How to Create and Manage an Instagram Business Page

Ask a question...

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HOW TO SET UP AN INSTAGRAM ACCOUNT FOR YOUR BUSINESS

What you will need first:

If you've never used Instagram, you will need to start by downloading the app. You can visit the Instagram website or the respective app store on your mobile to download..

For the purposes of this guide, we will focus on using the mobile app, since Instagram only allows you to post images from your phone.

How to create an Instagram Business page

Please note that you are required to have a Facebook Business page in order to create an Instagram Business page. View our guide on 'How to Create and Manage a Facebook Business Page' if you do not already own one.
There are two options for signing in to Instagram once you have downloaded the app.

Option 1: You can sign up using your phone number (circled in red) or you can sign up with your email address (circled in green). Since this will be your business page, make sure to use the same number and/or email address you have used for your Facebook Business page. This way, Instagram will be able to automatically link your Instagram profile to your Facebook Business profile.
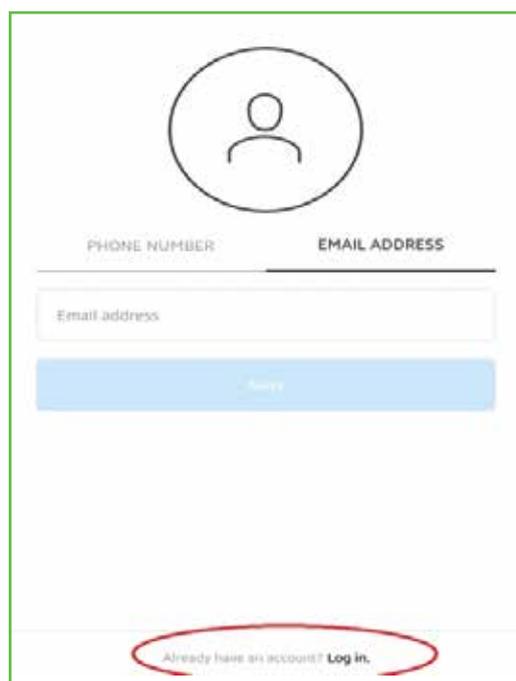
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Option 2: You can also log in with your Facebook Business account directly, as circled in red.

- **Already have an account? Just sign in, and go straight to your profile page.**

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Complete the Profile setup

Since you have used the same information as your Facebook Business page, Instagram will automatically pick up this information and the following notification will appear. Click on your Facebook Business page to confirm the integration of your Instagram Business page with your Facebook Business page.
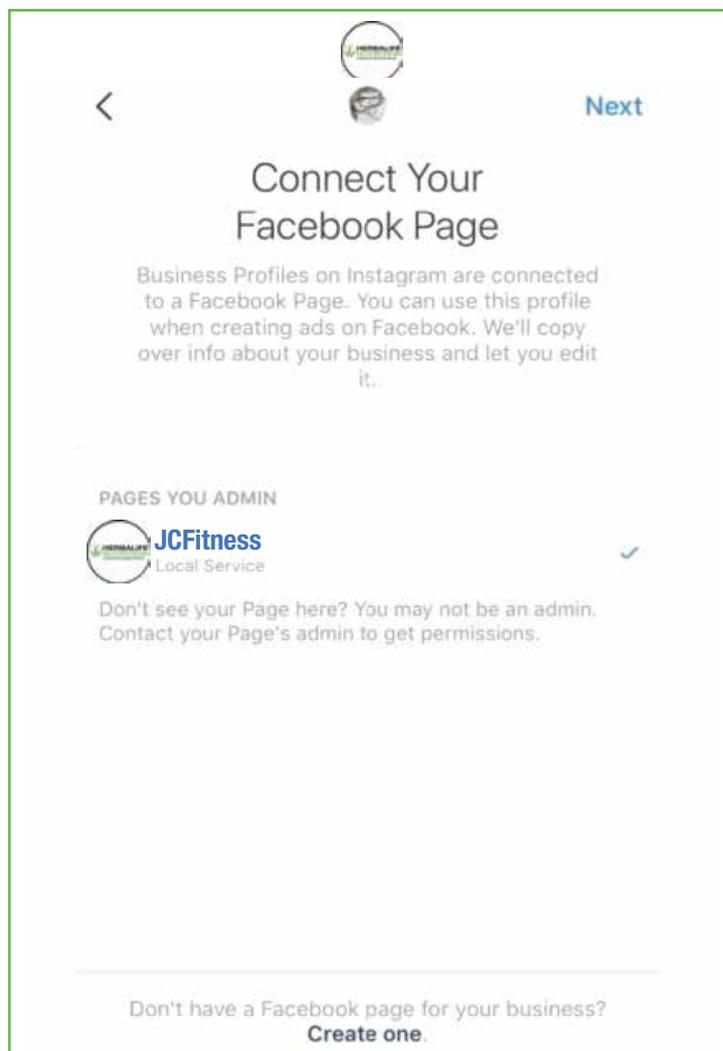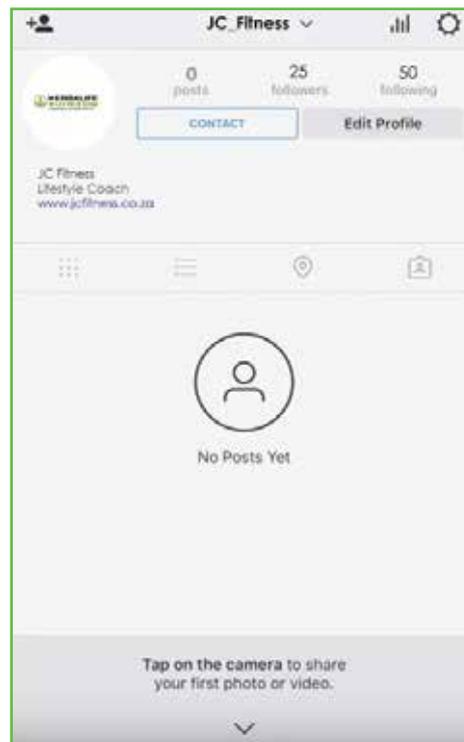

