

HOW TO CREATE AN INSTAGRAM BUSINESS ACCOUNT

What's one of the best social media platforms to share images and videos? Instagram!

Whether you make a post, share on your reel or create a story, Instagram is an excellent space to build your brand visually. This is why we recommend creating an Instagram account for your agency – plus, it can help increase your Search Engine Optimization (SEO) and grow your audience.

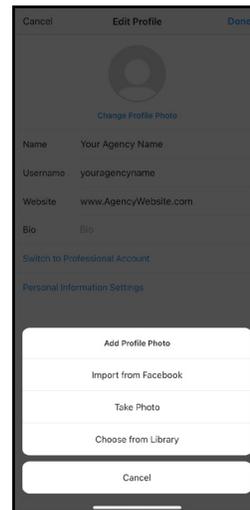
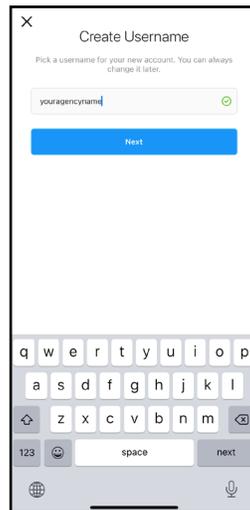
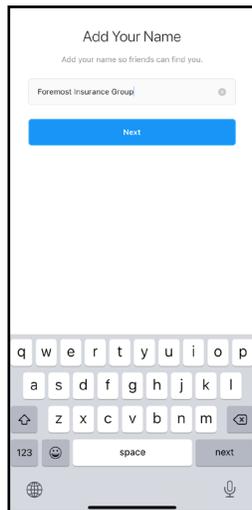
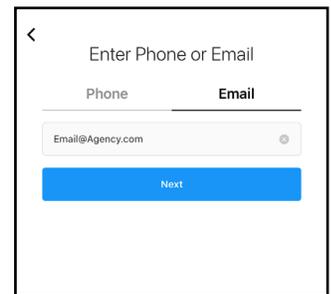
Follow these steps to get your business on Instagram:

1. Download the Instagram app on a handheld device or visit www.Instagram.com.
2. Within the app or on the browser, tap **Sign Up**. Enter your agency email or phone number and tap **Next**.

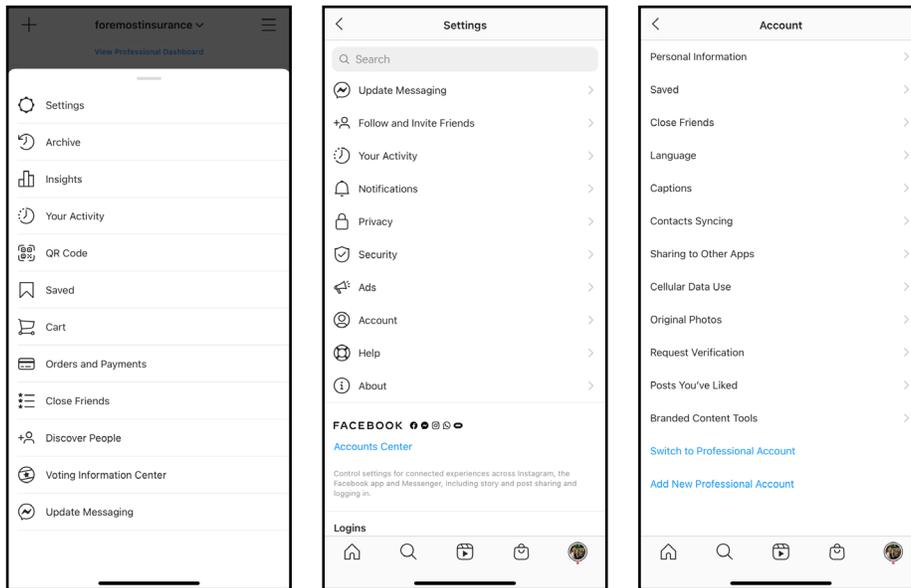
If you have a Facebook account with the email or phone number you entered, you'll be asked if you want to sign up with your Facebook account. This means that your Facebook and Instagram will be linked. This doesn't mean that every time you post on Facebook that same post will show up on Instagram, but you will have that option. We recommend linking your accounts if you have an agency Facebook page because it makes it easier to manage both accounts.

