



The  
**enchantingLawyer**<sup>™</sup>

# Action Guide

**Jenn Herman**

## **1. Check out what other people are doing**

Jenn talks about how the best way to understand Instagram and what it can do for your business is to have a look at it and play around with it to see what other people are doing.

### **How Does It Apply?**

Go into Instagram and check out what other businesses similar to yours are doing on there. Write down below some of your observations.

## 2. Get on Instagram

Jenn explains all of the benefits of being active on Instagram for a business. It is a great way to engage with your customers and potential customers and show the human side of your business.

### How Does It Apply?

Go and get yourself an Instagram account. In preparation, write down all the information that you will need, including:

- A good profile picture (preferably the same as you use for other social media if you have them)
- Choose a Username (preferably your *actual* business name) and Business name (more descriptive of what you do)
- Write a great biography with some personality, giving details including who you are, how to find you, what you do and that all important URL link.

### **3. Get thinking about Content**

Jenn describes how great content is the key with Instagram. Content is visual, and whilst a small amount of writing is allowed, it is your chance to tell a story in pictures.

#### **How Does It Apply?**

Write down below what your content ideas are. It could include behind the scenes peeks, focus on individual employees or customers, how your product or service is used, etc.