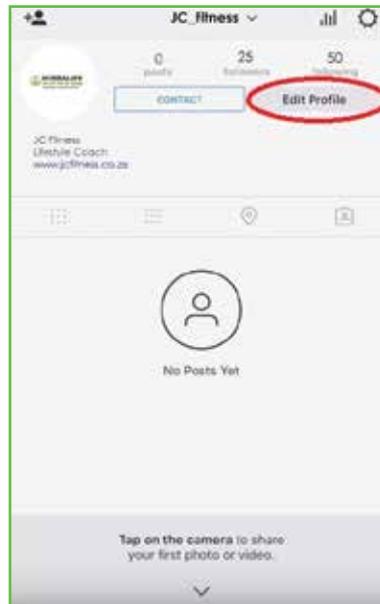You now have an official Instagram business page!

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A new graph icon should appear at the top of the Instagram app.
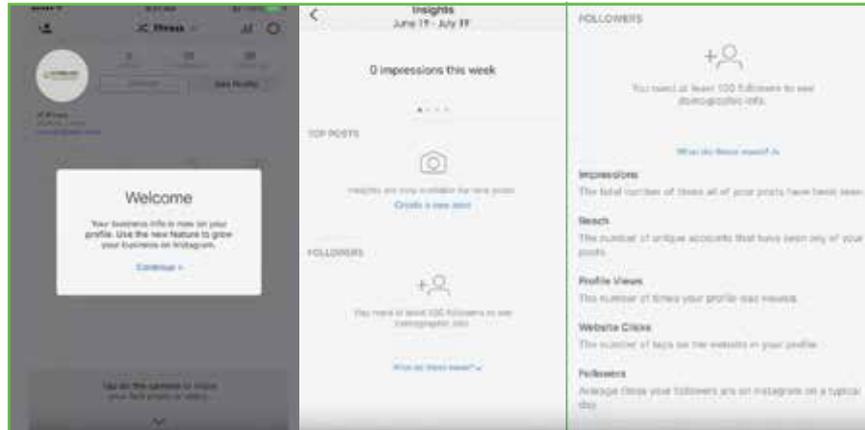
**This is your Insights page, where you can keep track of promotions and engagement stats.**

Now that you have an Instagram Business page – you need to populate it with more information about your company.

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- Click on 'Edit your profile' and this will reveal more options.

