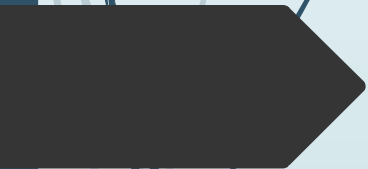




A BEGINNERS GUIDE FOR POTTERS





How to use Instagram – a beginners guide

1. Introduction
2. What is Social Media?
3. Why bother?
4. What's in for you?
5. Let have a look online...
6. How to start?
7. What to post?
8. Tips for taking it further.
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Introduction

- Background in Civil Engineering/ Management
- Worked and studied in Europe & Asia
- Gave up my career last year to focus on my family and pottery
- Working with clay as a hobby for some 30 years now, mainly self taught, course @ City Lit
- Developed my own website and Social Media accounts early this year, learning from online tutorials and on the job

What is Social Media?

Twitter: I am making a bowl.

Facebook: I like bowls.

YouTube: Hey, watch me making a bowl.

LinkedIn: My skills include making bowls.

Instagram: Here is a photo of my bowl.

WHY BOTHER?





Why bother?

- Instagram has changed the way marketing works: **Fashion industry**, there used to be a time where we had catalogues...
 - Now most of it is online... Instagram is the look book.
 - When Meghan Markle married Prince Harry, the wedding photo was posted on Instagram and the dress was tagged with the designers name, shortly after the post, the designer website crashed due to heavy traffic.
- How do **locals** or people who recently **moved into a new area**, find out about events, local shops, markets, local sales, new shops etc?
 - How many people see our leaflets vs online? (Do you google stuff?)
 - Why should they bother coming? With Instagram we can target people.
- **Instagram has been the fastest growing social media platform.**
- **According to Instagram, there are ca 8 bn registered users (back in 2012 it was only 30 million users in total)**
- **Gives you access to over 500 million users daily, day and night, worldwide.**
- **Has become a popular and powerful marketing tool.**



What's in for you?

- It does not have to take over your life!
- The app is simple and easy to install and use.
- Can be done on the PC, laptop, phone or tablet.
- Keeps you up to date with the work of current and up-and coming potters and artists. (choose who to follow) - “Who is making what and where.”
- You can target people you want to reach with hashtags, location information, or adverts.

- **Here is a little tour...**



Instagram live...

- Walk through all functions
 - My profile (including likes)
 - Feed (from the people I follow and designed to show those I interact with the most)
 - Some examples of people I Like
 - Explain search function (all, people, tags, places)
 - Look the ...
 - **Post (make a post and show how its done)**



How to start with it all?

- Setting up an account (I recommend to download the app on your phone or computer from the app store)
- Set up your profile: Photo of you, your logo or a product (the photo needs to be catchy and easy to see)
- Writing a **short** Bio (something about you and your products, shop etc)
- If you have a website or a shop, mention it
- Photos (how good is your camera?)
- How comfortable are you with your laptop or phone? What is easier?
- Give it go.

Don't worry the worst that can happen is that nobody sees your post.

What to post? When and how?

- ▣ **Decide** if your account is a personal account or if you are using it for business.
- ▣ Think about your audience. Try not to target everybody.
 - ▣ Who do you want to reach and why?
 - ▣ What age group - when do they use social media?
 - ▣ Do they look for a specific location or a specific product or brand?
 - ▣ What hashtags might they use? (What do they google? Perhaps a present with a favourite colour?)
- ▣ Post regularly using **hashtags** and **location tags**. **Give people the feeling that you speak to them directly.**
- ▣ Curate a story. What is it you want to tell your audience? Why should people follow you?
 - ▣ people like to know how its made
 - ▣ If you post work in progress, don't forget to post a picture of the final article (ideally in one go)
 - ▣ You can post 1 or multiple photos, videos and make a story
- ▣ You only have a **few seconds** (a few images) to convince a customer to stick around and to follow you.



Some more tips for growing your profile

- Instagram isn't just about showing off your work - it's about **connecting** with people. Use it to your advantage:
 - Engage with people, Leave a **meaningful** comment if you really like something you see
 - Ask questions
 - **DM – direct message** people if you like to ask a question
 - You can tag others and link with other businesses you work with. This helps promoting your work and your partners. We work better together.
 - Algorithms (the technical bit)
- Influencers (e.g. pottery supplier)
- Business Accounts
 - Get Insights
 - Use adds
- Link to Facebook and Twitter to post on all platforms at once



▫ Thank you!