



Creating Communities on Instagram

By Sophie Hansen, November 2022

Here's what we'll cover today

- What is your goal/offer?
- Who is your Sally?
- Getting your house in order
- What are you going to post?
- How are you showing up?

Then the technical stuff....and Reels!

PLEASE PLEASE ask questions as we go so I don't miss things you need to know.



Work with Instagram – not against it!

- Instagram is always changing, and if we want to keep using it to reach our people, we need to change with it.
- We aren't owed 100% reach.
- Ultimately Instagram wants people to spend longer on the app so they can show them more ads, so if your content is high value and engaged with, they'll show it to more people and you're off and away!

Read the clues

Follow the @creators IG account, look at the top stickers in features.

*RivalIQ 2022 Social Media Industry Benchmark Report



Just do it!
*It'll get easier and you'll get
better with every post.*



YOUR GOAL?

Why are you on IG in the first place?

What resources do you need to
commit to achieving this goal

What is your offer and when did you
make it last?

Possible conversion goals

Sign ups

More people on your
EMAIL newsletter list

Sales

OBVS this is the big one!
Growth in sales is what we
all want...

Brand awareness

Recognition - the first step
in the marketing 'funnel'

Advocacy

Your current followers to
advocate for you and
share your posts/profile

Media/PR

To get on the 'radar' of
media so they might write
stories about you/feature
you on their channels

Connections

Connect and collaborate
with like minded people

HUB AND SPOKE

Your conversion goal is your hub.

Every spoke needs to point right to it

It will change as your business changes.



What is your offer?

When was the last time you made your offer?

On average, people need to hear your message 7 times before they'll take action.

So look back through your channels and check - when was the last time you said, hey, this is what I do, here's how you can get it?



If you don't make it offen...

- You lose momentum.
- People get confused about what you're all about.
- You get disheartened because all that effort isn't moving the needle.



Action stations



WHAT IS YOUR GOAL RIGHT NOW FOR YOUR INSTA?

In one line, off the top of your head, write down what you need your time on IG to convert to? And how will you measure it?

WHAT IS YOUR OFFER?

Write down what you are offering up on your IG. Share it today!



WHO IS YOUR SALLY?



WHO IS YOUR SALLY?

Write down her age/where she lives/what keeps her up at night/what problems you can solve for her

What value will she get from your posts?

Write your posts with her in mind

Talk to the camera in stories **DIRECTLY TO HER**

Share what you know with her

Have a conversation with her



ALWAYS WITH EMPATHY

Show don't tell.

Delight.

WHY NOW.

Be useful to your person.

Nurture the followers you have.

WIIFM



Action stations



DEFINE AND DESCRIBE SALLY

- What keeps her up at night?
- What problems does she have?
- What connection points do you have with her?
- How does your product or service make her life better?



*People don't buy what you do,
they buy why you do it*

Simon Sinek



LET'S
LOOK AT
YOUR
MAG
COVER



FASHION REFRESH

elle

real-life reno

MOTOR

marie claire

GALAH.

real living

OK!

Nicole's BEST BODY EVER!

V

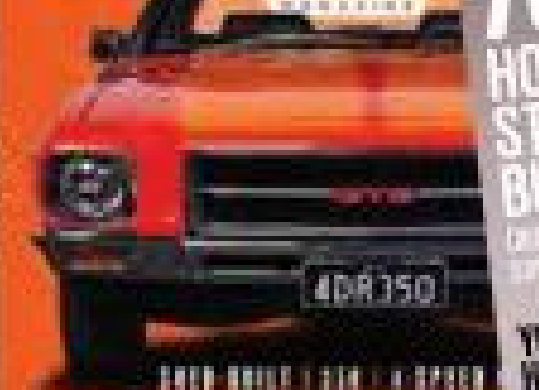
Beauty's IT LIST



UNION

DUST

76 HOT STYLE BUYS



Women's Health

'I'M REAL FOR A FREE

DOLLY

HOME BR

LEVI



Be your own mag!

Think of your Instagram feed as a lifestyle magazine with your product or service at its heart.

For example; Galah has a table of contents ranging from book reviews to interviews and recipe features.

They're all different topics but they all FEEL like Galah.

So maybe start sharing things you love, podcasts you listen to, the coffee cup you use every day (ideally who made it and why you love it)...share posts that 'feel' like you, like they've come from the same place.



kitchen_to_table



1,690
Posts

2,985
Followers

1,489
Following

Kitchen shop + cooking classes

Shopping & retail

Celebrating & sharing all things food!

Lovers of things for our kitchens, homes and entertaining.

linktr.ee/kitchen_to_table

2/22 Coldstream Street, Yamba, New South Wales



Followed by **galah.press**,
somethingtoeat_somethingtoread
and **20 others**

View Shop

Following ▾

Message

Contact



Cooking Cl...



Picnic Seas...



Gift Guides



Yamba Gar...

Please consider changing your profile photo from your logo to a picture of yourself.

Remember - people buy from people!

It's much easier to connect with someone when you can see their smile!



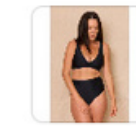
1,020 Posts 15.5 k Followers 2,372 Following

H a k e a ~ S w i m

Hakea is for water women. For a life that celebrates leisure and adventure. For that state-of-being, feeling uninhibited and free. #hakeawoman

www.hakeaswim.com

Followed by briony_marshall, edwina_b and 4 others



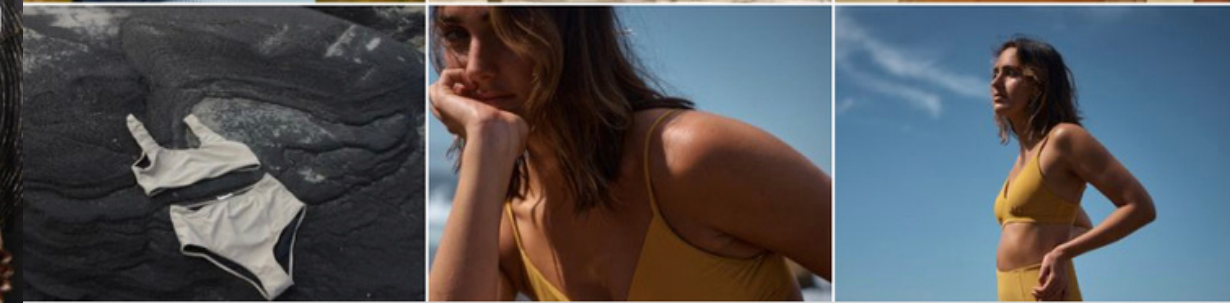
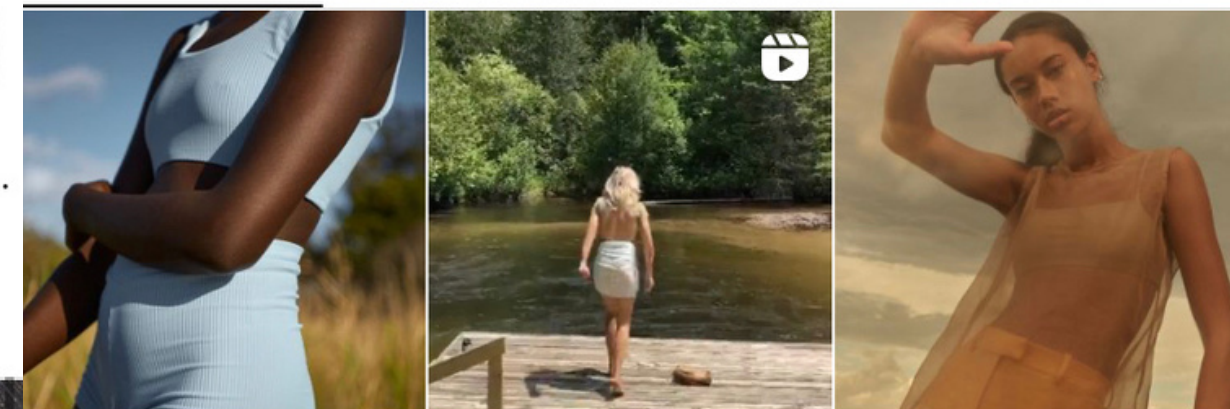
View Shop

99+ products

Follow Message Email



Journal Surf Donating To New Woman



1,645 Posts 44 k Followers 2,478 Following

Sophie Hansen

Welcome to my scrapbook of seasonal recipes and stories from our farm near Orange.

