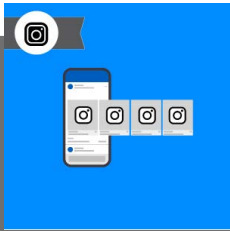


## Course Syllabus



# Instagram for Business

Call +44 (0)1865 522 658

## Objectives

Our Instagram for Business course is designed to provide you with the knowledge to utilise Instagram as an effective marketing tool for your business.

With over 14 million active users in the UK alone and 400 million users worldwide, Instagram has become one of the primary social media channels for businesses to use to promote their products and / or services.

This e-learning course shows you how to make the best use of Instagram for your Business.

### Object 1 - Instagram Basics

- What is Instagram?
- Why use Instagram?
- Getting started
- Editing your profile
- Searching Instagram
- Posting photos and videos
- Expanding Instagram's capabilities
- Video on Instagram

### Object 2 - Instagram for Business

- Developing a strategy
- Content Planning & Scheduling
- Optimise your profile
- Growing your following
- Hashtags
- Best time to post
- What to post
- Instagram contests
- Advertising on Instagram
- Managing multiple Instagram accounts
- Analytics
- Themed Posts
- Instagram Shop
- Instagram Guides

### Object 3 - Instagram Videos and Reels

- Introduction to Instagram Video
- Why you should be using video on Instagram
- How brands are using video on Instagram
- How to upload a video to Instagram
- Live Streaming
- About Reels
- How to create a Reel

### Object 4 - Instagram Stories

- Why use Instagram Stories?
- How often to post on Instagram Stories
- Story Highlights
- Instagram Story options
- Useful resources for Instagram Stories
- Telling your brand story

Duration: Materials access for 12 months  
11 hours of course content  
Price: £99 + VAT  
Prerequisites: Broadband



## CPD Accredited Short Courses:



Social Media Strategy for Business (17 hours)



Blogging for Business (19 hours)



Facebook for Business (15 hours)



Instagram for Business (11 hours)



Introduction to Search Engine Optimisation (6 hours)



LinkedIn for Business (11 hours)



Creating Images (10 hours)



Twitter for Business (13 hours)



Creating Video for Business (19 hours)



WordPress for Websites (21 hours)