JANUARY 12, 2020

Instagram for Writers

With Dana Fraedrich and Ren Ellis

Who We Are

Dana Fraedrich
Steampunk Fantasy Author

Dana Fraedrich is the author of the steampunk fantasy series Broken Gears, which includes the Amazon bestseller, "Out of the Shadows." When she isn't busy writing or attending book shows and author conferences, she can be found playing video games and frolicking among the Bookstagram community (the bookish corner of Instagram).

Ren Ellis
Content Marketing Specialist; Author

Ren is both a creative writer and digital marketing expert. Over her six years of professional experience, she has led award-winning social media strategies for dozens of businesses across the U.S, including the nationally-recognized startup she currently works at full time. She earned her MFA in Creative Writing from Mississippi University for Women in 2018.

Today's Presentation

MAIN TOPICS

1. Instagram Basics
2. How Authors/Publishers Use IG
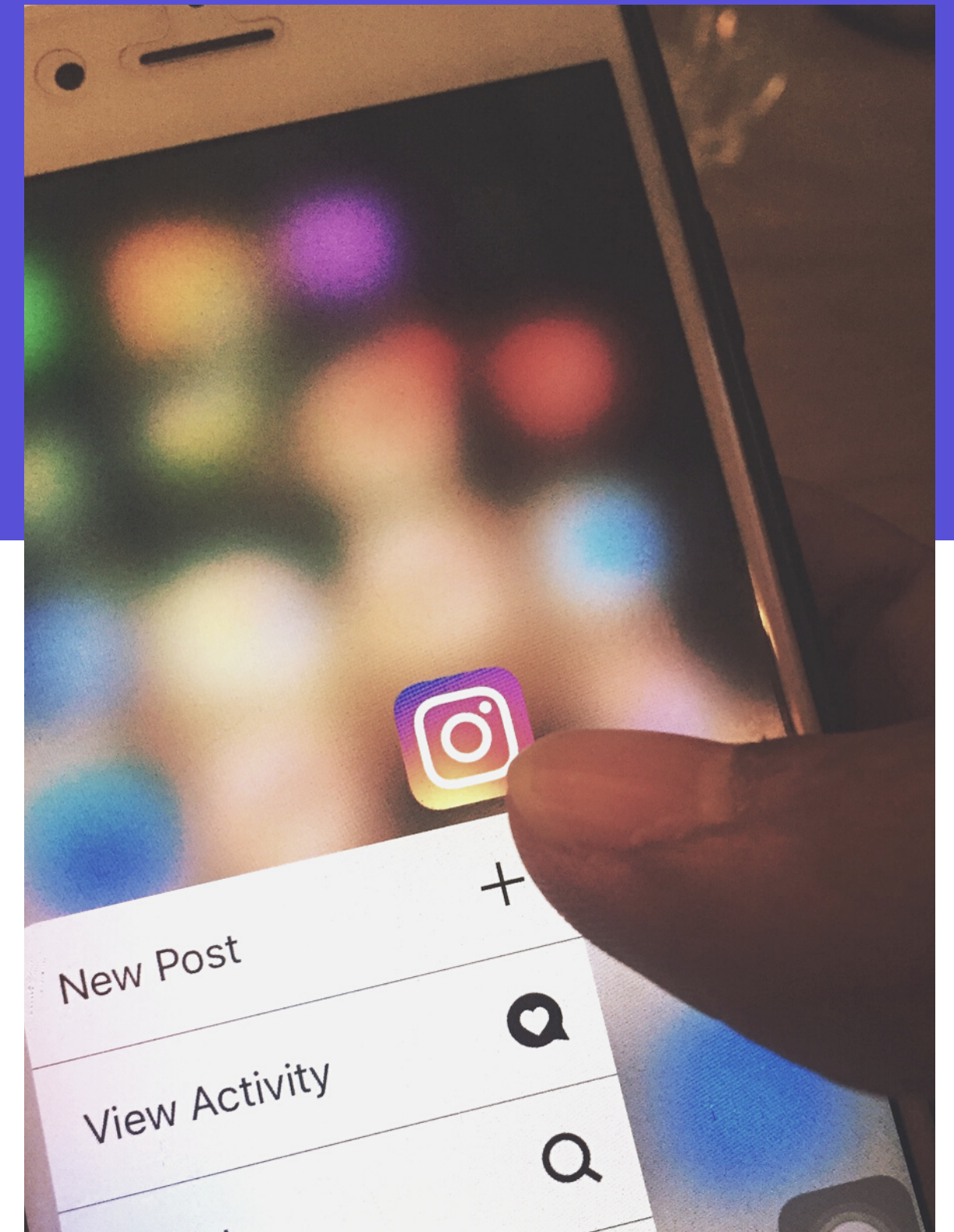3. Planning Your IG Strategy