Click for news & '5 Things to be Cheerful About'

Thanks!

linktr.ee/locallovely

View Shop

Edit Profile

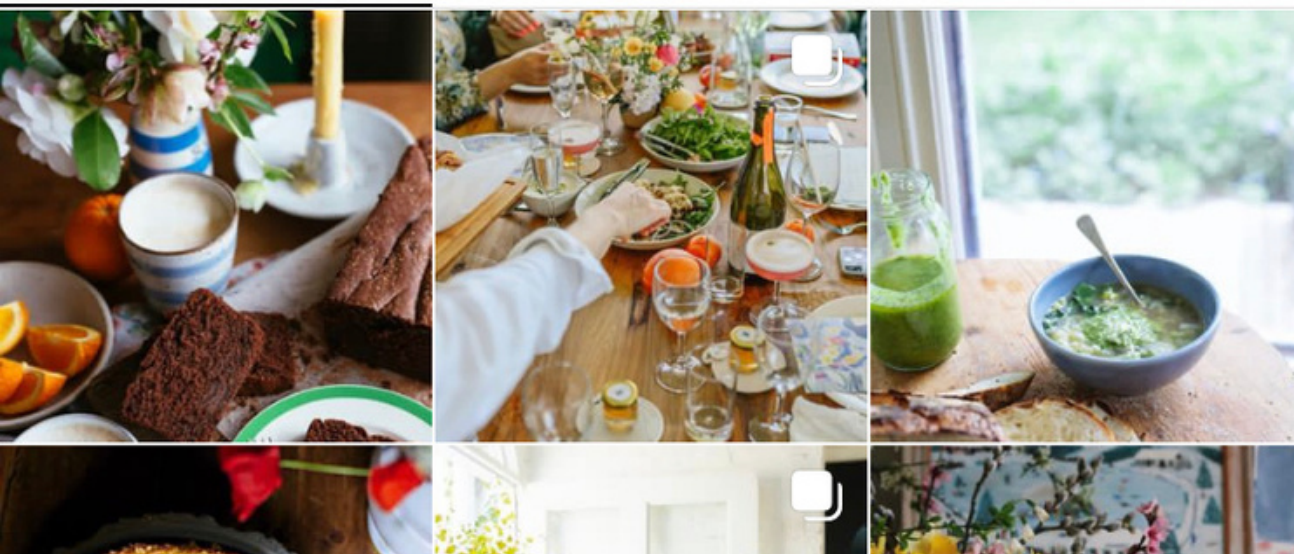
Ad Tools

Insights

Email



Traybake T... New book Small biz S... Lamb shoul... Sour syrup



6,402 Posts 58.2 k Followers 7,502 Following

Alice Zaslavsky she/her

Kitchen/cooking

E'ryday I'm Brusselin'

#1 BEST-SELLER @INPRAISEOFVEG

Cookery Columnist Weekend Aus

Host Sat Breakfast ABC Melb

MornPen/Melb via Tbilisi

linkin.bio/aliceinframes

Followed by danivalent, clementine_ford and 117 others

Following

Message

Contact



#ZsaZsaGa...



Tumami



Cookbook...



#InPraiseof...





1,234 Posts, 6,732 Followers, 1,703 Following

Figs • Quinces • Giftboxes • Choc

Producer

2021 marks 100yrs for our Heward family orchard.

We proudly grow/produce:

- ◆ figs quinces pecans grapes
- ◆ multi-award gourmet food #singingmagpieproduce

www.singingmagpieproduce.com.au/pages/links

Followed by smalltalkpr, kennedyfarmproduce and 70 others

View Shop

Following, Message, Email, and a dropdown menu



Recipe ideas Home cooki... Bees Kitchen Gar... Riverland



269 Posts, 8,335 Followers, 928 Following

Claire Austin | Garden lover

Follow my garden journey | Learning from others | Showcasing western gardens | Selling a range of garden goods & seeds | Small events

near Trangie NSW

www.gingingardenclub.com

Trangie, New South Wales

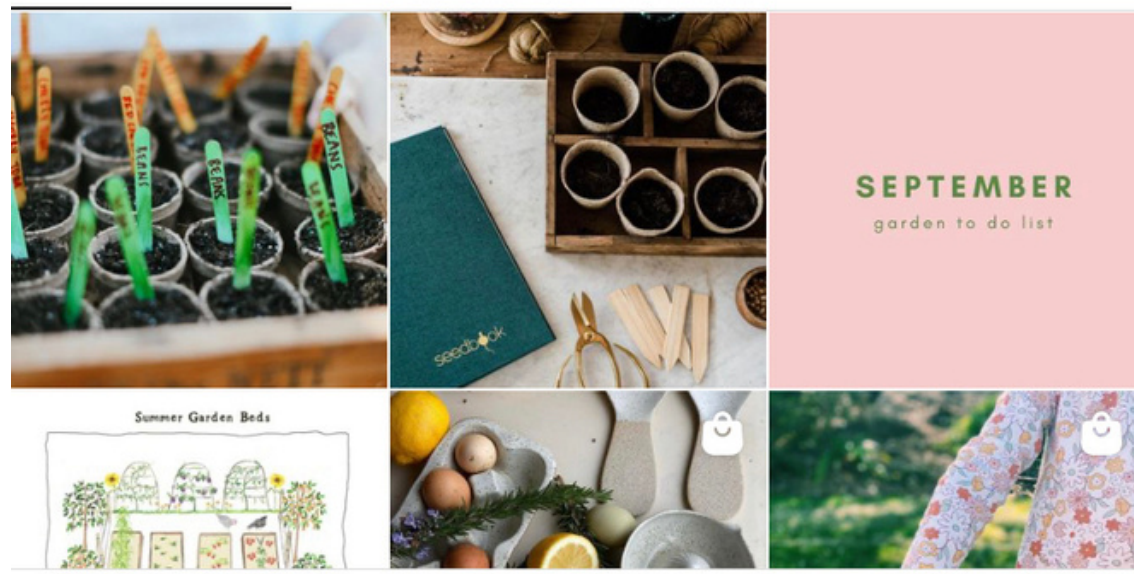
Followed by littlepaddockfarmhouse, jestinyschild and 94 others

