

# 10 Steps to Mastering Instagram

For Your Kids Activity Club



# Winning at Instagram

- **Feel like you're fighting a failing battle with your Instagram engagement?**
- **Unsure of what content to post?**
- **Feeling frustrated with Instagram's algorithm?**

Well, good news - you're not alone!

With over 1 billion users on Instagram, how do you get your content noticed? And how do you create a real connection with your audience that lasts? Let's dive in and find out!



# Optimise Your Bio

Optimising your bio is one of the simplest things you can do when it comes to optimising your Instagram - even if you're a complete beginner. It's a 5-minute job, but it will help expose your account to more people.



**Tip: Changing your name (not your handle) can help potential customers find you. Putting your niche here will help you appear organically in search queries. Think of it as parents googling classes, but on Instagram.**

If you're a dance school, what's your speciality? You might want to change this too, 'London Based Hip-Hop Classes.' Or if you're a football academy, try something like 'Kids Football Coaching'.

Be sure to include a direct link for parents to book and sum up your classes in 3 short, snappy sentences.



# Engage Your Followers

Engaging with followers is something you should be doing all the time because it's a great way to build your community. Not only that, but it helps build trust with potential and current customers.

- Start responding to the people who comment on your posts.
- Make sure you're encouraging people to ask questions in your DMs.
- Re-share content to your stories and actively encourage customers to tag you in their posts.
- Use interactive stories to engage with your audience. Start using the quiz, poll and question box features - they actively build your community, and it's FREE.



**Tip: Get customers to share pictures of their children in their uniforms and re-share this on your stories/feed - make sure you have permission first. Try using the poll feature to gather intel on what parents and children love. Try the quiz box to see how well customers really know you.**



# SCROLL STOPPING CONTENT

Yes, we did mean to use caps for that heading because to get your content noticed, it needs to stand out! Instagram is a visual platform, so high-quality images are SO important.

But that doesn't mean you have to go out and spend a ton of money on the latest camera. It means using a good camera and snapping the right type of image.

That means taking images in natural light, making sure they're focussed, and most importantly, making sure they're relevant to your audience.



**Tip: To take your photos to the next level, you could try downloading free editing software like Lightroom or InShot. There are lots of free tutorials on how to use these on Instagram and YouTube!**



# Carousel Posts

Just a quick point on this - carousel posts are a great way to tell a story! You can share up to 10 images or videos, so if you've got tips or memories from a workshop/camp, try out this type of post!

## Video is King

Start using video on your Instagram page! Not only are videos interactive and fun, but they are a great way to build up your engagement. Make sure they're eye-catching, quick-paced, and tell a good story!



# Reels

Who doesn't love a good reel? Most of us probably spend more time than we care to think scrolling through reels every day. In either 30 or 60 seconds, you can capture the attention of 1000s of potential customers. But what makes a good reel?

- Keeping them short and snappy
- Including a hook in the first 3 seconds - ask an engaging question or address a problem
- Using trending audio
- Showing your face
- Speaking to your audience
- Using a bold call to action at the end



**Tip: Try showcasing your classes, your team, your culture, and your brand through reels. Reels are a fantastic tool for educating people, so you might want to show ways to improve a child's skills.**



# Captions Matter

Making the most of your Instagram doesn't stop at good content, you need to hook people with bold captions. Customers can only see a snippet of what you're saying, so make sure the opening line is catchy and relevant.



**Tip: Ask rhetorical questions in your captions and ALWAYS include a bold call to action. You might want to try something like, "Wondering if our classes are right for your child? Drop us a message for a chat!"**

Good captions will make customers want to read the next sentence. Try striking a good balance with your captions between sentence length and emojis. Breaking your copy up makes it easier for customers to understand your point.



**Pro tip: Any call to action you use should always be compelling and help users understand what you want from them.**



# #Hashtags

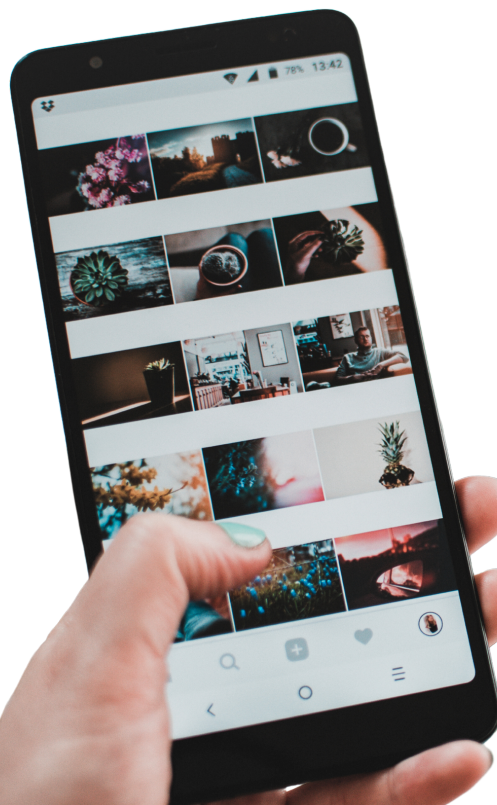
Okay, we could write a whole guide on hashtags, but we'll keep it brief. Hashtags are a powerful tool when used correctly because they help serve your content to the right people. But if used incorrectly, they can become more of a hindrance.

Things to know... There are low, medium and high-density hashtags. High-density hashtags tend to have more than 300,000+ photos - so in reality, your content is unlikely to be seen by the people you want.

So you want to be aiming for low and medium density to get your content in front of more customers! Start searching key terms in the 'tags' section to see how many posts are under your preferred hashtags.



**Tip: Create a company-specific hashtag and encourage customers to use this when they post on Instagram. This will provide an overview of all the marvellous content from your classes!**



# Understand the Algorithm (or At Least Try To!)

The Instagram algorithm does change from time to time, so keep your eye on the ball! Actively encourage customers to save your posts, share them to their stories, comment and like your posts. And if something changes with the algorithm, change what you ask your customers to do!

## Insights Drive Action

Look at the insights area of Instagram - if you have access to it - to determine what the best post times, what type of content users are most interested in, the best days to post content, and what content builds your followers!



# And, Voila!

All of the secrets to unlocking your Instagram potential in one jam-packed guide!

The real answer to building your Instagram is giving your audience content that they love. That normally means they find it insightful, engaging and FUN!

And if you do all of those things consistently, you can sit back and enjoy Instagram!



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