



INSTAGRAM

This information sheet is one in a series of nine sheets that were developed to assist seafood producers (fishermen and growers) with using specific tools and platforms to enhance marketing of their products. They are part of an educational publication entitled *Digital Marketing: A Guide for Seafood Producers*.

Each sheet provides an overview of a specific platform, information about using the platform and examples of how it could be used for seafood direct marketing. They are intended for educational purposes only. Prior to getting started with a specific tool/platform, current information - including the costs, requirements and included components - should be reviewed on the tool/platform website.

Instagram is a social media platform that utilizes photos and videos. It is most commonly accessed through the app on smartphones and tablets but can also be viewed through a web browser on a computer. Creating an Instagram account is simple and will take less than 15 minutes. Once your account is set up, you should plan to spend time each week maintaining it by posting content and responding to comments and direct messages. While the only required technology for Instagram is a smartphone, your business may choose to invest in a camera and editing software to create higher quality content.

Commercial fishermen, recreational fishermen, mariculturists, fishermen's markets, seafood restaurants, and other ocean enthusiasts are already using this platform.

Content Types and Platform Features:

Photos, videos (Instagram calls these "Reels"), highlights, comments, direct messages, polls, live streaming and post scheduling.

AUDIENCE

Instagram has a relatively wide audience range, with most adult users being between 18-64 years old. Content on Instagram is also visible to people without Instagram accounts. People who want to stay up to date with your posts can follow you and turn on post notifications to receive updates when you post new content. Followers can interact with your business by liking, commenting, and even sharing your posts. Additionally, new customers may find your content on their Explore page, which consists of suggested content that Instagram curates for each user based on their interests, if they've interacted with similar content in the past.

COST

Instagram is free to join and use. With a professional account, you can pay to advertise your posts to potential new customers.

ONLINE SALES

If you sell a product that can be purchased directly through your website, you can sell these products on Instagram as well by linking your products on your web store in photos you post on Instagram. This feature is called Instagram Shop. To use this feature, set up

your shop, add products to it and then tag those products in your posted photos and videos. Viewers will be able to follow those tags and purchase your products.

CONTENT PLANNING

You can share photos, short-form videos and more on Instagram. You should aim to post content at least one to three times per week. A post could be as simple as a photo from your day at sea with a quick caption or as involved as a Reel walking through the process of making dinner from catching a fish to plating the meal.

Meta Business Suite

Since Facebook and Instagram are both owned by the same parent company, Meta, they can be managed together using Meta Business Suite. This platform enables you to post content simultaneously to Facebook and Instagram, allowing you to have a presence on both social media sites for the same amount of time and effort.

REVIEWING PERFORMANCE ANALYTICS

Instagram has built in “Insights” in your account’s settings that will provide you information about how your account and posts are performing. You can also view more detailed analytics in Meta Business Suite. Metrics you’ll want to track are how many views, likes, comments and shares your posts receive and how many followers your account is gaining and losing. Insights can also tell you about who’s engaging with your account - how old they are, where they live and when they’re most active on the platform. It’s most helpful to compare your posts' performance against other posts of your own and other accounts similar to yours.

In summary...

Instagram is best for a business that wants the flexibility to create a diverse range of visual content.

BENEFITS

- Easy to create and maintain an account
- New customers may find your account through the Explore and Reels tabs

CHALLENGES

- Frequent posts are important to stay visible in your follower's feeds

EXAMPLE INSTAGRAM POSTS



This post on the left is an example of a post that can be improved.

It's missing a location tag and hashtags and the caption could be more specific to provide helpful information.



This post on the right, is an example of a well-made Instagram post. This would take ~5 minutes to make.

It could be improved by providing information about how the fish is being sold, if it can be filleted at the market and the price of the fish.