View Shop

Following, Message, Contact, and a dropdown menu



Shop Rose Favs Share the lo... Dust Gardens



4,235 Posts, 22.4 k Followers, 7,401 Following

Ms Pip Lincolne she/her

Author

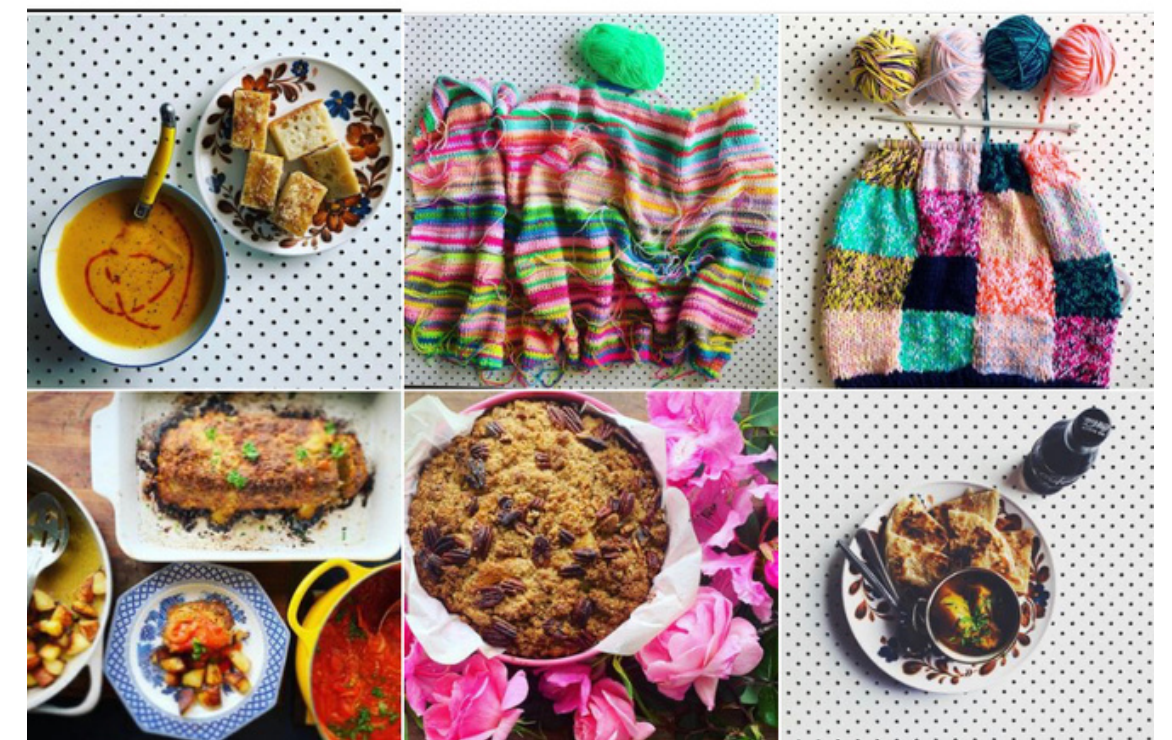
Author | Cook | fully vaxxed | meetmeatmikes.com somethinggoodeveryday.substack.com hungryhungrypippo.substack.com

Followed by janemorrow, beatrixbakes and 34 others

Following, Message, Email, and a dropdown menu



Hungry Hun... Flowers My food Days Like T... Tassie move





734 Posts, 1,013 Followers, 479 Following

The Sage and Clover Health Food Store Local Ethical Organic Wholefoods Helping people live a healthier life Mon,Wed 10-2. Tue,Thurs,Fri 10-5. Sat 10-12 Online shop use link below thesageandclover.com.au Followed by regionality_au, australianhighcountryhoney and 5 others

Following Message Contact

- Sage Recipes, Fruit & Veg!, Mindfulness, Library, Christmas



1,233 Posts, 75.2 k Followers, 2,180 Following

Lauren Aston Designs she/her DIY Knit Kits & Ready Made delights Creative Chunky Knitting Business We ship internationally If urgent, please email www.laurenastondesigns.com/hello-from-instagram Followed by jestinyschild, the_seasonal_ceramicist and 5 others

Follow Message Email

- Introduction, Shop Small..., Mini Mohair, How to knit



538 Posts, 10.4 k Followers, 795 Following

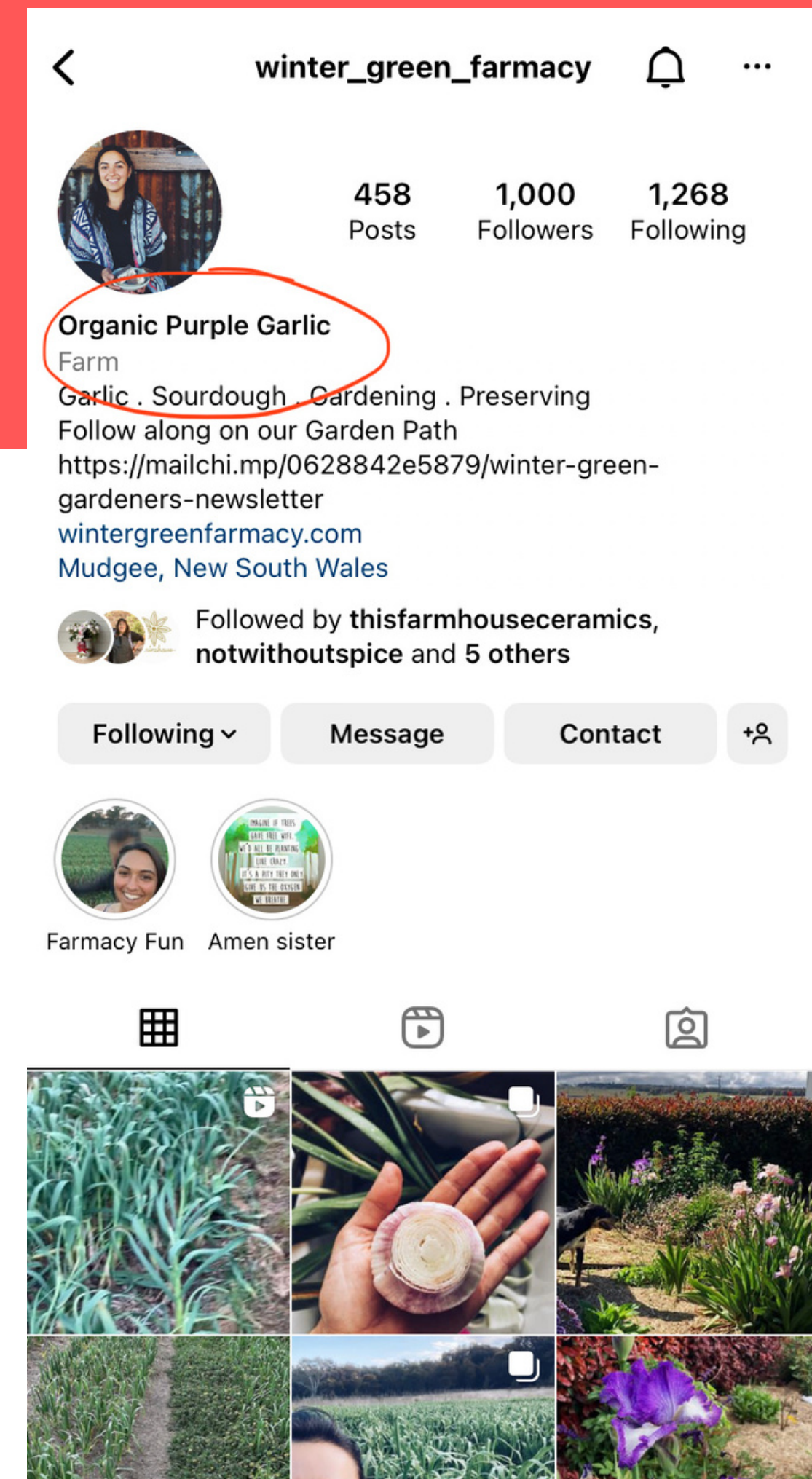
Sean Moran Thanks to living on Gadigal land - Sean's Bondi @seansbondi, Bilpin Springs Farm and High Hopes Roadhouse @high_hopes_roadhouse, Bilpin. seansbondi.com Followed by myffyrigby, _loujohnson_ and 47 others

Following Message



Auditing your home page (magazine cover)

- Is your profile photo/logo clear and inviting?
- Does your bio clearly tell me who you are and what you offer? Does it answer these questions; how interesting is this person? And what's in it for me if I follow them (WIIFM)?
- Does your bio include a verb?
- Does your name include relevant SEO keywords?
- Does your link go to the right place?
- Do your first 9 pics represent you well?



