

## How to set up an Instagram business



With approximately one billion monthly active users, Instagram was classified as a niche social network. It is one of the most popular and fastest-growing social media platforms and one that your company should be using. If you haven't already, it's time to set up your Instagram business account.

Sharing photos and videos is what Instagram is all about. You can tell graphically rich and inspiring stories about your business and brand through images. As other social media places more importance on photo and video posts, Instagram is the perfect companion network to include in your marketing mix to facilitate cross-posting of content.

### **What Are the Benefits of a Business Account on Instagram?**

#### **How to Set Up Instagram Business Profile**



With approximately one billion monthly active users, Instagram was classified as a niche social network. It is one of the most popular and fastest growing social media platforms and one that your company should be using. If you haven't already, it's time to set up your Instagram business account.

Sharing photos and videos is what Instagram is all about. You can tell graphically rich and inspiring stories about your business and brand through images. As other social media places more importance on photo and video posts, Instagram is the perfect companion network to include in your marketing mix to facilitate cross-posting of content.

## **Benefits of Business profile on Instagram**

- You Can Only Schedule Auto Posts With an Instagram Business Account
- The Booking Feature For Instagram Business Accounts
- Create and Manage Ads with an Instagram Business Account
- Exclusive Instagram Business Account Analytics

## **How to set up an Instagram business account**

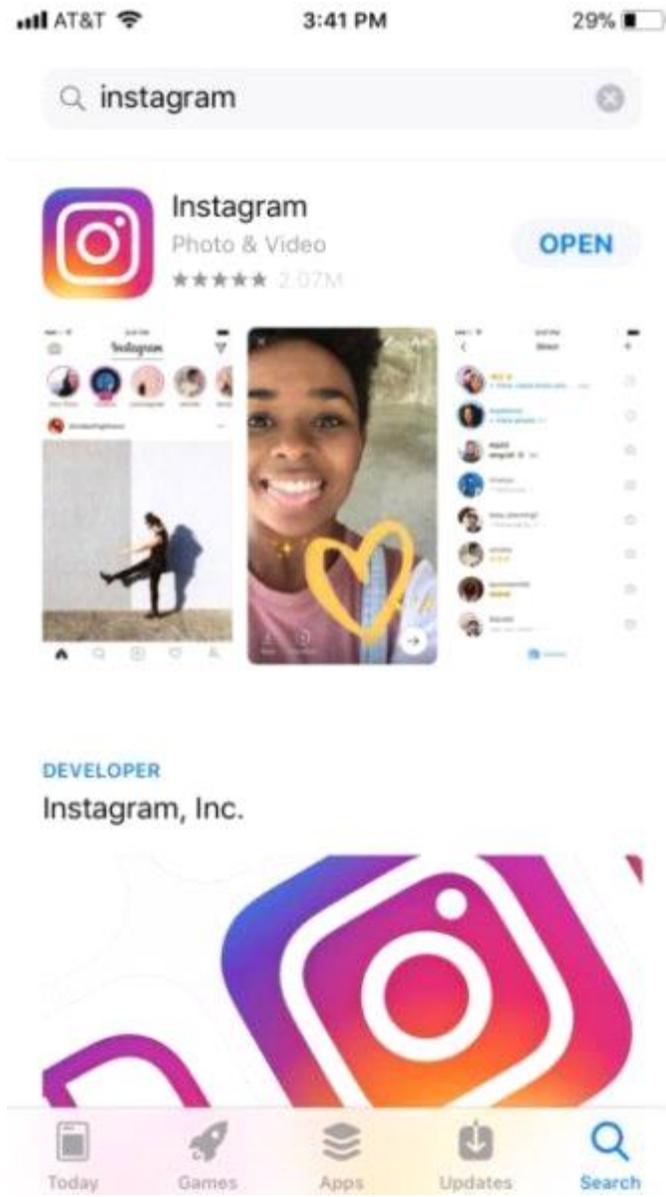
Before getting started, if you don't have a Facebook business account set up yet, you won't be able to complete the steps below or make the most of using your Instagram business account. Once you have a Facebook business page, you can create your Instagram business account.

Already have a business Facebook page? So let's go directly in. Here is a step by step on how to set up an Instagram business account.

### **1. Download the application**

Unlike other social networks, posting content to Instagram can only be done using the mobile app. So step 1 is to take out your smartphone, find Instagram in your app store, and download it.

Note: We are using iPhone screenshots throughout this post, but the layout should look similar on Android devices.



