



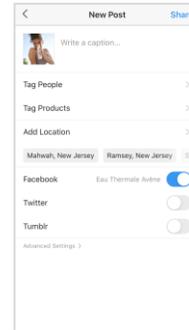
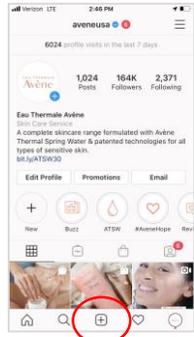
Social Media How-To

GUIDELINES & BEST PRACTICES FOR INSTAGRAM

How to Post

- Photos:

1. Click the “+” button in the bottom center of your screen
2. Select “Library” to post a photo from your camera roll
3. Click “Next” and add a filter or edit your post if you wish.
4. Click “Next” and write your caption, tag people, add a location and enable posting to a linked social account, like Facebook



- Videos:

1. Click the “+” button in the bottom center of your screen
2. Select “Library” to post a video from your camera roll
3. Click “Next” and add a filter, trim your video, and select a cover image
 - The cover image is what will appear in your feed, so be sure to carefully select a frame that fits with your feed



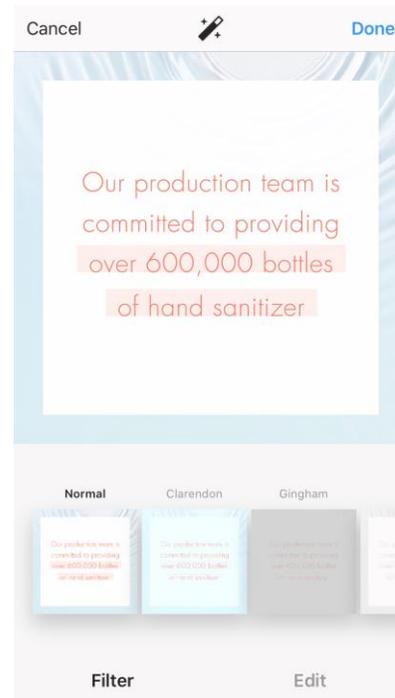
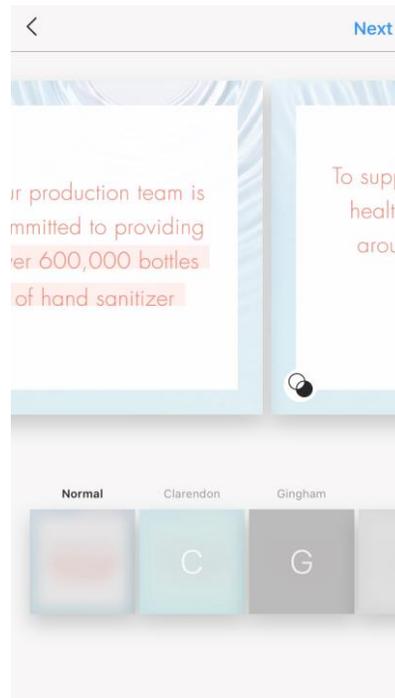
4. Click “Next” and write your caption, tag people, add a location and enable posting to a linked social account, like Facebook

THE BASICS

How To Post

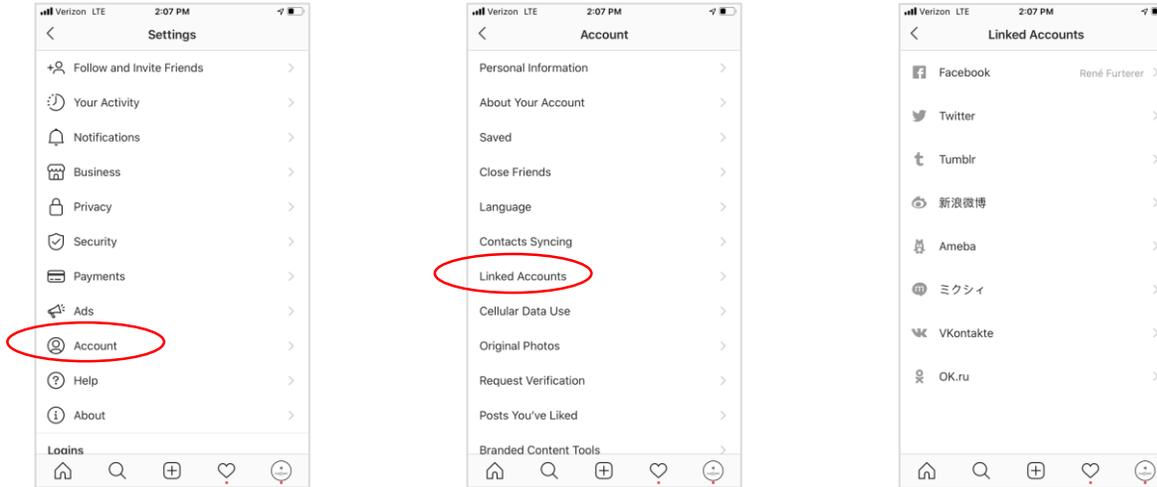
- Carousels:

1. Click the “+” button in the bottom center of your screen
2. Select “Library” to post multiple photos and/or videos from your camera roll
3. Click the button on the far right (it looks like layered squares)
4. Select your images and/or videos by tapping in the order you want them to appear (1 is slide 1, etc.)
5. Click “Next” to apply a filter to all slides, or tap each individual slide for it’s own filter and edits
 - If you want a cohesive look, any edits need to be replicated on all slides
6. Click “Next” and write your caption, tag people, add a location and enable posting to a linked social account, like Facebook

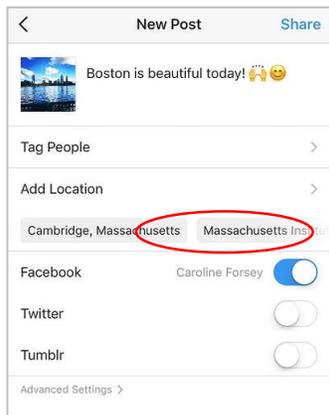


Connect & Share To Other Social Accounts

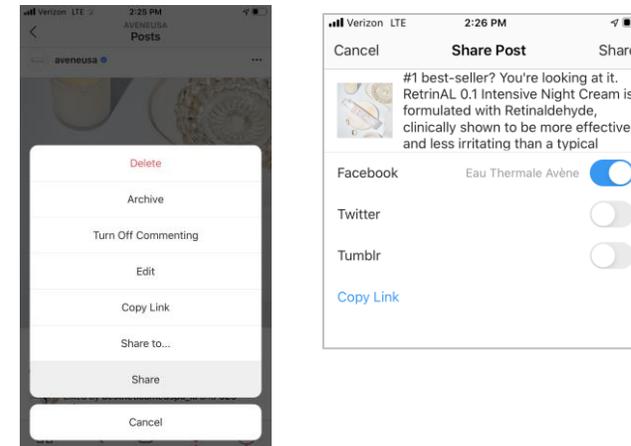
- Link your other social media accounts in order to share your Instagram posts to those platforms:
 1. Go to “Settings,” click “Account” and then click “Linked Accounts”



2. Select whichever social channels you'd like to link (Facebook, Twitter, etc.) and input the login information
3. When posting, click the button next to your linked social media account. When you post, your post will publish on that platform as well, so you only need to post once now.



! You can also share old posts to your linked accounts by selecting “•••” in the top-right corner above the image, then “Share” and click the button next to the linked account

