

The road to
INSTAGRAM



Spoiler Alert: It's easier than you think.

What is Instagram

"Instagram is a free photo and video sharing app available on iPhone and Android. People can upload photos or videos to our service and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram."

WHY

1 BILLION PEOPLE USE THE PLATFORM EVERY MONTH

500 MILLION PEOPLE USE INSTAGRAM STORIES DAILY WITH 63% OF USERS LOGGING IN DAILY

62% OF PEOPLE SAY THEY BECOME MORE INTERESTED IN A BRAND AFTER SEEING IT IN INSTAGRAM STORIES

SOURCE: SQUARELOVIN

WHAT FOR

WE USE INSTAGRAM TO INSPIRE AND TELL A STORY. THIS IS NOT A GOOD SOCIAL MEDIA PLATFORM TO JUST COME ON AND SELL. INSTEAD, USE IT AS A WAY TO SHARE YOUR BRAND AND HELP PEOPLE INVEST IN YOU AS A BUSINESS.

**INSTAGRAM IS ALL ABOUT
YOUR UNIQUE PERSPECTIVE**



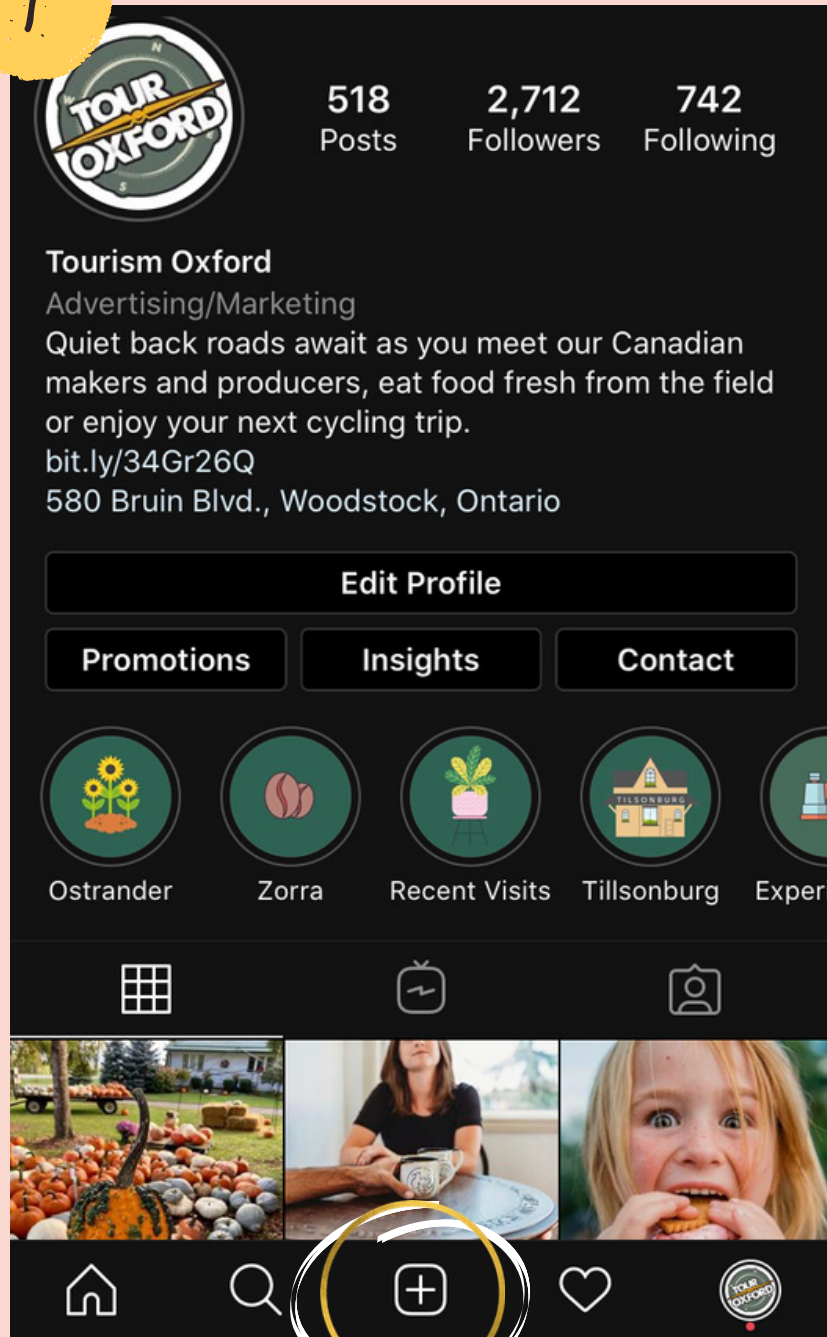


The Feed

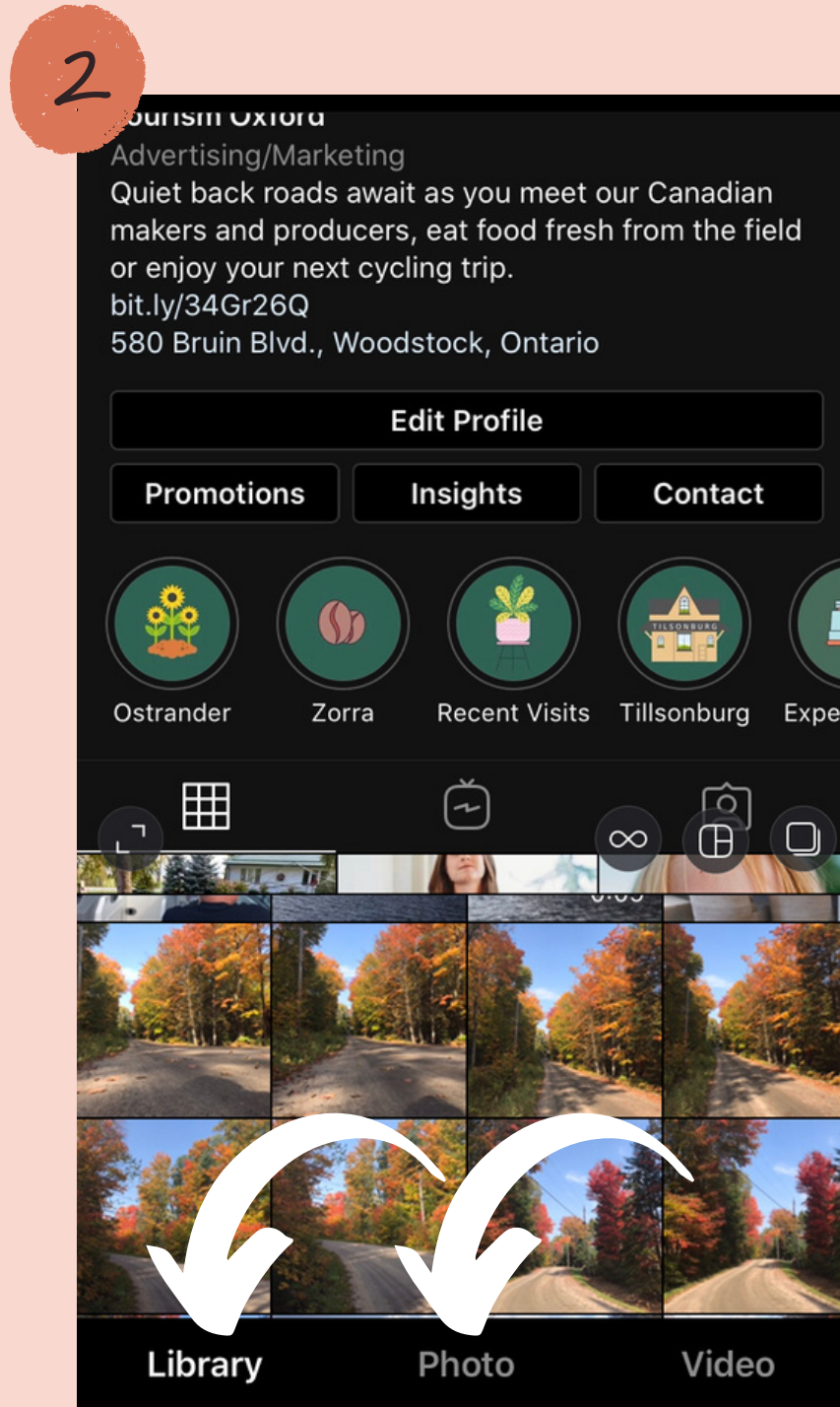
REGULAR POSTS



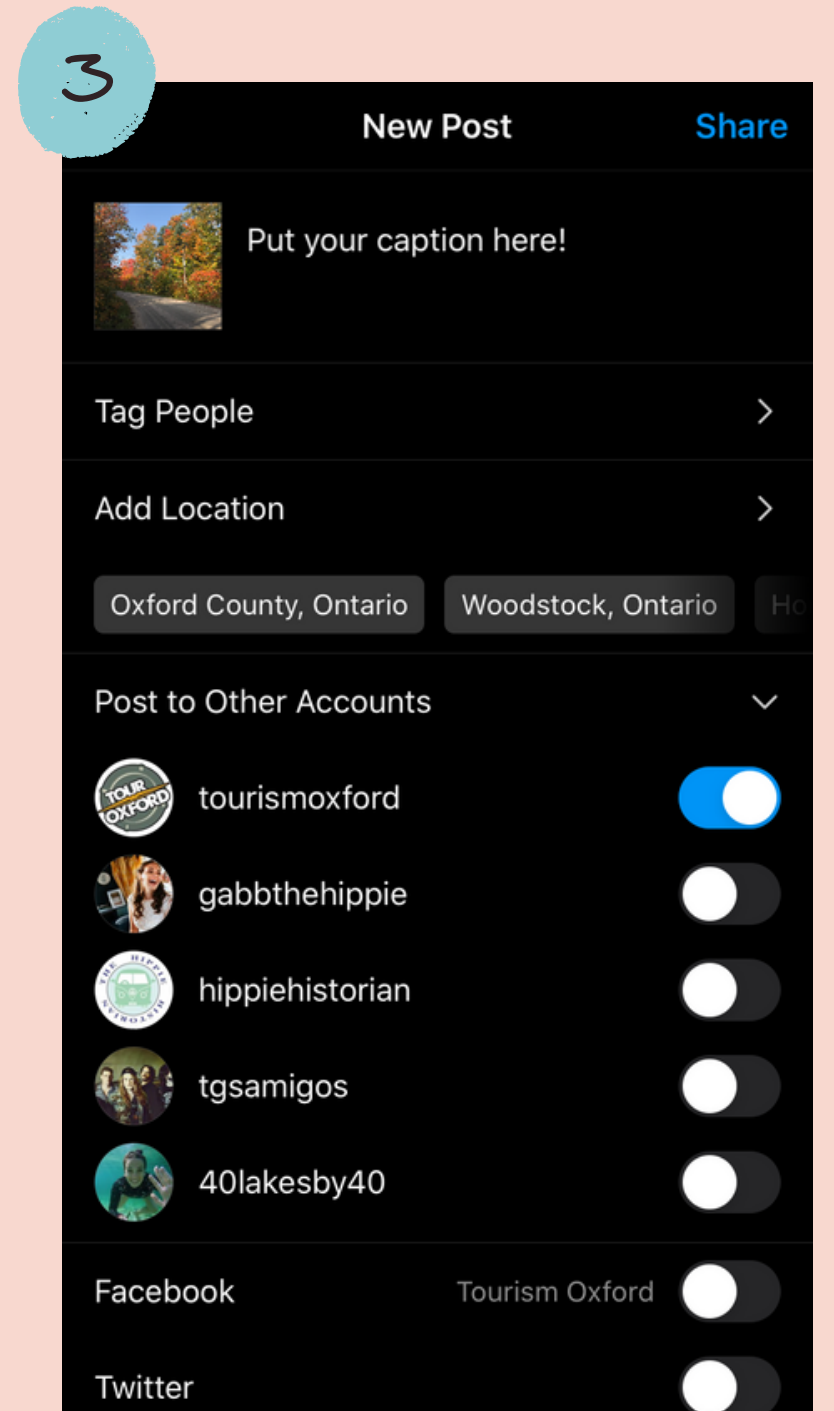
HOW TO POST



Hit this button



Select the photo you want to post from library or take a new one under photo



Fill in with a caption and any other details. Then hit share!



earlybirdcoffeewoodstock
Oxford County, Ontario



Liked by dwellurbanboutique and others

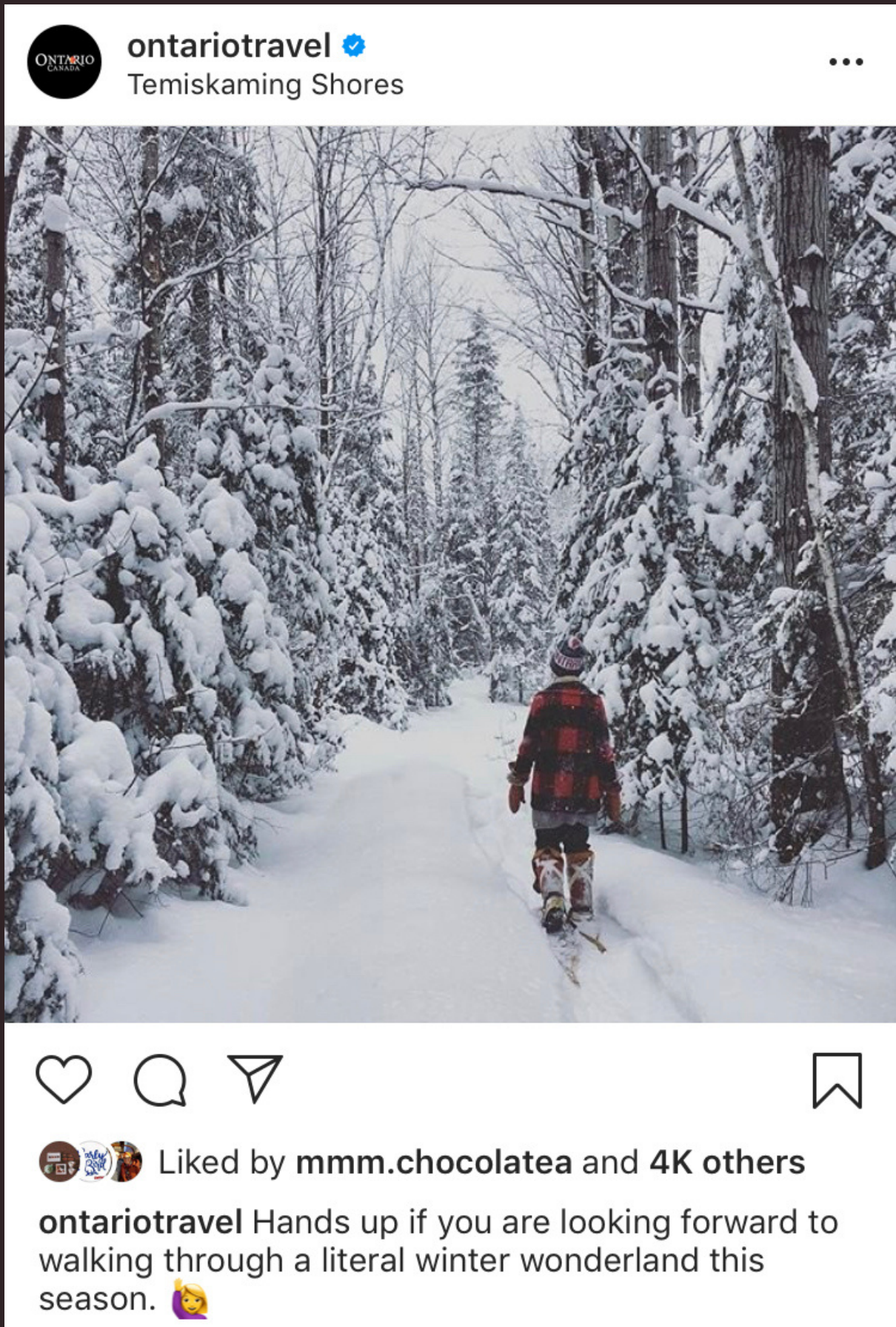
earlybirdcoffeewoodstock Coffee "sips" will soon be available for tourists and of course - - -> for our beloved LOCALS! 🐕🌿 #coffeeflights

We wanted to create an experience similar to a flight of beer for our 'Roasting Labs' and for anyone stopping by the roastery to learn all things coffee.