## 2. Create an account using an email address

While it may seem easier to use your personal Facebook account ... don't! That will create an account based on your personal Facebook page. Since this is for your business, you must use your business email address.

Pro tip: If you use your work email address, contacts can find it more easily with the "Find Friends" feature.



### 3. Profile basics and choosing a username

Next, you will create a username and password. If you are setting up Instagram for a company, the username should be the name of the company or as close to it as possible. If you are a real estate agent, insurance agent, or the like, choose a variation of your name, business, location. You need something that distinguishes you from a personal account.

For example, janejones\_NYC\_realtor or janejones\_insta will work.

Note: Instagram will automatically generate a username for you based on the name you enter. This can be easily changed as you go through these directions.

## Change Username

Pick a username for your account. You can always change it later.

awesomebusiness  

Next

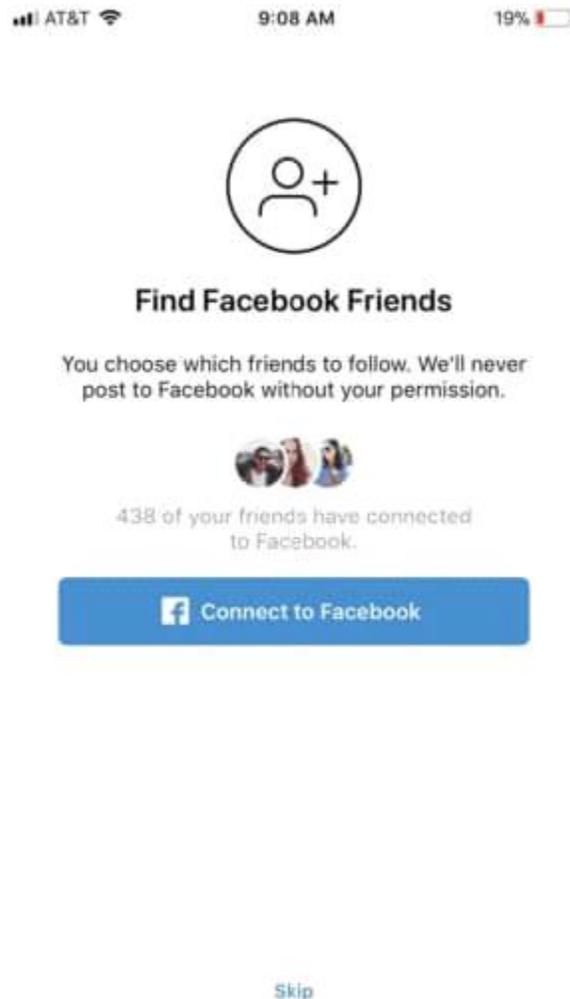
---

Already have an account? [Sign In.](#)

### 4. Find Facebook friends and contacts

Then, you will be asked to search for people to follow through Facebook and within your contacts. It's

best to complete your account and post one or two photos before you start following people, so it's OK to click "skip" for now. Instagram gives you the opportunity to find Facebook friends whenever you want from the settings of your page, so this is not a unique offer.