- Fill in all the information circled in red, the remaining information is optional.

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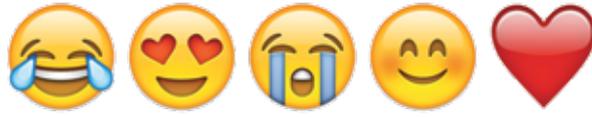
HOW TO GENERATE FOLLOWERS

When it comes to Instagram caption ideas, keep your captions short and straight to the point. Instagram is more of a visual form of social media, so let the image speak for itself. Please view our 'Social Media Best Practices Guide' to ensure you stick to the Herbalife Nutrition posting guidelines.
Hashtags are also an important aspect on Instagram.

Hashtags allow for your content to be found by people who aren't following you.
Therefore, make sure your hashtags are unique to the services you offer.
Ensure that the hashtags you use are relevant and comply with the Herbalife Nutrition Rules found on www.myherbalife.com

Instagram will also suggest profiles you should follow. These suggestions include people that follow your Facebook Business page and contacts that are linked to your mobile number. To discover these profiles;

- Click on the top right menu, circled in red. This will open the Instagram menu
- Click on Discover People.

HOW TO CREATE INSTAGRAM POSTS

Step 1: Create your own Instagram post – this can include general information about
Herbalife Nutrition products, Fit Clubs or upcoming Shake Parties you may be hosting.
Ensure that you post the required disclaimers when necessary - you can download them from
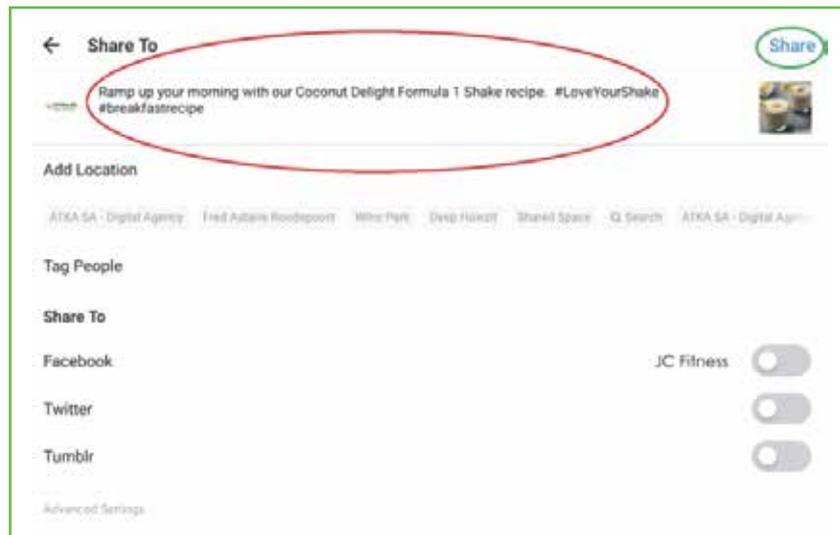www.myherbalife.com, along with a guide on how to use them on Social Media.

- Click on the middle icon at the bottom of your page circled in red.

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- Click on 'Gallery' circled in red to choose the image that you want to use for your post.
- After you have selected the image that you want to use for your post, click 'Next'

- After you click 'Next' you can write your copy on the blank space, using the hashtags that are relevant to your post.
- Click 'Share' when you are done writing the copy and automatically the post will be posted on your page.

Visit the profiles of each person you've identified as an influencer in your space and "Turn On Post Notifications" to be notified every time they share new content. This way you can keep up to date with trends and get inspired for your own posts.

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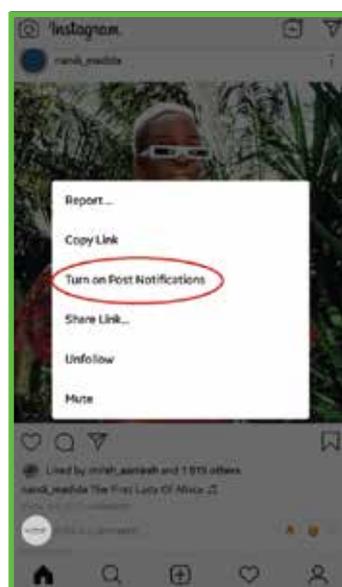
Find your optimal posting times

Posting at your unique best time can help you reach more of your followers, which would result in a higher engagement rate. If your post gets a lot of engagement shortly after it's posted, it tells Instagram that your content is of great quality — and that the algorithm should push it up the feed for more people to see.