WHAT TO POST



Use a post to tease your audience of something that's coming. It's a great way to generate excitement!



WHAT TO POST

-
-
-
-

Post photos and captions that inspire your audience. Help them envision themselves in your shop, restaurant, park etc.

 **topsyfarms**
Topsy Farms



♡ 💬 📍 📌

Liked by [wildlife_gardening](#) and others

topsyfarms Phoenix Update

Phoenix the lamb begins her physiotherapy journey

WHAT TO POST



Give your audience a look behind-the-scenes.



WHAT TO POST

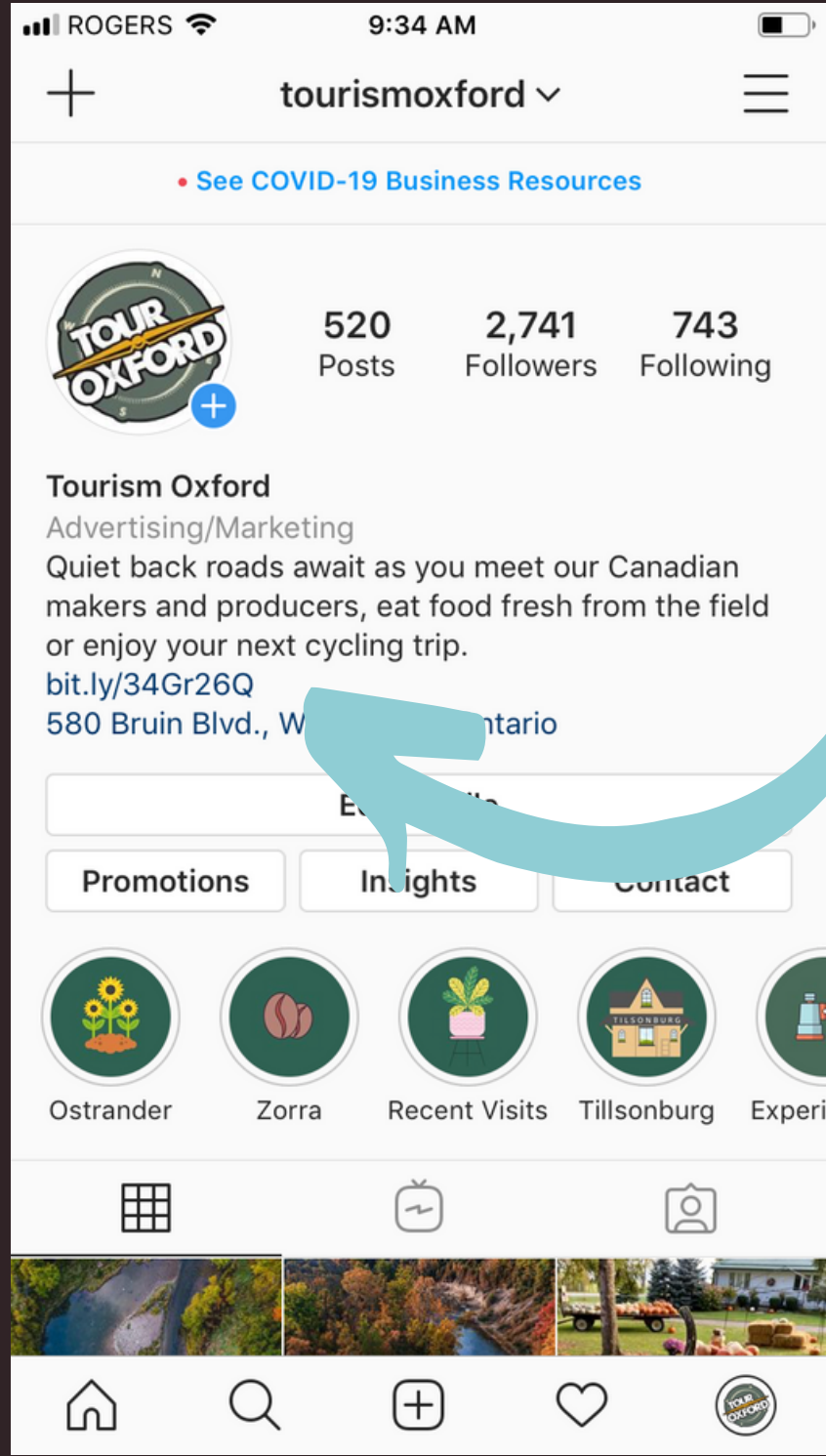


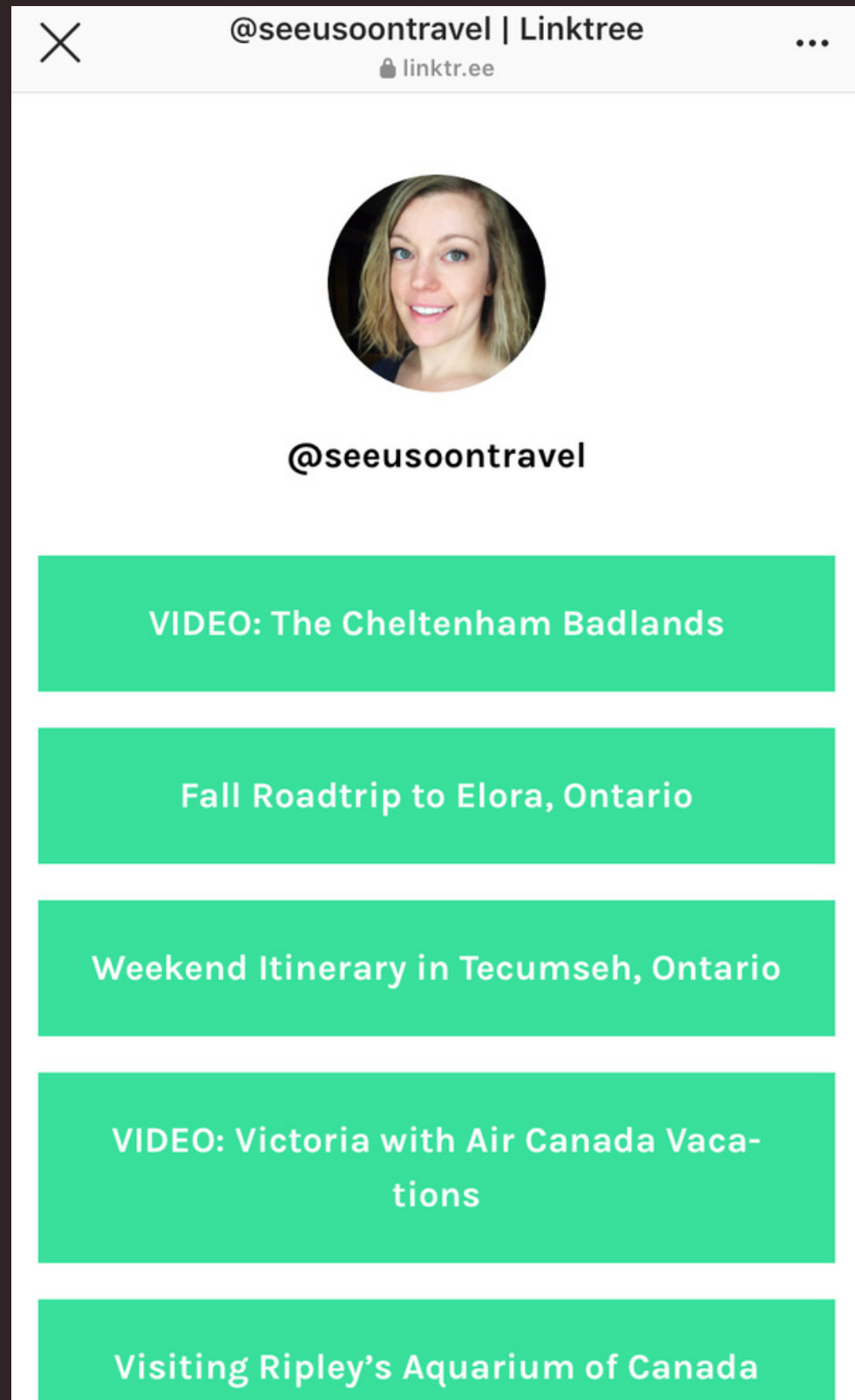
Posts that tell a story! Don't be afraid to get creative with your writing and dive into company history, what inspired you to do something etc.

