

**Platform essentials Instagram**

**Paul Ince** 00:07

Hello, and welcome to our continued series of videos on how to improve your use of social media for recruitment and retention in the care sector. Now, if you've watched many of the other videos so far, thank you, I hope they're hitting the spot and helping you gain some skills and confidence. Now in this video, we're talking all things Instagram, an exceptionally popular social media platform with a huge part of our population. We'll look at the essentials of what you need to know about it, who's using it, and the type of content that works best and what is actually quite a complex channel. Launched in 2010, Instagram now boasts over 2 billion users. Initially, a photo sharing app, Instagram has evolved significantly transforming into a key platform for users to explore brands, career opportunities, and services. So let's first talk about who's using Instagram. It's got a wide demographic reach pretty much all ages, it's a hub of users that include potential applicants for care or vacancies. And these users are savvy, they seek authenticity and transparency, and also engagement from the accounts that they interact with. Now, most users are sharing information about what they themselves get up to. And not all of them are doing this publicly, private accounts are very popular. And that means you can't always use Instagram to see who's interested in your organisation. In the UK, it has over 35 million users. That's personal and business accounts. But even so that's a large number. So you can see the opportunity is here to get in front of lots of people. The biggest age group here, people aged between 25 to 34. That's about 30% of UK users. But of course, there's plenty of people outside of that group. And you can certainly get a sense that your content on Instagram needs to appeal to a slightly younger audience. Instagram is owned by Mehta, the company that also owns Facebook. And that has some advantages as you can often push content that you quit on Instagram, over to your Facebook page. And by using the meta business suite on your computer, you can manage content for both platforms, which will save you time. So let's take a look at Instagram. I'm going to do this from the mobile app, because this is how most people use it. But you can go to instagram.com and manage it from your computer directly. So just like other platforms, when we open the app, we're presented with a feed of content. Actually, it was shown a few different feeds. Notice the circles at the top of the screen. These are stories created by accounts that you follow those orangey pink circles around profile pictures show that there are stories you haven't watched as a prompt for a user. The accounts towards the left are those that you tend to watch and interact with the most. So ideally, you want to appear in the left for your audience. Well, how do we do that? By creating content that your followers interact with more on that shortly. Underneath the stories feed, you'll get the post feed. These are posts and reels that the Instagram algorithm has decided that you should see that mainly accounts a user follows although Instagram is starting to show content from accounts you don't follow where it thinks you could be a good fit. Again, imagine that from your audience's perspective, there's a chance the things you post could be put in front of someone who doesn't know you. If you create content that's relevant for then there's that word again. Unlike Facebook, a user will eventually see everything Instagram has to offer that user from the accounts it follows. So organic reach is better for businesses. There's another feed called Explore, which you find by tapping the magnifying glass icon. Here is a whole heap of content that Instagram is suggesting to you based on your behaviours on the platform. In theory, this should all be relevant. It's quite hard to get in here though, for a user, you tend to find accounts with lots of engagement or large followings here, but in Evernote, this is where people go to search within Instagram. Think about what job seekers may search for jobs, vacancies social care work. It's a good idea to go and search Instagram to see what other people are creating on the platform. If nothing else, it will give you inspiration and an idea of potentially what content you're up against. Then there's the real speed. Here you'll find an infinite scroll of videos in that short form style that tick tock house users can happily swipe up to see the next video. Hopefully they'll discover yours and wants to investigate you for Other everything here is based on user interests, what they've liked before and how long they've watched content for. There is some key things to note when setting up an Instagram account. As you can imagine, there's a lot more settings don't we have time for today, but let's look at the most important. The first decision is what type of account you should have. There are three choices, a personal account, this is what most people have, it allows you to do pretty much everything and is meant for everyday people using the platform, a creator account. This is what people who create lots of content professional content creators who are monetizing their Instagram which use is got access to the full creation capabilities, including a full music library and analytics. And then thirdly, a business account. Now this is for organisations to use, it can connect to your Facebook page and pull in information from it so you don't have to set things up twice. It allows you to customise the call to action buttons, have analytics and set up things like Instagram shopping, but there are limits on music library capabilities. For your line of work, I'd recommend a business account linking to your Facebook page, how to change to a business account, go to your profile, tap on the three lines at the top right, then click settings and privacy, and then type in switch in the search bar at the top to find the setting to a met. And that's just easier. Just follow the instructions on screen. Now let's have a look at the profile itself. And what we recommend here. As usual, your profile picture should probably be a form of your logo and your name and username should reflect the organisation where possible, it should be the same or very similar to your other social media accounts. If you've linked your Instagram accounts, your Facebook page, most of the information will synchronise with that so you don't have to worry about location information or category. Tap on edit profile. And you'll see here where you can change everything. Facebook page section is towards the bottom of this section. We want to craft a great bio. So think of a form of words that expresses who you are, and what you're about. Can you articulate some of your team's values so that people get a sense of being a team that they want to work with? You can mention people here as well. You can even use a hashtag. Although personally, I recommend you don't use a hashtag in a bio because it creates