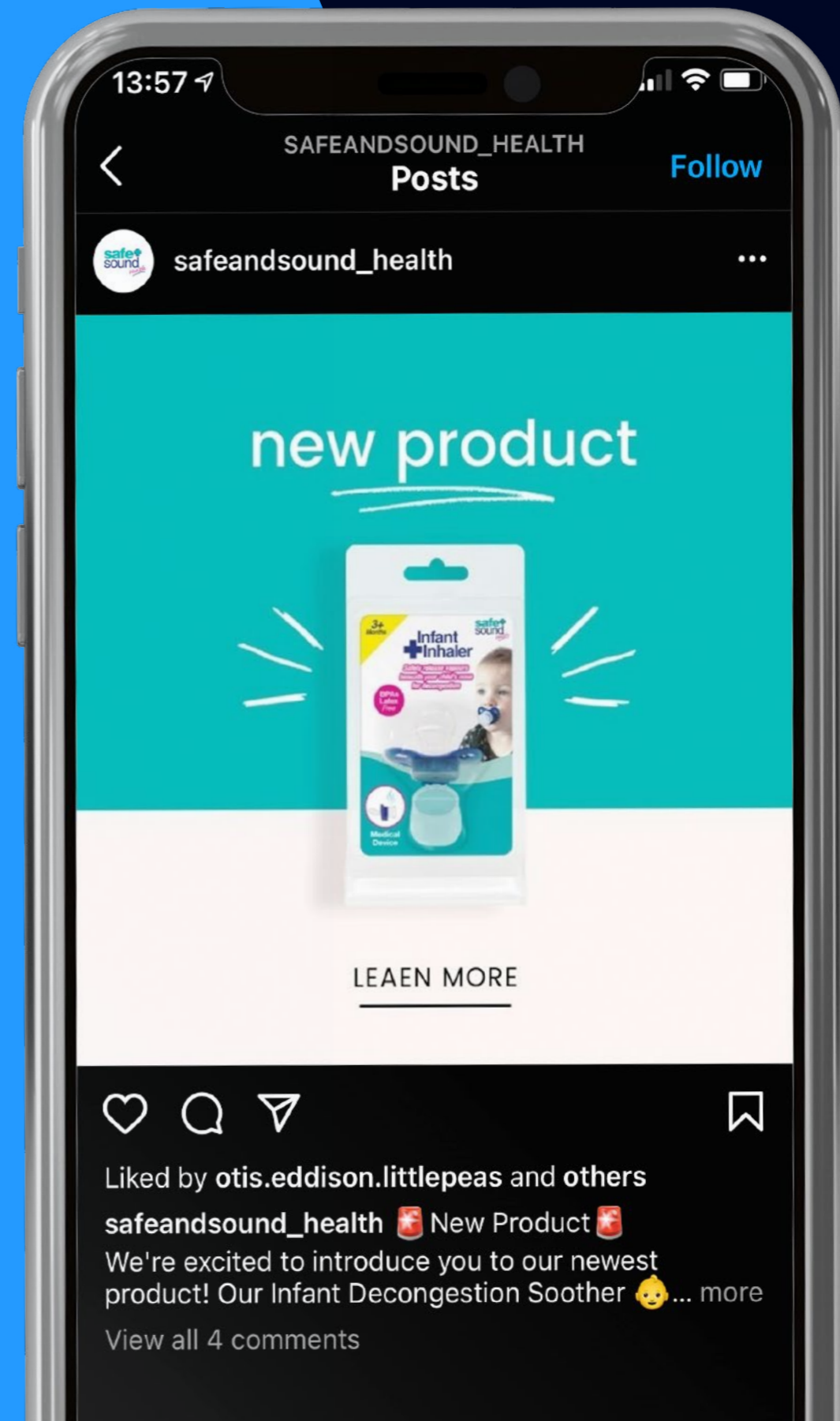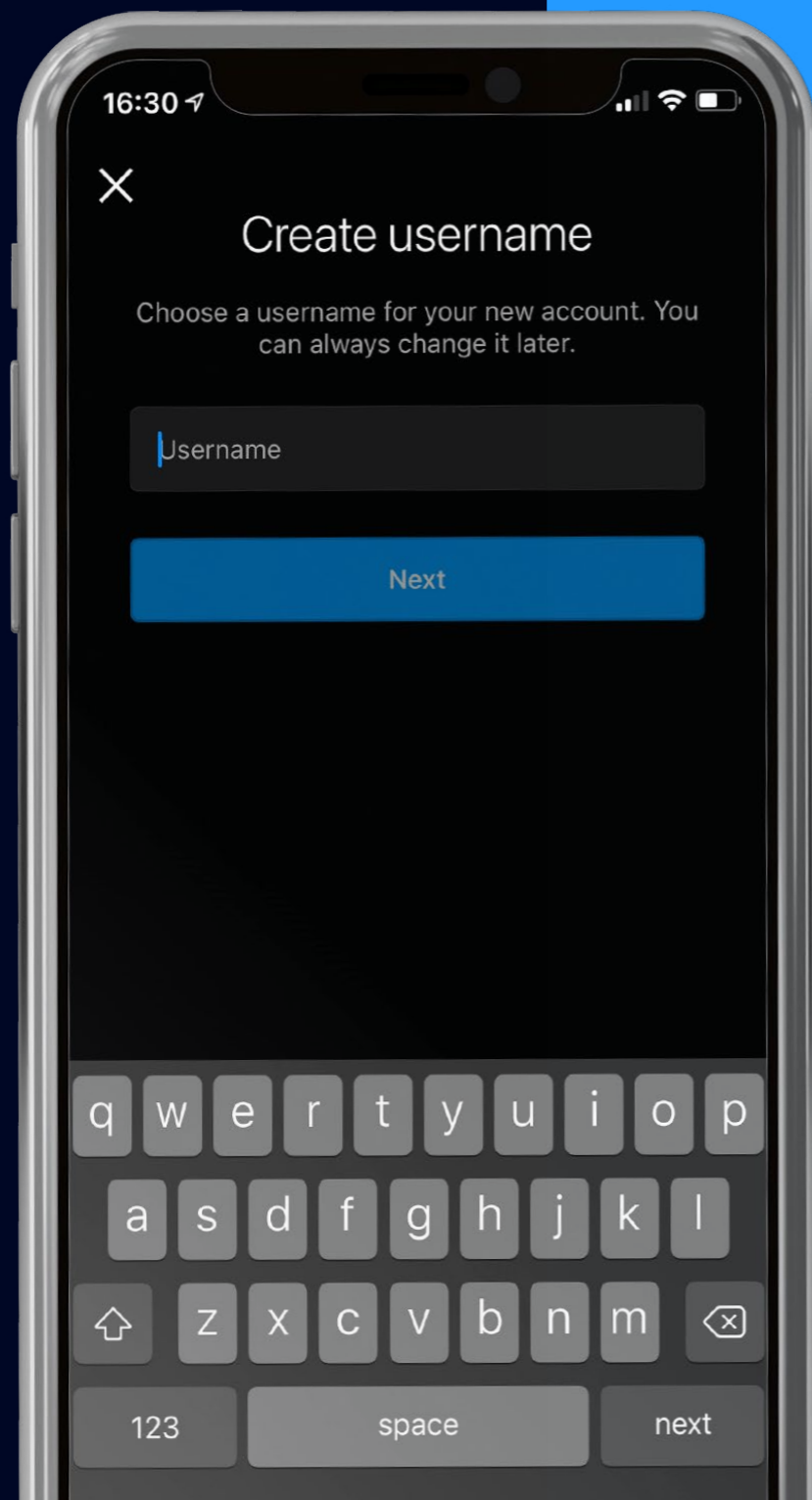**Instagram**
Guide 2