LINK IN BIO

Edit your profile and make the link your website or wherever you would like to drive people to. Note: we use bitly to shorten our links. Not required!

In your post, tell people that there is more information at the link in your bio.





LINKTR.EE

A website that helps you create a list of links that all drive from the link in your bio. Users hit your link and it brings them to a curated selection of content.

POSTING BEST PRACTICES

- Do your best to post clean, nice-looking photos
- Make use of the "link in bio" option
- Have fun!



To Hashtag or Not to Hashtag

THAT IS NOT REALLY THE QUESTION.

#YOUcandoIT

What a hashtag is, what hashtags you should be using and why

- Words that start with a # sign to identify specific topic. Users can click that hashtag and see all the posts using it.
- Some of the hashtags we use: #TourOxford #discoverON #ExploreCanada #OxfordCounty
- The Hashtags you use will vary based on what you're posting about
- Look at what your competition is using

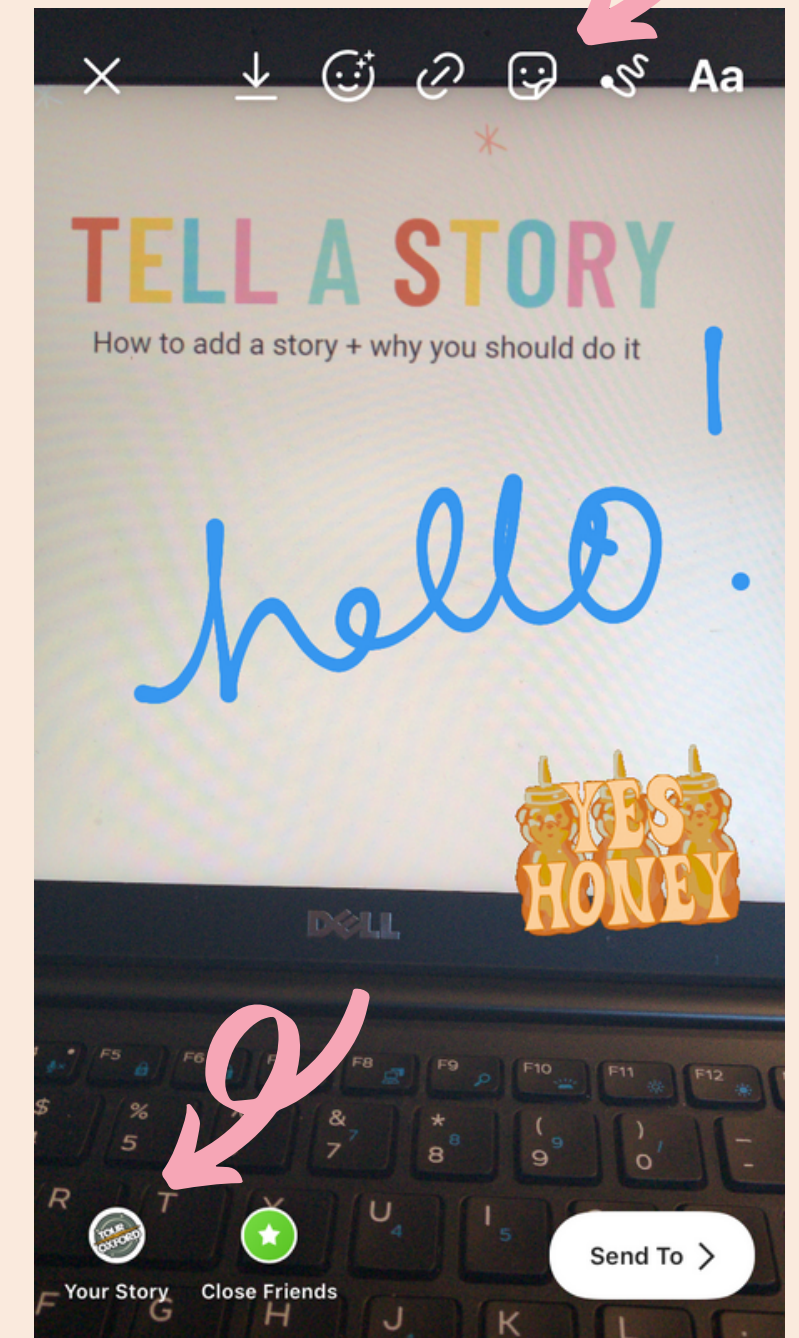
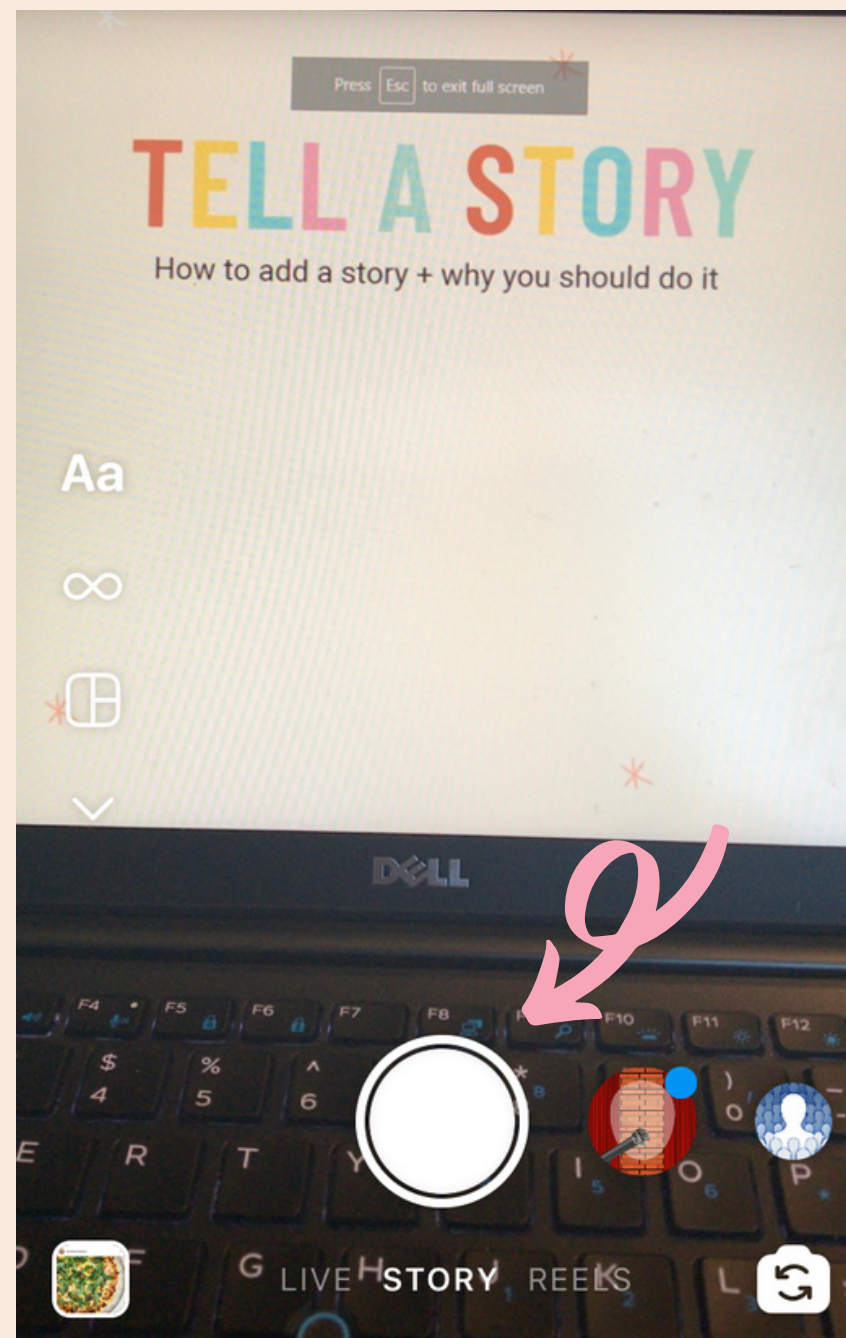
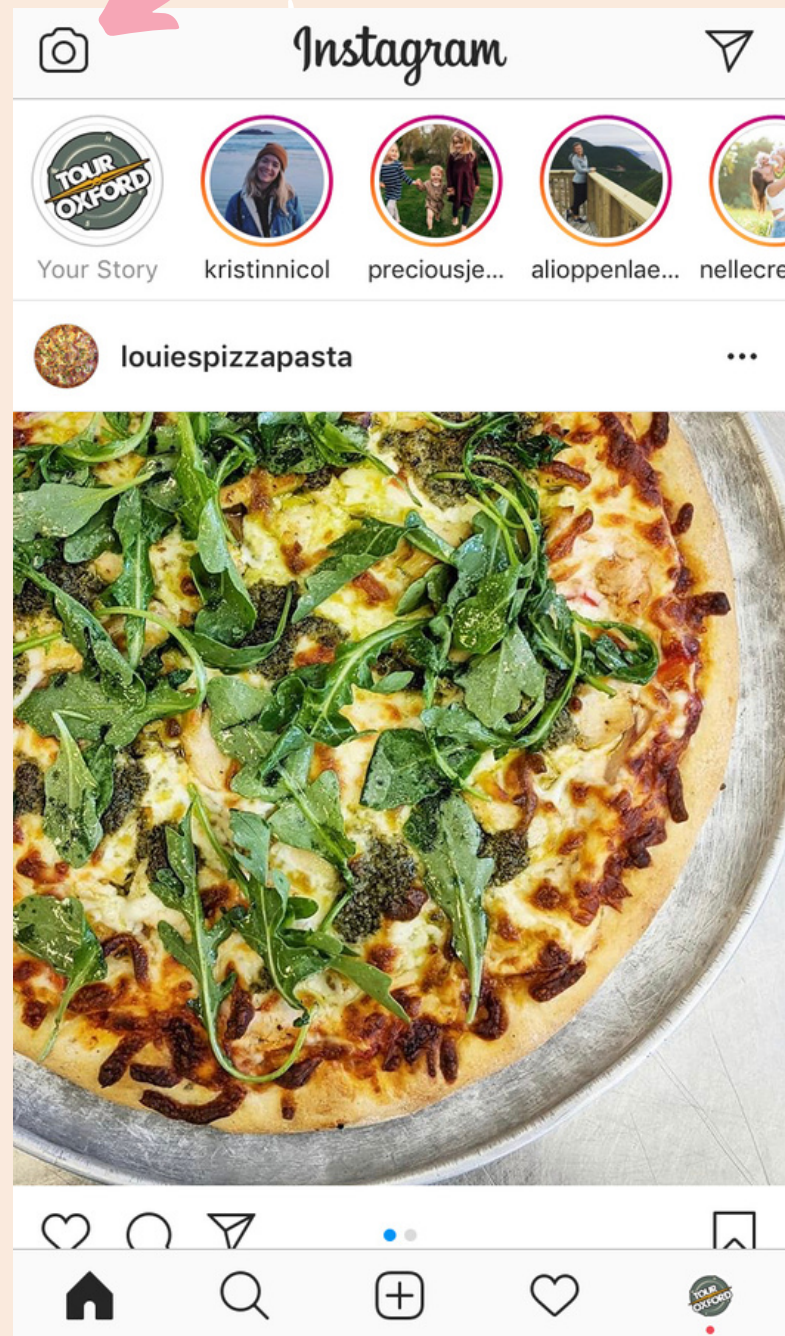