Step 1: On your profile page, click on the four lines circled in red to see the insights of your page.
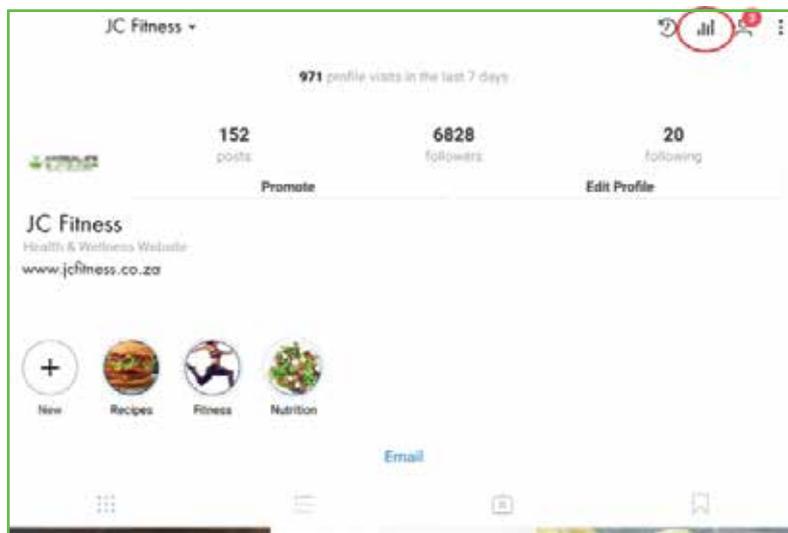
Step 1: On the insight page, you will see that there are many options. Click on 'see more' under followers (circled in red).

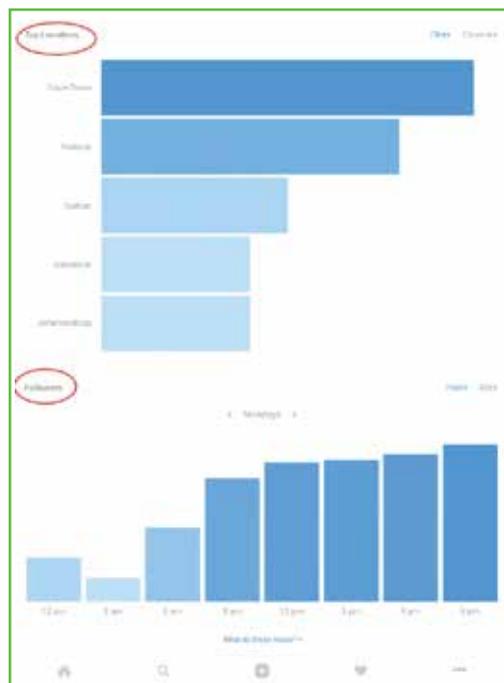**HERBALIFE NUTRITION**

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- After you have clicked 'see more' you will see 'gender, age range' you can change your audience to target the right people.

- You will also get to see the top locations.

- You will also get to see times and day where your audience is mostly online.

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HOW TO PROMOTE YOUR INSTAGRAM POSTS

Promoting your page is a great way to use Paid Advertising. When you promote your page, you could increase your posts' reach, and allow users who aren't following you to still view your content. We suggest promoting posts you feel we need that extra bit of attention; such as a special you're currently offering or an upcoming event.

Step 1: Click on the Promote button under a post you've recently published

Step 2: Select where you would like your audience to end up after clicking on your promoted post. This could either be your Instagram profile, your website or a direct Instagram message. For the purpose of this tutorial we will show you how to link your promoted post to your Instagram profile.This can be used to get more followers.

