



# BEST PRACTICES FOR BUILDING YOUR INSTAGRAM BUSINESS PROFILE

## First, build trust!

Make sure your Instagram Business bio is updated.

### USERNAME

Try to make this easily searchable and consistent across networks

### IMAGES

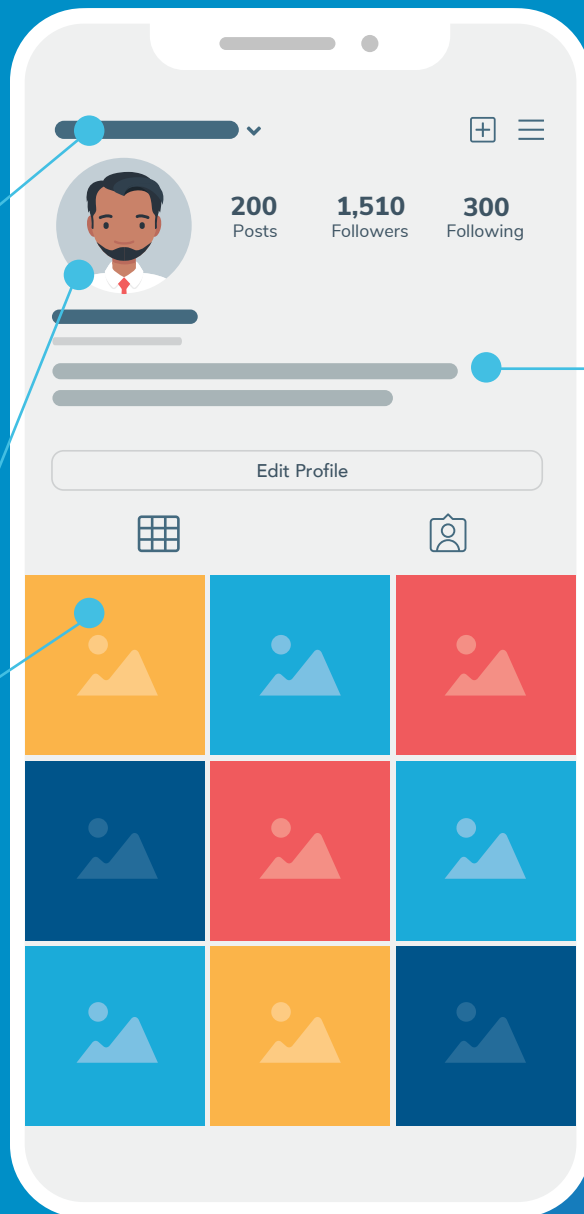
Add a professional picture that catches the eye

Profile Image Dimensions:  
320 x 320px

Post Image Dimensions:  
1080px by 1080px

Story Image Dimensions:  
1080px by 1920px

Accepted File Types:  
JPEG, PNG



### BIO

Add The Basics:

- Your company information
- A call to action for your customers
- Your NMLS number if applicable

### HASHTAGS

If you have a specific business hashtag, add it in your bio as a call to action for followers to share brand-related content.

But remember! You get 150 characters so be succinct, unique, and strategic in your call to action strategy

**TIP** Be Unique: Tell people what makes your brand special or how you stand apart from the competition

## Next, build credibility.

Every week, apply consistent effort to your network to establish and build relationships with customers using your Instagram Business profile. Add a 30-minute weekly recurring meeting on your calendar to do the following:

### ✔ ENGAGE

Use the Instagram Insights to check the Likes, Follows, Shares, Hashtag views, and comments to get an idea of which posts are receiving the most engagement. **Don't forget to respond to the comments and give them a "like"**. A little engagement goes a long way!

### ✔ POST/SCHEDULE CONTENT AT THE RIGHT TIME

Best times for Instagram:  
Tuesday-Friday between 10am-3pm

Single best time for Instagram:  
Tuesday or Thursday at 2pm

### ✔ SET GOALS & POST RELEVANT CONTENT

Once you get an idea of the content that works best for your audience, set goals to track progress. Seek recommendations and success stories in order to grow trust with your audience, and **ask your audience questions to spark a conversation and interact with your content.**

Check the content library or search relevant hashtags in the Instagram Explore page for inspiration on relevant content that will catch your audience's eye.

**Helpful Hint:** Use your Instagram insights in your bio section to see when your specific audience is the most active during the week!

[Check out our guide in the help center](#)

**TIP** Try not to reach out to partners or prospects using your personal page. Engage with other businesses using your business page.