*on your bio - be
clear over clever*



THE INSTAGRAM BIO CHEATSHEET:

A CLEAR AND SIMPLE
PROFILE PICTURE
(GO TO PFPMAKER.COM
TO MAKE YOUR OWN!)

YOUR NAME AND 2-3 SEARCHABLE
KEYWORDS THAT WILL HELP PEOPLE
FIND YOUR ACCOUNT (MATCH IT WITH
OTHER ACCOUNTS IN YOUR NICHE)



587
Posts

233K
Followers

1,321
Following

Lucas O'Keefe | IG Growth Coach he/him

Sharing easy tips and tricks

To help you grow your Instagram 📈

📄 My favourite IG Resources 📄

linkin.bio/thelucasokeefe

SENTENCE 1:
EXPLAIN WHAT
YOU DO

SENTENCE 2:
EXPLAIN WHO/HOW YOU HELP

YOUR CALL-TO-ACTION (WHAT DO
YOU WANT PEOPLE TO DO WHEN
THEY VISIT YOUR PROFILE?)

THE LINK THAT IS RELATED TO YOUR
CALL-TO-ACTION (I LIKE TO USE THE
LINKIN.BIO TOOL BY LATER)



TRY TO SNEAK IN 'CONNECTION POINTS'
REMEMBER...PEOPLE LIKE US, DO THINGS LIKE THIS...

CRAZYPLATELAB

PAPER..
SNOW..
A GHOST!



Be 'the' person (own your niche)

I am 'the' best place for gifts and fashion in Hobart.

I am 'the' best place to stay in town.

I am 'the' place to go for updates and ** insights

I am 'the' best person to do your taxes in Hobart.

Use your story highlights like your website's drop-down menu

1. Start here (FAQs/hours/what you do)
2. About Me (back story/your why/bts)
3. My Offers (what are you offering/selling?)
4. Testimonials (social proof/USG)
5. Shop

Via Vix Meldrew

The screenshot shows a social media profile for 'locallovely', which is verified and has 9+ badges. The profile picture is a woman in a plaid shirt. Statistics show 1,660 posts, 44.3k followers, and 2,500 following. The bio includes a welcome message, a link to a website, and a link to a newsletter. A 'Professional dashboard' shows 51K accounts reached in the last 30 days. Navigation buttons for 'Edit Profile' and 'Email' are visible. A row of story highlights includes 'Cake recipes', 'Podcast', 'My books', 'Newsletter', and 'On the farm'. The bottom navigation bar shows icons for home, video, and profile.

locallovely ✓ 9+

1,660 Posts 44.3 k Followers 2,500 Following

Sophie Hansen
👋 Welcome to my scrapbook of seasonal recipes and stories from our farm near Orange. Click for 📖 news & '5 Things to be Cheerful About' ✉️. Thanks!
linktr.ee/locallovely

Professional dashboard
51K accounts reached in the last 30 days.

Edit Profile **Email**

Cake recipes **Podcast** **My books** **Newsletter** **On the farm**

Measuring your success

What insights/analytics should you pay attention to?


Once a month (or thereabouts) check in on the following to build up a picture of how you're going and what needs tweaking;

- Follower growth rate
- Reach and reach rate
- Engagement
- Also check on individual posts/reels/stories insights to view shares/likes/comments.

According to Later.com, the average engagement rate for feed posts (excluding Reels and IGTV) has decreased by 44% since 2019.

Measuring your success

Reel insights



Egg salad? Love or loathe?
locallovely · Original audio
August 2 · Duration 1:01

62808 1899 82 232 1429

Reach ⓘ


58,350
Accounts reached

Plays 62,808

Content Interactions ⓘ **3,642**

Likes 1,899
Saves 1,429
Shares 232
Comments 82

3:15 ↗



Overview ⓘ

Accounts reached 2,572
Accounts engaged 3
Profile activity 4

Reach ⓘ

2,572
Accounts reached

2,558 Followers • 14 Non-followers

Impressions 2,572

Reach

Last 7 days ▾ 18 Aug - 24 Aug

636
Accounts reached
-6.7% vs 11 Aug - 17 Aug

Reached audience ⓘ

Top towns/cities

Town/City	Percentage
Vancouver	52.8%
Richmond	4.2%
Toronto	4.2%
Burnaby	4.2%

To: Car, Me, Uni, Uni

Followers and non-followers
Based on reach


Followers

Last 7 days ▾ 18 Aug - 24 Aug

548
Followers
+0.9% vs 17 Aug

Growth

- Overall 5
- Follows 10
- Unfollows 5



18 Aug 23 Aug



WHAT
TO
POST?

The dreaded algorithm

Instagram's algorithm sifts through the HUGE amount of content on the app and shows you/people things based on three main factors;

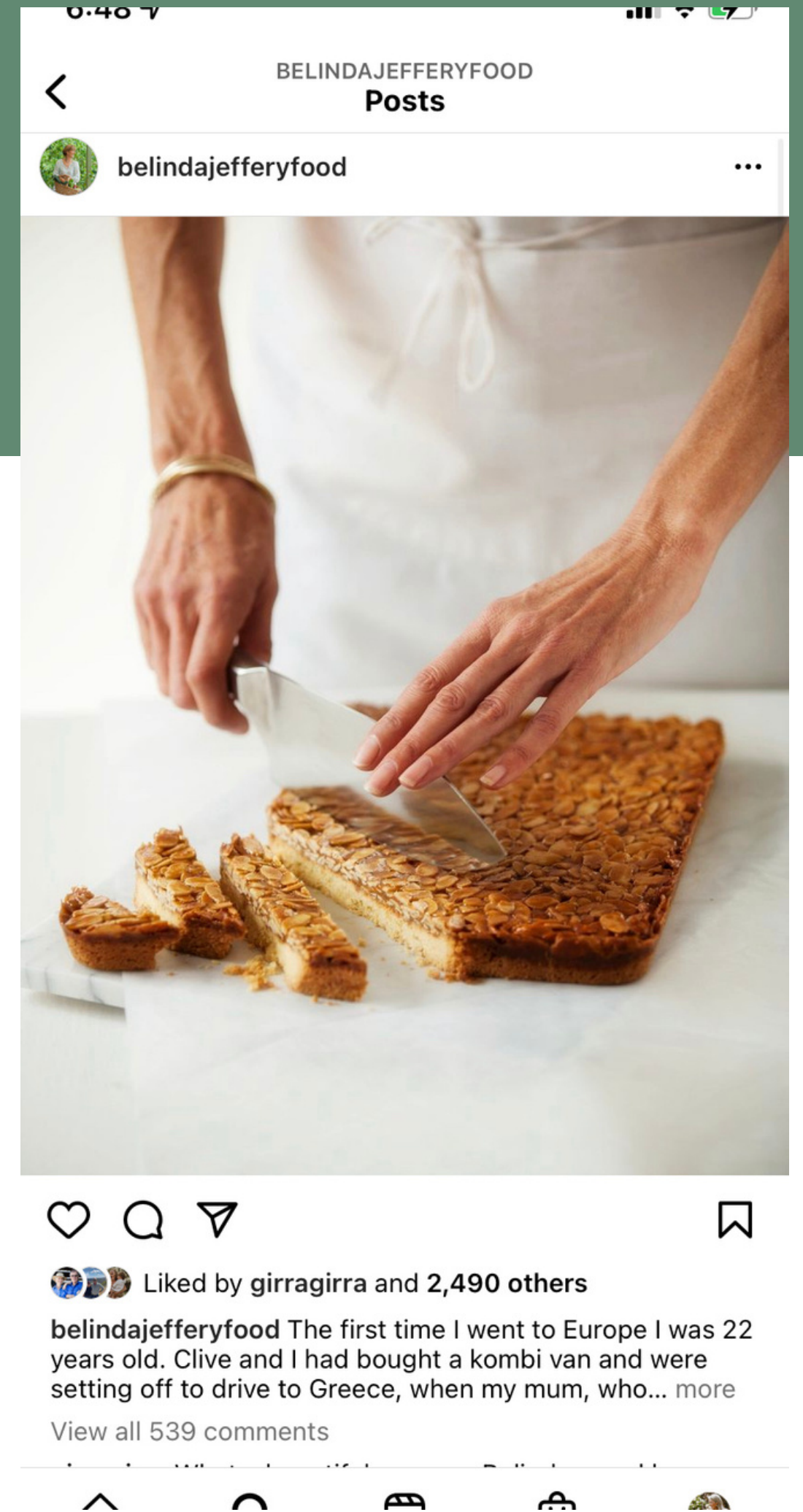
Interest- So post high-quality content people want to and will interact with.

