



OPEN FOOD
NETWORK **UK**

Instagram Essentials for Food Enterprises

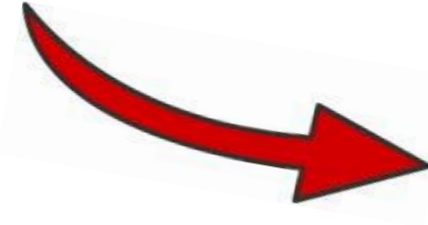
8th July 2020

Contents

- How to get the most out of instagram
- Instagram basics
- Posting best practice
- Tools
- Measure and respond
- The Instagram Challenge!
- Facebook OFN Marketing Hub - group details!

How to get the most out of Instagram

Know what you want to achieve



VISION:

Define success.


Clarify with SMART goals:

Specific, Measurable, Attainable, Relevant, and Time-Bound.

Instagram basics - business account setup



Step 1: Set up a personal account first

Step 2: Go to your page and tap the  in the top right corner

Step 3: Tap 'settings' then 'account'

Step 4: Tap 'switch to professional account' at the bottom

Step 5: Choose 'business' then follow the instructions to link to facebook and add any extra info you like.



This gives you access to [Instagram Insights](#)



Instagram basics - your page

The first your potential customer will notice is **bio** and your **top 6 posts**.

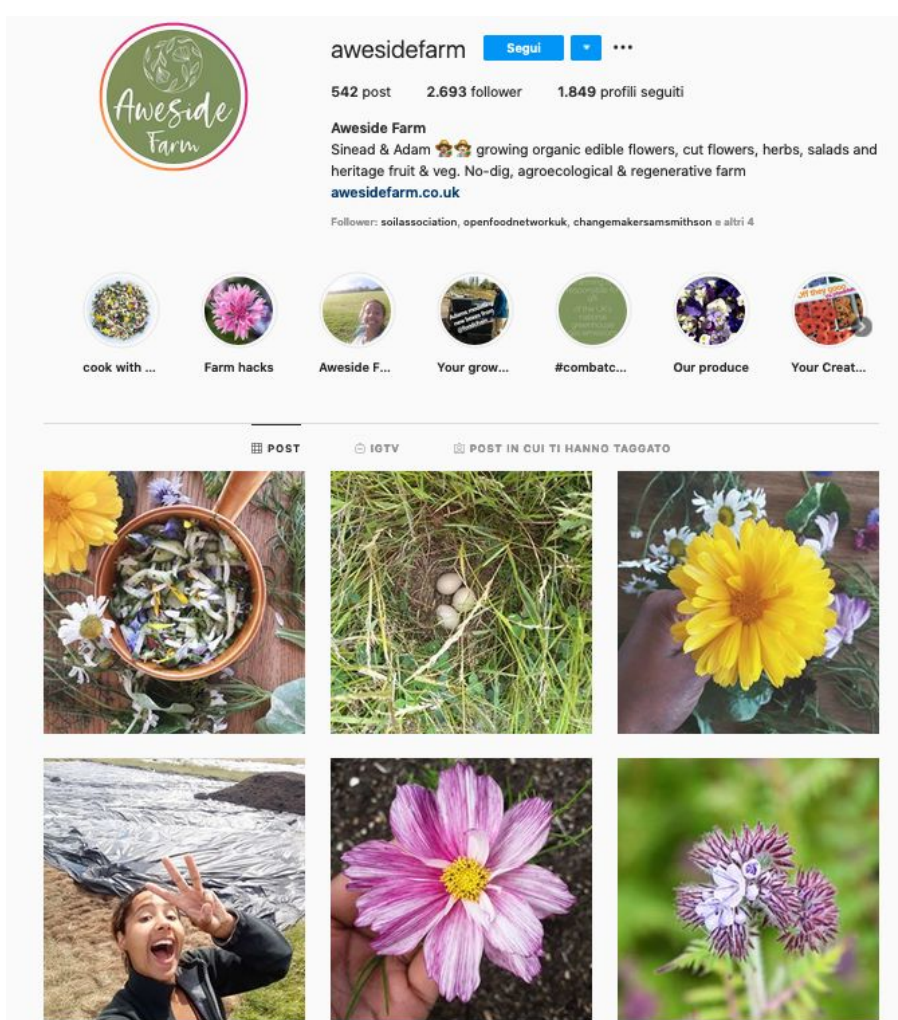
- It is worth taking the effort to make your bio and profile pic really good! [Here](#) is a useful and simple guide which walks you through the process.