Introduction to Instagram
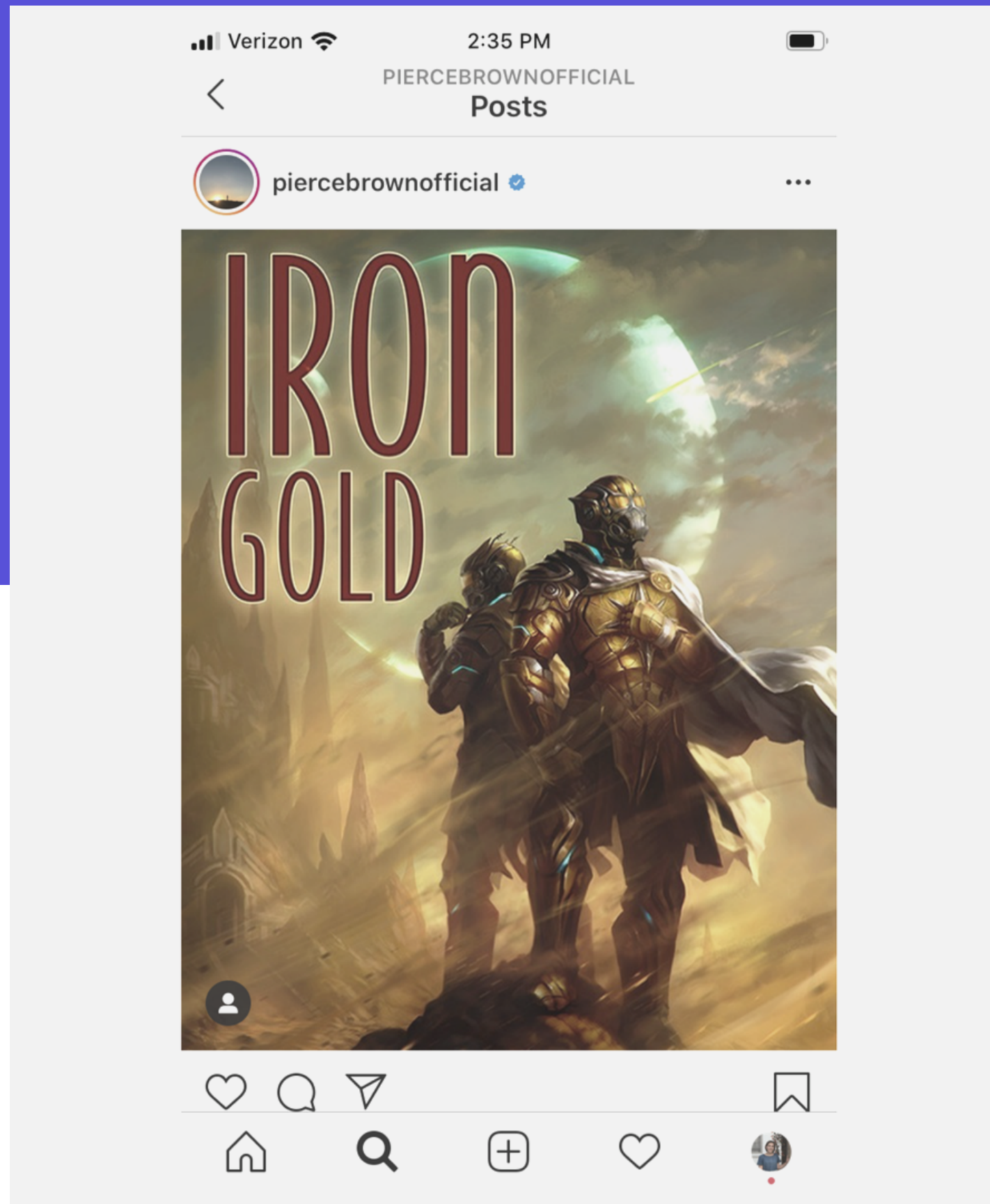
What is Instagram?