Instagram stories
& Highlights

LET'S GET CREATIVE

TELL A STORY

How to add a story





A GREAT STORY *



Uses video! Tell us about a new product, experience or something happening with your business. Video typically outperforms photos AND it helps the viewer get to know you.



A GREAT STORY



Informs, excites and causes anticipation.
Consistency is key!



A GREAT STORY



Engages with the audience. Don't be afraid to use polls and questions (found under the sticker bar) to engage. It's a great way to get to know your potential customers too.

STORIES BEST PRACTICES



- Uses video
- Is authentic: be yourself. Nobody else has your voice!
- Tags other businesses that you're talking about (that allows them to add your stories to theirs)

HIGHLIGHTS



shawsicecream

176 Posts 4,779 Followers 286 Following

Shaw's Ice Cream
Crafting traditional hard ice cream in Ontario since 1948 🇨🇦 NEW: Soft Ice Cream 🍦
Serving YOU: Open daily 11 am-8 pm!
SQF & COR Certified ⭐
www.shawsicecream.com
6598 Sunset Road,
Followed by [jatinderuppal](#), [ontsouthwest](#) and 44 others

Following Message Contact

Where to Buy Flavours Hours FAQ

applepietrail

600 Posts 2,269 Followers 290 Following

Apple Pie Trail
🍏 Culinary adventure 90 minutes North of Toronto
🏔️ Niagara Escarpment
🌊 Georgian Bay
📸 : Use #ApplePieTrail
linktr.ee/applepietrail
796455 Grey Road, Unit #2, The Blue Mountains, Ontario
Followed by [ontario_by_bike](#), [yourfarmmarket](#) and 40 others

Following Message Contact

Thanksgiving Good Eats Ciders + Trail Stops Ap

Tourism Oxford
Advertising/Marketing
Quiet back roads await as you meet our Canadian makers and producers, eat food fresh from the field or enjoy your next cycling trip.
bit.ly/34Gr26Q
580 Bruin Blvd., Woodstock, Ontario

519 Posts 2,713 Followers 742 Following

Edit Profile Promotions Insights Contact

Ostrander Zorra Recent Visits Tillsonburg Experi

HIGHLIGHTS BEST PRACTICES



- Think about it practically- what questions can you answer for your customer base?
- What's the best way to sort?
- Bonus: can you make it pretty?

