

# Quick Tips



## When Should I Post?

It's important to know when to capture your audience's attention. Instagram's users are most active between 12pm to 1pm Monday to Friday.



## Set the Scene

Create an engaging photo. Authenticity is key!



## Captions, CAPTIONS

Your words matter. Using #'s trackable links and promo codes are important.



## Check your work

Check over your work. Make sure you added all the necessary information, most importantly your promo code.



- 1 Branded post with company tagged
- 2 Creative and engaging caption
- 3 Promo code discount  
*\*Applies only to certain campaigns*
- 4 #Ad (Acknowledgment of payment)
- 5 Company and Campaign Hashtags



## Branded Content

### Tag Business Partner

310nutrition

Tagged posts include a label that says "Paid partnership with" and the partner's name. Your partner will also be able to see metrics for your post. [Learn more.](#)

### Allow Business Partner to Promote



Your partner will be able to turn your tagged post into an ad. Once your post becomes an ad, you will have limited options for editing it. All ads are publicly listed in the Ad Library.

[Learn more.](#)

- 1 When collaborating with a company for Branded Content, you must request Instagram Branded Content Partnerships in your IG Settings
- 2 Create your Instagram post as you normally would. (Upload video or image, captions, tags, etc.)
- 3 Before posting, add your Branded Content partner. (Tap Advanced Settings at the bottom of the upload screen and search for the appropriate company)
- 4 Toggle "Allow Business Partner to Promote" so that brands are able to turn your post into an ad that people can see your content coming from your profile!
- 5 Remember, once you've tagged a branded content partner, you'll no longer have the option to automatically post your IG post to FB or other sites



## Remember to Tag!

Hashtags are used to organize and categorize themes, ideas and trending topics. They can be a useful tool in capturing a much larger audience. When using a hashtag, your image or video will be added to a group of images, so anyone searching for **#310AMB** or **#310nutrition** will be able to scroll through and stumble upon your content!

Remember to tag **@310nutrition** in your post along with the hashtags provided so the brand can easily see that you've posted!





# How to Add Links to Your Instagram Stories

## 1 Start Your Instagram Story

It's important to take into consideration the best times to start an Instagram story, take an image or video directly within the Instagram or swipe up on the story's screen to import any image taken within the last 24 hours.

## 2 Add the URL

To add a link to your story, click on the chain link at the top of your story. You'll be prompted to input the link destination of your choice in a new window. Paste the promo link you copied from your dashboard and tap on the done to the link. Once you've added your link to the story, the chain icon will be highlighted to indicate that your story now has a link. Continue editing your story and include text, stickers and filters.

## 3 Add a Call to Action

The link button on Instagram stories is not obvious to the viewers, so it's important to let your followers know that there is more to your story. The last and perhaps most important step is to include a call to action in your story to direct users to the brand website. Some of the common call to actions are "see more" or "swipe up".

## 4 Check your Work

Once you have created your image and believe you have included everything you needed to, provide your dedicated rep a draft post. We will get back to you to let you know if the post is good to go or if there is room for improvement.





## Posting a Video VS. a Story

## Videos

Videos are more interactive, it gets your audience more involved and you can have more of a conversation about why you love 310 Nutrition. For example, why choosing 310 Nutrition over its competitors... well the product is AMAZING. The draw back to videos unless pinned to your account, is that they expire after 24 hours. It is important to consistently post videos about the product so your audience engages..

## Pictures

Pictures never die! The reason we ask for a picture post in addition to a story is because it will always be live on your instagram feed. Your picture posts will help new followers that organically find you learn about 310 Nutrition and how they can grab your promo-code and get a discount on their order. It's very valuable for you to have picture posts with your promo-code in the caption!

**So, when trying to decide what type of post you want to do today, ask yourself, do you have time to create a short video for your story? Have you already posted your picture post for that month's campaign? These are all questions to consider prior to posting.**

If you have any questions or concerns, please do not hesitate to reach out to [support@ambagents.com](mailto:support@ambagents.com)

