

PARTYSLATE

Digital Day



**How to Master Instagram's
Newest Tools & Features**

A note before we begin

We won't be able to cover everything — but we have other helpful webinars and resources we can share with you.

The screenshot shows the PartySlate website interface. At the top, there is a navigation bar with the PartySlate logo, a heart icon, and a 'SIGN UP' button. Below the navigation bar are four tabs: 'IDEAS', 'VENUES', 'PROS', and a search icon. The main content area features a large article card for 'DIGITAL EVENT RECORDING & RECAP' titled 'The Ultimate Guide to Instagram Marketing'. The card includes a photo of two women talking, the PartySlate logo, and the author information: 'by Jessica Terson, June 30, 2020'.

The screenshot shows the PartySlate website interface. At the top, there is a navigation bar with the PartySlate logo, a heart icon, and a 'SIGN UP' button. Below the navigation bar are four tabs: 'IDEAS', 'VENUES', 'PROS', and a search icon. The main content area features a large article card for 'RECAP & VIDEO' titled 'PartySlate Social Media Workshop: Build Your Brand With LinkedIn & Instagram'. The card includes a photo of four women at a social media workshop, the PartySlate logo, and the author information: 'by Jessica Terson, August 26, 2020'.

Agenda

- **How to set a strong foundation for growth**
 - **Optimize your Instagram profile**
 - Select the right Instagram content
- Engagement metrics that matter
- 5 features and tools to master now
- Your Instagram action plan



How to optimize your Instagram bio

- Choose a handle that's easy to recognize — avoid abbreviations
- Use a recognizable icon, logo, or professional photo
- Strong description that is easy to scan — 150 character limit
- Use link in bio tools

@cecineewyork



Instagram profile for @cecineewyork. The profile picture is a circular logo with a stylized four-petaled flower design. The bio includes the name 'Ceci New York', the profession 'Art', a description of the business, and a website link.

cecineewyork

6,042 Posts 97.6K Followers 3,575 Following

Ceci New York
Art
Beautifying your world through creative design and branding for weddings, entertaining & living. Founder
[@cecijohnson](#) #cecineewyork #beautifyyourworld
[cecineewyork.com](#)
255 West 36th Street, 14B, New York, New York
Followed by [bircheventdesign](#), [colincowielifestyle](#)

@kristengvy



Instagram profile for @kristengvy. The profile picture is a circular photo of a man holding flowers. The bio includes the name 'Kristen Griffith VanderYacht', the profession 'Artist', and several social media handles and mentions.

kristengvy

520 Posts 73.4K Followers 1,116 Following

Kristen Griffith VanderYacht
Artist
[@wme](#) [@authenticmgmt](#)
Head Judge 🍷 THE BIG FLOWER FIGHT on [@netflix](#)
Named top florists in the WRLD by HARPER'S BAZAAR.
OG #flowerking #flowerfriends
[linktr.ee/kristengvy/](#)
Followed by [all.sorts.of](#), [kglevton](#) and 16 others

@dejavusweets



Instagram profile for @dejavusweets. The profile picture is a circular logo with the text 'Déjà vu Sweets confectioners studio'. The bio includes the name 'Déjà vu Sweets', a description of the business, and a website link.

dejavusweets

1,003 Posts 73.3K Followers 1,500 Following

Déjà vu Sweets
A luxurious customized cake & dessert studio | Modern love | Inquire below | #luxuryweddingcakes
#southfloridacakes #dejavusweets
[msha.ke/dejavusweets](#)
9791 West Sample Road, Coral Springs, Florida
Followed by [partyslate](#) and [serafinakatheryna](#)

@partyslate



Instagram profile for @partyslate. The profile picture is a circular logo with the text 'PARTYSLATE'. The bio includes the name 'PartySlate', a description of the business, and a website link.

partyslate

3,406 Posts 119K Followers 3,557 Following

PartySlate
Plan your event on PartySlate.com ✨
• Find the best venues & vendors
• See 900k photos from all types of parties 📄
[www.partyslate.com/ig](#)
Followed by [wipachicago](#), [kpreis27](#) and 99 others