A BRIEF HISTORY

- IG is a visually-driven social media platform used to share pictures and videos with followers.
- Started in 2010
- Purchased by Facebook in 2012
- Has more than 1 billion active users

What can I post?

The different content types include:
- Static images
- Video
- Stories/Highlights

Static Images

- Images that don't move
- First type of content available on IG
- Uploaded as .png or .jpg file
- Pictures, quotes, static graphics

Video

- Quickly becoming preferred content type
- Motion captures our eye and attention
- Videos in feed run up to 1 minute long
- IGTV
  - Independent app launched in 2018
  - Slowly integrating with main app
  - Is it worth the time and effort?

Stories/Highlights

- Vertically-based content
- Visible for 24 hours
- Includes Instagram Live
- Appears at top of the IG feed
- Highly prioritized by IG and FB

- Saved as Highlights

The importance of profile.

Profile as Homepage

- Your profile is your Instagram homepage.
- Should textually and visually communicate who you are and what you do.
- Bio limited to 2200 characters so be concise.
- Use emojis to break up text into sections and visually organize your bio.
- Only one link permitted, so link to your site, custom landing page, or multi-link landibg page took like LinkTr.ee. Make sure your link guides your visitor to exactly where you want them to go.
- Highlights appear at top of profile, so use to introduce yourself, your business, and/or your stories.
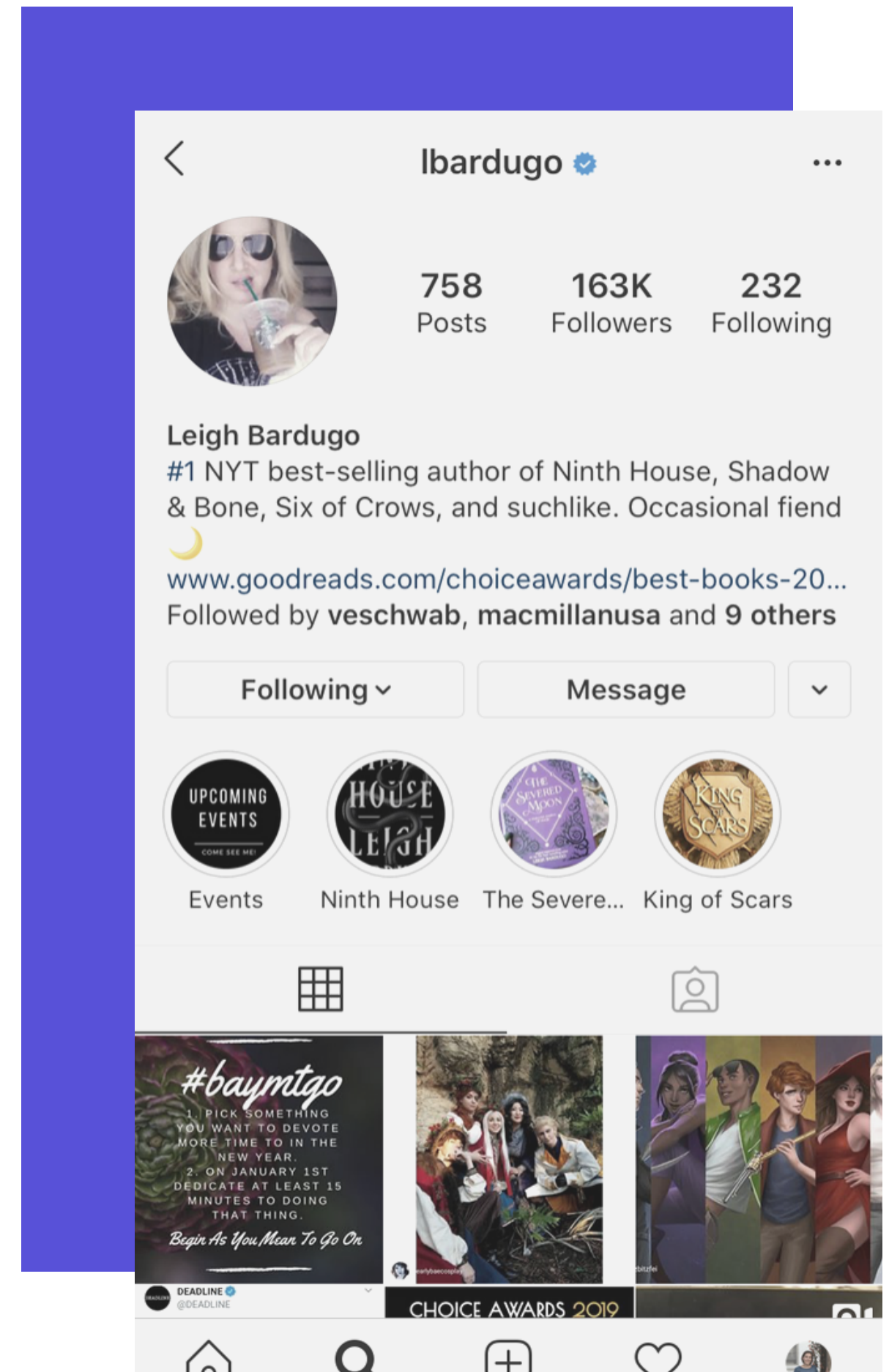
Setting up a business account.

