

Week 28 Focus – Creating Your Visual Story - Instagram

Focus Question: What picture do you want to paint about your work and focus?

DESCRIPTION

Whether you are creating your own personal brand, or building that of your business, creating a visual story of your journey and offerings adds another important layer in communicating who you are. Instagram is currently the fastest growing social network, estimated with more than 1 Billion users.

STORY

There is no one right way to use Instagram and an increasing number of professionals and businesses are setting up accounts. Like any social media platform, you may want to develop a strategy and/or series of posts. There are many different ways to use Instagram, including creating a series of posts to:

- Illustrate what you do
- Demonstrate your work and focus
- Share testimonials about your work
- Bring your work to life
- Share quotes about topics you work around
- Build community with others who are interested in, and/or active in the areas
- Host a 30-day challenge where every day people are posting a different picture based on the prompts you provide
- Follow a 30-day challenge where you post something around the daily prompts set

During 2019 I am hosting a monthly series called the 1 Biz Step a Day. You can check them out here <https://www.coachingbusinessbuilder.com/blog/category/1bizstepaday>

ACTIVITY

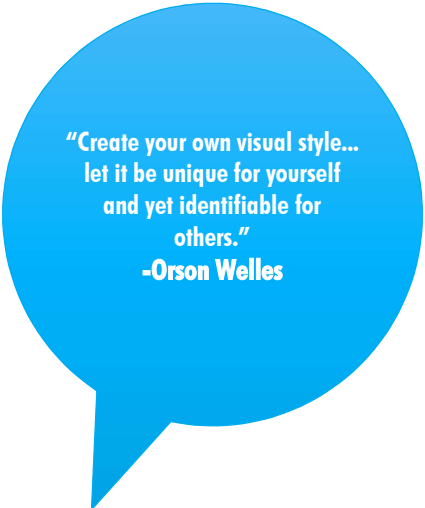
Research Instagram. Note the hashtags which are being used in your area of focus.

- What is your strategy for Instagram?
- How can this be different than other platforms?
- What are the hashtags you want to include? IG is all about hashtags...
- How much time are you spending on it?
- What results and business has translated to it?
- What can you do to post regularly on this?

Find 10 other companies or profiles of people who are interested in the same things on Instagram. Connect with them. Follow and like their posts.

CONNECTION TO THE WORKBOOK AND PLANNER

Use any of the content scheduling tools to plan for and track your Instagram focus.



*"Create your own visual style...
let it be unique for yourself
and yet identifiable for
others."
-Orson Welles*