



Instagram Post Properly Cheat Sheet (Grid, Stories, LIVES, IGTV, Shopping, Reels and Guides)

In this lesson, you'll learn about the 6 main posting options on Instagram which include:

- ★ Your Grid
- ★ Stories
- ★ Lives
- ★ IGTV
- ★ Shopping Post
- ★ Reels
- ★ Guides

You might also find our [★ BONUS ★ How To Write An Effective Instagram Caption](#) useful when working through this section

- ★ **Your Grid** is a great place to showcase your products, services or interests. Visuals (Photos, Carousel, Videos and IGTV Preview (remain permanently (unless you remove them) and are more procured.
- ★ **Your Stories** are a great place to build the KLT factor (Know, Like and Trust). Easily include videos, Gifs, stickers and polls to drive traffic and boost engagement (SWIPE UP when you have 10k followers).
- ★ **Instagram Lives** Are a great way to connect with your followers in a direct, transparent, and authentic way. It is important to get comfortable with doing video, as at the moment we are unable to connect in person as easily as we'd like. Remember to grab your audience's attention within the first 3 to 15 seconds regardless whether the video is live or prerecorded.
- ★ **IGTV** Is fantastic for creating a series of videos. Each IGTV is shareable, can be found through hashtags, and you can insert clickable links. It is personal and does not need to be super polished. Typically IGTV is over 1 minute and under 15 minutes. You can post videos up to 60 minutes, but bear in mind that the average time spent on each video is 3-10 seconds. Try to be as creative as possible to hook the viewer's attention in the first 30 seconds.
- ★ **Instagram Shopping** is an incredibly powerful tool to enable people to shop directly on your feed. The fact you can also use Stories for this increases visibility and ultimately the potential to grow your sales.
- ★ **Instagram Reels** is effectively Facebook's response to TikTok. Short 60-second video length option alongside the original 15 and 30 second options. Most videos are lighthearted and fun and are often published with music.



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Key Takeaways

- ★ **The combination** of these different posting techniques is so powerful and will help build brand awareness, grow your following and enable you to engage with your audience on different levels
- ★ Your goal with all is to share content that resonates with your followers and build the KLT factor
- ★ Videos are incredibly powerful whether you use them as a post on your Grid, in Stories, IGTV or now with Reels
- ★ Shopping on Instagram is being developed all the time and so if you have a business that sells products it would be wise to set this up.
- ★ Think of what your goals are with the content and the audience you want to attract. If you want to reach existing followers to further develop know, like and trust you would probably select Stories over Reels. If you wanted to attract new followers then you could use Reels as these are shown to people who don't already follow you.

In the Instagram Technical Video Library (TVL), we walk you through how to post properly on Instagram on your grid, your stories, LIVES, IGTV, Shopping and Reels)

YOUR GRID

- ★ A picture, a short (59 seconds max*) video or carousel
- ★ Make sure all images are the correct size for each posting option on Instagram (<https://later.com/blog/instagram-image-size/>)
- ★ A correctly structured caption with a CTA (Call to Action) that drives engagement with your Instagram content, drives traffic to your website, and drives direct messaging.*
- ★ Hashtags
- ★ Correct use of mentions and tags (if applicable)
- ★ You can use the Preview App to help you decide which images go well on the grid
- ★ You can choose different themes for your grid which will help your audience get to know you by the look and feel of your posts and your page.
<https://thepreviewapp.com/15-instagram-theme-ideas-preview-app/>

**If over 60 seconds, it becomes an IGTV video*



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TOP TIP: Using a 3rd party app, you are able to repost other people's content **BUT ALWAYS CREDIT!** We see two things happening on Instagram with relation to this:\

- 1) People repost someone else's image without crediting the original person who posted the image
- 2) OR people repost someone else's caption (practically verbatim) without crediting the original person who posted the caption

Note: Reposting someone's photo/video as your own is a copyright infringement AND reposting a caption as your own (even with moderate changes) is plagiarism. Please make sure if you are going to repost anyone's content that you gain permission or at least make it clear that it is their content and mention them within your copy. For more details about this please listen to the following podcast by Annie Ridout, founder of The Robora at: <https://podcasts.apple.com/gb/podcast/when-someone-copies-your-idea-in-business/id1524531287?i=1000486785780>

STORIES

- ★ Portrait sized picture(s) 1080 x 1920 pixels which is a 9:16 ratio (impromptu or Canva-made), video(s) (max of 15 seconds) it's good to post a mix of fun, lighthearted content and promotional content
- ★ A short caption of what the Story is about, your views (great for accessibility and if people have the sound off)
- ★ You can use up to 10 researched hashtags (1 hashtag sticker, 9 hashtags discreetly placed on the story or hidden behind a sticker)
- ★ You can add clickable links to Stories if you have more than 10,000 followers with the 'Swipe Up' feature
- ★ Gifs and stickers to liven it up and show Instagram that you're using the app to its full ability, which could help the algorithm.
- ★ CTA (Call to Action) to drive engagement with your content, traffic to your website via a clickable link, drive people to direct message you or simply encouraging them to comment in response to a questions you've asked (for more in depth use of Stories please see TVL Lesson 6)
- ★ Ensure you create relevant Highlights and save your best Stories

You don't have to include a CTA in every story... but always think 'why' am I creating this story... how does it fit in with who you are , your themes and whether you want to generate visibility, engagement, leads or sales?



