

Instagram Optimization

Profile Picture

Your profile picture is one of the first things people see when they visit your Instagram profile. We recommend using a **Responsive Design** of your logo. You'll find this icon or image in your brand kit. If you do not have a logo icon, use a clean self portrait of yourself as your profile picture.

Profile picture example:



Image Sizes

Be sure to use the correct image and reel sizes for all your images on social media. Check out the [**Social Media Image Sizes Guide from Hootsuite**](#) for the most current recommendations.

Username

Make sure your username is recognizable. It should be the exact same spelling as your actual business name AND should be the same name you use on all your social media platforms. If your business name is already taken, try using your business name and add something extra on to the end. For example, "Go Digital Sask - Weyburn". This way, when users search for your business, your Instagram profile is more likely to come up.

Business Name

Your business name should appear underneath your profile picture, and in search results. Make sure that your Instagram business name has the exact spelling as your actual business name.

Business Category

Your business category helps customers to find you. There are a variety of categories to choose from. You can only have 1 business category for your business account.

Bio

An Instagram bio is a short, 150-character blurb about your business that appears under your username on your profile. Bios are important for businesses because they give you a chance to promote your brand and connect with potential customers. We strongly recommend using bullet points to break up the information in your bio.

Bio example:

Helping Business in Southeast Sask Grow Online
Helped over 200 Businesses
Team of experienced digital consultants
Sign up for FREE
[Linktr.ee/GoDigitalSask](https://linktr.ee/GoDigitalSask)

Interested in linktr.ee? Check out: <https://linktr.ee/>

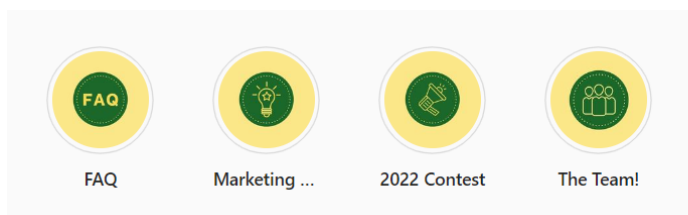
Links

Instagram now lets you include 5 links in your profile. Include links to your website, ecommerce store, and other social media platforms to make it easy for your customers to find you.

Highlight Story Covers

Story Covers are a way to group your stories together and make them easy to find. They are important for businesses and organizations because they can help you to promote your products or services, and they can also help you to build relationships with your customers. Canva has many highlight story templates to change colors and fonts on to make your own.

Story cover examples:



Email and Phone Number

Make sure you have all relevant business information on your account so customers can easily get in touch with you.

Pinned Posts

Instagram pinned posts are important for a business because they allow businesses to highlight a specific post and keep it at the top of their profile for a set period of time. Pinned Posts will be the first posts new users see when they visit your Instagram account, you can use this as an opportunity to promote your brand.

Instagram Profile Example