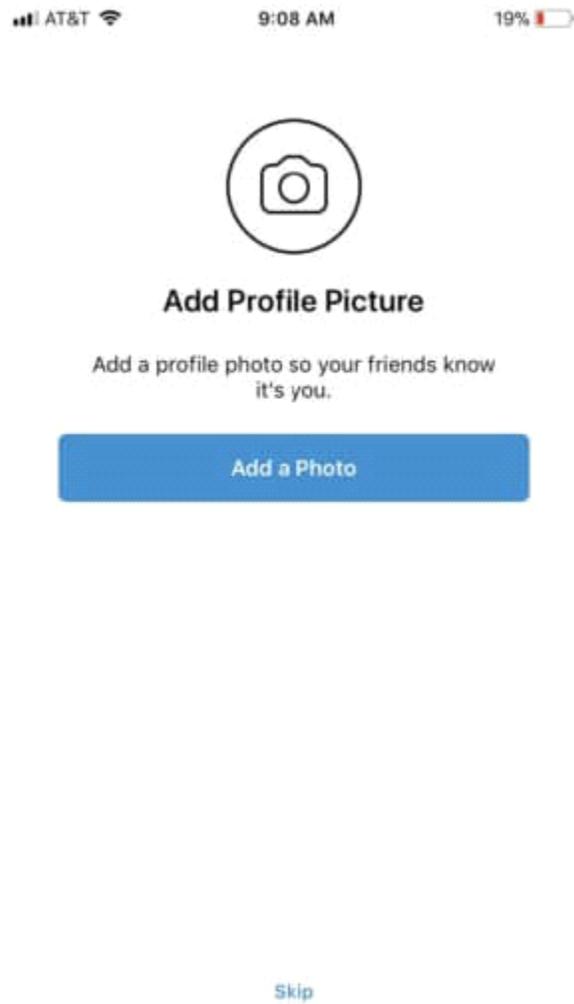


## 5. Choose the correct profile photo

Picture time! Your profile picture should be your logo or something recognizable that is associated with your brand if you don't have a logo. Remember, this is your Instagram business account, not a personal page. Avoid selfies or group photos. If you are the face of your business, use a professional headshot that you like or take a new one.

After tapping "Add a photo" you will be given some photo import options. Do not import from Facebook; that will attract your personal account information. You can import from Twitter as long as it

is a business account.



Once your profile picture is uploaded, you will be asked if you want to save your information. This will make future logins faster. You can choose to save, or you can press "Skip" again.

AT&T

9:09 AM

19%



## Save Login Info

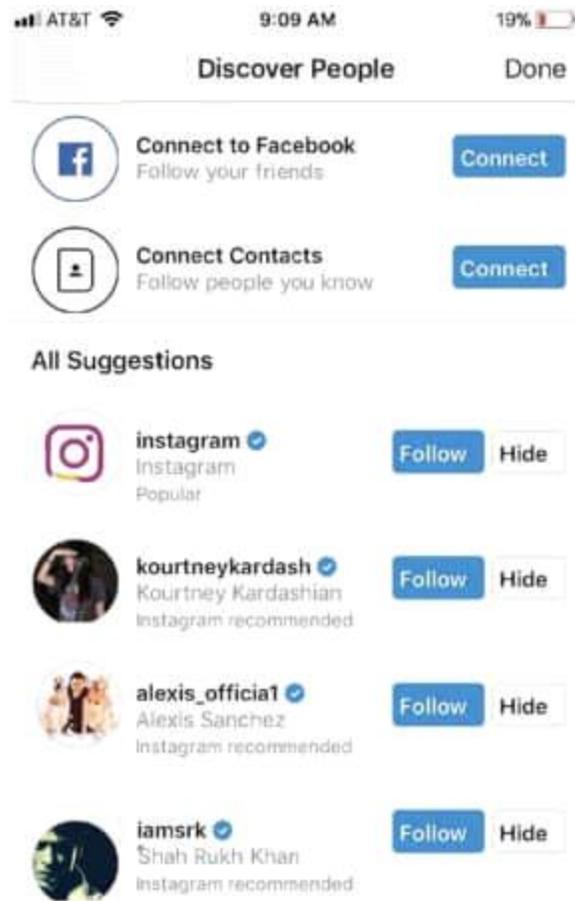
We'll save your login info for you. You won't need to enter it when you log in again on this device.

Save

Skip

After that, you will see a page with suggested accounts to follow. You don't have to follow any of them, and you shouldn't if they don't fit your strategy. For example, do not follow Entertainment Weekly if you are setting up a business account for a real estate company. Click "Done" in the upper right corner to proceed to the next step.

(Again, this is not the only chance you have to find people to follow.)