a clickable link that takes people away from your profile. And why would you want that. Action buttons allow you to drive people to take a specific action. Now these are quite limited, but you can perhaps drive people to call you. What you definitely do want to edit is your link in bio. Now you can have up to five links for people to click. And that's great because it means you can direct people to your homepage, but also specific pages on your website, such as your careers page. We've spoken in other videos about the different types of social media content. Instagram, uses them all posts, video short form stories, live streaming, let's get a reminder of these and how they relate to Instagram specifically. When I explained this, it could sound complicated, so I'm going to break it down into subsections. So first of all posts, all published content on Instagram is visual. But with a pose, you'll have the ability to add what we call a caption. That's the text underneath. You can go into a lot of detail as the space here is quite large. Just don't overwhelm people. Put in the essential details of your message such as the job title, a brief description, salary information, how to apply or tell a story about something that's happening totally up to you. You can add one or up to 10 images and video in what's called a carousel. Now these are great for telling a story with different scenes or explaining a process such as steps to apply or even list multiple vacancies and a mega broadcast of opportunity. videos in a carousel can be a maximum of one minute. You can record up to 60 seconds of video at a time. You can also upload an image or graphic. Keep adding stories to create a longer overall story. Now stories are very interactive and creative. And as a creator, you can add stickers, avatars gifts, overlay photos, create quizzes, polls add subtitles countdowns to an important date. I don't have like a vacancy deadline. There's a lot you can tag other Instagram users in add hashtags and more. It can look a little overwhelming. So really pick the things that will make people want to engage with the story. You'll be able to see who viewed your story. So take a look and see if there's anyone of interest there that you can connect with. However creative Your stories are, they will only last in your story for 24 hours before they disappear from public view. As the story created, though, you'll have access to your archive of stories, and then we'll be able to add to a highlight on your profile. And you can set up different story highlights, you might want to set one up of your current vacancies to make it easier for potential candidates to spot what's happening. Instagram reels have been around for a while now. And this short form content is the part of Instagram that is growing the most. What's unique about reels is the ability for your content, your videos to be seen far and wide by people who aren't following you. And that's because users looking at reels are presented with a series of videos that the algorithm thinks they should see based on their behaviour. It's virtually identical to tic toc and the way that it works, you can upload a single video you've pre recorded or pre made, you can record the video straight and Instagram app if you wish, you can make it a single scene video. Or you can make it a video that contains multiple scenes. Really, the choice on how simple or complex you want your reel to be is completely up to you. Now you'll possibly be bored me saying this. But again, it's all about relevancy. What will your ideal candidate be looking for what will grab their attention and keep it in fact, getting the attention is key here, you need to hook your viewer in within the first couple of seconds to keep them watching. So think about your initial scene or statement. Perhaps you can add text that says New vacancy or work with us or a day in the life of a care worker at with real estate, you get the chance to add a caption the text that accompanies it. So go into a bit more detail within that and include a call to action on what you want them to do. Like visit our website or click the link in our bio or whatever. A quick helpful tip to save you loads of time, if you've linked your Facebook page to your Instagram account, look out for the little switch to post your reel to Facebook too. There's no disadvantage here. In fact, it will push your content to Facebook and potentially reach into the audience. Those that maybe aren't using Instagram. Live streaming is certainly popular on Instagram as it is everywhere. It's one of the main parts of Instagram. And as it suggests, this is all about broadcasting live from wherever you are doing whatever you're doing. Although anyone can potentially join your live stream. I don't think it's particularly great for discoverability. So you tend to talk to your followers. And that's fine if you have the followers. But I think tick tock is a better place to live stream reaching outside your followers, if that's what you're after. Like all live streaming, what happens in that moment happens. So what's crucial for you is considering where you're streaming from what you're showing and who could potentially be in it. Safeguarding is going to be absolutely paramount for this. And I think it's probably the riskiest part of Instagram for you. But that said it could be great for q&a about a roll with someone already in post. We're seeing many people choose to share things between their friends using DMS. But the message inbox is also a great way to talk directly to your potential recruits. Instagram says that one in three Instagram Stories results in a reply to the Creator. And he replied that you receive or go to your inbox. So keep checking this and your notifications in case you get any questions. You'll also see if you've been mentioned by someone in this inbox, so that's another reason to do it. Let's take a quick look at how to tell if your Instagram content is performing well. Just like Facebook. Instagram also has a number of metrics you can access both from the content itself or a bigger overview of the whole account. To access insights for your account as a whole, go to your profile page, tap the three lines at the top right of the screen and then select insights. You'll see an overview of the accounts as a whole and you can dive into information about your followers, and whether they are engaging with your content. If you look at metrics relating to a specific post, story or real, you'll see further information on who it reached, whether it's been seen outside your immediate followers, and in the case of video content, how long people watch the video before moving on to something else. Okay, lots of information there about Instagram. It is a platform that continues to develop and there are many opportunities to create some great stuff here too. My advice for Instagram is to try things out, particularly stories and reels to see what works, what gets people reacting, and just be prepared to change up a bit. Thanks for watching. See you next time.