

# Instagram for Business



## course outline

**This course will teach you what you need to know about Instagram, the popular image-sharing platform, and how it can help your business with its marketing.**

### IS THIS COURSE FOR YOU?

This course is ideal if you're keen to work in digital marketing in positions such as a Marketing Assistant, Social Media Specialist, or blogger.

It would also be useful if you're looking to take on more responsibility and want to work on social media for your existing employer. Roles such as PA, EA, or Office Manager are often asked to assist or take on a company's social media activity because of their unique insight into the business.

### ABOUT THE COURSE

Marketing a business sounds easy, but when you get into the details, it can be quite overwhelming. Social media has transformed how many businesses reach their audience. Instagram is a platform that businesses are increasingly embracing for its marketing potential.

This course will start from the beginning by taking you through the WHATs and WHYs of Instagram for business marketing. You'll then work through how to set up your profile and post photos and videos. You'll explore strategy options, how to increase your following, and best practices for advertising on Instagram.

### AIMS AND OBJECTIVES

The course will help you get to grips with this unique online image-sharing platform and how to leverage its potential to help promote a business.

### CAREER PATH

If you complete training in specific social media platforms, such as Instagram, you could be working towards positions such as Social Media Assistant, Social Media Specialist, Marketing Coordinator, or Events Manager.

### PRE-REQUISITES

None

### COURSE CONTENT

**Module 1** - Instagram Basics

**Module 2** - Using Instagram for Business

**Module 3** - Instagram Stories

You'll learn how to:

- Set up and edit your personal profile
- Search Instagram
- Post photos and videos
- Expand Instagram's capabilities
- Develop an Instagram strategy for your company
- Optimise your profile for business
- Increase your following
- Manage multiple Instagram accounts
- Measure your activity to evaluate success

### COURSE DURATION

5 hours. This will vary from individual to individual based on prior knowledge and ability.



### CPD POINTS: 5

CPD points awarded upon successful completion.



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