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Step 3: **You will then be directed to the Target Audience section. Although Instagram targets people according to "people like your followers", it's best to create your own target audience. Click on Create Your Own**
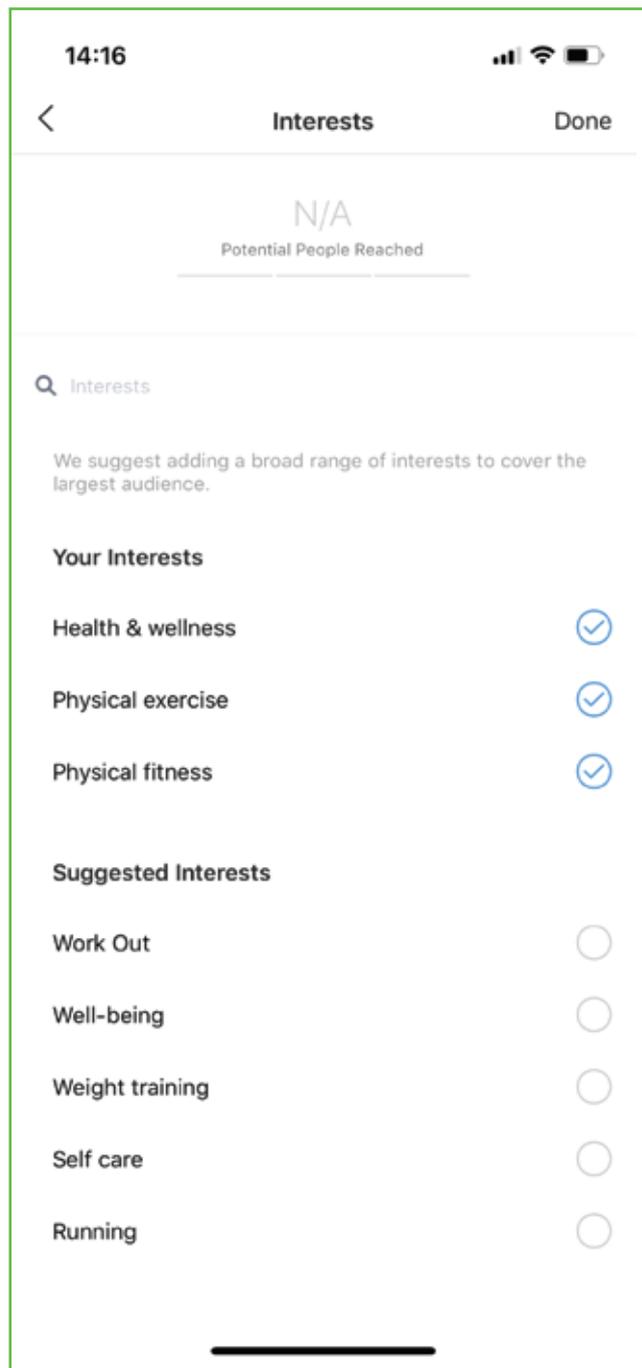

