LIKE, SWIPE, REPEAT—TIPS FOR BETTER INSTAGRAM POSTS

HOT TOPICS AND HOW-TOS

Instagram is a great way to help future customers understand the project process and get excited about what’s possible. Use these tips to show off your work!

GO FOR THE BIG PICTURE

Instagram is built for photo/video sharing so make sure you get pretty ones! Close-ups and detail shots get lots of likes. Be sure to stick with a primary focal point for maximum impact.

TELL THE WHOLE STORY

Instagram followers love to get behind the scenes. Write 3-4 sentences to ramp up interest and get the comments flowing. Try including the name of products, the homeowner’s inspiration, and milestones along the way.

STAY UP-TO-DATE WITH HASHTAGS

Hashtags (#) are a way for you to add your posts into an ongoing conversation about a shared topic. Adding #yayspring will push your post into that results feed. Just make sure to keep them relevant—no one likes a tag spammer.

TAG US WITH @BELGARDOUTDOORLIVING

We love seeing what our products can do! Tag us so we can share the love and help you reach even more customers. Just add us (“@BelgardOutdoorLiving”) in the Tag People section.