Engagement - "The better your relationship with others, the more IG will prioritize showing your content to them," Lucas O'Keefe.

Recency - Have a content plan and show up consistently. Mon-Weds-Fri for example, with stories on the days between.

*So how do you stay consistent?
Have a plan...*

Decide to post one or two 'value' posts every week - do it at the same day and at the same time.



How to/Diy

Recipes, tutorials. For eg;

- Recipes
- Gardening tips
- How to style something
- how to do something

Be generous with what you know!

Social proof

Customer stories, testimonials

Recommendations /lists

eg 3 podcasts to listen to in the studio this week, 5 ways to wear my scarves etc

Answering Q's

Mythbusting, answer FAQs, something you didn't know about me.. Or ask your people what they want to know?

Inspiration

Eg floral
friday/motivational
monday or share people you love and why we will too, quotes etc.

Work in progress

Share weekly updates from the studio/office/farm
Share your business story in chapters, Do a live or reel from the shop every Tuesday

When choosing your topics, ask yourself these three questions...

What kind of content do you love to create

Reels? Carousels? BTS stories? Live interviews? Graphic posts?

It will probably also be the kind of content you enjoy consuming!

What kind of content is performing well on Instagram right now?

It will be the content Instagram is showing you in your feed! Probs video.

How much time do you have?

This has to be sustainable and achievable for you.

For example, I have a kitchen shop (eg Essential Ingredient) ...

Every Monday morning I'll do a walk around of the shop (Reel as a feed post).

Every second Wednesday evening/6pm - I'll post a Friday night platter and playlist reel.



For example, I am a ceramicist ...

Every Monday - I'll share a recipe for something delicious looking great in my bowls,.

Every Wednesday -I'll share a reel with latest shop updates.



consistency is the thing...

People do business with people they know, like and trust, and consistency builds trust

Consistency in the content you share

Have a content plan so you consistently show up with regular features

Consistency in the way you post

A consistent tone of voice and style of image. Your feed doesn't need to be perfect but it all has to have your 'feel'. Own a colour, an emoji, a font.

Remember - Tone of voice shows up in your replies too - keep it consistent here!

Consistency in when you post

Create reading habits



growwithvix

DO YOU REALLY NEED AN AESTHETICALLY COHESIVE GRID?

TAKE THESE THINGS OUT OF YOUR CAPTIONS

5 THINGS THOSE 'GOOD' AT INSTAGRAM ARE - THAT YOU'RE NOT

3 THINGS YOUR PROFILE PIC NEEDS TO GET NOTICED!

HERE'S WHAT NO ONE WILL TELL YOU ABOUT

4 MISTAKES I'VE MADE WHEN TEACHING ABOUT INSTAGRAM

THE MAIN THING IS TO KEEP THE MAIN THING THE MAIN THING

THE UPS AND DOWNS OF MY BIZ - 2020-2021

THE KEY TO MAKING 'VALUABLE' CONTENT THAT MIGHT SURPRISE YOU

WHAT REALLY GOES INTO CONTENT CREATION AND WHY IT'S NOT JUST TAKING A PIC

5 THINGS THAT ABSOLUTELY SUCK IN THE INFLUENCER INDUSTRY

WANT FREE CONTENT? DOWNLOAD NOW!

THE BEST TIMES TO POST ON INSTAGRAM ACCORDING TO 35M POSTS

TAKE DAYS OFF FROM STORIES

Your latest post is getting tons of comments...

