



INSTAGRAM AND SNAPCHAT

Practical Exercises

Exercise 1

Lesson Goal: Recognize how to effectively use the different features available in Instagram

You will need an Instagram account with at least 20 followers in order to complete this exercise.

Part 1

To create an Instagram post that is optimized to drive user engagement and increase your following, follow the steps below:

- Take a photo, such as a behind-the-scenes, product photo, or a product comparison photo.
- Ensure that your logo is visible on the product or packaging.
- Use natural light and have a clear point of interest when creating the image.
- Choose the filters and photo editing features within Instagram which you think are most appropriate to the brand or product.
- Write your post copy and keep captions short and concise to deliver your message in an enticing way.
- Make sure your copy relates to what is happening in your content, so that it is clear to your audience.
- Add relevant emojis if suited to the tone of the post and brand style.
- Include @ mentions for influencers to see your content as an attempt to go viral.
- Include a clear and specific call-to-action, such as:
 - Ask your community to 'Tag a friend' in the comment section.
 - If you are promoting a product or content that is hosted on an external website, post the website link into your bio.
 - In your caption, tell your community to check out your 'Link in Bio'.

Part 2

Using the right hashtag in your post is a data-driven art form. You want to search the top hashtags in your niche to increase searchability. To add keywords and hashtags for searchable content, follow the steps below:

- Search the top hashtags in your niche and use those.
- Use popular hashtags, e.g. #TBT, #PhotoOfTheDay, #NoFilter.
- Use SEO keywords that are part of your content strategy to help research keywords and align to your existing content.
- Create a branded hashtag for your company that will bring awareness to your brand and have your users spread the word.
- Monitor all the hashtags that are trending and part of Instagram's landscape.
- Utilize the 'Hidden Hashtag' strategy:
 - Once you have shared your photo, claim the first comment.
 - In the comment, post five periods in a vertical line and then add as many hashtags as possible. Instagram will truncate the periods and hide all the hashtags, so your post is clean, yet discoverable.

- Claim the first comment, where you can enter more hashtags and a call-to-action on your first post.

Exercise 2

Lesson Goal: Recognize how to effectively use the different features available in Instagram

Part 1

You are creating an Instagram Story promoting your brand through video. To begin this exercise, you will need to access your Instagram account on a mobile device. To create the Video Instagram Story, follow the steps below:

- Swipe right on the Instagram News Feed or tap on the story plus button found on the top-left side of your home screen.
- Choose the normal or boomerang type of story.
- On either decision, tap or hold down on the circle to record your video.
- Ensure that your video shows off your brand's authenticity and has a clear narrative.
- Add text, drawings, or filters to the video to enhance your message.
- Use the type tool on the video to add @ mentions to your target users.
- Include a CTA at the end.
- Click on 'Save' at the bottom-left side of the screen to save this video.
- Click on the 'Plus your story' button to add it to your story.
- View the users viewing your content by swiping up on your story.
- You can hide content from users by clicking on the 'x' on their accounts.

Part 2

You now want to add extra content to your story video content. To complete the following steps, you need to have a pre-recorded video stored on your mobile device from the previous 24 hours. Follow the steps below:

- Swipe right on the Instagram News Feed or tap on the story plus button found on the top-left side of your home screen.
- Choose the normal or boomerang type of story.
- Swipe down to add a video from your camera roll.
- Select the video and repeat steps 4-11 from Part 1.

Exercise 3

Lesson Goal: Recognize how to effectively use the different features available in Snapchat

You have decided to venture into using Snapchat as a way to connect with your audience in a fun, vibrant, and snappy way. In this exercise you will need a Snapchat account (find out how to set one up [here](#)).

Follow the steps below to optimize and grow your follower and friend base:

- Once you have created your Snapchat account, tap the ghost icon at the top of your Camera screen.
- Tap 'Add Friends' on your Profile screen.
- All of your phone contacts with Snapchat accounts will be displayed, along with friends who do not have Snapchat, who you can invite to use the app via SMS. Just tap the 'add' icon next to their name to add a friend, or invite someone to Snapchat.
- Now that you have added followers, you can begin to grow your audience organically. One way to do this is to tap into Snapchat influencers (e.g. if you are a company producing exercise equipment, find an influencer in health and exercise to endorse your product or service).
- Find an influencer in your industry, by carrying out a search on Twitter, Facebook, and Instagram.
- Engage with this influencer and discuss the possibility of them working with you to execute your campaign.
- Don't be afraid to ask them to be in a Snapchat story promoting your product or service.