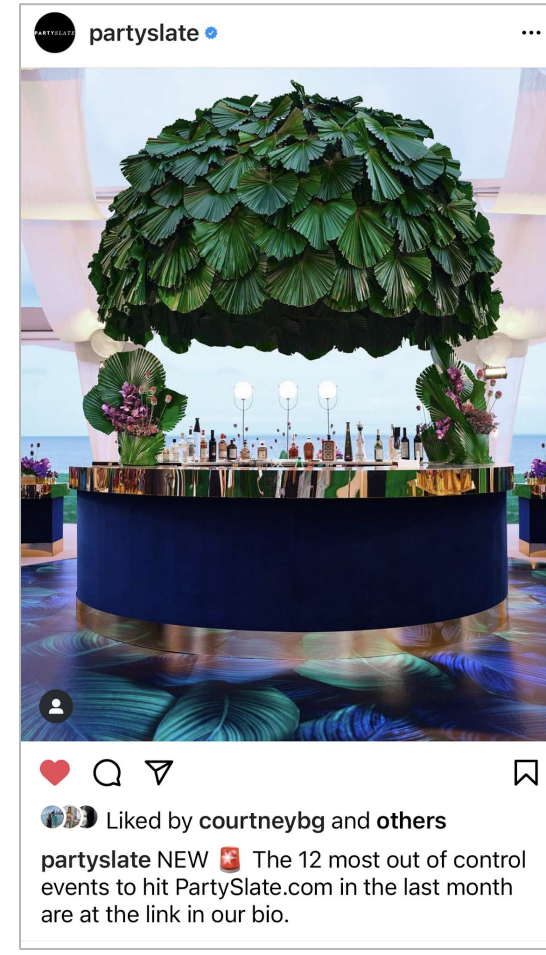
Agenda

- **How to set a strong foundation for growth**
 - Optimize your Instagram profile
 - **Select the right Instagram content**
- Engagement metrics that matter
- 5 features and tools to master now
- Your Instagram action plan



How to select the right Instagram content

- Tell a story with photos
- Light, bright, and unique
- Multiple points of interest
- But also zoom in on details
- Relevant for season and current environment
- Consider what's relevant for your audience
- Timely events and trends
- Prioritize diversity and inclusion