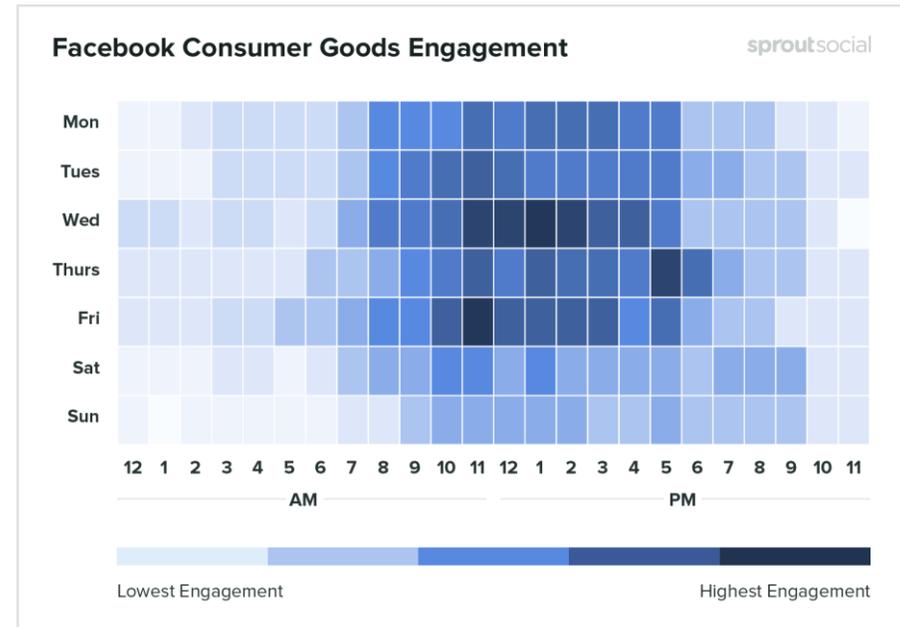
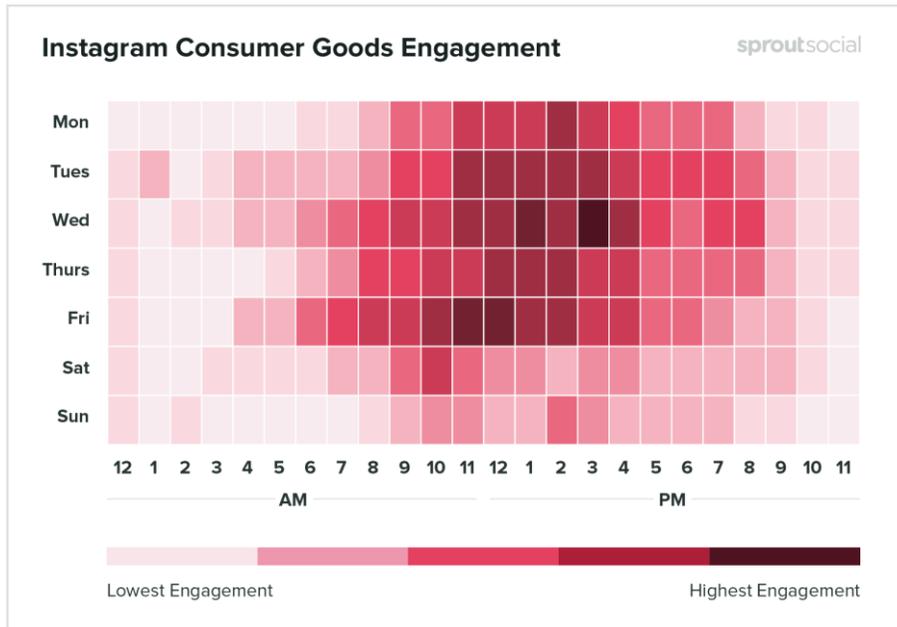


Best Practices

- Photos
 - Specs:
 - **Dimensions:** 1:1 is preferred (1080px x 1080px is ideal)
 - Try to use natural lighting instead of flash for brighter, richer, more natural colors
 - Don't overexpose your images – it's easier to brighten a dark image than to correct overexposure
 - Pay attention to color – make sure the overall look isn't too faded or muted
 - In a study by Shopify, 93% of consumers cited “visual appearance” as the main reason for their purchasing decisions. To add to it, nearly 85% of consumers said color was the main reason for purchasing a specific product
- Videos
 - Specs:
 - **Length:** 3 sec – 60 sec
 - **Size:** No limit, but recommended under 50 mb
 - **Dimensions:** 1:1 is preferred, but can range from a minimum of 1.91:1 and a maximum of 4:5
 - Make sure your video captures attention within the first **3 – 5 secs** (or else people will keep on scrolling!)
 - Pick an eye-catching **cover photo** that fits into your feeds overall look & feel
 - Try experimenting with different video lengths to see what works best for your audience
 - Remember, **Stories** have a limit of 15 sec, while **IGTV videos** can be up to 10 minutes (think of it more like a YouTube video)
 - According to Hubspot, [64% of consumers](#) are more likely to buy a product online after watching a video of it first
 - Convert GIF files into MP4
 - You can post GIF-like videos, but **actual GIF files cannot be posted**. Be sure there is no sound / mute the video to keep the GIF-like feel

Best Practices

- Utilize UGC (User-generated content):
 - Reposting photos & videos from other accounts you interact can spark engagement
 - Use apps like **Reposter** to repost content from other accounts
 - Be sure to tag the account you're reposting directly on the post or in the caption to credit them
- Pay attention to times you post:
 - Retailers and consumer goods brands earn engagement at the peak times below, or target relatively safe times for engagement occurring **Tuesday through Friday, 11 a.m.–3 p.m.**
 - Instagram & Facebook follow similar patterns, so you can usually publish posts at the same time



INSTAGRAM FEED

Best Practices

- Tips for Engaging Content:
 - Vary your content – post a **mix of photos, carousels, videos**
 - **Before & After** photos are a great way to show results – you can utilize the carousel to show more detailed before & after slides, but remember the first slide should show both since it lives on your feed
 - **Product swatches & application** are also good – consumers like to see the product in use
 - **Flat lays** are an good angle to get product shots (example below)
 - Follow other accounts with feeds you like for **inspiration**
- Examples:
 - Make your **captions educational**, but use emojis when appropriate for emphasis
 - When posting, ask if your post will **add value** to someone’s day
 - Utilize **targeted hashtags** to help your posts be more discoverable, but limit to under 5 (preferably 1-3)
 - **Engage with comments** by liking & replying. You can ask questions to keep the conversation going
 - Keep your feed’s visual identity / “look and feel” in mind when you post for an overall **cohesive feed**
 - Respond to your **DMs** to help build a community



