

Instagram best practice for authors

Getting started

Your Instagram name is an extension of your Tes shop. Keep your name the same across all channels and your Tes shop, if you can.

Make sure you set up a business account so you can get access to Insights.



Images, GIFs and videos

Video content is consumed 75% more on Instagram than still images and this number continues to rise, so try creating videos to showcase your resources. IGTV is great for longer video content.

GIF's can be added to Instagram through GIPHY – use them over a static image when appropriate.

Make sure your images are unique, bold and full of colour or follow a palette.



Sell or tell?

Don't always ask your followers to buy something. Instead, share the benefits of, or story behind, your resources.

Do you have a blog that you could share?

Don't just talk about your resources, showcase them with photos from your classroom, or share insights from your life in teaching – it helps your followers to relate to you.



#hashtags

Use hashtags that are relevant to your content to avoid getting penalised by the algorithm.

Don't overdo hashtags – use a maximum of 12.



Engage with followers

Make your followers feel welcome in your community and create an environment of trust.

Your caption is everything. You have more characters to play with on Instagram – ask questions, tell an engaging story and try not to clickbait – misrepresenting your resources could put your followers off.

Respond to every comment where possible – you'll get more interactions (comment likes and responses) that way.

Use Instagram Live to engage with your followers in real time.

Utilise Instagram Stories and the poll/questions features.

Post frequently.



Harness your inner creative

Not everyone needs to be a graphic designer!

Make sure your photos are the correct size, high quality and have a consistent feel – Instagram is image-led so use it to build your brand.

Free tools such as Canva¹ and PicMonkey¹ are easy to use and can help you to create powerful images.

Explore free online image libraries for unique images (make sure you have the rights to use them).

Original and authentic content is where it's at – people can sniff out a fake.



Sharing

Share content from your fellow teachers and other interesting sources – you'll be supporting others in the same way you'd want to be supported.

Be original and get straight to the point. You want to be able to capture your audience's attention within 0.8 seconds, also known as "thumb scroll time".



Analyse

Make sure you set up a business account to access Insights within the app.

Analyse your posts to find the best performing ones and to help you plan future content.

Follow authors who are doing well on Instagram and observe what's working for them – be inspired by the competition.



Timing is everything

Experiment with your posting times.

Respond to questions and comments quickly.

Think about a teacher's schedule – when are they most likely go online?



Sources

¹ We have no affiliation to the websites listed here. There are hundreds of others, but we can't list them all. Find the one that works best for you.
<https://animoto.com/blog/business/video-marketing-cheat-sheet-infographic/>
<https://sproutsocial.com/insights/facebook-best-practices/>