

Objective

By the end of this lesson, you will be able to create and manage an Instagram page for a small business.

Materials and Prep

- A computer or a smartphone with internet access
- An email address
- A small business idea or concept
- Some photos or images related to the small business

Activities

- Create an Instagram account: Go to the Instagram website or download the app on your smartphone. Sign up for a new account using your email address.
- Choose a username and profile picture: Select a username that reflects your small business. Upload a profile picture that represents your business or its logo.
- Write a bio: Craft a short and catchy bio that describes your small business and what it offers. Include any relevant hashtags.
- Post your first photo: Select one of the photos or images you prepared and upload it to your Instagram account. Write a caption that introduces your small business and engages potential customers.
- Explore and follow relevant accounts: Use the search function on Instagram to find accounts related to your small business. Follow them to stay updated and gain inspiration.
- Engage with your audience: Respond to comments on your posts, like and comment on other people's posts, and use relevant hashtags to increase visibility.
- Experiment with Instagram Stories: Learn how to create and share temporary Stories to showcase behind-the-scenes moments, promotions, or sneak peeks.
- Monitor your analytics: Use Instagram's built-in analytics tools to track your account's performance, understand your audience, and optimize your content strategy.

Talking Points

- "Instagram is a popular social media platform where you can share photos and videos with others."
- "Creating an Instagram account will help you promote your small business and reach potential customers."
- "Choosing a username that represents your business will make it easier for people to find and recognize you."
- "Your profile picture should be something that represents your business or its logo. It helps people identify your brand."
- "Your bio is a short description of your business. It should be catchy and give people an idea of what you offer."
- "Posting your first photo is exciting! Make sure to write a caption that introduces your business and engages your audience."
- "Exploring and following relevant accounts will help you stay updated and get inspiration for your own content."
- "Engaging with your audience means responding to comments, liking and commenting on other people's posts, and using hashtags to increase visibility."
- "Instagram Stories are a fun way to share temporary content. They can be used to showcase behind-the-scenes moments, promotions, or sneak peeks."
- "Monitoring your analytics will help you understand how well your account is doing and make improvements to your content strategy."