Get started with a Instagram business account

How to create an Instagram account

Before getting started with Instagram and Instagram business accounts, first you need to sign-up and create a standard account. As Instagram is a 'mobile-first' app, we advise signing-up and using the Instagram app on a mobile phone device. You can still sign-up and use Instagram on a computer, however not all features are available (sharing content, for example).

To sign-up to Instagram on a mobile device

1 Download the Instagram app from the your relevant app store. (Apple Store / Google Store)

2 Open the app and tap Create New Account (You can also tap Log In With Facebook to sign up with your Facebook account.)

3 Enter you email address or phone number and then tap Next. Tip, make sure you have easy access to the email account or phone number you sign-up with as this will be used to access your account if you forget your password.

4 Create a username, password and fill out your profile information. Tip, your username will be the first thing users see when they come across your account, so choose a username that reflects your business. (Don't worry if you change your mind, you can change your username at any time)

5 Tap Next, to complete your profile.

To sign-up to Instagram on a computer

1 Visit www.instagram.com

2 Click on Sign-Up and enter your email address. Tip, make sure you have easy access to the email account or phone number you sign-up with as this will be used to access your account if you forget your password.

3 Create a username and password, then click on Sign-Up. Tip, your username will be the first thing users see when they come across your account, so choose a username that reflects your business. (Don't worry if you change your mind, you can change your username at any time!)

4 You can also create an Instagram account using your Facebook account. To do this, click Log In With Facebook and you'll be prompted to log into your Facebook account

Why switch to a business account?

Now you have created an Instagram account, you can choose switch your account to a professional business account if you wish. Switching to a business account gives you access to additional features that are not available with a standard account. All the extra features that come with a business account are free to use and provide you with extra insights into your content and account. Here are some of the useful extra features you can use with a Instagram business account:

Add relevant business information such as opening times, business address and phone number to your profile.

Access to Instagram Insights which gives you invaluable data on your Instagram accounts performance, including new followers, profile view, impressions, reach, website clicks and email clicks. You can also see detailed demographic data about your followers such as gender, age, location and activity peaks.

An Instagram business account allows you to add a contact button to the top of your profile, this can include an email address, phone number or location and give your profile visitors the option to get in touch with your business.

Instagram business accounts allow you to restrict and manage who is able to tag your account in other user's content. This helpful tool helps prevent Instagram users from falsely tagging your account in their content.

All Instagram accounts have a direct messaging feature. Instagram Business accounts have the additional option of setting up Quick Replies which allows you to create automated messages for your most frequently asked questions, saving you both time and effort.

With a Instagram Business account you will have access to Facebooks powerful advertising tool, allowing you to set-up and run targeted adverts across Instagram.

Your direct message inbox will also have an advanced filtering system. Unlike standard accounts, business profiles can filer message into three categories – Requests, General and Primary.

Another advertising feature you can access with Instagram's Business account is 'Promoted Posts'. Promoted posts enable you to promote your Instagram posts to wider audiences.

Switching to a business account

1 Go to your profile and tap on the button in the top right-hand corner (labelled profile/account setting in above diagram)

2 Tap on Settings (for some accounts, the switch to professional account option will be listed directly under settings)

3 Tap Account and then tap Business

4 Add your business details, such as your business contact information and business category

5 Tap Done