



[Social Media-Instagram] SOP

SOP for Social Media - Instagram

Instagram Image Sizes

1. Image size (in pixels)
 1. Square: use a 1:1 ratio, max image size is 1080x1080
 2. Landscape: 1.9:1 ratio, max image size is 1080x608
 3. Portrait: 4:5 ratio, max image size is 1080x1380
2. Video size
 1. Landscape: 1.9:1 ratio, max image size is 1080x608
 2. Portrait: 4:5 ratio, max image size is 1080x1380
3. Stories
 1. Portrait: 9:16 ratio, max image size 1080x1920

What to Post?

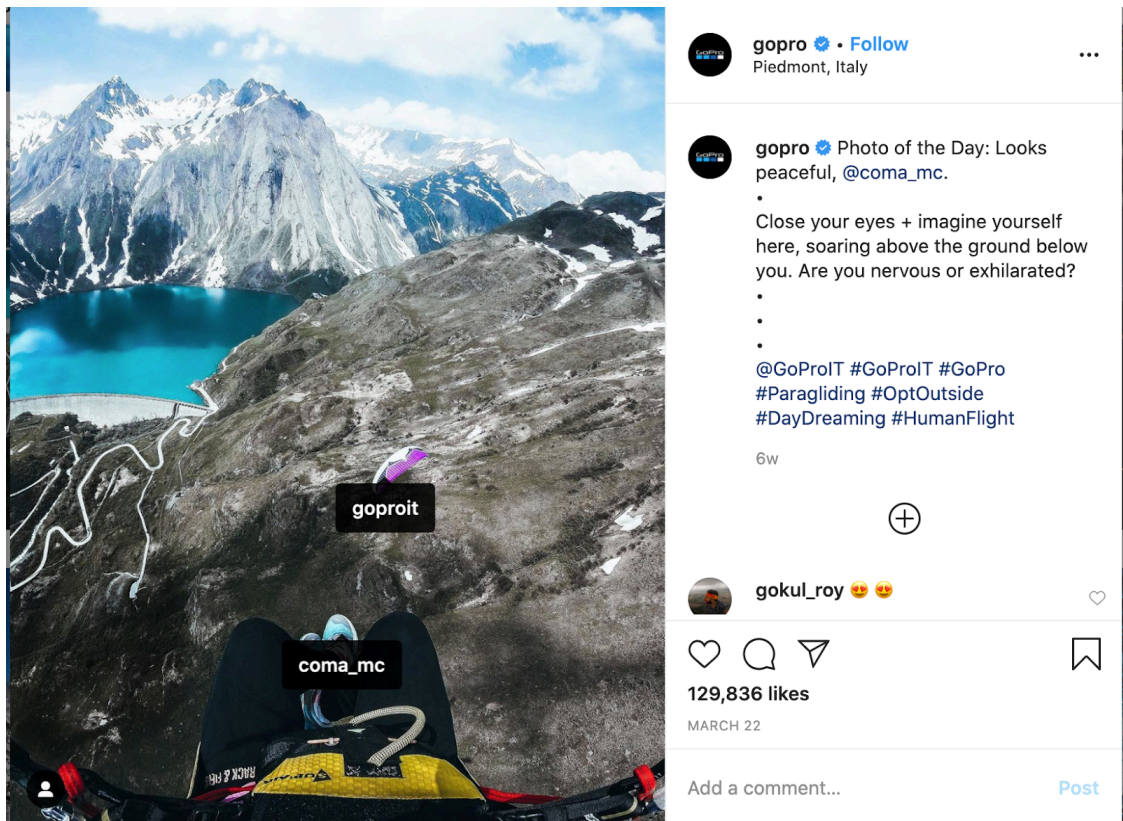
Users aren't looking for pictures of products. They're searching for compelling visual experiences that excite them. Instead of forcing product images onto them, frame your content within a larger narrative.

How To Build a Great Instagram Post

1. Make sure your image tells a story and is one of the size dimensions listed above
2. Write up a caption that makes sense for your story. If the photo was taken at the event be sure to tag that event venue, the business the event was for, and the location of the venue.
(Example - This was just a great event that @ampaevents hosted

at the @MariottHotelRVA....)

3. Make sure your location is tagged - whether it be at the event venue the photo was taken, a general place (Richmond, VA for example) or Ampa Events
 4. Tag other users in the actual photo - again, the event venue, the event hosts, and anyone else who may be relevant to the photo.
1. GoPro is a great example of this - in the image below they have the location tagged as well as other users tagged in the photo itself along with the caption.



Other Instagram Tips

1. Make sure the Instagram account is a business account, this way we will have access to Insights and other cool features.
2. Add an alt tag to the image, sadly (and this is a really silly thing to be honest) you can only do this AFTER the image is posted.
 1. To do this click on the three little dots next to your username
 2. Click edit
 3. On the bottom right of the photo there will be an option to add alt text
 4. Add the text and click on the checkmarks in the upper right corner to save the text.
3. Use relevant hashtags that make sense, try not to go over 14.
4. Like and reply to comments in a timely fashion. Even if it's as simple as a "Thank you"
5. Post often and consistently, ideally once a day at around the same timeframe (11am-2pm for example)
6. Use the instagram stories feature to be a little bit more laid back and personable - this is where you can show off the personality of Ampa Events. This is a great place to post quick little videos, share posts by other accounts, and show some of the behind the scenes work.
7. Like and follow other accounts with a similar business model locally, within Ampa's service area and nationally.