Why you should switch to a business account:

Advertising

You'll require a business account to run paid ads on Instagram.

Create Shoppable Posts

Tag your products to convert followers to customers. Add "Shop" tab to profile. In-app checkout coming soon.
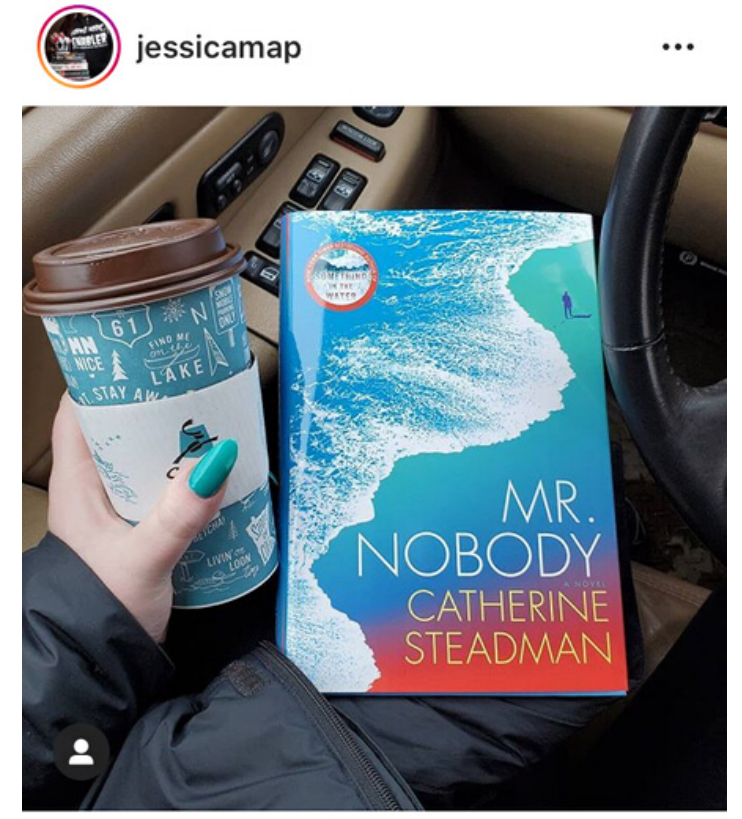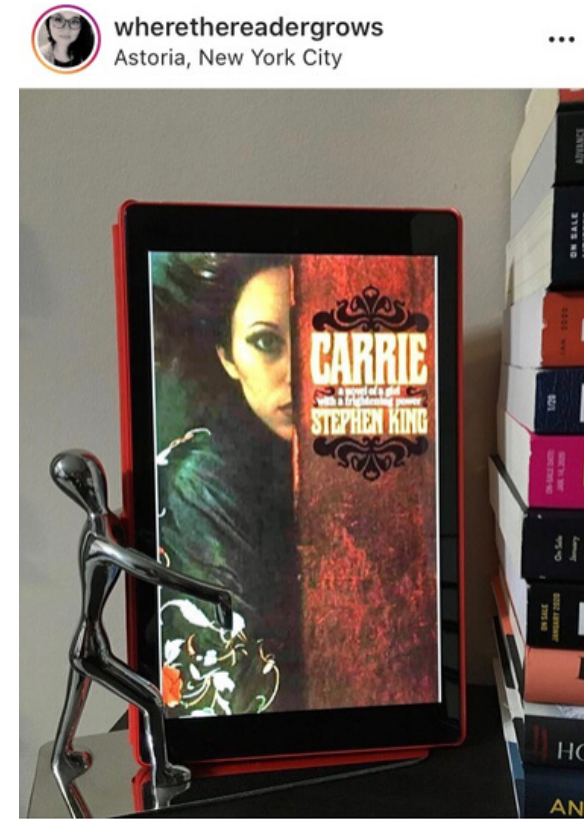
Analytics

