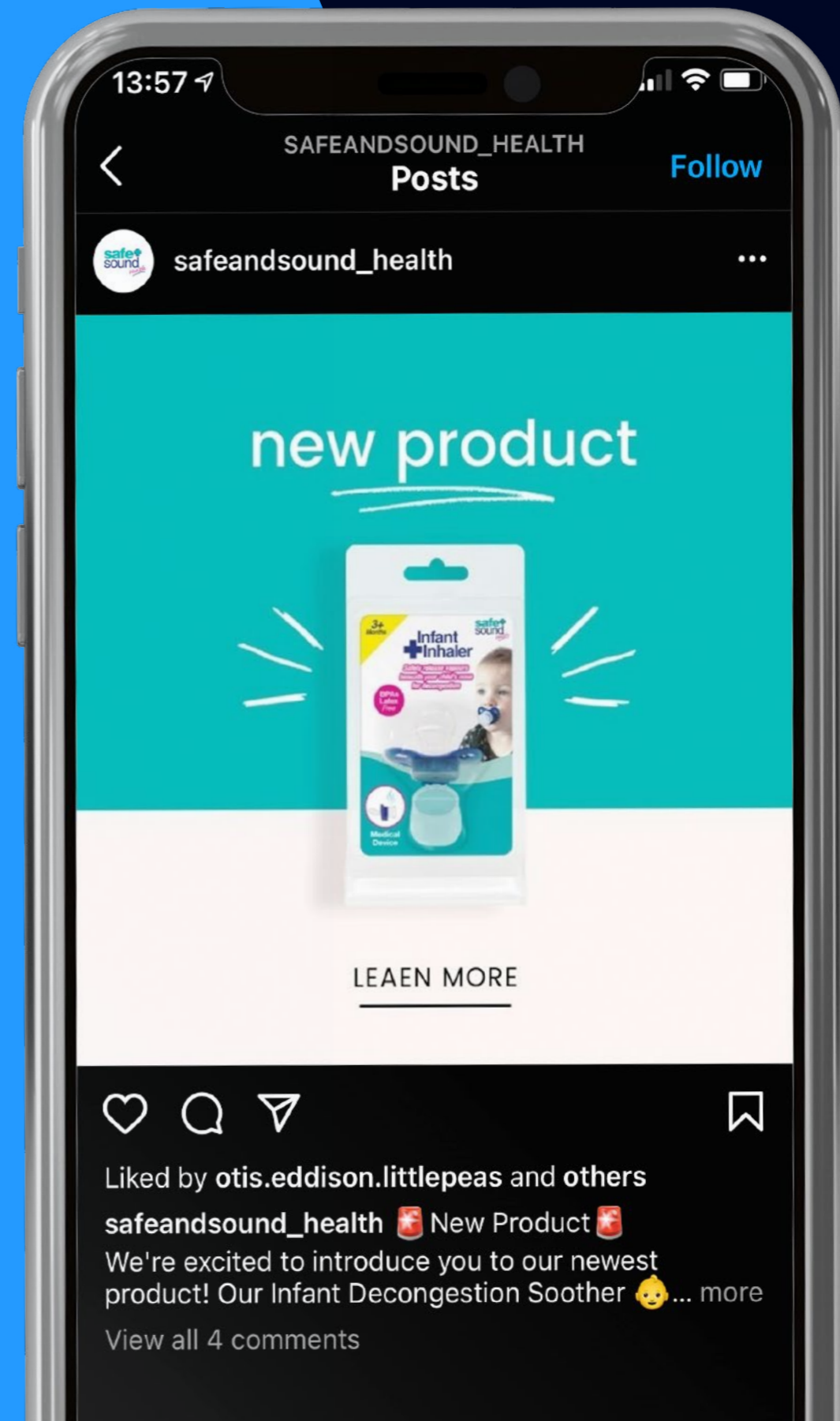




## Instagram Guide 1

# What is Instagram and why should I have an account



# What is Instagram?



## Photo sharing app

Instagram is a mobile-first, photo sharing social media platform and app.

Being 'mobile-first', the Instagram app is designed to be used on mobile phone devices

Although the app can be accessed on tablets and desktop, not all features are available.



## Visually engaging

Instagram is a visual social media platform. All content share on the platform is either a photo or video.

Although images and video shared on Instagram have caption, the image is the first part of the content users see.

The reliance on visual imagery makes Instagram one of the most engaging social media platforms available.



## Growing audience

As of January 2021, 30.36 million users in the UK – including your customers and competitors-logged into Instagram.

Worldwide 25million companies use Instagram to connect with their loyal customers and reach new ones.

30.7% of UK Instagram users are aged 25-34 years, making it a popular social media platform for millennials.

# Why should your pharmacy have an account?



Like most social media platforms Instagram is an online community. The communities found on Instagram can be exclusive online communities, or extensions of people's local communities. Pharmacies are a valuable part of local communities, providing essential healthcare, advice and health services. Showcasing your Pharmacy on Instagram can build on your reputation as a valued member of your local community.

Creating an Instagram account for your Pharmacy can help you connect with your customers and reach news one. By engaging with your local community on Instagram and building a strong reputation, you can spread awareness of your services and products, and encouraging more customers to visit your Pharmacy.



# Types of Instagram accounts



There are two types of account you can have on Instagram



## Standard

A standard user account for sharing, exploring and engaging with other users' content and a professional business account. Small and large business are able to easily switch to an Instagram business account for free and make use of extra features not available with a standard account.

Even if you do not wish to use Instagram's advertising platform, it is worth switching to a professional business account for the extra profile features and access to your contents engagement and reach data. In our second guide, How to get started with Instagram, we will show you how to create an Instagram and quickly switch to business account.



## Business

Some of these extra features included with a business account:

- Data on your post's engagement and reach
- Insights into your audience's demographic data, like age, gender, etc.
- Extra profile information such as opening times, location and contact information
- Access to Instagram's advertising platform and shopping features.