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INSTAGRAM LIVE

- ★ Always in portrait
- ★ Created through Instagram Stories
- ★ Think about the theme of your LIVE and the content you wish to cover before going live.
- ★ A LIVE lasts for 24 hours as a separate section within your Stories
- ★ You can save it to IGTV if appropriate
- ★ You can create LIVES with the same theme if you wish
- ★ If you save it to IGTV a 15 second 'Preview' can be posted to your Grid and you can create a branded cover with caption or use a still image for the cover from the Live
- ★ You can, if you wish, share your 'Preview' to your 'Stories' to encourage people to watch your IGTV
- ★ You can do a LIVE that lasts up to 60 minutes long, but when you get started a maximum of 15 mins is ample. Remember to think about your audience's needs and get straight to the point
- ★ You can complete a LIVE on your own or invite someone to join your Live. Great for visibility if you do it with someone who has a greater following!

IGTV

- ★ Is a stand alone function on Instagram. It can be accessed on your mobile and desktop
- ★ The goal of IGTV is to be more like YouTube, an extension of your Stories
- ★ It is Important to think about the theme of your IGTV video and the content you wish to cover before filming your video
- ★ Your video can be vertical or horizontal (vertical tends to be the preferred use on IGTV).
- ★ You upload from mobile or desktop
- ★ It can be a pre-recorded video (but can also be posted after a live as previously discussed)
- ★ You should always add a Title
- ★ You should add a caption with a headline, the main body of the story you wish to tell and a CTA (Call To Action), where appropriate
- ★ You can add clickable links (URL) in the caption which is great for directing your followers to your website, podcast, specific resource
- ★ You should add researched hashtags
- ★ You can create a series of IGTV, this is great for visibility and engagement.
- ★ You can push IGTV through to Facebook
- ★ You should do a 'Preview' to your Grid and it is advisable to get the most engagement. The 'Preview' is 15 seconds long. It is advisable to outline the point of your IGTV video (live or pre-recorded) straight away to grab your audience's attention
 - 15 minutes when uploaded from mobile, 60 minutes when uploading from the web (* our experience is that when an account is not verified, Videos over 15 minutes tend to get rejected)
 - (for further information about timings and sizes please see the external links below) <https://help.instagram.com/1038071743007909>



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INSTAGRAM SHOPPING POST

- ★ See our [TechPixies](#) ★ [Quick Start Checklist](#) ★ [Facebook & Instagram Shopping](#) for more information about how to get Instagram shopping up and running
- ★ Check that you meet the requirements
- ★ Create your product catalogue on Facebook
- ★ Get approved for Instagram Shopping
- ★ Turn on Shopping in the Instagram App
- ★ Upload a photo just like you would for a regular post. Then tap the items you want to tag. You can tag up to **five** products per post
- ★ You can also tag up to five products in video posts. A tray will appear where you can select the products
- ★ You can tag **one** product per Instagram Story
- ★ Start by uploading your Story. Then tap the sticker icon in the top-right corner, and select **Product**. From there, select the item from your product catalog.
- ★ For further information please see the external link below):
<https://www.facebook.com/business/instagram/shopping/guide>

INSTAGRAM REELS

- ★ Reels invites you to create fun videos to share with your friends or anyone on Instagram
- ★ Record and edit 60, 30 or 15 second multi-clip videos with audio, effects, and new creative tools
- ★ To create your Reels there is a section now found on the home page where you can create all types of posts
- ★ From this screen, you can select your audio by tapping the music icon
- ★ Choose the speed of your video by pressing the play icon
- ★ Choose how long your clips will be by selecting the stopwatch icon. When you set a timer, there's a countdown before the recording starts
- ★ You can scroll across to apply effects or AR filters
- ★ Either hold down the record button to capture footage or upload video footage from your camera roll
- ★ You can start and stop recording multiple times during your 15-second video by pressing and holding the record button
- ★ You can use the draw and text tools and select from a number of Instagram Stickers
- ★ When finished, you can edit the cover photo with a video thumbnail or add a cover from your camera roll
- ★ You can share the Reel to your Stories, get discovered in the Explore Feed, and Reels get added to the new Reels tab on your profile
- ★ Create authentic content that resonates with your audience, share educational content and showcase products
- ★ You can also upload short videos you have already created.
- ★ For more information on Reels you can access the External link below
<https://later.com/blog/instagram-reels/>



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INSTAGRAM Guides

- ★ Guides are a way to organise and curate your content, so it's easily accessible to people who are looking for specific content.
- ★ Guides are accessible through the Instagram Explore Page and on an account's profile.
- ★ There are three types of categories for Guides; places, products, and posts. All three of these guides are meant for every type of creator and are completely customisable to your needs.
- ★ Instagram Guides works like a mini-blog on your Instagram account. It's great for storytelling and being a central hub for your followers, as key content is grouped together by category.
- ★ How you could use Guides:
 - **Showcase your expertise** - Tell your followers who you are and what you care about. Explore topics and ideas that ignite your passion and show your authenticity. This will build brand loyalty and trust.
 - **Support your peers** - Championing other small business owners or creators is a wonderful thing to do. Guides can be a great way to share these people with your audience
 - **Curate a list of top posts** - You can showcase your top performing content in a guide. This highlights the content even further and makes it easy for your followers to find this content. Guides can be a place to organise educational content or a place to collate the posts which help you tell your personal story
 - **Recommend your top products** - Guides are the perfect tool for highlighting the services or products that you offer. If you don't have products or services of your own, you could showcase products you're an affiliate for.
 - You can use Guides to write custom headlines detailing how-to's, best practices, and insider hacks for products & services.