It doesn't have to be perfect, it just has to be **CONSISTENT**. Get clear on your visual identity.

You don't need perfect photos! **Authenticity is the new beautiful.**

- Make sure images are clear, uncluttered, in focus & bright
- If you can, once every six posts, try to include faces, people, expressions
- Try to crop closely so people can easily understand what they are looking at

Example 1



awesidefarm Segui + ...







542 post 2.693 follower 1.849 profili seguiti

Aweside Farm
Sinead & Adam 🌱🌱 growing organic edible flowers, cut flowers, herbs, salads and heritage fruit & veg. No-dig, agroecological & regenerative farm
awesidefarm.co.uk

Follower: soilassociation, openfoodnetworkuk, changemakersamsmithson e altri 4

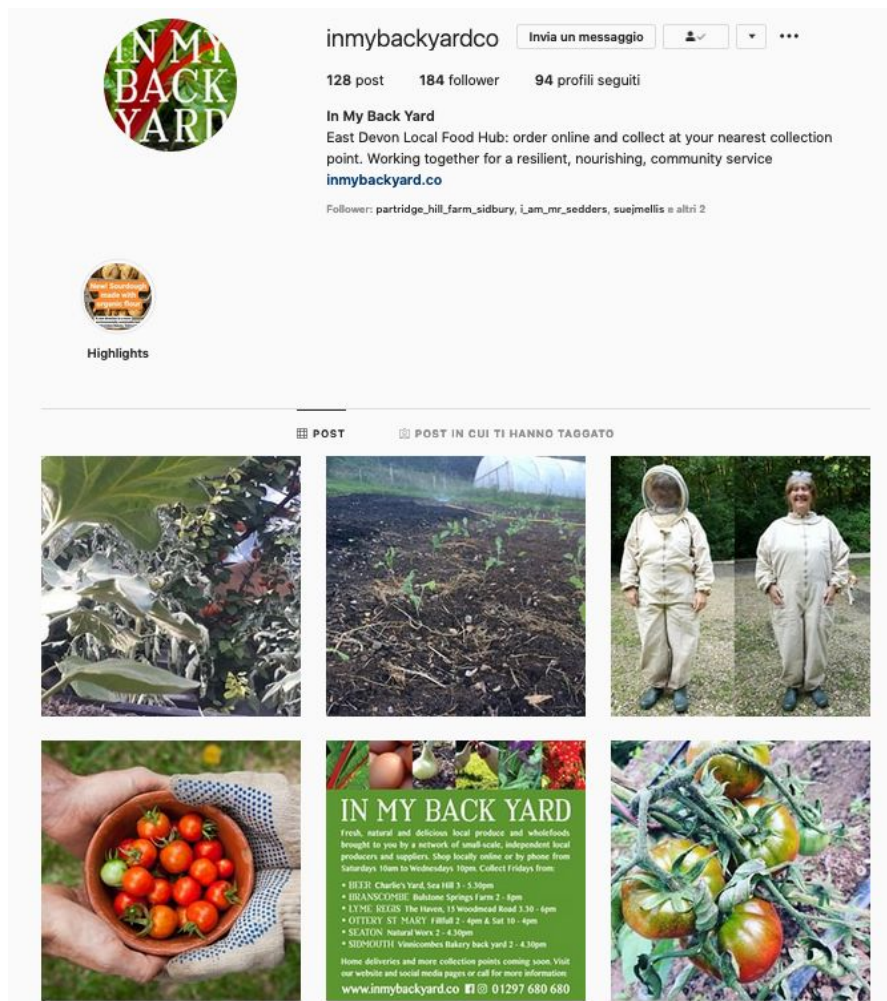
cook with ... Farm hacks Aweside F... Your grow... #combat... Our produce Your Creat...