Exercise 4

Lesson Goal: Recognize how to effectively use the different features available in Snapchat

You are marketing your product or service and want to connect with your audience in a relevant and informal way. To create a Story that is open for everyone to see about your product or service, follow the steps below:

- Before you share your story, the first step is to experiment with your content and the Snapchat tools.
 - Make your content engaging and authentic to the voice and personality of your brand.
 - Depending on what will enhance your brand message, you could do one of the following:
 - Create a tutorial on how to use your product.
 - Show your product or service in action.
 - Ask users for pictures or videos of them using your product.
 - Give your audience a glimpse behind-the-scenes of your company.
 - Repurpose content from other social networks.
- To take a Snap when Snapchat opens to the camera view, tap to take a photo or press and hold to record a video.
- If it works for your message, add a filter or lens to a photo or video selfie; press down on your face until different lens options and filters appear. Choose the filter that will enhance your message.
- Next, decide how you can make your Snap Story unique. You can do any of the following:
 - Add emojis by pressing the 'post-it' icon, then choosing a fun icon that fit your brand's voice.
 - Add a caption by tapping on the image or video and typing into the gray bar.
 - Add a doodle by tapping the pencil icon and using your finger to scribble on the screen.
 - Add a caption by tapping on the image or video and typing into the gray bar.
 - To choose from filters based on where you are located while snapping, use a Geofilter. To access this feature, you will need to adjust your settings in the Manage section.
- Adjust the duration of how long your Story plays using the stopwatch icon.
- Send your Snap to friends and share it on your Story by tapping the blue arrow.
- To share the Snap straight to your Story, click the 'Story' icon at the bottom of the screen. This will share the photo or video with your Snapchat friends, or anyone if you made your account public.
- If you are near a location or event that is being featured on a Live Story by Snapchat, publish your Snapchat Story on a Live Story. If your Story is selected for the Live Story, anyone will be able to view your photo or video, and more people will be exposed to your brand.
- To save your Story so that it does not disappear after 24 hours, go to the Stories screen, tap on your Story, and swipe up on the Snap. Tap the 'Save' button at the top of the screen to save the Snap.
- Track your results by referring to views, replies, and screenshots; those numbers are only available within the 24-hour timeframe of you publishing a Story.

➤ To view your own Story and to pull these numbers:

- Swipe left on the Camera screen to reach the Stories screen.
- Tap the circular thumbnail of your Story, or the three gray dots on the right-hand side.
- Tap each individual Snap to view the number of views and screenshots.

Analyze click-through rate to determine how many people are viewing every image or video that you share in your Story through to the end. Are some viewing the first Snap or two, but not the entire series? Analyzing these numbers will help you decide which types of content performs best, and how many Snaps you should be publishing in your Stories to best connect with your audience.

Exercise 5

Lesson Goal: Recognize how can you use Instagram to advertise your brand

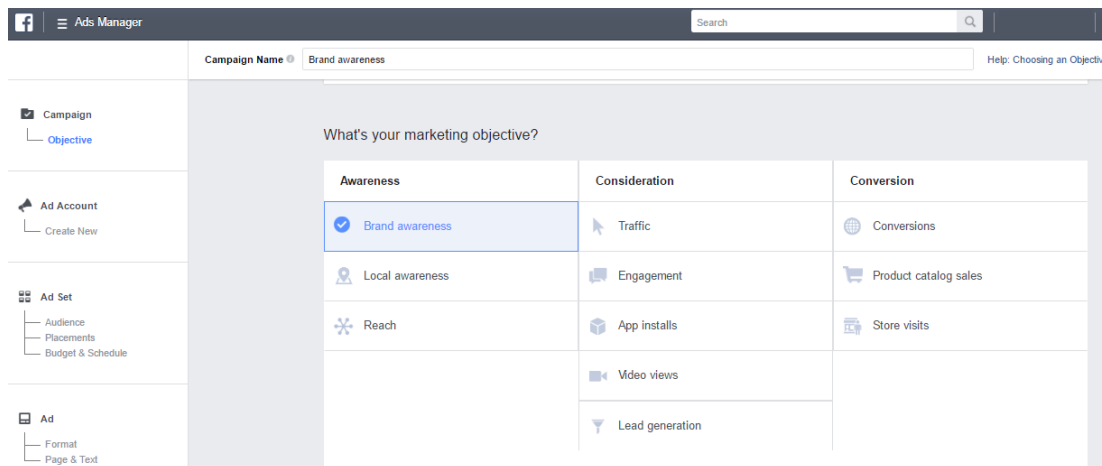
You have recently switched to an Instagram business account and want to raise your brand awareness through various Instagram ad campaigns. For this exercise, you will need a Facebook business account; you can set one up for free here: business.facebook.com.