WE SWORE WE'D TRAVEL, DARLING, SIDE BY SIDE,

found_regional

Following Message

FOUND IN CONVERSATIONS WITH SOPHIE HANSEN

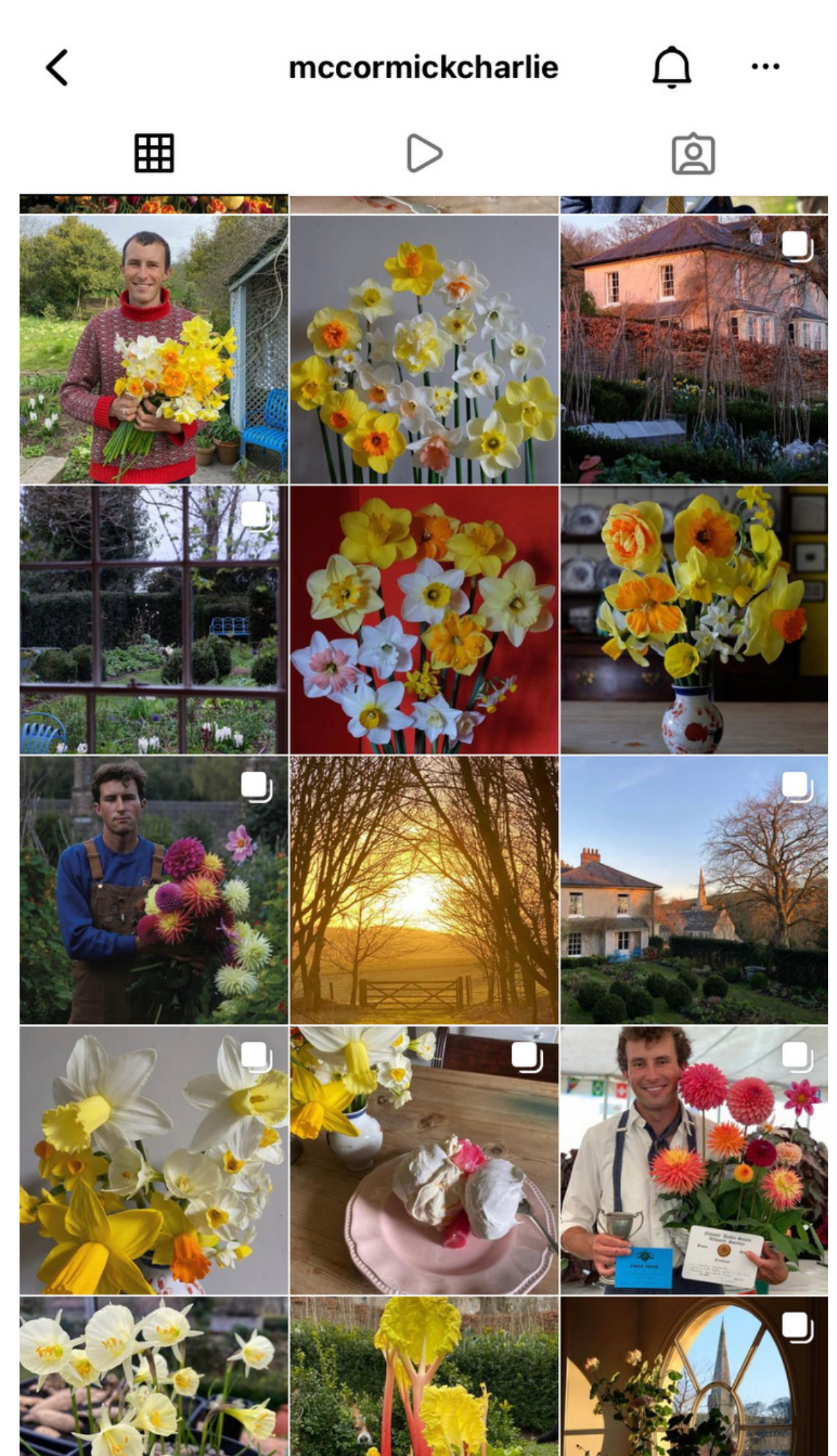
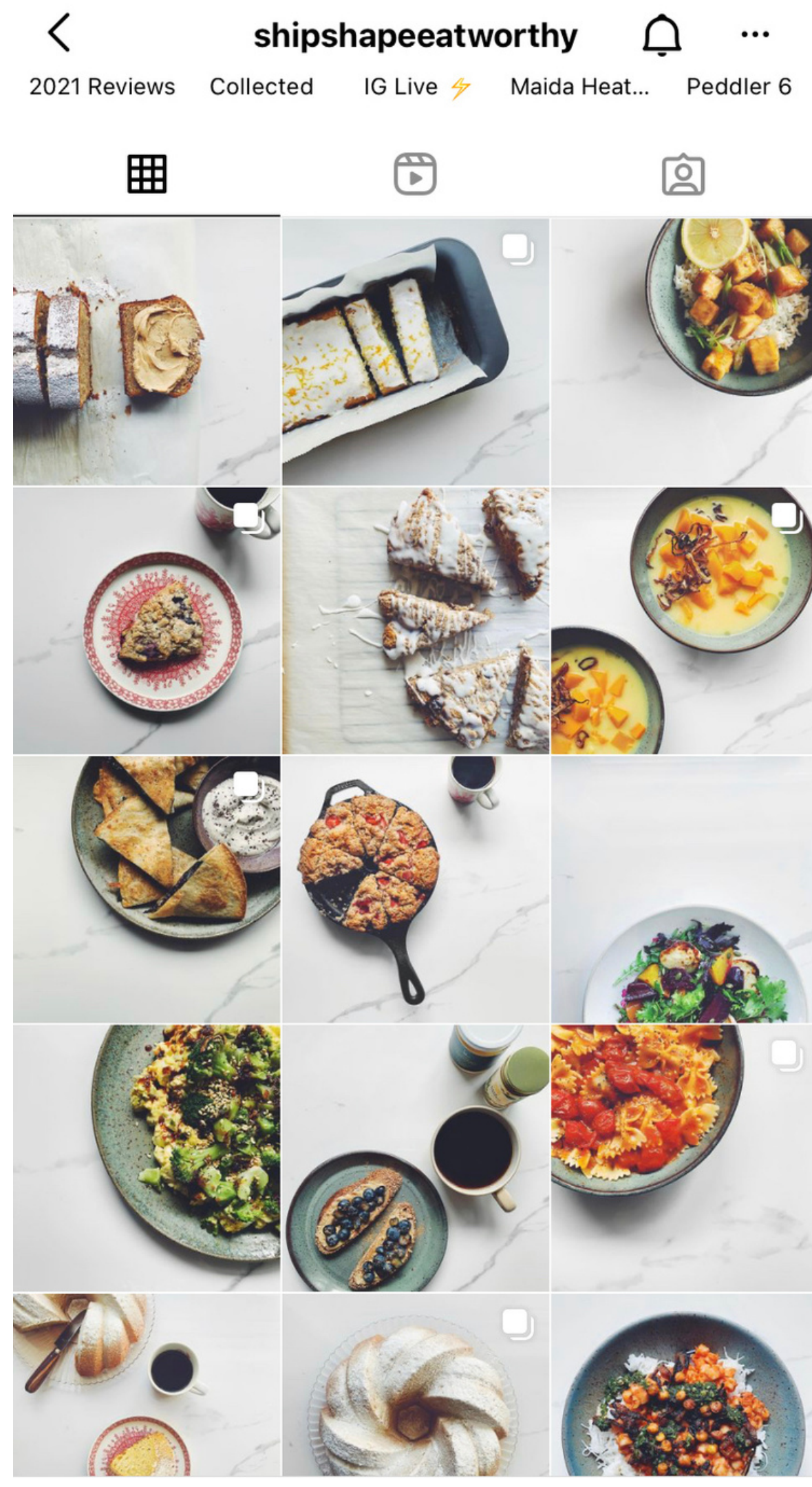
HOW TO CREATE COMMUNITIES THROUGH LOCAL STORYTELLING

OH HEY!

HUSBAND: STOPPING AT THE STORE. WHAT ARE WE OUT OF? ME: WINE PATIENCE FUCKS.

FOUND IN CONVERSATIONS WITH STEPH HANLESS

WE SWORE WE'D TRAVEL, DARLING, SIDE BY SIDE,





violetcakeslondon • Follow

violetcakeslondon RECIPE:
Apricot, camomile and honey shortcakes
Makes 4 large shortcakes
280g (2 cups) plain (all purpose) flour
1 tbsp baking powder
2 tbsp caster sugar, plus 50g (1/4 cup) more for sprinkling
1/2 tsp fine sea salt or kosher salt
100g (1 stick) unsalted butter, cold and cut into 1cm cubes
200g (3/4 cup plus 1 tbsp) single cream or half and half
To serve
1/4 batch apricot compote (from previous post)
300g (1 1/2 cups plus 2 tbsp) double (heavv) cream, gentlv whipped

Liked by phoebe_von and 3,077 others
MAY 12

belindastore

belindastore New Knitwear 🍁
Welcome Winter with the sensation Arlington Milne and Elms + King knitwear.
6w

thedarvenizarlings Gorgeous
6w 1 like Reply

sarahkrause22 These are all delicious! 🍷
6w 1 like Reply

rose_apple_flowers What jeans are you pairing them with B? X

1,499 views
MAY 3

5 ways to thrive in a remote working environment.

105 likes
MARCH 16

youngfolksdigital • Follow

youngfolksdigital Are you working remotely?

Stepping into working remotely is a responsible step and precaution that many companies (that are able to) are taking in this unprecedented health crisis.

But for many, remote working is unfamiliar territory. So, in the spirit of practical hacks (which is our favourite kind of content to share) here are five ways to thrive in a remote working environment:

- 1 Translate your big picture business strategy or marketing plan into key priorities to action in the next 100 days. Then, break this down into smaller

105 likes
MARCH 16

#LEGALWORDSYOUSHOULDKNOW

power of attorney

grevillea_law

grevillea_law
#legalwordsyoushouldknow

An power of attorney - sometimes referred to as a 'living will' - allows you to appoint someone you trust [an attorney] to make decisions about personal (including health) matters and/or financial matters for you.

An attorney for personal matters [including health matters] can only make decisions for you when you do not have capacity to make those decisions.

You decide when your attorney's power to make decisions for financial matters begins.

Liked by rosie_ryan and 12 others
APRIL 23



practisingsimplicity



Liked by thefoodstoryteller and 594 others

practisingsimplicity Five ways to practise simplicity this week:

1. Ask yourself: what do I care about? Many of us are



bakingfiction



Liked by _michellecrawford and 472 others

bakingfiction Well, when I am fifty-three or so I would like to write a novel as good as Persuasion but with a modern setting, of course. For the next thirty years or so I shall be collecting material for it. If anyone asks me what I work at, I shall say, 'Collecting material'. No one can object to that.

Cold Comfort Farm

Stella Gibbons

~

On holiday for a few days, staying on a farm (there are horses outside the big window, sheep and pigs around the corner, cows across the field, and eggs from the chickens on the counter).

Spending time cooking and reading and walking and watching and eating and channelling Flora Poste and thinking and collecting material.

📍 Cold Comfort Farm, 1995

TLDR

Tips on writing captions

Keep it to the point

A couple of paragraphs should be enough! Your first line is the hook!

Keywords please

Try and include a couple of keywords in your caption for SEO purposes - whatever people would Google if trying to find you.