Step 4: **Complete your audience name, the location you would like to target, the age and gender you wish to target and your target audience potential interests.**
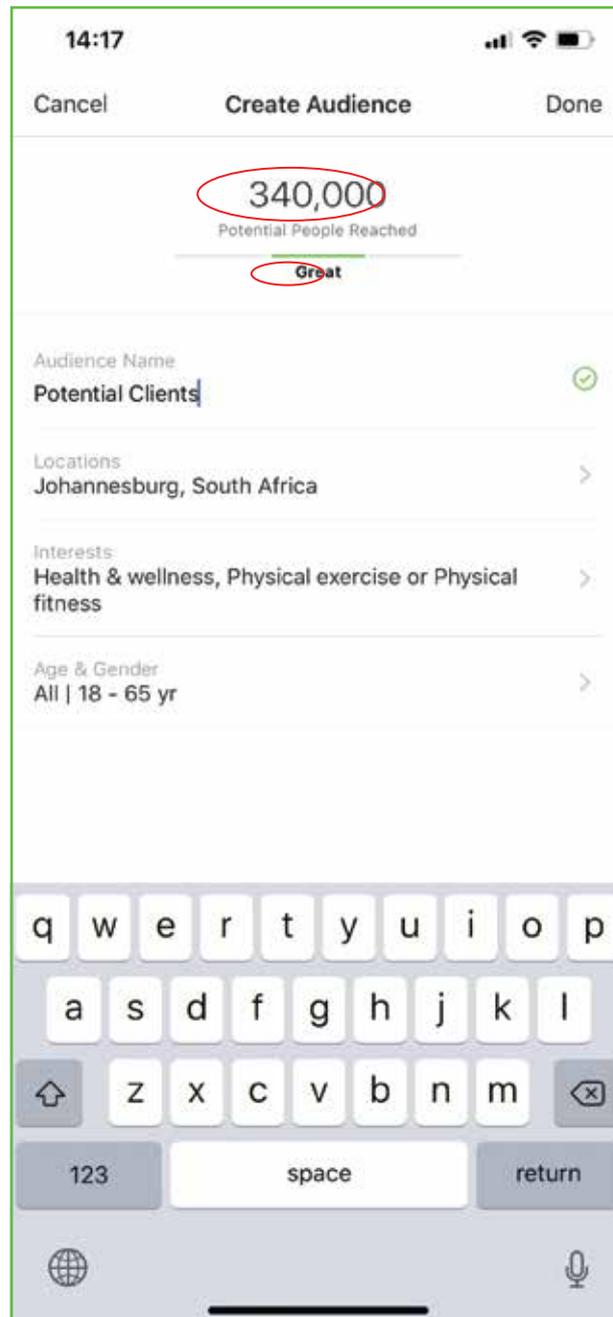
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Instagram will also suggest extra interests based off what you interests you have entered
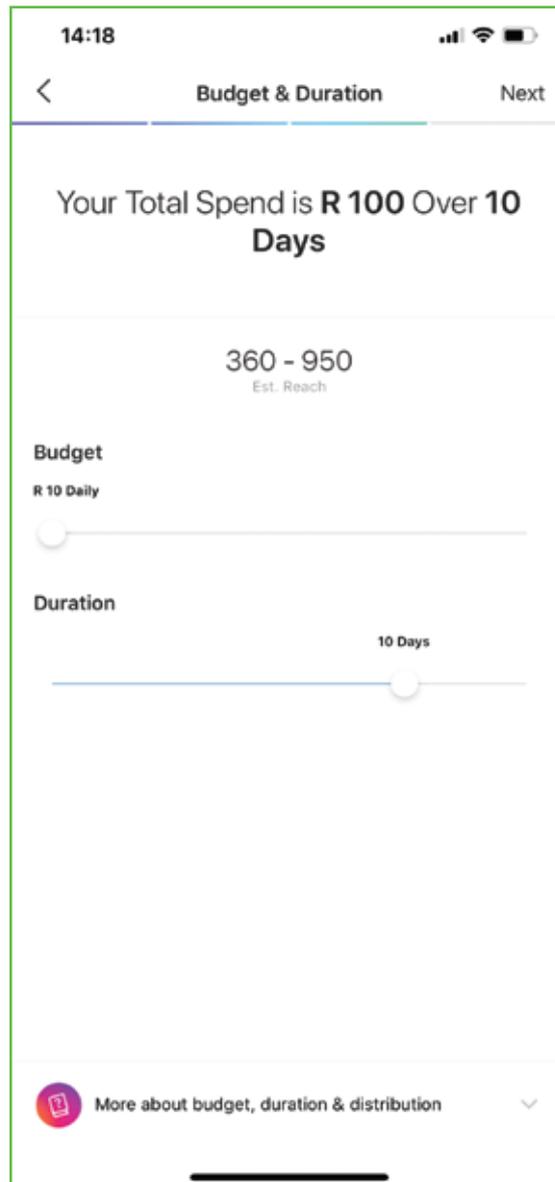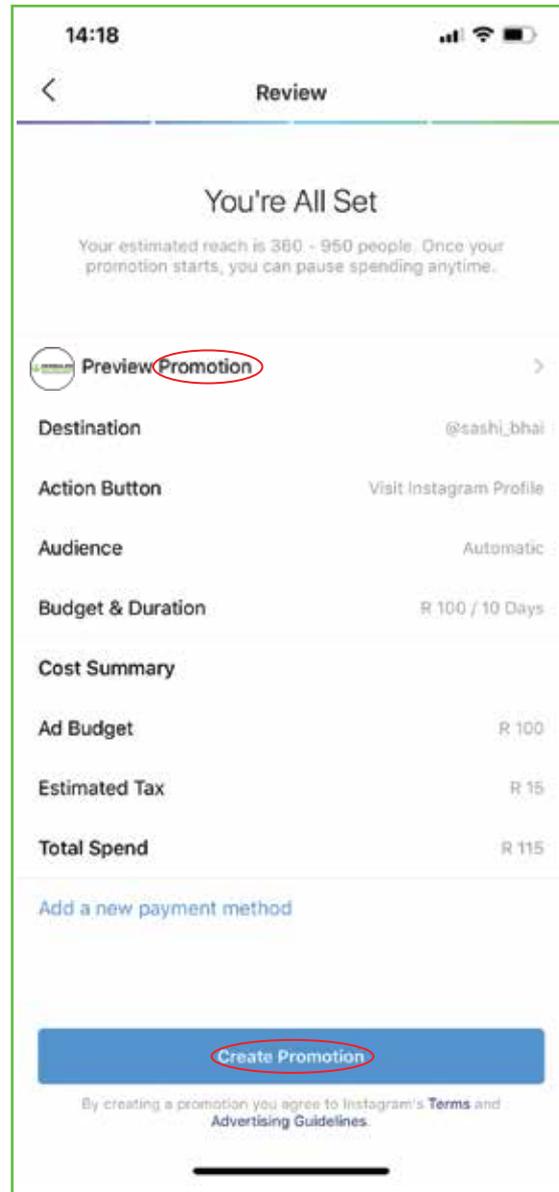
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Instagram will also let you know if your targeting is weak, great or too broad. Always try be as specific as possible to target the right people.