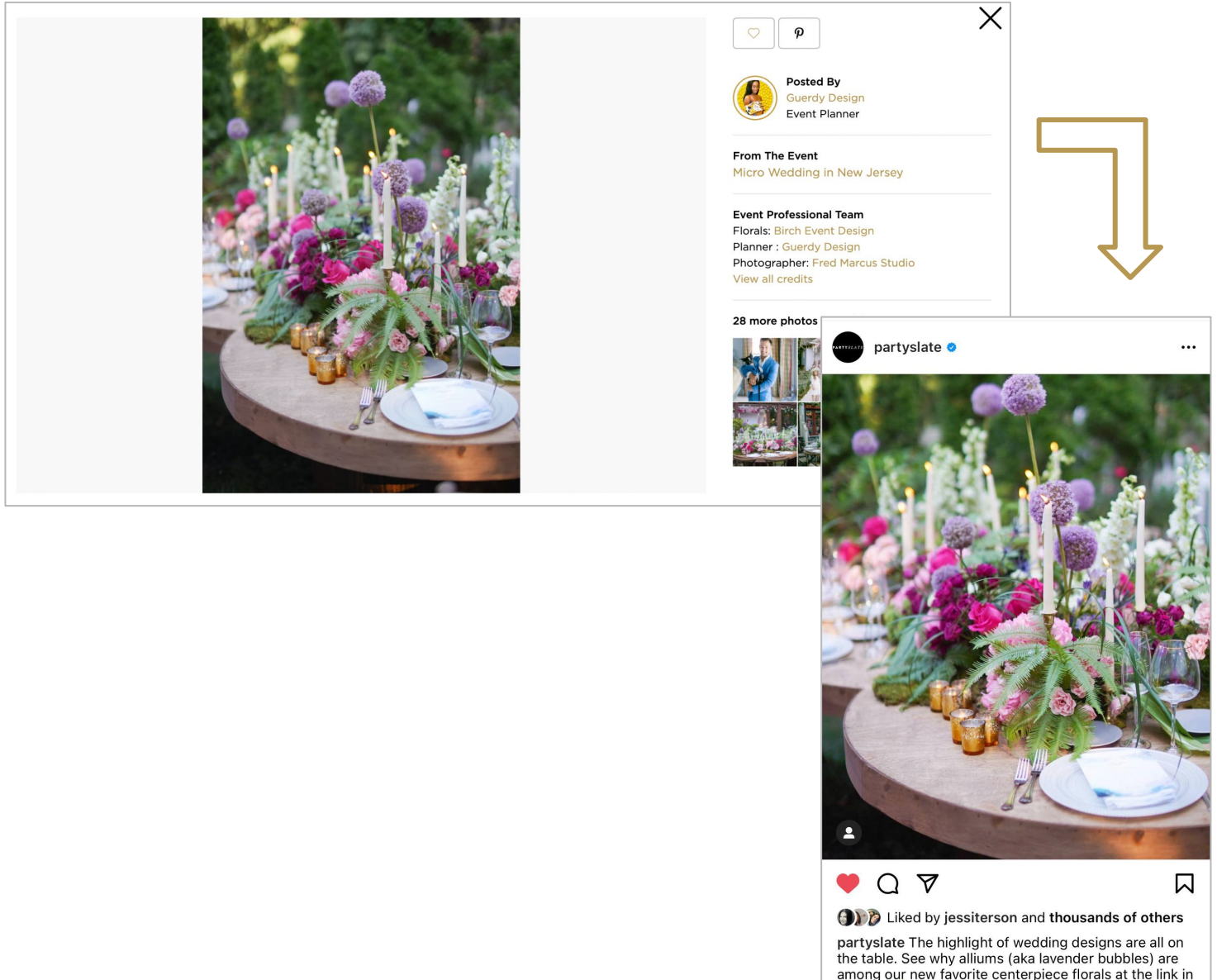


How to select the right Instagram content



How PartySlate finds the best content

- 100% of Instagram content is from PartySlate profiles
- PartySlate marketing team reviews each event added to PartySlate.com
- Our team looks for:
 - Creative event ideas
 - Descriptions with behind-the-scenes details
 - Full event partner credits
 - Relevant holidays, events, and more



Agenda

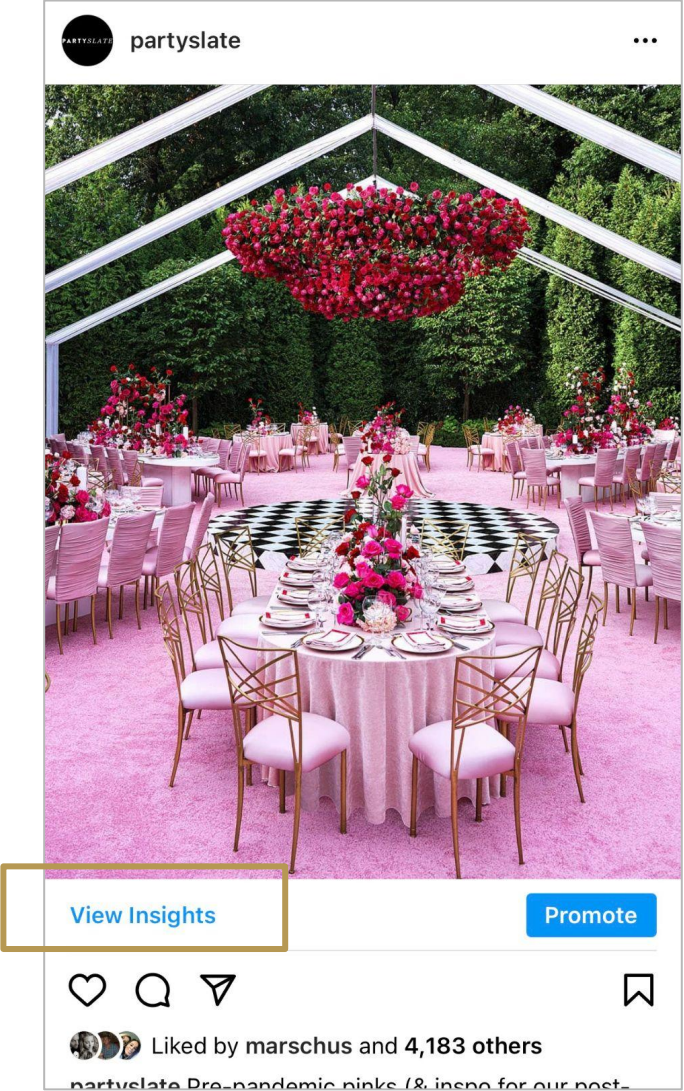
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Engagement metrics that matter

- 1. Saves
- 2. Shares
- 3. Reach

Likes and followers are important, but they don't tell the whole story



The screenshot shows the 'Post Insights' screen for the Instagram post. It displays the following metrics:

- Post Insights**
 - Messaging-related insights, such as shares and replies, may be lower than expected due to new privacy rules in Europe. [Learn More](#)
 - 4,184 Likes
 - 81 Comments
 - 376 Shares
 - 1,507 Saves
- Profile Visits**: 1,153
- Reach**: 110,916
- Interactions** (Actions taken from this post): 1,193
 - Profile Visits: 1,153
 - Website Clicks: 39
 - Emails: 1
- Discovery** (Accounts reached): 110,916
 - 70% weren't following partyslate
- Follows**: 185

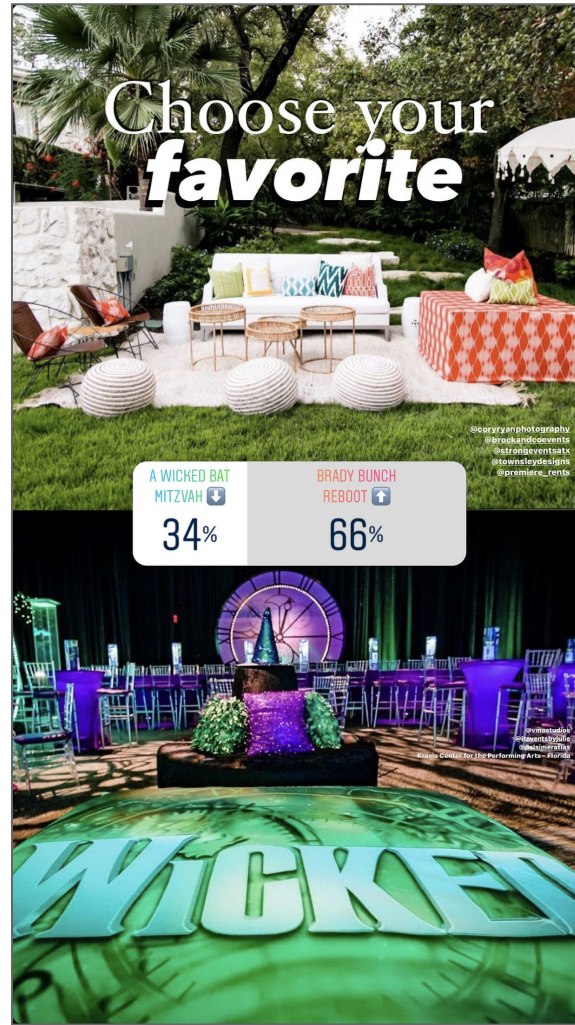
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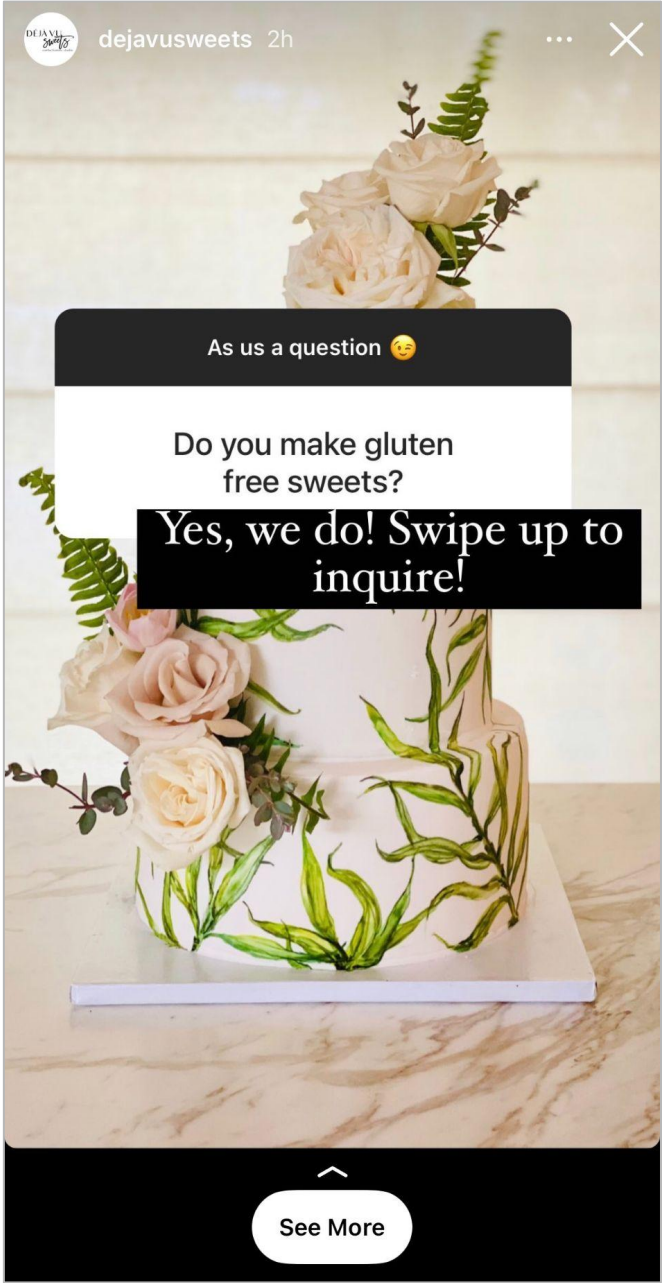