Flat Lay for product imagery



Bad example – B&A (images rotated in odd directions)

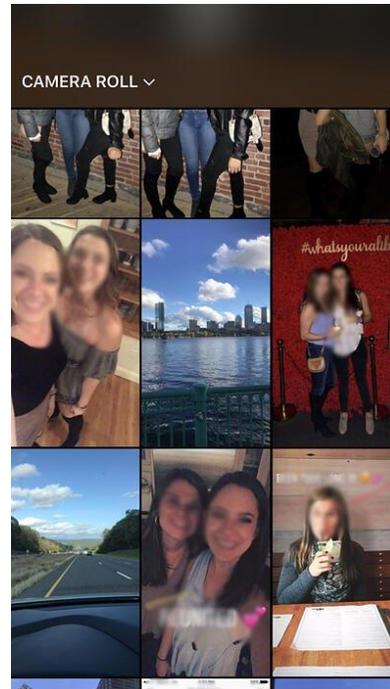


Good example – B&A (images uniform, text in same spot)

INSTAGRAM STORIES

How To Post

- Uploading an image or video to your Story
 1. **Click the camera icon in the top left**
 2. **Once you're within the Stories feature, you can take a photo or video with your camera OR upload an image or video from your camera roll by clicking the small square in the bottom left corner**
 3. **Click on a photo or video you'd like to use in your story**
 - To post multiple stories, repeat this process. They will appear in order of posting time (oldest first, most recent last)



INSTAGRAM STORIES

How To Edit

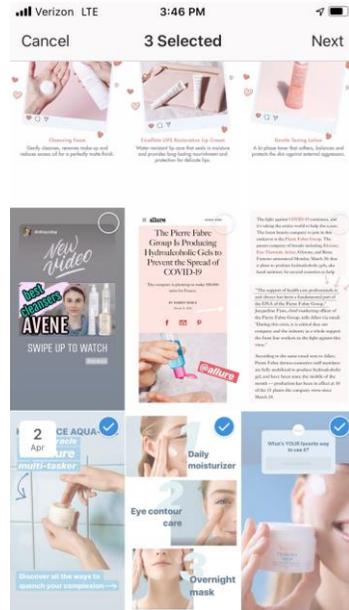
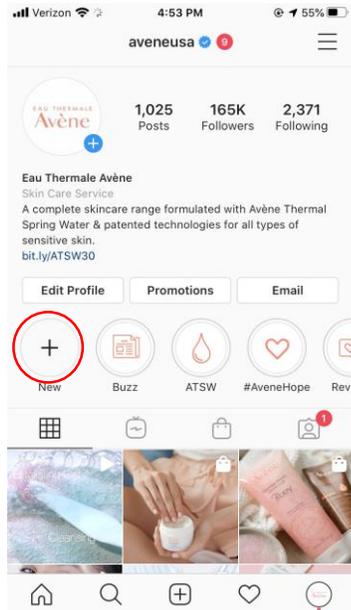
- Editing a story before you post
 1. **In the top right, you have a few different editing features. The smiley face lets you add: a location, hashtag, time, date, poll, countdown, quiz, question, images or emojis to your picture.**
 - You can move & resize any of these stickers by dragging
 - Typing in the search bar can help you find GIFs/stickers using keywords.
 - Some searches for nice stickers: “ohlalalita” “kapebeans” “mikyla” “hanmade” “greendotori” “boho” “lizmosley”
 2. **The pencil lets you handwrite or draw on your image.**
 - Select the pencil type or eraser from the icons in the top right
 - Adjust the slider on the left for sizes
 - Select a color from the circles on the bottom (scroll through for more options or press down to select your color)
 3. **"Aa" icon is your text button. Once you click "Aa", you have the option to change your font by clicking "Classic" at the top.**
 - You can also adjust the text alignment or add a background with the buttons on the top left
 - Adjust size & how many words fit on each line with the slider on the left