Business accounts have access to detailed analytics that help you gauge effectiveness of your posts.

How to set up business account:

https://help.instagram.com/502981923235522?helpref=faq_content

How publishers and authors use
IG
And how you can too

The Wonderful World of Bookstagram

Bookstagram is a community of authors, bloggers/reviewers, publishers, influencers, and people who just like books

Engagement is Key

To start...
- Combine books and other interests
- Questions
- Repost pictures others have posted of your books (always give credit! Apps like Repost make this easy)
- Always respond to comments*

After you've built up some community...
- Tag others to play along with hashtag games
- Host a photo challenge (warning: time consuming and more work, but lots of fun)

Combinations

Example:

@TorBooks
Tabletop RPG

- Other ideas include cooking, crafts, nature, gardening, etc.

hashtag #torbooks in your bookstagrams & we might repost them!

torbooks ✓ • Following · · ·

torbooks ✓ It's a book... and a game.
.
#NemoRising from @wizkidsgames is based on the novel by the same name by C. Courtney Joyner!
.
.
.
#torbooks #torauthors #bookstagram #igbooks #igreads #tabletop #tabletopgaming #bookish #bookishlife #wehavefunatTor #booksbooksbooks

6d

fictitiouspod Need more of this kind of crossover!

6d   Reply

Liked by **amanda.the.bookish** and **463 others**

6 DAYS AGO

Add a comment...   Post

Questions

Example:
@PenguinTeen
What's the perfect reading weather?
❄ - 🮲 - 🮲 - 🮲

Reposting

Example:

@GailCarriger

- Repost app symbol
- Always say thank you

gailcarriger · Following

gailcarriger Beautiful picture from @danafraedrich of Blameless · · ·
.
.
.
#booknerd #books #booksarelife #booksaremagic #bookstagram #bookstagramcommunity #bookstagrammer #bookworm #read #reader #reading #lovetoread #bookdragon #bookwyrm #booknerd #booknerdigans #danafraedrich #blameless @gailcarriger #gailcarriger #neverthelesshepersisted #theparasolprotectorate #parasolprotectorate #steampunk

37w

philmjonesuk Those red spines look great!