Read out loud

Read your caption out loud to yourself before hitting publish - its a great way to flush out any grammar or spelling slip ups.

Just a gentle reminder to have tunnel vision about your goals and your offer - are you making your offer while giving value (even very very gently, just a reminder sometimes is all we need 😊).



Action stations



WRITE YOUR FOUR HEADINGS. FIVE IDEAS UNDER EACH.

- Is this something you'll get excited about creating? Is it going to do well on IG? Do you have time to do it?
- Decide what day and what time you'll share. If in doubt, 6.30 am or 8pm.



Tweet



Sahil ✓
@shl

Start a side project instead of a company.
Write a blog post instead of a book.
Lower the stakes to increase the odds.

12:24 am · 28/5/21 · [Twitter for iPhone](#)

1,674 Retweets **117** Quote Tweets **13.4K** Likes

You never know who is watching!

Putting yourself out there - showing up regularly with good valuable content can lead to all kinds of opportunities;

- Regular spot on the local radio?
- A magazine story?
- Collaboration requests?
- Podcast guest spots?
- A body of really good work...could become a newsletter or a book?



SHOW
UP!

Spend as much time if not more, on other people's feeds as your own



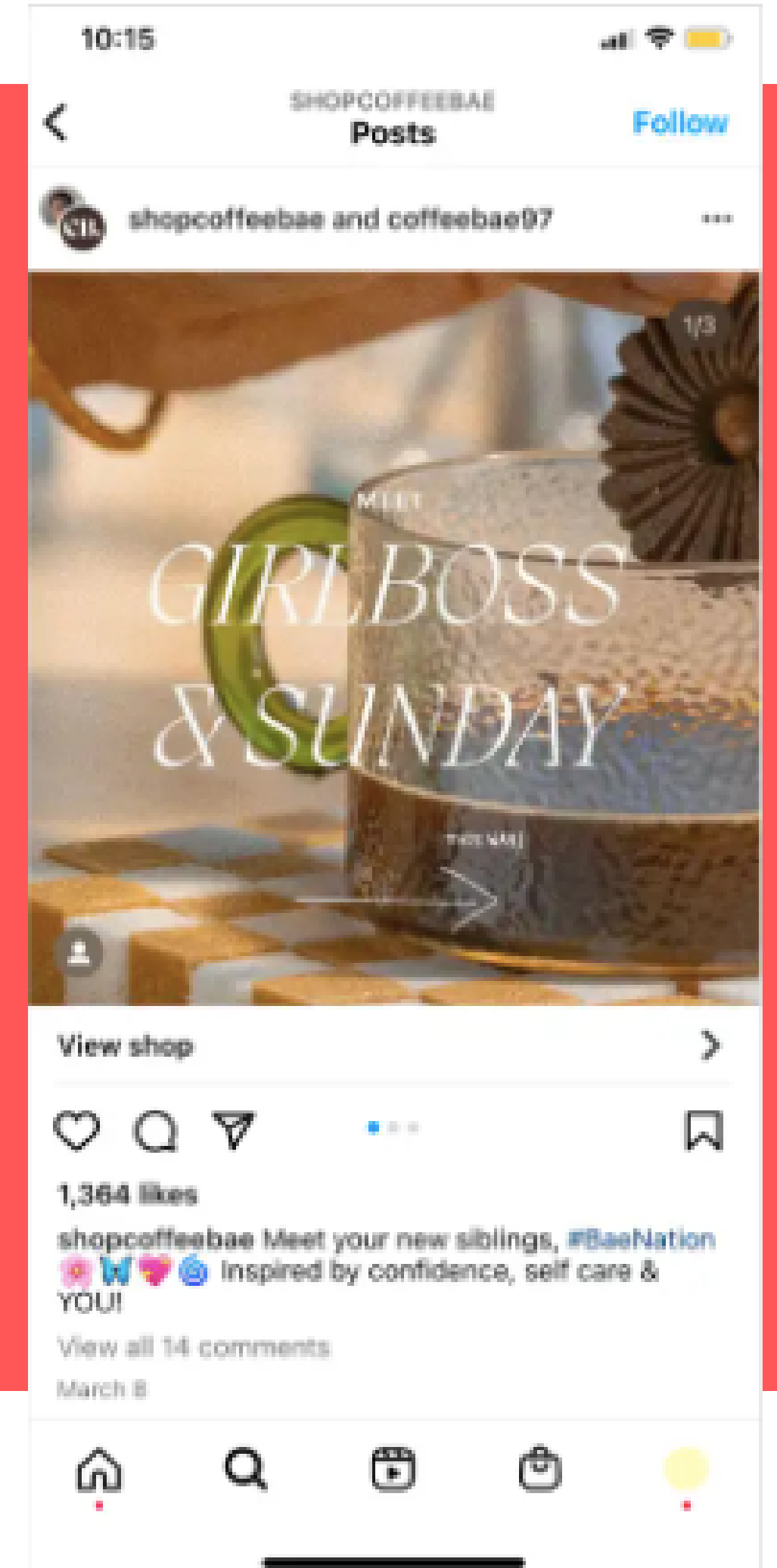
Collaborate!

Collaborate with like-minded, complementary businesses.

Use the Collaborate tool on Instagram to let you co-author posts/reels/stories that show up on both your feeds;

What should you use it for?

Giveaways, brand collaborations, product launch with a new stockist, pop-ups, event news...

