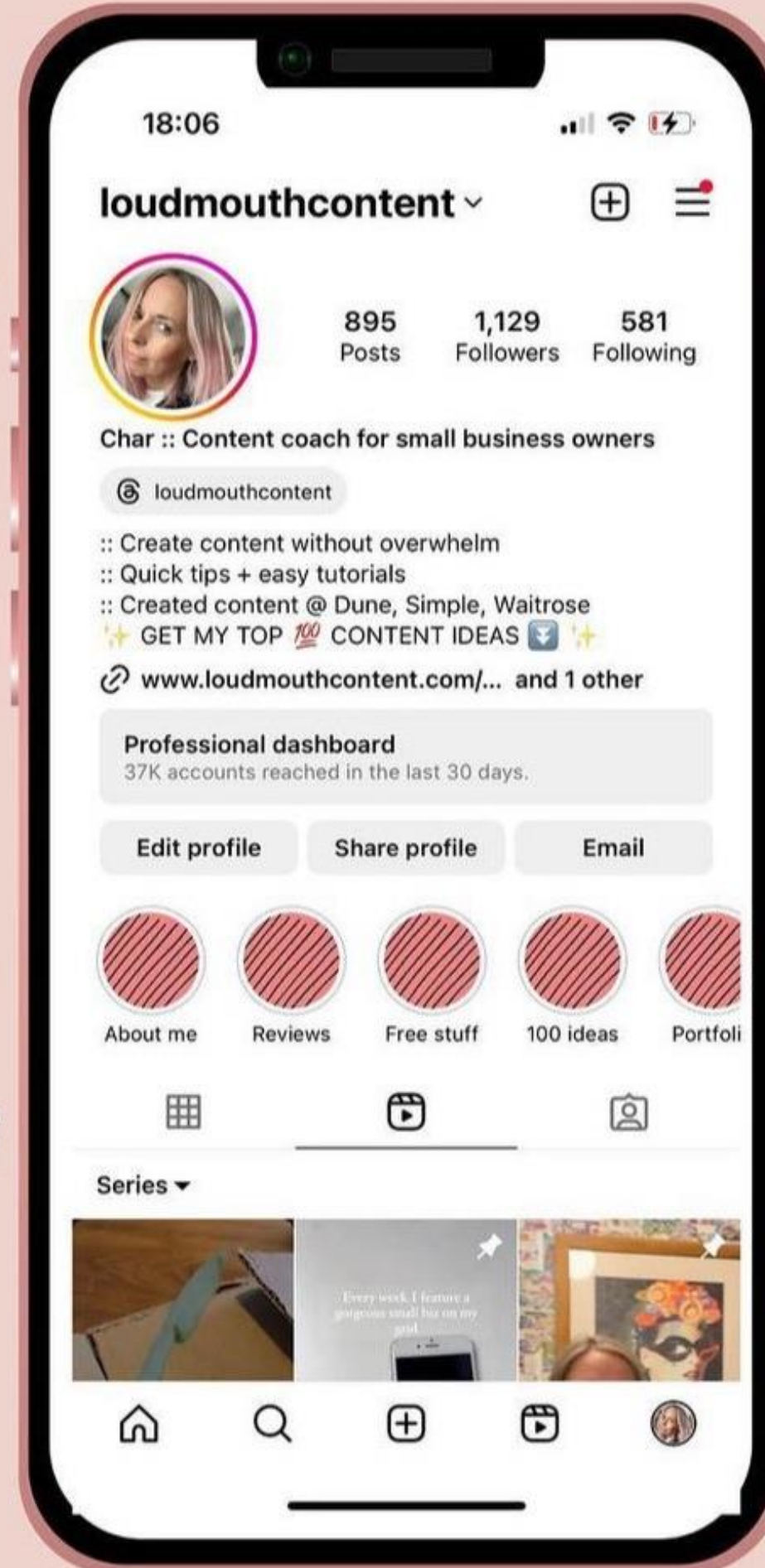
Your name in Display Name

Super clear what your biz is/does/sells

Bio is 4 lines max

'About Me' Highlight comes first

Highlights have uniform covers



Searchable keywords in Display name + bio

3rd line of bio drives people to link below

Link in bio isn't website homepage! [see caption]

5 Highlights max

3 pinned posts that give a good 1st impression



CREATING ENGAGING CONTENT

STATIC POSTS AND CAROUSELS

REELS

STORIES

USER GENERATED CONTENT (UGC)





THE SECRET TO GROWTH ON INSTAGRAM....

REELS!!

While Reels and TikTok videos are similar, there is a difference.

From demographics to editing tools, they serve different purposes.



Share your everyday moments!

Stories allow you to capture the everyday, highlight the special moments, or express yourself with text, music, interactive stickers, filters, and GIFs to bring your stories to life.

Share your Stories for more than 24 hours by posting them as Highlights on your Profile.

≡ POLL

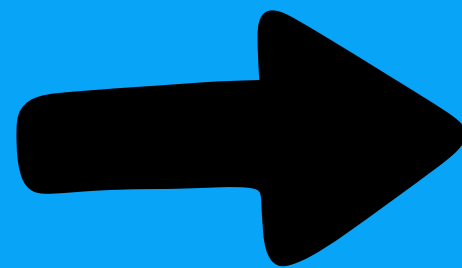
🔗 LINK

HIGHLIGHTS

Since regular Instagram Stories disappear after 24 hours, Highlights are a valuable tool for keeping important content visible indefinitely.

By organising Highlights for each product or service, customers can easily find what they need without browsing through your entire feed.

Clear covers



TOPICALS



EAST



GLOSSIER



SEPHORA...

PROFESSIONAL DASHBOARD

Social media
SM Manager & Coach 🖥️
Join the Membership 🤝
Management Spaces Currently Available 👥
Central Southsea, Portsmouth
www.thesouthseasocial.co.uk

Professional dashboard

1.9K accounts reached in the last 30 days.

Edit profile

Share profile

Email



KEY TAKEAWAYS

Engaging content is key to growth.

Consistency and engagement drive success.



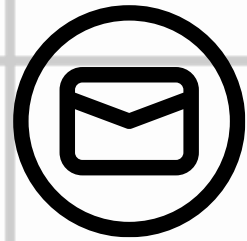
Show up!

Optimise your bio

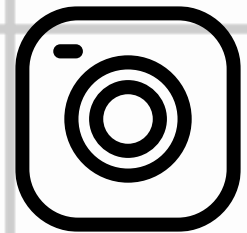
Use Instagrams features



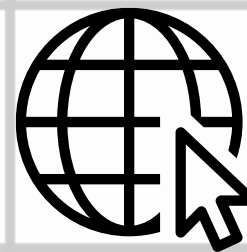
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THANK
☺ YOU