Liked by **jamesfahyauthor** and **332 others**

APRIL 20, 2019

Add a comment...   Post

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Responding to Comments

- Available on mobile, desktop, or in multiple apps
  - Try different methods to see which you like best —make your work easier for you

Hashtag Games

To see what you've been tagged in...

^ Mobile icon

^ Desktop icon

- Hashtags go around Bookstagram as users tag each other to "play along"
- Encourages engagement by inviting people to look at your post and do their own version
- A few starting tags...
  - Color+"Books" (e.g. #BlueBooks, #PinkBooks, #ZebraBookStack)
  - "BooksAnd"+Item (#BooksAndBooze, #CoffeeAndBooks, #BooksAndBlooms)

Hashtag Games (cont.)

To see what you've been tagged in...

^ Mobile icon

^ Desktop icon

danafraedrich

danafraedrich Happy #WineWednesday , friends! This wine was recommended to me and described as having blueberry notes, but y'all know the real reason I got it was for the pretty bottle 😍. I rarely find that those sort of comments hold true, at least for my palate, but in this case it did, and it was delicious, especially with an aged Gouda (make friends with your local wine person, y'all). So delicious, in fact, that the hubs and I drank the whole bottle in one sitting last night. 😆 And look how nice it looks with @nicolinenovels ' book baby, Orewall! If you've read this far, you're invited to do a #BottleAndBookChallenge — just pair a book and a bottle (doesn't have to be wine). Tagging a few too...

Liked by **sarinalangerwriter** and **64 others**

DECEMBER 11, 2019

Add a comment...   Post

Hosting a Book Photo Challenge

- Vaguer prompts do better (more room for interpretation)
- Can be writing related or not
- Be sure to keep up with all participants and comment on their posts

A Few More General Tips

- Your IG account can be whatever you want it to be
  - Start small, go slow. No need to do all the things all at once
  - Post every day or once a week
  - Post what makes you happy
    - IG has been designed to encourage custom content (they've made it intentionally difficult to repost memes)
    - Self-promotion doesn't get as much engagement—80/20 rule
    - Quality matters (and simplicity can be your friend)
- Don't be a jerk
- Be patient; organic growth takes time

10 Minute Break

Big picture overview:
planning your content and tools
to help you

Free Scheduling Tools

- Buffer (Ren's personal preference)
- Later (Dana's personal preference)
- Hootsuite
- For IG and Facebook (including video and carousel posts), use Facebook Creator Studio.

Planning Content

- Find what works best for you
  - Reminders
  - Planning ahead
  - Having a system
  - Using tools like Later or Buffer
- Stick with it for a couple of weeks to see how you get on
  - New things take time

Need More Inspiration?