## 6. Complete your profile

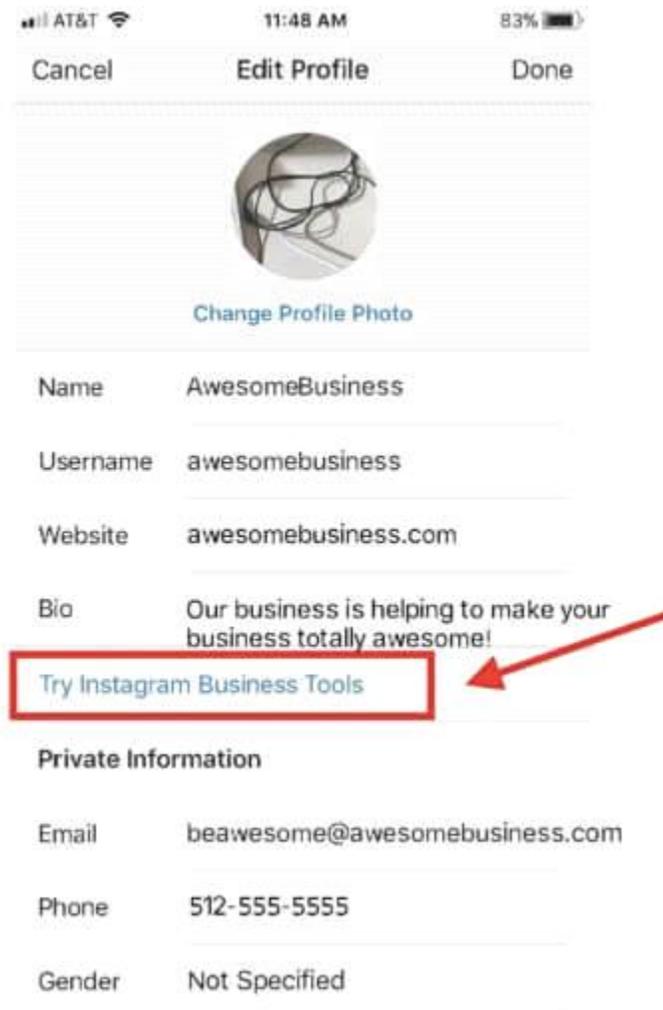
Tap the profile button at the bottom right to view your account, then tap the "Edit your profile" button. This is where you complete your profile information.

Complete the biographical and contact information fields. This is the only place on Instagram that allows you to use a clickable URL. For example, if you were to post a URL in the comment for a photo you post, people won't be able to click on it, so don't waste your time. Your profile is the only place where you should put your URL, preferably directing people to your website, or wherever you need them to go.

As for your biography, you are limited by the character count. Briefly summarize what you are doing and where you are. You can edit this section whenever you want, so don't worry if the perfect words don't come to you right away.

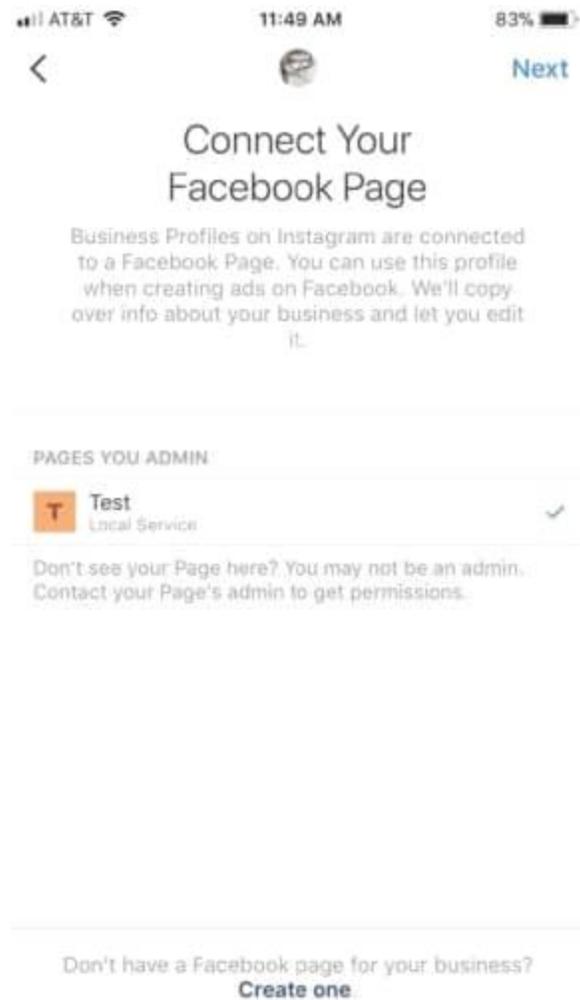
## 7. Now comes the Business part!

Click "Try Instagram Tools for Business" and follow the self-guided steps and instructions to complete your profile and take advantage of the tools on offer. Here is an Instagram tutorial on how to get started with your trading tools.



## 8. Link your business Facebook page

Remember at the beginning of this journey when we said that you needed a Facebook business page to be able to use Instagram for business tools? This is why. Instagram will ask you to link to your company's Facebook page or create one. For those who don't know, Facebook acquired Instagram a few years ago, so there is more integration than ever with the two platforms.



## 9. Start posting

Time for the fun part! As we mentioned earlier, it is good practice to post one or two photos to your account before you start following other people. There are not many incentives for people to follow an account without content. Find a couple of photos that you think are worth sharing.

Now your account is ready to use.

