



Benefits of an Instagram Professional Account

Instagram’s broad audience gives you the chance to reach more people who need your guidance in the insurance market. You’ll be establishing your brand identity and working to build trust. Here are some additional benefits to an Instagram Professional Account:

Instagram insights	Instagram ads	Links in stories, posts and bio	Since Meta rules are always changing, agents should always refer to the latest advertising/recruiting guidelines.
As a business user, you’ll see a variety of useful data, helping you track how posts perform and how consumers interact with your activity.	You can broaden your reach through Instagram ads.	Adding links throughout Instagram helps drive traffic to your website, posts, events and more. Instagram makes it easy to use immediate calls to action to help increase awareness.	

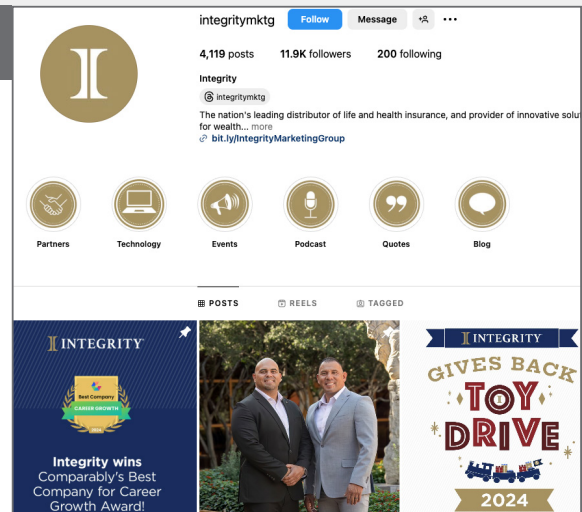
Before Creating Your Instagram Professional Account

Before you begin, take some time to plan your strategy. Make sure to:

Choose a designated admin, a backup contact person and the email address that will be attached to the profile.

Gather your business information and useful keywords for your profile.

It’s important to create a new Instagram account to use as your Professional Account, rather than converting an existing personal account. This allows your business to get a fresh start creating your brand identity exactly as you would like.



Creating Your Instagram Professional Account

Here’s how to get up and running:

- » Install the Instagram app to your mobile device, then create a new account at the login screen or from the settings view in your existing profile. Follow the prompts.
- » Once logged in, click three-bar menu icon to access “Settings and activity”.
- » Scroll down until you see “Account type and tools” and click to open.
- » Click “Switch to professional account” and follow the prompts, choosing your category.
- » If the app prompts you, connect your Facebook Business Page for more streamlined management options.

Leveraging Instagram to Engage With Your Audience

Here's how to start taking advantage of the extra features that go with an Instagram Professional Account:

- » Add contact and location information to your profile.
- » Upload a professional profile picture and edit your profile description to include a little bit about you and who you serve.
- » Link your Facebook Business Page under Linked Accounts. Don't have one yet? Check out our Facebook Business Page guide!
- » Get familiar with Instagram Insights to see information about your reach and post impressions.

Nurturing Instagram Connections

Here are guidelines on creating and posting content to make your Instagram Professional Account useful to consumers:

1. You can post the same content types on your Instagram Business Account as on personal accounts, including static posts, stories, reels and more.
2. Instagram Stories tend to get more traction than regular posts on your feed, but remember: you can post a story with a link to a regular post, helping each one do double duty!
3. If someone likes or comments on something you have posted, this is not an "ok" to contact them for Medicare marketing. If they specifically ask about health insurance, you can direct them to call your phone number or visit your website to begin the SOA process.

Managing Your Instagram Presence

Keep your Instagram Professional Account updated with new and relevant content — this could be new areas where you serve, announcements of upcoming events or fun content with personality, like a photo of you at your last educational event.

Use your Instagram account to demonstrate your role in the community you serve and your experience as a trustworthy licensed insurance agent.