Follow the steps below:

- Ensure that your Instagram business account is linked to your Facebook account.
 - If it is not, click on the Options menu on the top right-hand corner of the screen.
 - Scroll to Settings and click on 'Linked Accounts'.
 - Select the Facebook account you want to link your Instagram account to.
 - Allow Instagram to authorize this integration.

Creating a Carousel Photo Ad:

- Login to <https://business.instagram.com/advertising>
- In the top right corner, click Create Your Own Ad.
- Login to Facebook as a portal to bring you into the Ads Manager.
- Ensure that the goals of your advertising strategy are in line with your marketing KPIs and objectives. In this case, it is to raise brand awareness.
- Within the Ads Manager, select 'Brand Awareness' as your marketing objective'.





- Click on 'Create Ad Account', which will lead you to the Ad Account page where you will enter your country, currency, and time zone. Then click on 'Continue'.
- Target your audience by customizing the set location, age group, gender, interests, behaviors, and demographics that best represent the response to your brand.
- In the 'Budget and Schedule' section, define how much you would like to spend and when you would like your ads to appear. Click on 'Continue'.

Identity



Facebook Page

Your business is represented in ads by its Facebook Page or an Instagram account.

 One in Four Ireland ▼ 

Instagram account ⓘ

The selected Page has no Instagram account connected. Your ad will use the Page name and profile picture. [Manage connections in Page settings.](#)

 Use the selected Facebook Page ▼ OR  Add an Account

- In the 'Ad name' field, enter the name of your Ad campaign, by default it will read 'Brand awareness'.
- In the page and text area, click on 'Add Instagram Account'. Select your Instagram account.
- In the Format area, click on 'Carousel'. In the Text field, enter the text you want to appear in your Instagram Carousel photo ad.
- Preview the ad in various device formats, specifically desktop, mobile, and Instagram feed.
- In the Cards area, there are three default cards for your carousel ad:
 - In the first card, click on 'Select image' to choose the image you want to use for your ad.
 - Enter an attention-grabbing headline in the Headline field.
 - In the description field, enter an engaging piece about why people should visit your ad or site.
 - Enter the Destination URL that you want to promote.
 - Repeat these steps for each one of your cards.
- Under the card area, enter your main website URL.
- Select the type of Call-to-Action that is appropriate for your ad.
- Do not publish your ad live or enter any credit card details to complete this exercise.

Exercise 6

Lesson Goal: Recognize how can you use Snapchat to advertise your brand

Targeting a younger audience on Snapchat is a great way to grow awareness of your product in this age category.

- Go to forbusiness.snapchat.com and set up your account. Once you log in, this will take you to ads.snapchat.com, where you can create your campaign. Do not enter credit card details or publish anything live to complete this exercise.
- Once you are in the Snap Ads Manager, click 'Create Campaign' in the top right corner and choose the 'Advanced Create' option.
- Select your objective as engagement and name your campaign. Enter your start and end dates, and daily and lifetime spend limits.
- Choose to sponsor a Filter from your options.
- Enter your target location and audience details.
- Specify what devices you want to use and how they connect to the internet. In most cases, choosing 'All' for both of these areas is fine. Set your daily budget; there is no need to modify your goal or bid options. Proceed by clicking 'Next'.
- If you had created a filter, you can select it here and push the campaign live in the next step. If you haven't created a filter, you can finish the practical exercise now, as you know what to do in the future should you be required to promote a filter on Snap Chat.

Exercise 7

Lesson Goal: Recognize how to evaluate your Instagram content using analytics

- Open the Instagram app on your phone and navigate to your profile page by clicking on your profile icon.
- Open the main menu at the top and click on 'Insights'.
- Take note of your top performing days – consider posting more on these high-engagement days.
- Press the 'Content' tab at the top of the Insights page and take note of your top performing posts – can you identify any trends or themes that you can use to optimize future posts?
- Press the 'Audience' tab at the top of the Insights page. Scroll down the page and take note of the location, age, and gender of your followers, as well as the times they are most active – use these details to personalize the content and optimize your posting schedule so you post at times when they are most active.