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Step 5: Next you will be required to set your daily budget and the timeline you would like your promotion to run for. The minimum spend is R10.00 a day, however set your budget according to what you can afford. Instagram will notify you on your estimated reach based off your budget.

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< Review

You're All Set

Your estimated reach is 360 - 950 people. Once your
promotion starts, you can pause spending anytime.

Preview Promotion >

Destination	@sashi_bhai
Action Button	Visit Instagram Profile
Audience	Automatic
Budget & Duration	R 100 / 10 Days

Cost Summary

Ad Budget	R 100
Estimated Tax	R 15
Total Spend	R 115

Add a new payment method

Create Promotion

By creating a promotion you agree to Instagram's **Terms** and
Advertising Guidelines.

Step 6: You're now set! Add a payment method and click on Create Promotion.
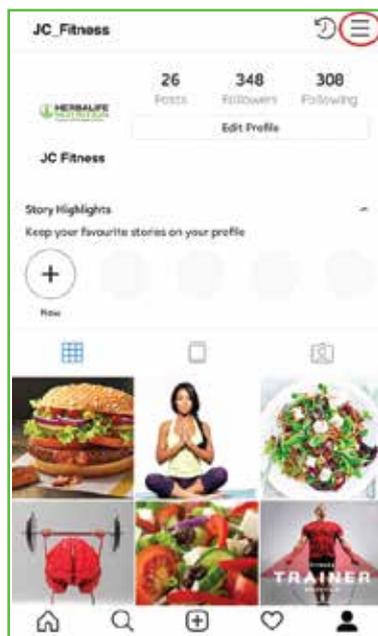You may view the results daily via the insights section to view how your promotion performs.

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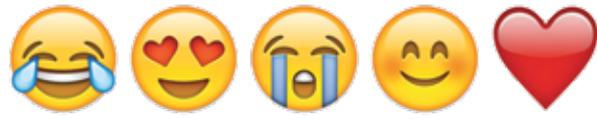**HOW TO CREATE DUAL INSTAGRAM PAGES AND SWITCH BETWEEN EACH**

Step 1: Open your current Instagram account.
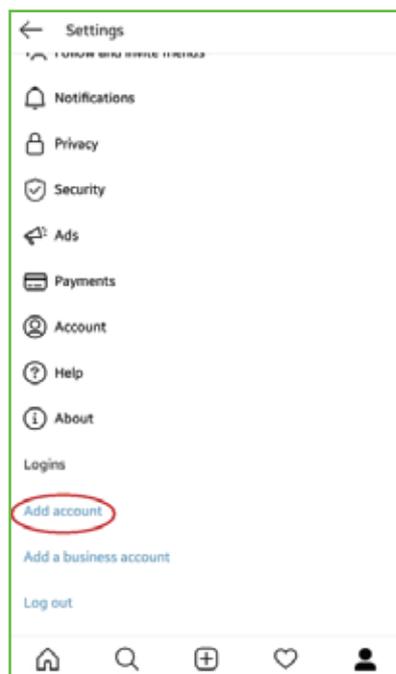

- Go to your profile.