1. Instagram Stories

- Consider 3x+ per week — daily if you can
- Vertical photos work best
- 7 frames max, or viewers will drop off
- Share behind-the-scenes and storytelling
- 85% of people watch videos without sound
- Leave followers wanting more
 - Swipe Ups if you have 10k+ followers
 - Link in bio if you have less than 10k
- Use polls to drive engagement
- Use clear CTAs
- Tag partners & hashtags for discoverability
- Prioritize diversity and inclusion



1. Instagram Stories



2. Tagging

1. Hashtags

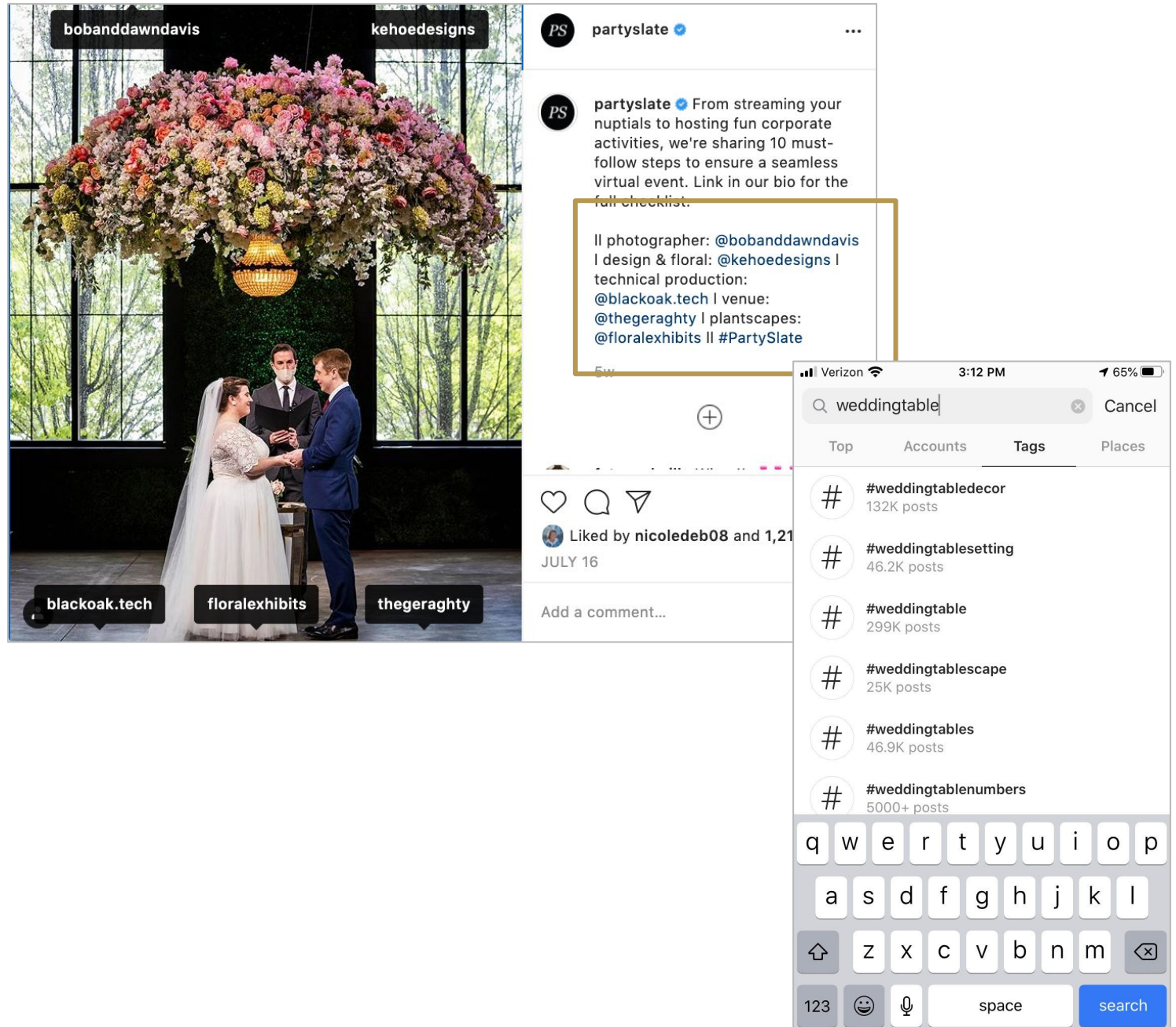
- SEO for Instagram — searchable and followable
- Up to 30 hashtags per post