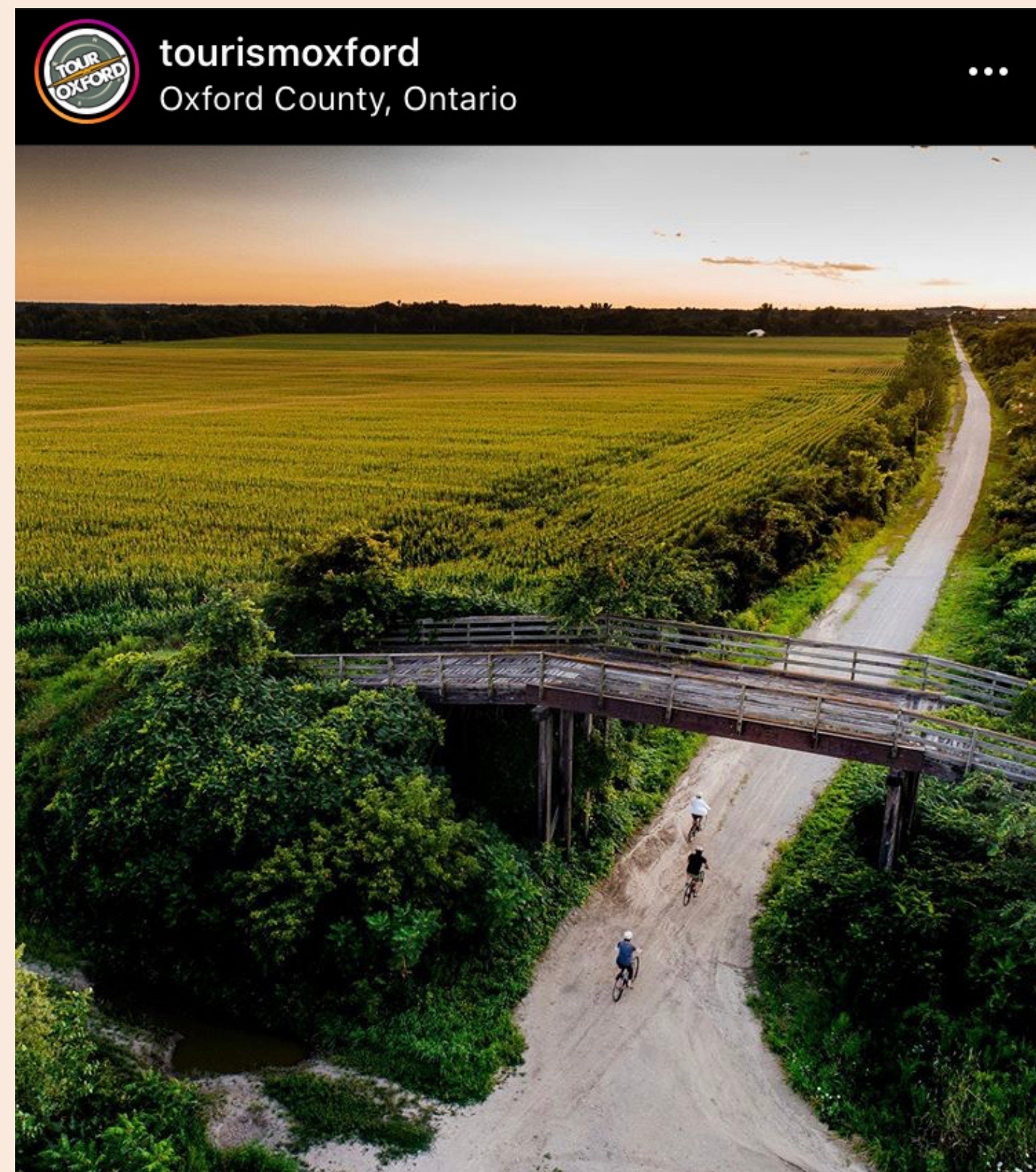
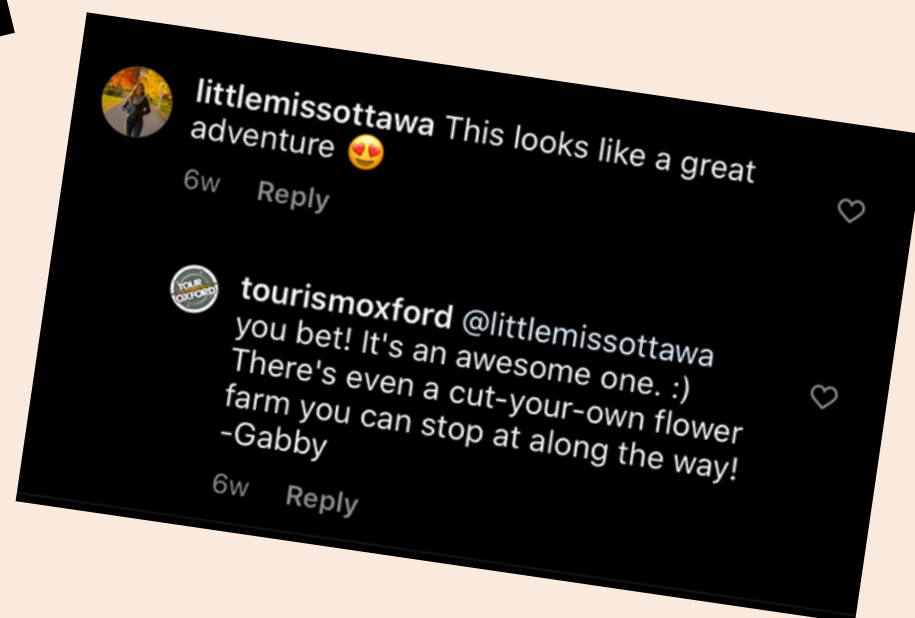
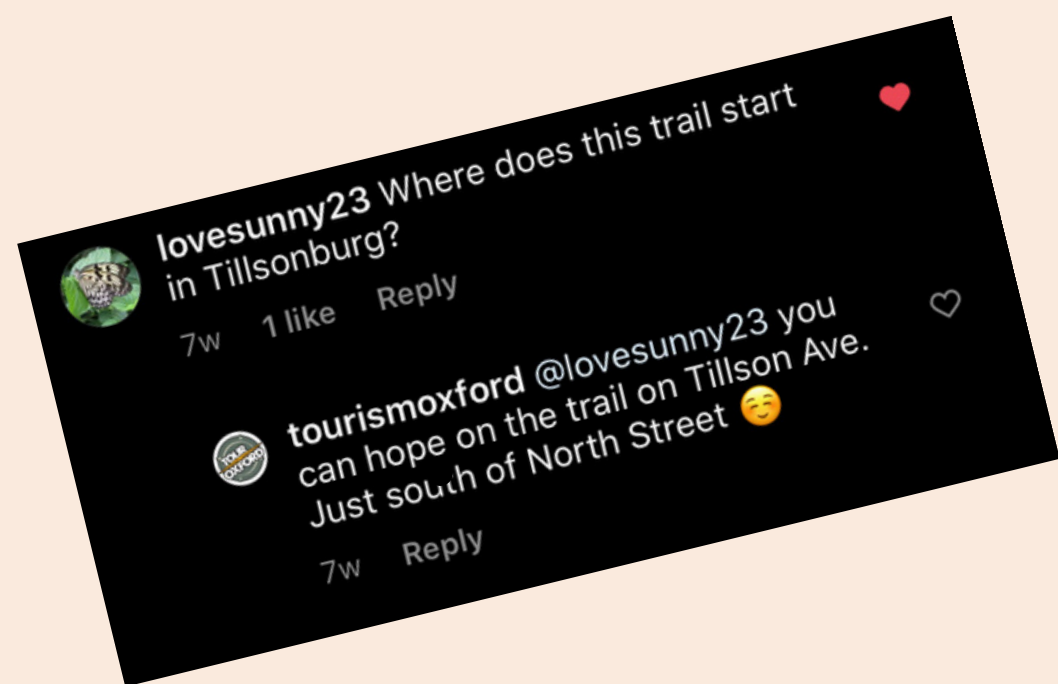


Let's Talk Content

**GIVE THE PEOPLE
WHAT THEY WANT
(A FEW TIPS)**

KEEP THE CONVO GOING.

It's all about engagement.



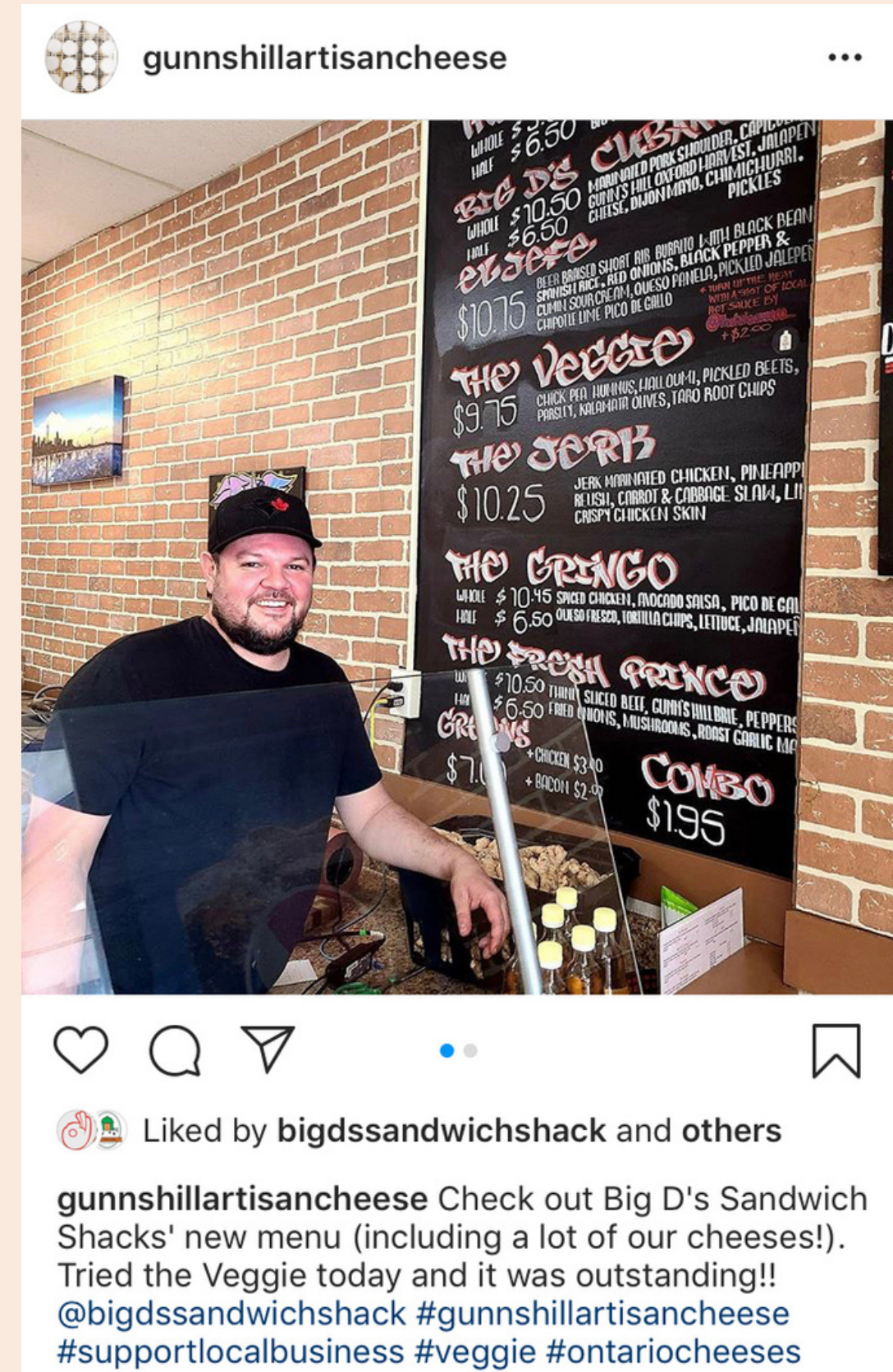
THE BEST CONTENT HAS YOUR VOICE.

