

ENTERPRISE ON INSTAGRAM

[BIG Projects]

inDigiMOB[®]

1 Download the Instagram app

2 Sign up to Instagram. You'll need an email address. If you haven't already, go to an email provider like gmail.com and create an email for your small enterprise. You can also sign up to Instagram with Facebook

3 Create a profile for your small enterprise. Think about what the profile picture will be – maybe it could be your logo? And think about how you want to describe it

4 Have a look at some other Instagram account for inspiration. What ones do you like and why

5 Come up with a plan for managing the account. Who will post? How often and when? What kinds of photos will be posted? What kinds of captions? What are good #hashtags to use?

6 Take great photos of your products and edit them using a photo editing app like Snapseed

7 Collect appropriate permission releases

8 Post photos, use hashtags and follow other accounts using the plan you made!



Set up an Instagram account for your small enterprise or business so that more people can get to know about it. Be a role-model for positive social media use in your community!

You'll need

- Instagram app
- Internet connection
- Device for taking photos
- Device or computer
- Email address

You'll learn

- Getting online
- Positive social media use
- Sharing content online
- Managing online accounts
- Taking good photos
- Screen literacy



Tips & ideas



- You can create videos for Instagram too
- Consider using the same filter for all your photos so that they have the same feel about them
- You could create a logo for your products using Adobe Photoshop
- You could create a website for your small enterprise, too. Wix.com is a great free place to easily create websites