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INSTAGRAM HACKS – TAKEAWAYS

- 1) **PLAN PLAN PLAN!** Always have a plan in place. If you get this right, social media won't take up a chunk of your day figuring out what to post. Think of the 3-5 posts you want for next week in advance.
- 2) **Find a tone of voice and stick to it.** Write out some rules for your tone of voice, and your brand aesthetic. If you're going to portray a small family business then speak like a small family business; if you're an American themed dive bar and you're a bit more brash, then speak in that way - this is the most simple way to be authentic.
- 3) **Remember to report.** How are you going to understand your success if you don't report on it every week or every fortnight? Use the insights tab on Instagram or Facebook and measure your success.