Nobody else has to say exactly what you have to say. Be you! Tell your story. Make them feel like they're a part of something.



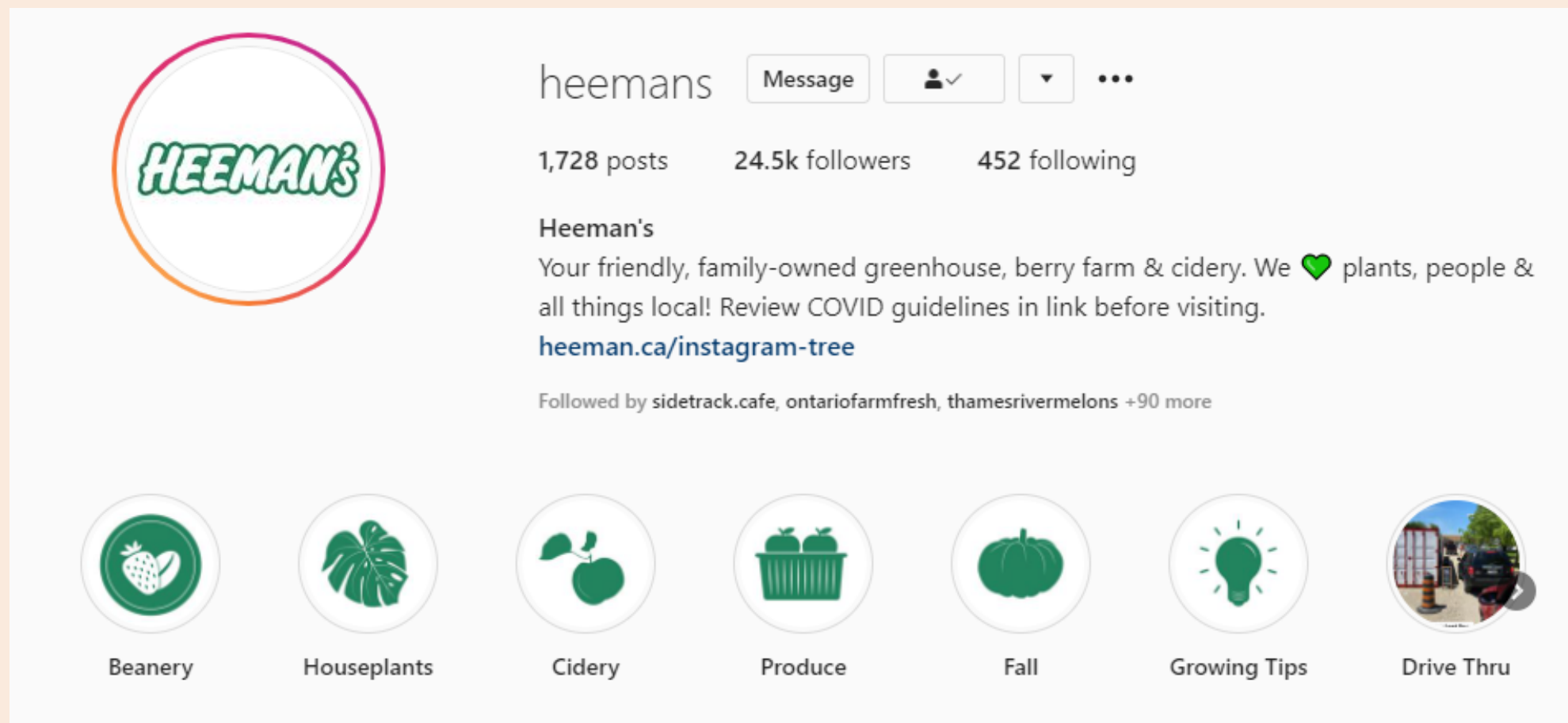
PARTNERSHIP.

Instagram is better when we're together!
Partnership products, appreciation for another local bizz etc. go over REALLY well on Instagram. Just like on Facebook be sure to tag them in your post by typing @ and then their handle. Ex. @TourismOxford.



INSTAGRAM RIGHT NOW.

Now more than ever, it's important to inform your customers and make them feel safe.



The screenshot shows the Instagram profile for 'heemans'. The profile picture is a circular logo with the word 'HEEMAN'S' in a stylized font. The bio reads: 'Heeman's Your friendly, family-owned greenhouse, berry farm & cidery. We ❤️ plants, people & all things local! Review COVID guidelines in link before visiting. heeman.ca/instagram-tree'. Below the bio, it says 'Followed by sidetrack.cafe, ontariofarmfresh, thamesrivermelons +90 more'. At the bottom, there are seven category icons: Beanery (strawberry), Houseplants (monstera leaf), Cidery (apple), Produce (basket of apples), Fall (pumpkin), Growing Tips (lightbulb), and Drive Thru (car at drive-thru).



The screenshot shows a COVID-19 guideline poster. At the top, it says 'COVID-19 20w'. The main heading is 'Your cooperation in following these guidelines is appreciated!'. The guidelines are listed with corresponding icons: 1. Mask icon: 'If you're sick or feeling unwell, please stay home!'. 2. People icon: 'Limit of 1-2 people per household. Shop individually (preferred) or maximum groups of 2 if you're collecting heavy items.' 3. Shopping cart icon: 'Shoppers must use a shopping cart. No cart, no entrance—we're limiting our shopper count by carts.' 4. Mask icon: 'All staff will be wearing a mask, we appreciate you bringing yours. If you don't have a mask one will be offered to you.' 5. Hand sanitizer icon: 'We've increased our sanitization practices. Please limit what you touch in store.' 6. Hand sanitizer icon: 'Use of hand sanitizer is mandatory before entrance.' At the bottom, there is a 'Send Message' button.

INSTAGRAM RIGHT NOW.