POST IGTV POST IN CUI TI HANNO TAGGATO



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Example 2



inmybackyardco Invia un messaggio


128 post 184 follower 94 profili seguiti

In My Back Yard
East Devon Local Food Hub: order online and collect at your nearest collection point. Working together for a resilient, nourishing, community service
inmybackyard.co

Followers: [partridge_hill_farm_sidbury](#), [I_am_mr_sedders](#), [suejmellis](#) e altri 2

Highlights

POST POST IN CUI TI HANNO TAGGATO



IN MY BACK YARD
Fresh, natural and delicious local produce and wholefoods brought to you by a network of small-scale, independent local producers and suppliers. Shop locally online or by phone from Saturdays 10am to Wednesdays 10pm. Collect Fridays from:

- BIZZI: Charley's Yard, Sea Hill 3 - 5.30pm
- BRANSCOMBE: Bulscombe Springs Farms 2 - 6pm
- LYME: BELGIS: The Haven, 15 Woodmead Road 5.30 - 6pm
- GOTTREX: ST MARY: Fildes 2 - 4pm & Sat 10 - 4pm
- SEATON: Natural Works 2 - 4.30pm
- SIDMOUTH: Vincombes Bakery back yard 2 - 4.30pm

Home deliveries and more collection points coming soon. Visit our website and social media pages or call for more information:
www.inmybackyard.co 📞 01297 680 680



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Posting best practice

Get your MESSAGING right

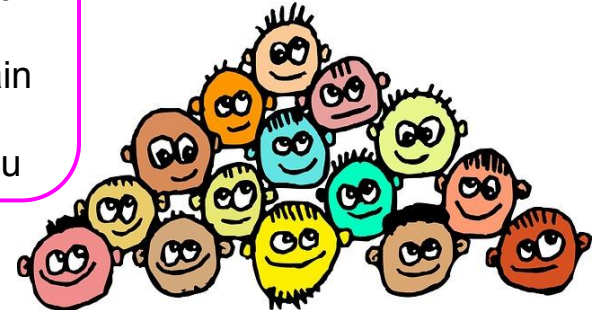
Know who you are talking to and build a consistent brand voice - think TONE.

What your customers care about, need and want



What you want them to know about you (your benefits, USPs and core values)

Create Key Messages which make it easy for your customers to see what they would gain from following you and buying from you



Posting best practice



CONSISTENCY is key

Consider what you can commit to. The most important thing is committing to a schedule you can keep up **long-term**.

This is where we can deepen our relationship with our followers and build more TRUST which leads to **customer loyalty**.

Feed posts:

2-3 TIMES PER WEEK

Stories:

3 TIMES PER DAY

Posting best practice

TIPS

Be social!

Build relationships - reward likes with likes and respond to comments as much as you can.

Make sure to reward engagement. For example, if someone shares your content, you can [regram](#) it.

Understand the Instagram Algorithm and work with it.

Posting best practice

Use **You** and **Your** instead of “I” and “we”

What’s in it for your audience? Remember the **THREE E’s** for great content - is it Educational, Emotional, and/or Entertaining?

Connect your Instagram page with your Facebook page and share your stories across both platforms.

Don’t forget CTAs. what do you want people to do after seeing the post? For every piece of content, consider the action you want your audience to take.

DONE IS BETTER THAN PERFECT



cocktailsinabottle • Segui già
Deal, Kent



cocktailsinabottle My Double Rum Pina Colada made with white rum and overproof Pineapple Rum comes with all the garnish accoutrements to make this tropical 🌴 classic sing! And at 17% ABV you'll be doing a lot of that with our accompanying Spotify playlist! It's the drink that just keeps on giving! #pinacolada #premixedpinacolada #bottledpinacolada #batchedpinacolada @kentfoodhubs_ashford

1 g



cluboenologique Giving us some Piña Colada envy! That cocktail sure looks amazing 🍹



Piace a **blackpigdeal** e altri 11

1 GIORNO FA

Aggiungi un commento...

[Pubblica](#)

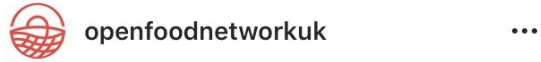
Posting best practice

Remember to **TAG** other accounts in posts

Use **HASHTAGS** wisely! Check out our handy guide [here](#).

You can find where you have been tagged [here](#).

Share your new posts in your stories to encourage more of your followers to take a look.