INSTAGRAM STORIES

Highlights

- Stories only stay up for 24 hours – if you want people to be able to watch stories you previously posted, you can utilize highlights.
- How to create highlights:
 1. **Go to your profile**
 2. **Tap the “+ New” button to make a new highlight**
 3. **Select the story or stories you would like to add to the highlight by tapping the circles in the top-right corners**
 4. **Tap “Next” then choose a name for your highlight**
 - You can organize your stories into categories, and create a highlight for each category. Examples could be “B & A,” “Tutorials,” “Buzz”
 5. **Click “Edit Cover” to select a cover image from your highlight from the selected stories, or click the image icon to select an image from your camera roll**
 - Because of the small size of the cover, icons or solid colors usually look best

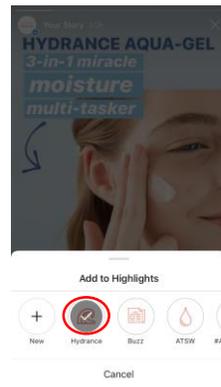
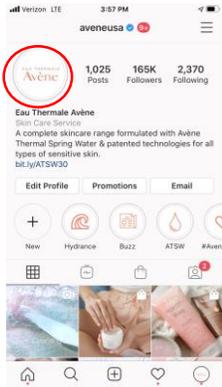


INSTAGRAM STORIES

Highlights

- How to add live stories to highlights:

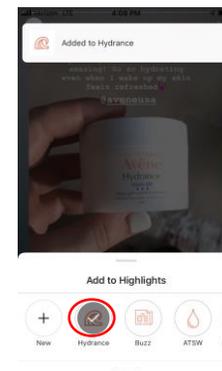
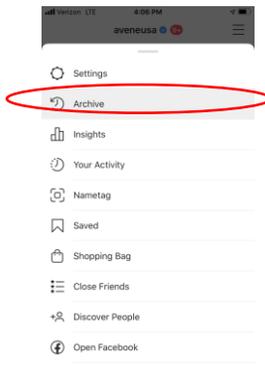
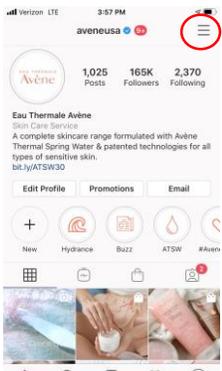
1. Open your current story by going to your profile and tapping your profile image
2. Tap the “Highlight” button in the bottom-right corner of the story you’d like to add
3. Select the highlight(s) you would like to add the story to



- How to add previous stories to highlights:

1. Tap the three bar icon in the top right of your profile
2. Select “Archive” to view stories you previously posted
3. Tap on the story you would like to add to a highlight

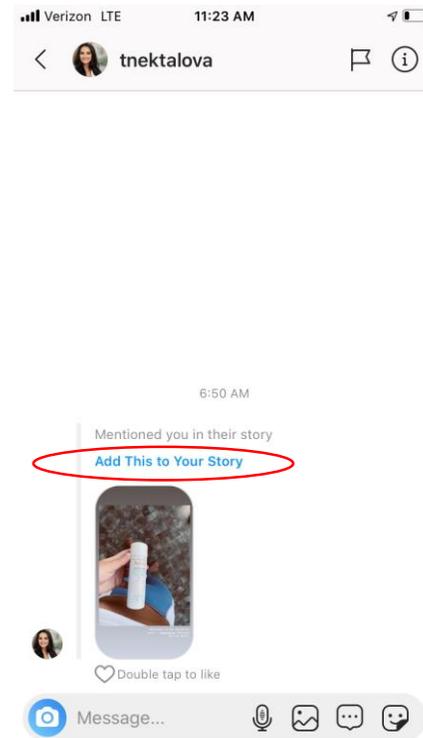
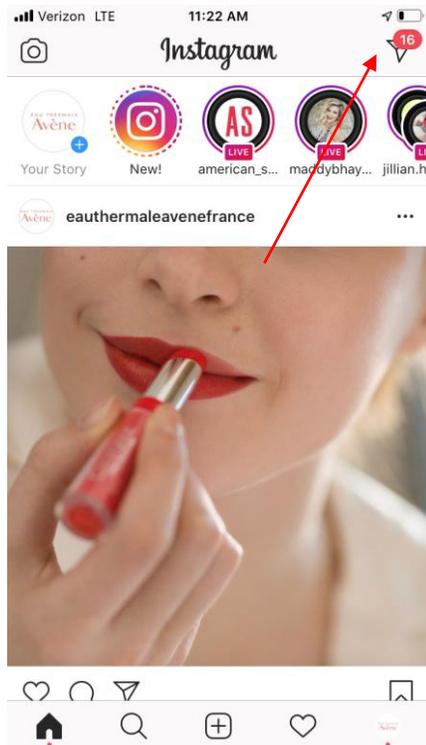
4. Tap the “Highlight” button in the bottom-right corner
5. Select the highlight(s) you would like to add the story to