(If you don't have an agency Facebook page or don't want to link them, that's perfectly fine – you'll have the ability to change this later on.)

3. Create a **password**.
4. Add your **full agency name** (for example, we use "Foremost Insurance Group") as the name for your profile.
5. Create a **user name** with your full agency name or whatever you can get that's available and recognizable (for example, ours is "@foremostinsurance"). If the user name you enter is available, a green check mark will appear next to it – this means you're good to go!
6. Now that your account is created, upload a **profile picture!** For brand recognition and consistency, we recommend using your agency's logo.

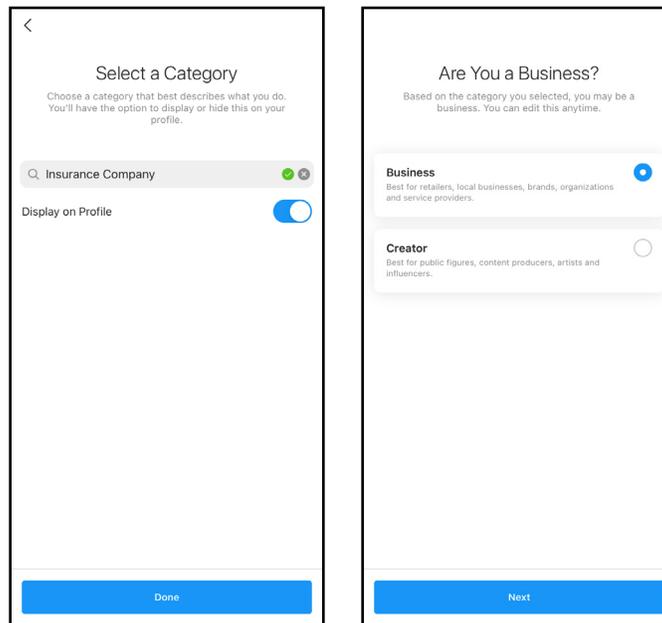


7. One of the great things about Instagram is that you don't have to have a personal account to create a business account. Once your account is ready, you can simply switch it to a business account by going to **Settings**, then **Account**, then click **Switch to Professional Account**.

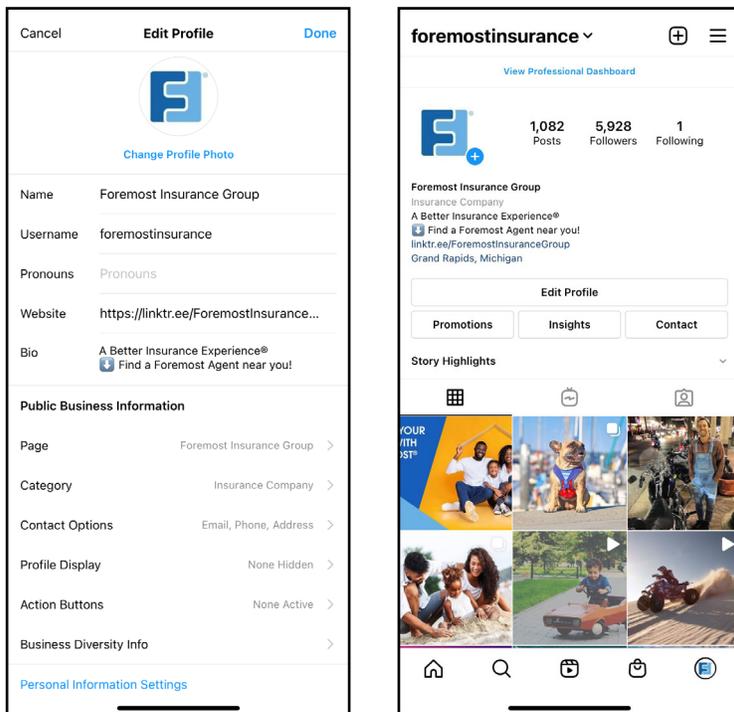


8. Select **“Insurance Company”** as your business category. You have the option to display your business category on your phone. If you're not sure if you want to display it, you can always change this later. Then click **Done**.

9. You'll be asked **“Are You a Business?”** – choose **Business**, not Creator. Then click **Next**.



10. Fill in all **contact information** and add a short **bio**. Then you'll be ready to **explore Instagram, start posting** and **find opportunities to connect with customers!**



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