- Use a book photo challenge to find ideas (@ChallengesOfBookstagram collects these)
- Create a list of themes for everyday. These can serve as idea backups
  - Monday - #MatesMonday, #MapMonday
  - Tuesday - #TeaTuesday, #TeaserTuesday
  - Wednesday - #WineWednesday,
  - Thursday - #TBRThursday
  - Friday - #FloralFriday,
  - Saturday - #ShelfieSaturday
  - Sunday - #SocksSunday, #SelfPromoteSunday
- Hashtag games people have tagged you in
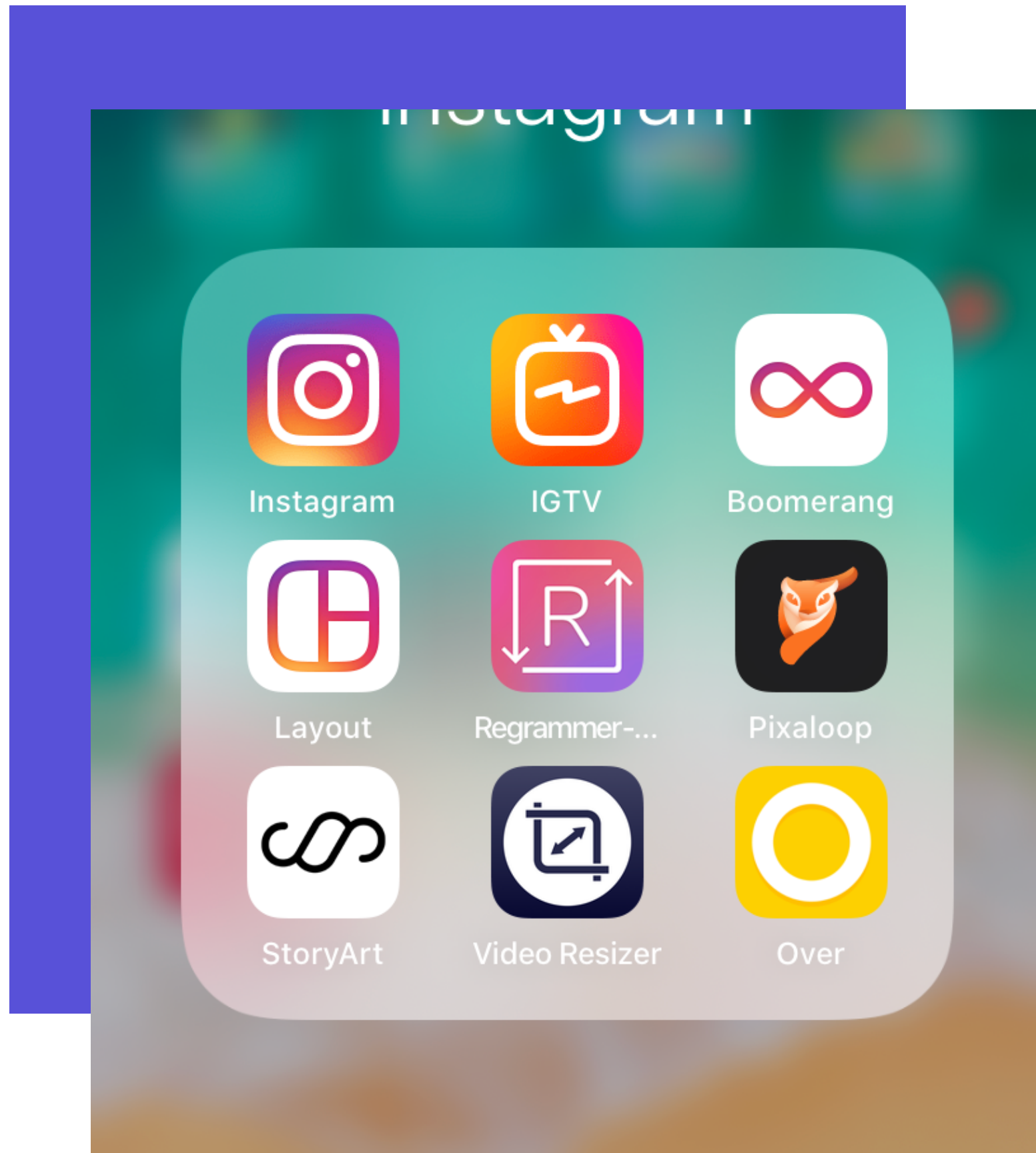
Graphic Tools

- Canva or Over for stories, static graphics, motion graphics
- StoryArt and Layout for creation on mobile
- Pixaloop for overlays and motion elements
- Adobe Photoshop for more advanced
- Video Resizer for formatting square videos
- PocketVideo for video editing on mobile

Ways to Keep Up with IG News

- Subscribe to the Later blog's email updates at Later.com.

- Listen to podcasts and read posts from SocialMediaExaminer.com.

Today's Big Takeaway

There are so many ways writers can use IG, but there is no magic, one-size-fits-all formula. Focus on what works for YOU and YOUR goals.

Group activity!