INSTAGRAM STORIES

Reposts

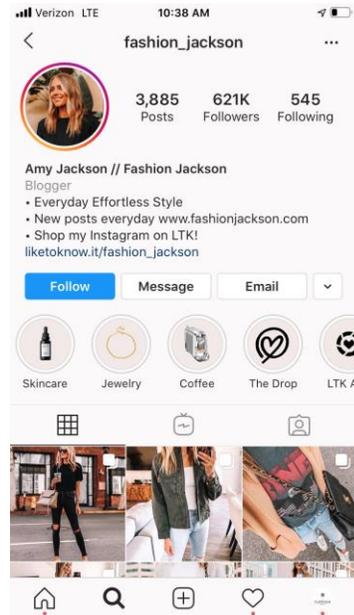
- How to repost stories you're tagged in
 1. **Go to your messages**
 2. **Tap to open the messages between yourself and whoever tagged you in their Instagram story — you should see a notification that says, "@theirusername has mentioned you in their story."**
 3. **Under that notification, tap "Add this to your story" — this will bring you to the story editor**
 4. **Edit the post as you would like (add text, etc.) and tap "Next" to post**



INSTAGRAM STORIES

Best Practices

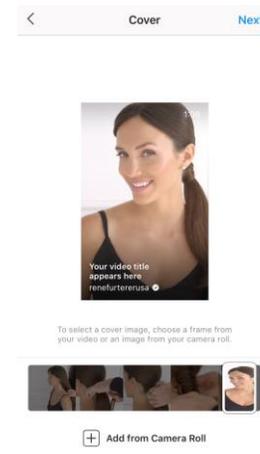
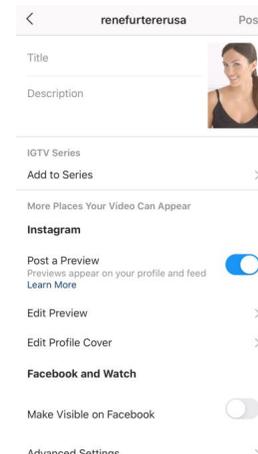
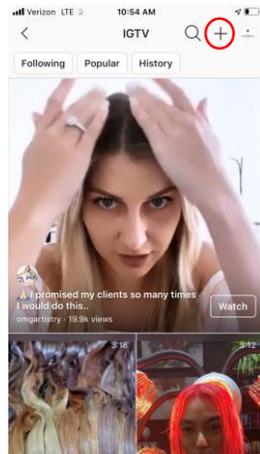
- Stories are **15 sec** – if you post a video over 15 secs, it will be broken up into multiple slides
 - A 1-min long video will create 4 story slides
- Stories can be photos or videos of any size, but the **recommended aspect ratio is 9:16 (1080px x 1920px)**
- Utilize the editing features like stickers to engage viewers
- Interactive features like polls, quizzes, questions and sliders are great tools for engagement
- Avoid adding too much text to your stories
 - You can break up copy into multiple slides
- Add “cliffhangers” to prompt people to click through to the next slide (“Tap to find out...”)
- Mix and match video and static stories to make them more interesting
- Repost stories you’re tagged in
- Use simple designs and icons as custom cover images for your highlights