2. Geotags

- Tag a specific venue, city, or neighborhood

3. Account tags

- Tag partners in photo & caption
- Crediting partners will build your brand and strengthen relationships



2. Tagging

KRISTENGVY Posts Follow



Liked by caratsandcake and others

kristengvy If you're dreaming about getting married during the holidays in the middle of a pandemic, the best gift you can give your friends and family is an intimate affair. Yes, flower friends I'm saying this year keep it small. Though your guest list is tiny make your design big and bold. Ladies, consider a non-traditional gown like this stunning dove grey moment from Sareh Nouri @sarehnouri , hire a bomb photographer and an amazing planner and use all that money you saved on catering to deck the halls with an amazing floral designer. You will end up with amazing photos, potent memories and a lot of holiday cheer.
Planning: @everswoon
Photo: @lmaddenphoto

DEJAVUSWEETS Posts Follow

dejavirusweets Miami, Florida



Liked by jonesy305 and others

dejavirusweets Enjoying this boho-chic soirée. Just a little reminder that kids just want to have fun! Finding mini sweet ways to have your little ones still enjoy their closes friends is what we enjoy.

Tablescape Design @happi_smilez_creation
Planning @sdulciodesigns
Lens @mbymichaelaphotography
Breakable Hearts @dejavirusweets