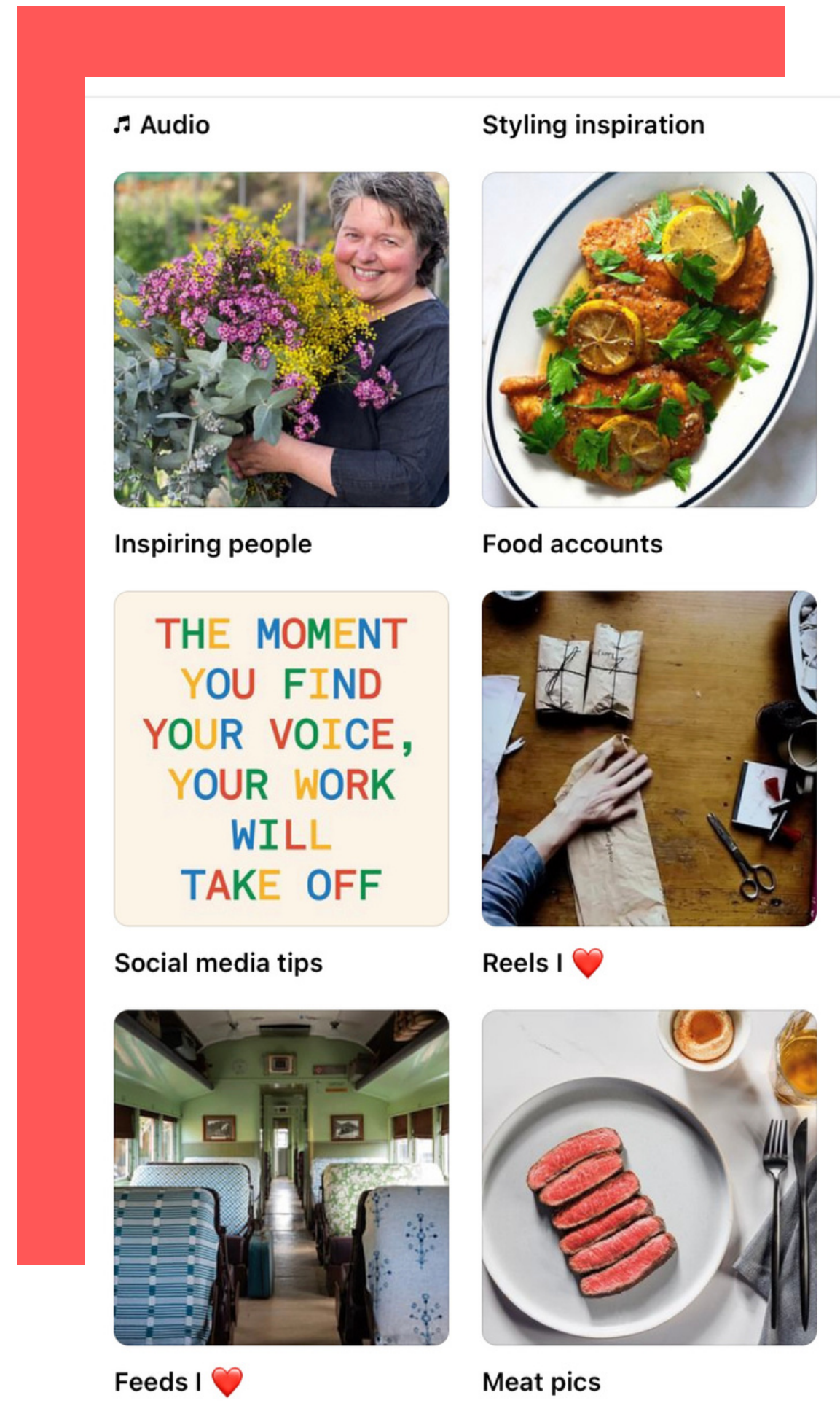


make an effort to keep up with your community

Make a list of people you want to connect with, media, 'Sallys', customers, retailers, potential BFFs etc etc

Set time aside regularly to check in on their feeds, comment thoughtfully, be social!

Save this list in your 'close friends' or collections.



Show us your face!

People do business with people they KNOW LIKE AND TRUST.

People do business with people.

So build that know/like/trust factor by consistently showing up in your feed and sharing your why;

- What's the back story to your business?
- What gets you out of bed in the morning?
- What do people turn to you for?
- 10 things we might not know about you..



hankshotbox
Marrickville, New South Wales



Liked by emmamacdonaldinsta and 287 others

hankshotbox WHO THE HELL IS HANK?

** Breaking from regular programming to reveal the face behind the pizza spam**

Hi. I'm Nick. I started Hank's in 2020 as a pandemic pivot

People buy from people

People like us do things
like this

Seth Goden



Action stations



MAKE A LIST OF PEOPLE TO CONNECT WITH

- Make a list of 10 people you'd like to have in your community.
- Set your timer for 10 minutes a day.
- Hang out in their feeds, comment thoughtfully, be friendly!

START A MAILING LIST



Instagram updates

All videos are now Reels!

Pinning 3 x posts or reels to the top of your feed.

Collab posts

Notes

Pinning 3 x comments to the top of your post.

Reel templates

Scheduling posts in the app (currently being rolled out)

Instagram hacks and tips

Change the colour in your Stories background

Hashtags and keywords
(3 static ones, 5 post-specific ones).

Organise your hashtags into categories using your Notes app

Create a guide

Use the Collaboration feature when posting

Learn to edit your photos with VSCO or other app - quickly

USE YOUR DMS

Quick replies

Set up a few quick replies to save time on your DM's.

- Welcome to new followers
- Sign up to my newsletter prompt
- Answers to frequently asked questions

Get chatty!

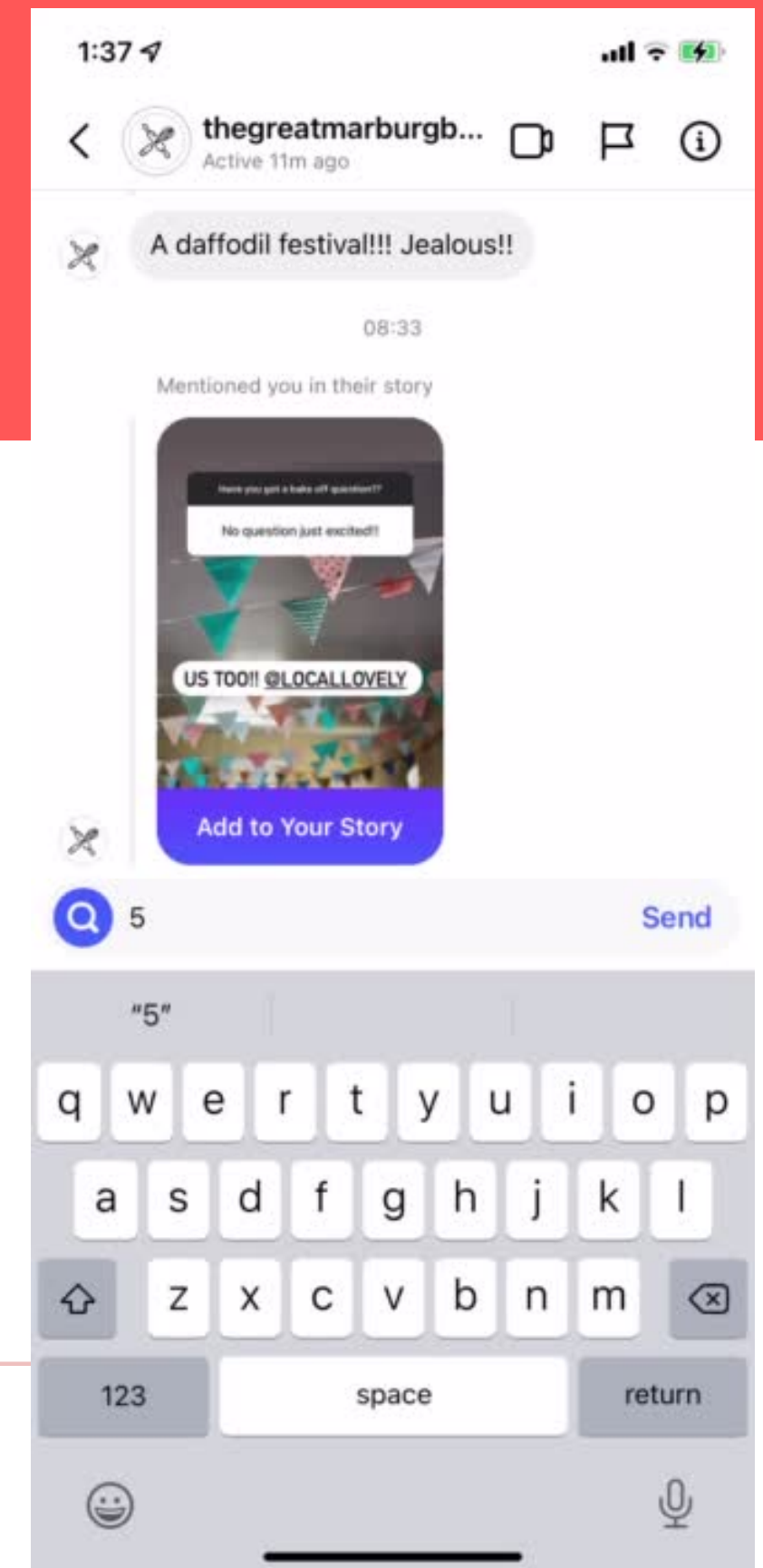
DM's are a great opportunity for 1:1 connections. Use them!

Video chats

Line up video chats with prospective clients - great for service based businesses

FAQs

- Opening hours
- Reply times
- anything frequently asked!



HASHTAG STRATEGIES

Keep it simple! Use one from each of these five categories each time..

- Location (eg #brokenhill)
- Branded (your brand eg #westernlandcare)
- Industry (the industry within which you work eg #uniquekidsclothing or whatever...)
- Community (a smaller hashtag that taps you into a community of like-minded people who are connected with/care about what you do, eg #sourdoughbakersofthecentralwest)
- Descriptive (something particular to that post, that describes what you're sharing/showing eg #farwestflooding)

Use your notes app to categorise your hashtags