Utilizing simple icons for Story Highlight covers

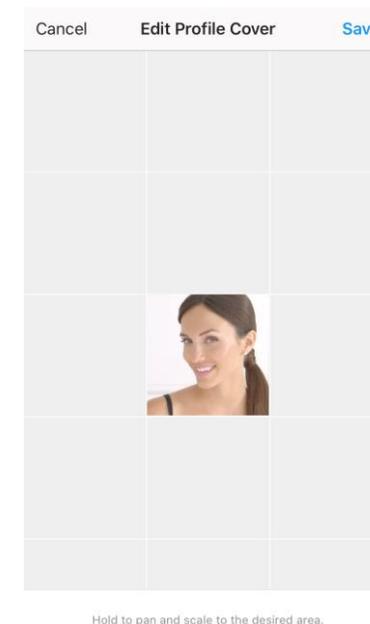
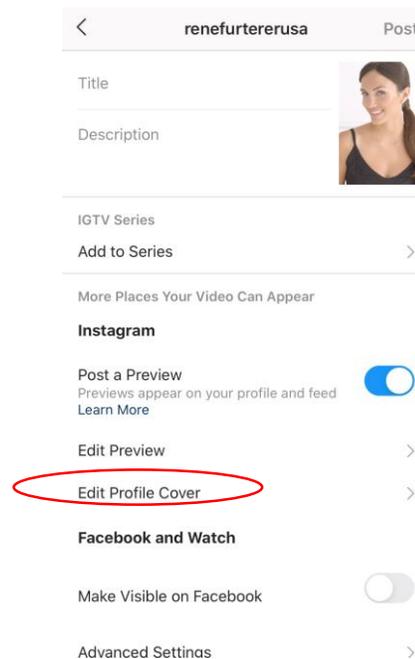
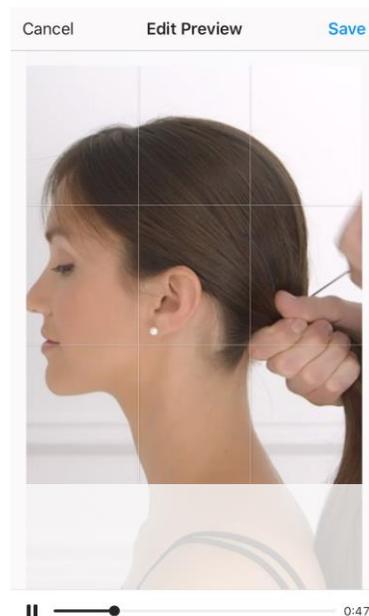
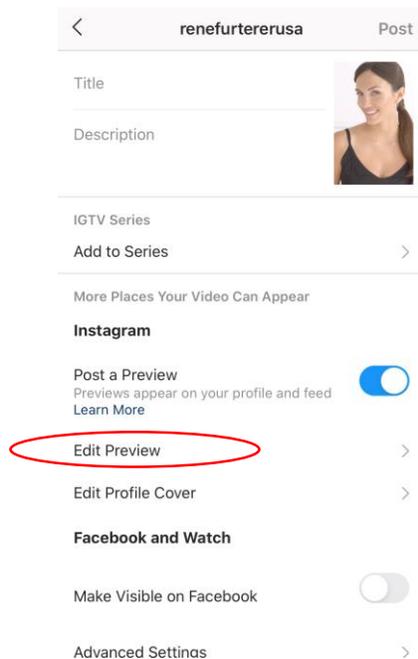
How To Post

- Instagram’s long-form video feature
- Built to be mobile-first, meaning this is best suited for vertical, full-screen images
 - Aspect ratio **9:16** (**1080 x 1920** dimensions are ideal)
 - IGTV supports landscape videos as well (similar dimensions to a YouTube video)
- How to post a video to IGTV:
 1. **Go to the IGTV section of Instagram by either clicking the TV icon in the top-right corner of your home page, or the “IGTV” button under the search bar in your search page**
 2. **Click the “+” in the top-right corner**
 3. **Select the video from your camera roll that you would like to upload to IGTV**
 4. **Click the button in the top center of your screen to switch the aspect ratio**
 - Select the same aspect ratio as the one you filmed in to ensure parts of the video aren’t cut off
 5. **Click “Next” and slide through the video to select a frame for your cover image, or select on from your camera roll**
 6. **Click “Next and add your Title, Description, Add to a Series (if you created a Series), and optionally post a preview to your Instagram feed or publish to Facebook.**



How To Post to your normal profile/feed

- How to post IGTV Preview to your profile and feed:
 1. Follow steps 1-6 for “How to Post”
 2. Select “Post a Preview” under “Instagram”
 3. Click “Edit Preview” and adjust the view of your video within the frame, then select “Save”
 - Only the first minute of your video will preview on your feed
 4. Click “Edit Profile Cover” and adjust the cover image to fit within the 1:1 square frame that will appear on your feed, then select “Save”
 5. The preview will be posted to your profile with the Preview and Profile Cover edits when you post your IGTV video



Video Specs

- IGTV Video Format
 - **MP4 file format**
 - **Vertical (9:16) or Landscape (16:9)**
 - **Square videos will be cropped** to the vertical or landscape player, with part of the video being cut off.
 - 650MB size limit for videos **10 minutes or less**
 - 3.6MB size limit for videos up to **1 hour**
 - Minimum frame rate of **30 frames per second**
 - Minimum resolution of **720 pixels**
- IGTV Video Length
 - Min: **15 secs**
 - Max: **may vary up to 60 min.** Most accounts have a 15-min limit. To check, try to uploading a video less than 15 seconds. The error message should tell you what your maximum video length is
- Cover Photo
 - If you choose to upload a cover photo instead of a frame from your video, the recommended size is **420px by 654px (1:1.55)**



