



With over 500 thousand monthly active users, Instagram is the third biggest social media platform behind only [Facebook](#) and Youtube. It's focus on visual content is perfect for displaying your expertise as a nutritionist. And with it's recent release of Business features, Instagram is now a main player in the online business sphere.

- #1 Determine the purpose of your Instagram account.** Do you want your IG account to help you increase product/service sales? Are you trying to raise brand awareness? Or do you want to increase traffic to your website? Defining the aim of your IG account will help you better orient your [marketing efforts](#).
 - #2 Create an Instagram account.** Your handle/username (@myhandle) should be consistent with your business name and ideally match the handle of your other social media platforms.
 - #3 Complete your profile** by adding your logo/profile picture, your name, a bio/description (150 characters max) and a link. People prefer talking with people rather than with companies, so make your profile as personable as possible.
 - #4 Create great content** that informs, inspires, and entertains your community. While it's fine to promote your services or products once in a while, people won't follow you for very long if all they hear from you is "buy my stuff". Your content should support the purpose of your IG account and be branded with your logo and/or business name.
 - #5 Schedule your content** with a 3rd party app (e.g. Later, Buffer, Hootsuite, etc...). This will free up valuable time for you to focus on more important aspects of your business (e.g. interacting with prospects, working with clients, creating more content, etc...).
 - #6 Increase the reach of your posts** by using hashtags (max 30 per post), mentions, and by collaborating with influencers and other 'grammers in your industry. You can also set up contests. Encourage your followers to tag friends and spread your word in exchange for freebies.
 - #7 Use Instagram's Stories feature** to show your day-to-day activities, meals, tips, recipes, etc... Instagram Stories are only visible to your followers for 24 hours. These small insights into your daily life will help you show your unique personality and establish a more personal and authentic relationship with your community.
 - #8 Interact with your followers daily** by liking, commenting and tagging. Being active on your account will help you grow your presence and create lasting relationships with your community.
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With it's highly visual bias, Instagram is a great place to build your [business identity](#) and show your personality through pictures, videos and daily stories. It will also help you establish trust with your community and can increase your reach on other platforms, such as Facebook and Twitter.