Step 2: Tap the 3 lines at top right.

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Step 3: Tap the gear icon at the bottom for Settings.
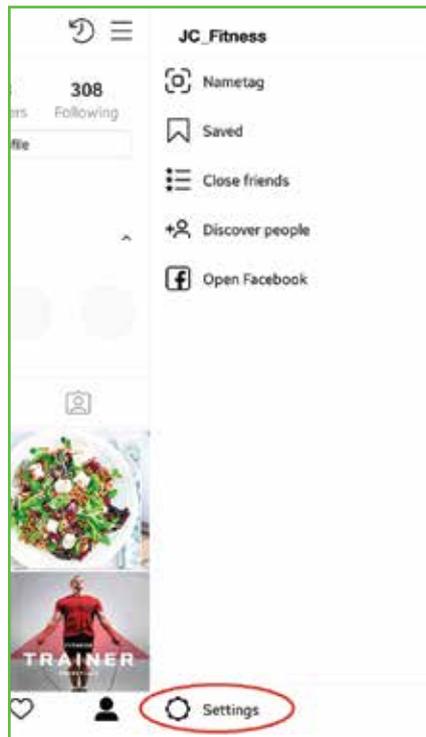
Step 4: Scroll to the bottom. Tap Add Account.

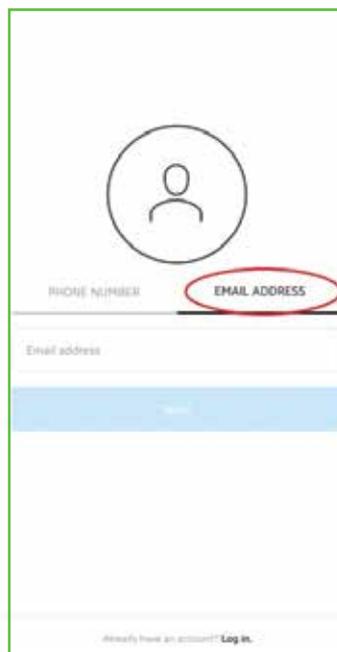HERBALIFE NUTRITION

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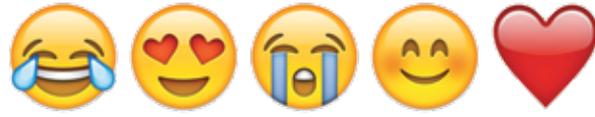
Step 5: **: DON'T fill in the log in screen. At the bottom of the page, tap Sign up.**

Step 6: **You'll see an option to use Facebook for sign-up. If you're already using Facebook for your primary account, choose Sign Up with Phone or Email.**
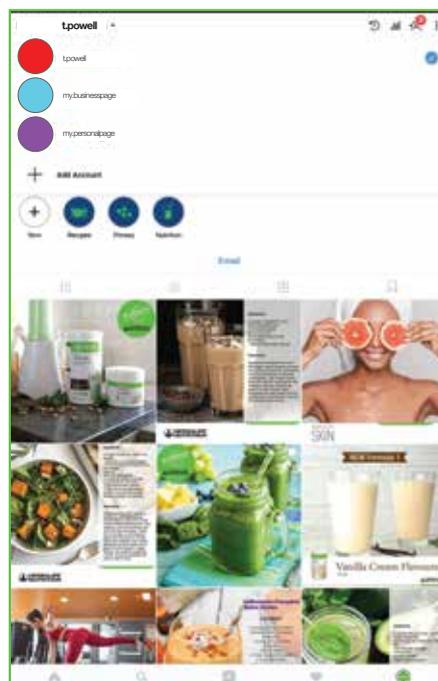
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Step 7: Next you'll add your Instagram profile photo, Name, and Password.

Step 8: Now you will be able to switch between your accounts on the top left of your profile page.

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Thank You!

Ask a question...

YES   NO

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