Best Practices

- Try out new video, creative video ideas, like taking viewers behind the scenes, showcasing your expertise, or offering tips and tricks. FAQs and product demos are also good ideas
- If your video has text, try placing it in the center of the frame. When a video first starts playing on IGTV, engagement options like liking and commenting pop up on the bottom, which may cut off text placed there
- Take advantage of the option to share a teaser video to your main feed. This will help let people know you'd added a new IGTV video and draw views

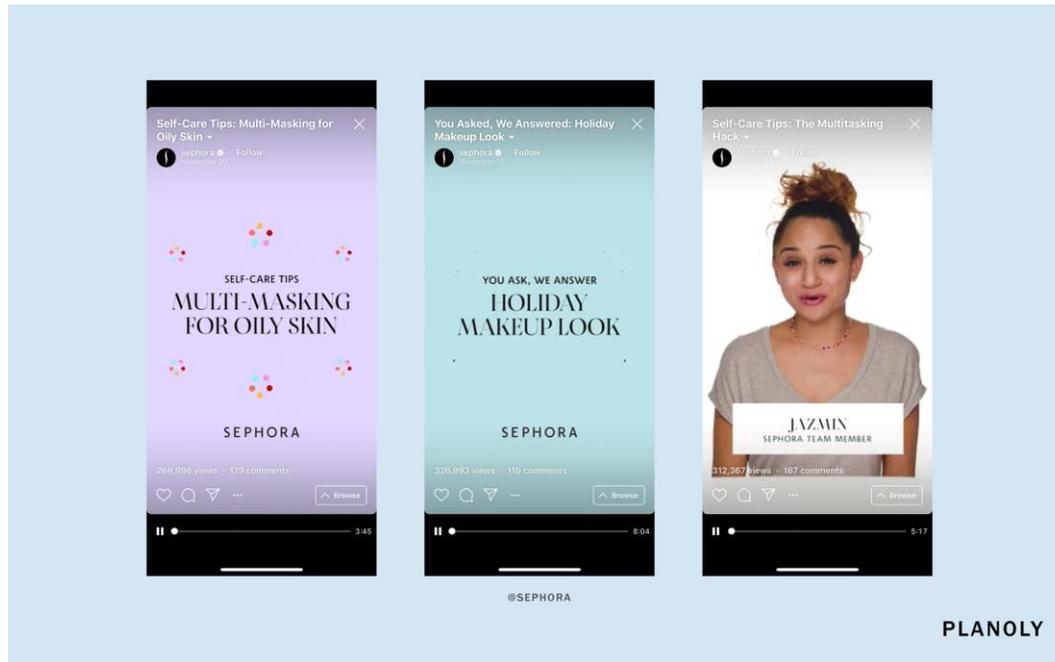


Photo & Video Editing

- **VSCO:** free photo editing app with filters for easy editing to achieve cohesive look – full portfolio of filters are available for in-app purchase
 - Tip: You can publish photos on your VSCO account in the same order as your Instagram account, as a way to pre-plan how your posts will look together in the grid view of your feed (you can also try the grid-viewing apps listed below)
- **Layout:** free Instagram app that stitches multiple photos together – great for before & after images
- **Snapseed:** advanced photo editing app with many tools
- **Aviary:** another photo editing app
- **InShot:** video editing app
- **Animoto:** video editing app

Posting

- **Reposter:** free reposting app that can repost any photos or videos to your feed
- **Later:** scheduling app that will automatically publish photos & videos at their scheduled time
- **Planne:** grid-viewing app to see how your new posts will look with your feed
- **Preview:** another grid-viewing app

Stories

- **Unfold:** free app that helps you create stories with templates and editing tools. Additional templates available for in-app purchases
- **Canva:** free editing app that can be used to create simple story highlight covers

INSTAGRAM | VISUAL & TECHNICAL CHECKLIST

Before sending in or posting your images, check against this list.

- Is the product, look, or physician account the focal point?
- If posting an image from an account, is Avène or Glytone the ONLY brand featured in the image?
- Is your image well lit?(Bright, crisp, and clear)?
- Is the composition well cropped and interestingly composed?
- Does your image show off one of the following: your account, the product, texture, color, or end benefit?
- Does your post include @BrandUSA, #Brand
- Is your image creative with a clear message?

Lifestyle

- Products laid out in an everyday life setting - sprawling out of a bag, at your desk, cozy in bed, etc.



Professional Spotlight

- Featuring a medical professional discussing their Favorite Avène/Glytone



Procedure Spotlight

- Featuring a physician or aesthetician performing a procedure or using a post-procedure product



Product Spotlight

- An up close feature of a product or collection with no background noise



Cross Branding

- Messy messaging

Not a product or brand focus

Poor lighting