View Insights


Promote



Search

 Add Post to Your Story

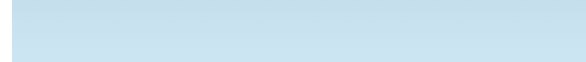
 Kentsalkarge

 Tamar Grow Local
tamargrowlocal

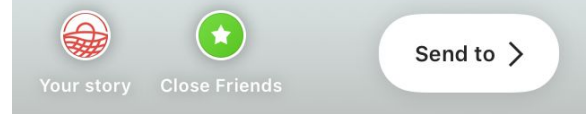
 Louise Wright
lbwright22

 Kayleigh Reed
rebel_alchemist

Send



@openfoodnetworkuk





raybelcharters • Segui già



raybelcharters SAIL CARGO
UPDATE

ONE WEEK LEFT TO ORDER until our
online [#openfoodnetwork](#) shop
temporarily closes.

De Gallant arrives in London on
Saturday 11th July so act quickly to
get your orders before midnight on
Thursday 9th July.

We still have stocks of olive oil,
pulses, sea salt, chocolate and
coffee for you.

If you would like to track the ships
progress to Penzance, Cornwall and
then along the Channel to the



Piace a [newdawntraders](#) e altri 31

6 GIORNI FA

Aggiungi un commento...

[Pubblica](#)



goodfoodexeter • Segui già



goodfoodexeter Our first ever Exeter farmers market is in full swing. We have some beautiful produce from lots of lovely suppliers including @oxenparkfarm @whippetree.farm @execoffeeroasters @westtownfarm @livingsoilgarden @st_sidwells Norsworthy and Curworthy cheese, Pesto Italian food, @forestfungidawlish and lots more #Exeter #Pinhoe #onlinefarmersmarket #farmersmarket #organic #veg #sustainablefood #localfood #realfood

3 sett.



Piace a sandirebecca e altri 35

16 GIUGNO

Aggiungi un commento...

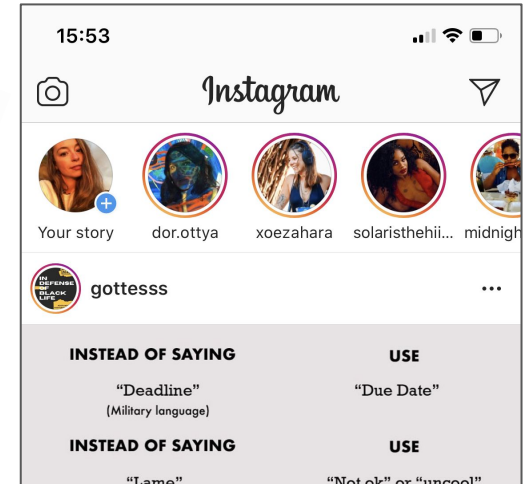
Pubblica

Tools

Don't forget about Instagram Stories.



- Instagram stories - use [questions and polls](#) to find out more about your audience and to connect with your followers.
- Get used to speaking to your phone! [Here](#) is a handy guide to get over the awkwardness.



Tools

- Don't forget to add a **link in your bio**
- There are many free stock photo sites you can use in an emergency! (However, it is MUCH better to use your own authentic content).
 - <https://pixabay.com/>
 - <https://unsplash.com/>
- Try out a **scheduling tool**. Later is a good place to start and it is free (up to a certain amount of posts per month). Click [here](#) for the ultimate guide for using Later for Instagram.
- Try [Canva](#) for branded images

Tools

- [Download](#) VSCO on your phone. This offers a basic image editing capability as well as filters for your images. Use this to apply a filter to your images if you are scheduling your posts through Later or another scheduling platform.
- Choose one filter and stick to it to create a **consistent** theme for your feed
- Use an app to repost other accounts' Instagram posts. Try 'Repost App' to get started with this. Click [here](#) for a clear guide.
- Try **strategic outreach**. Use locations or relevant hashtags to find potential connections and like or comment on their posts. You could also use complementary companies follower list to reach relevant people.

Measure and respond

Try to understand what your customers love and do more of it

Use [Instagram Insights](#).

What's worked for you? What's been your best/most shared/liked post? Track what works best and you will gradually adopt a content style which works better and better for you.

Don't be afraid to ASK!

- [Instagram stories polls](#)



Join us for the Instagram Challenge!

5 days of 3 x stories posts and two feed posts

**A series of prompts delivered to your inbox.
Details coming to the Facebook Group this week**

THANK YOU!



Please click here to join our growing [Facebook Marketing Hub group!](#)

There, we will share the replay of this webinar, these slides and some additional resources to help you get started:

-

You can find everything in “Unit 2” in the left hand main group menu after you join.