- Plan one Instagram post. Answer the following questions:

1. **What is the goal of your post?** What action do you want the viewer to take (like the post, follow you, click the link in bio, etc)?
2. **Who is your target audience?** Consider adding related location tags and hashtags for discoverability. Tag other accounts if relevant.
3. **What content type is your post?** (one image, carousel, video, or story)
4. **When will you post?** What day and time? Manually or using scheduling tool?
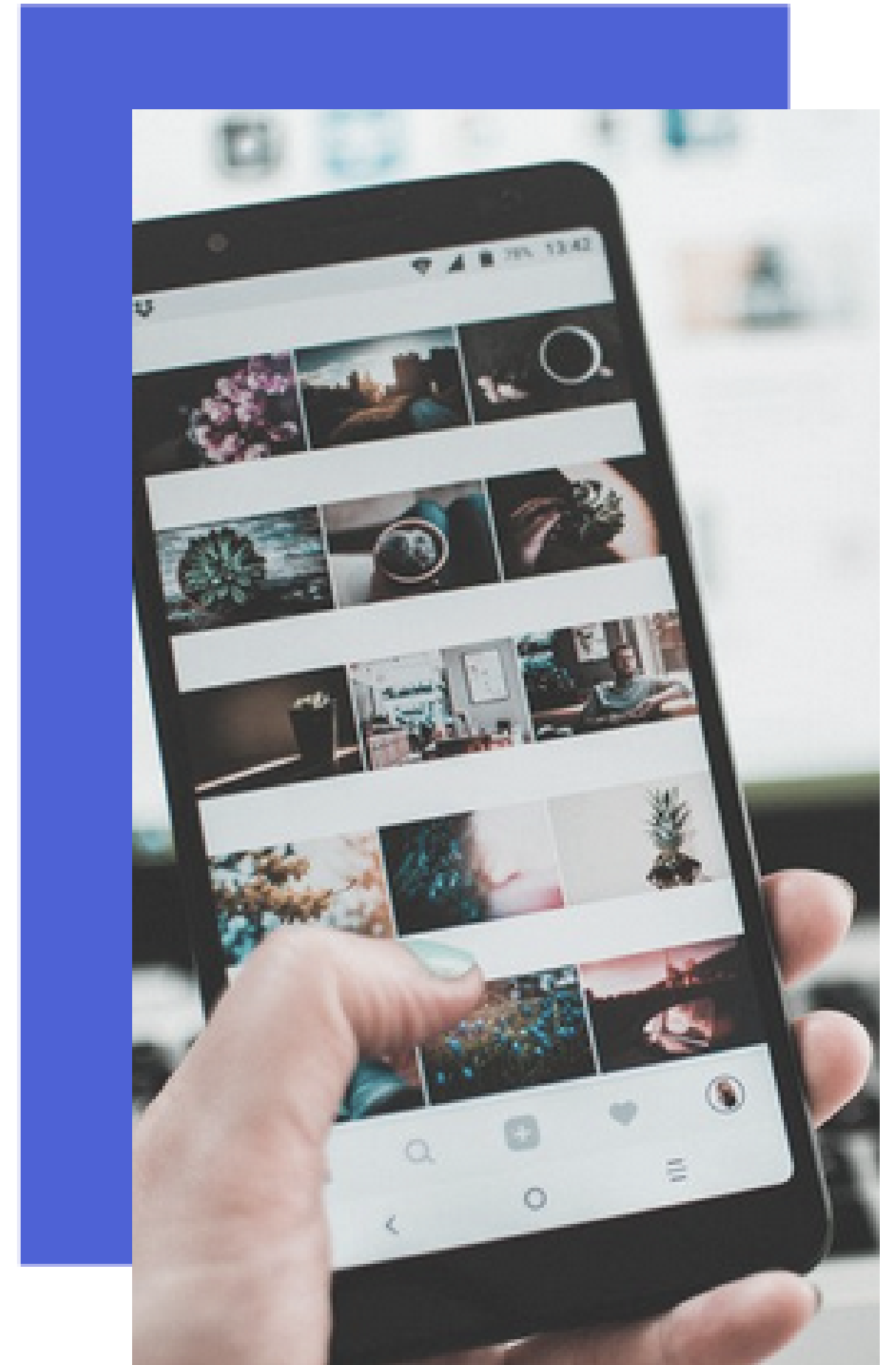
Stay in touch with us on Instagram:

@danafraedrich

@writerrenellis