Show the expectation visually. People don't know if you're alone in your shop or in the same bubble as somebody in your video. That's why it's best to:

- Wear a mask
- Maintain 6 feet of distance

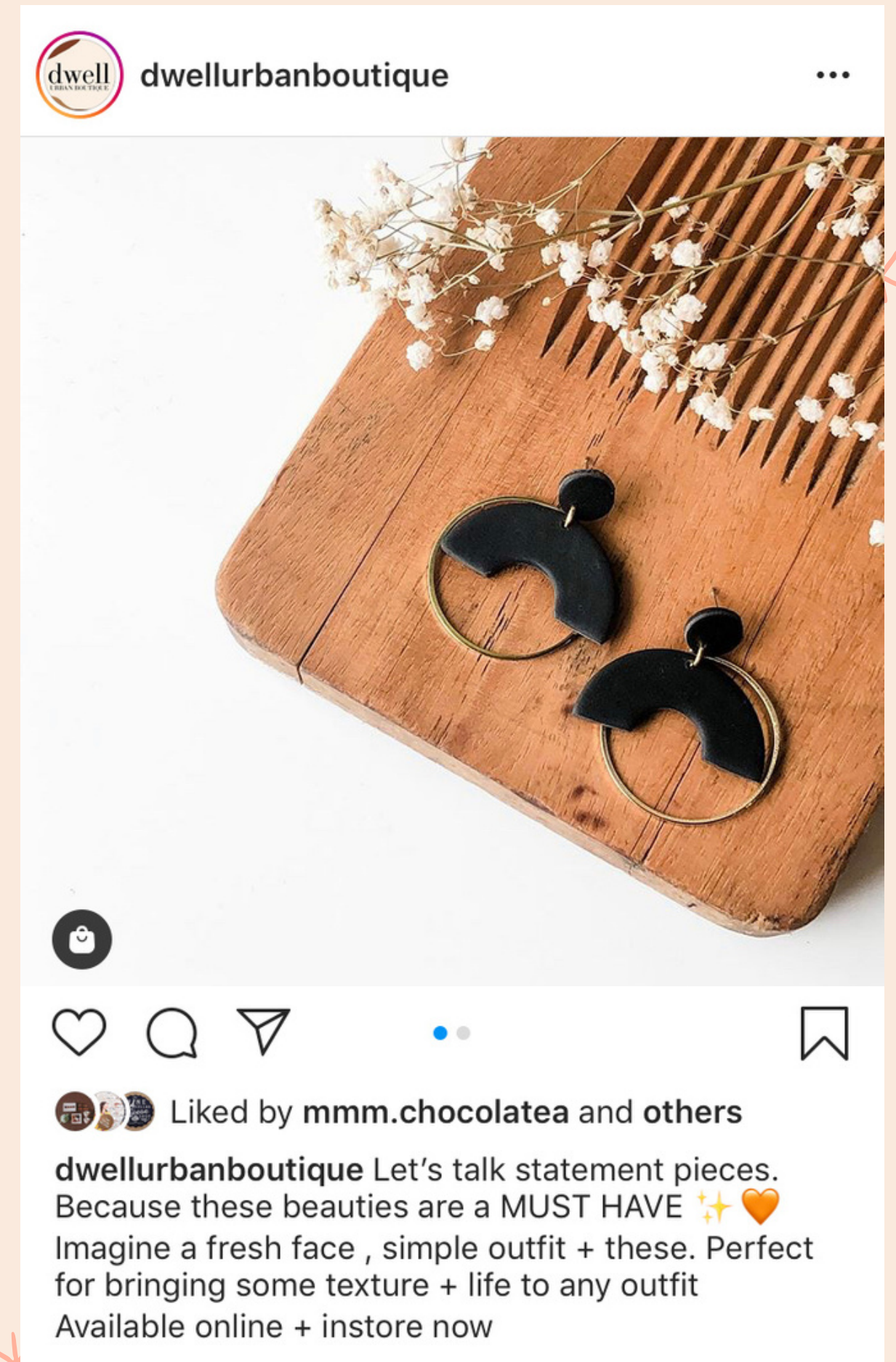
People want to feel safe before coming to your location. Show them what they can expect.



INSTAGRAM RIGHT NOW.

Particularly as we head into the holiday season, it's important to keep in mind that people will not be browsing the way they normally would.

- Use Instagram posts and stories to show what product you have in store (get them excited), video tours are always awesome
- Make it very clear what their options are: contactless pick up, shop in store, shop online?



INSTAGRAM 102

Things to look into once you've nailed down the basics:

- IGTV: Longer videos, allow you to post more and also swipe up to a link even when under 10,000 followers
- Instagram Reels: It's like TikTok...except it's on Instagram



QUESTIONS?

GET IN TOUCH

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519-539-9800 x 3358

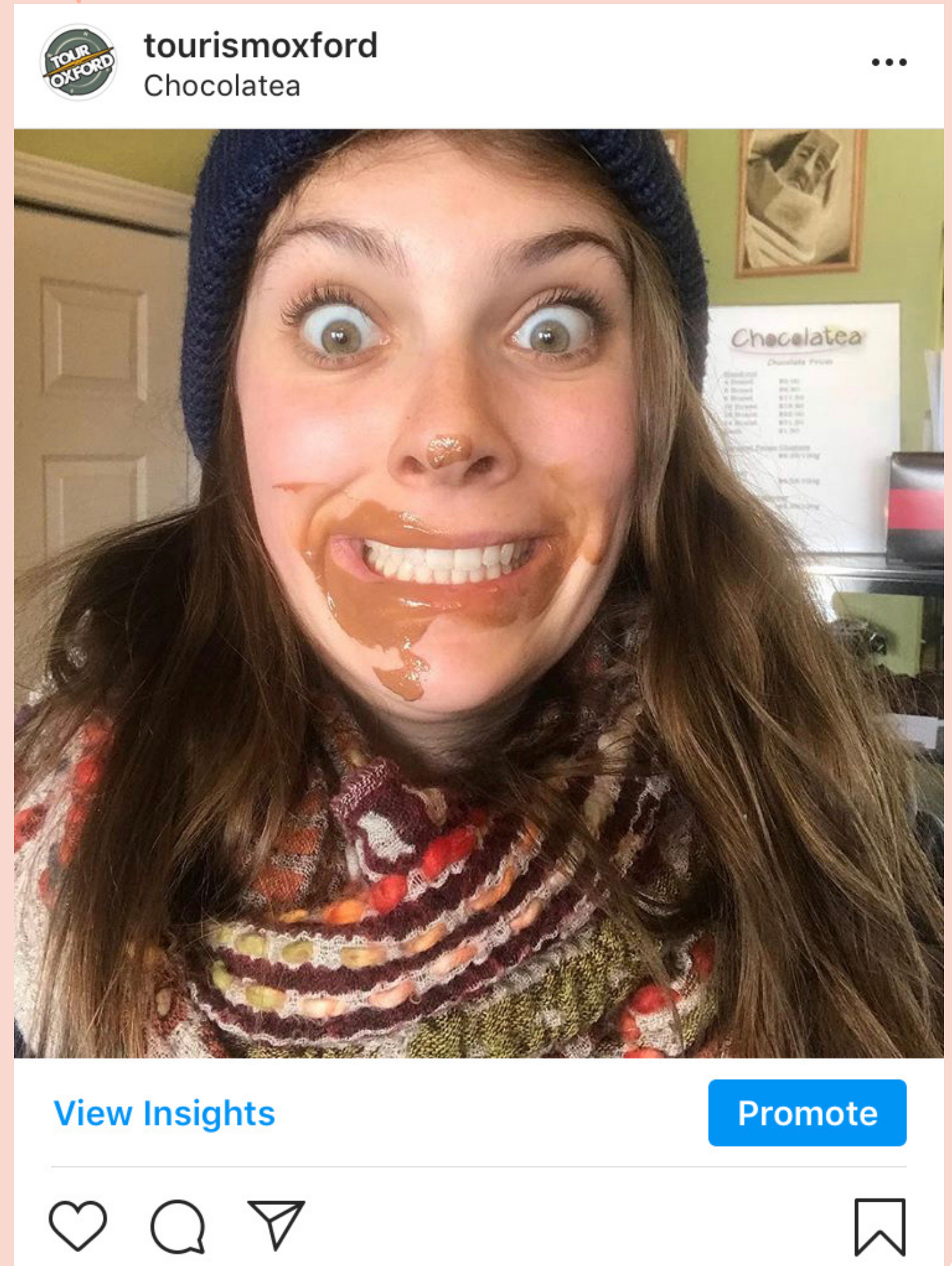
226-228-2508 (cell)

Find me on LinkedIn

Book a 1-on-1 call!

Plus don't forget to follow us on Instagram!

@TourismOxford



* SPARK MENTORSHIP PROGRAM

The Ontario Tourism Innovation Lab is bringing their Spark Mentorship & Grants Program to Oxford County. If you have a new tourism idea you want to bring to life, this is a really cool program. Info sessions October 27th and November 2nd.

[Register for Session 1](#)

[Register for Session 2](#)