CECINEWYORK Posts Follow



Liked by andreaariadne_ and others

cecineyork What romantic dreams are made of 💕
#cecineyork #beautifyyourworld

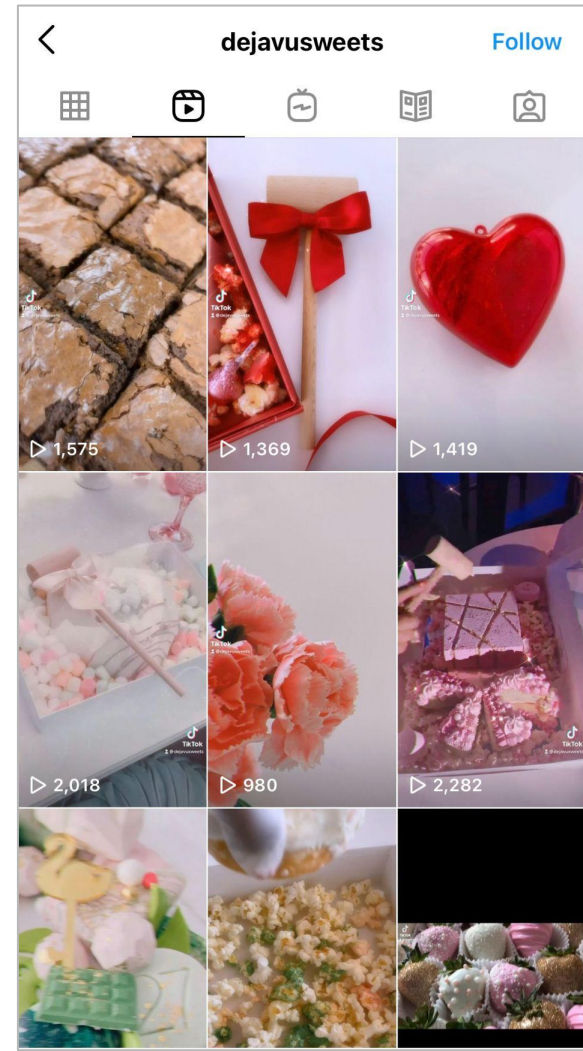
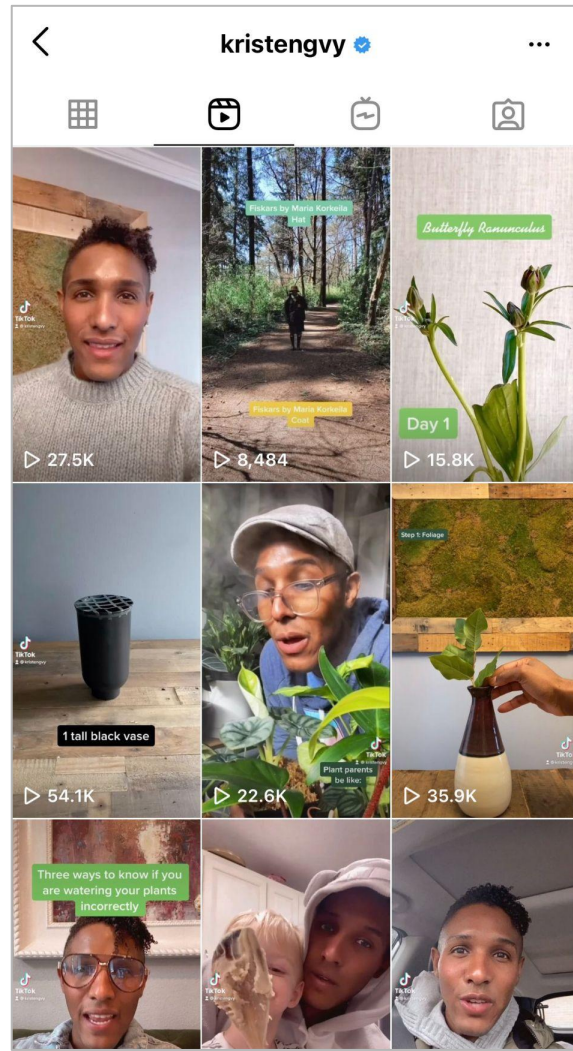
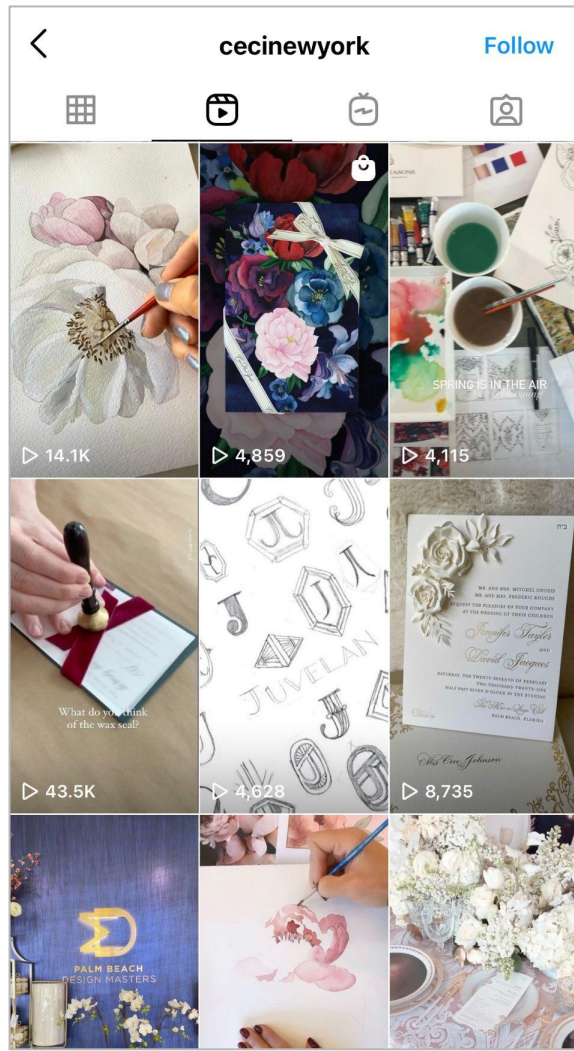
CREATIVE TEAM
Invitation Design & Event Branding @cecineyork
Event Planner @biancabinc
Photographer @brimarcus @fredmarcusstudio
Florals @edlibbyevents @bobconti_
Venue: @wolfferwine
Cake @everythinglulu
Music @mariannebennettmusic @elementmusicnc
Gown @inesdisanto
Hair: @jas_ana
Makeup: @katienvamakeup

3. Reels

- For discoverability and branding
 - Users who don't follow you can find your reels
 - Use hashtags the same way you do in feed posts
- Professional footage or raw iPhone
- Algorithm rewards creating and editing videos in app
 - Use blue grid lines to place text to avoid cut offs
- Use Instagram story dimensions

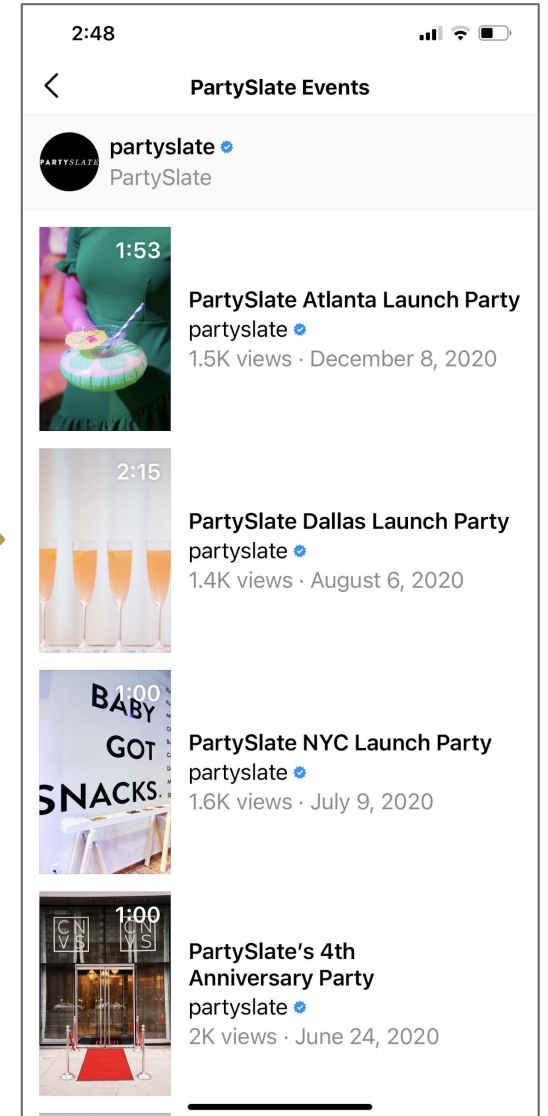
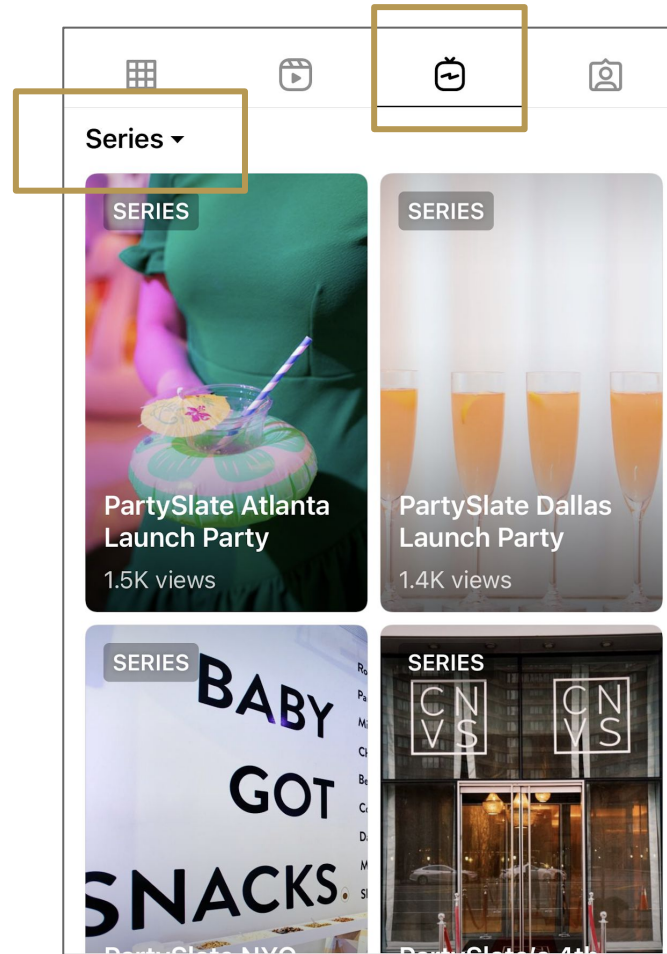


3. Reels

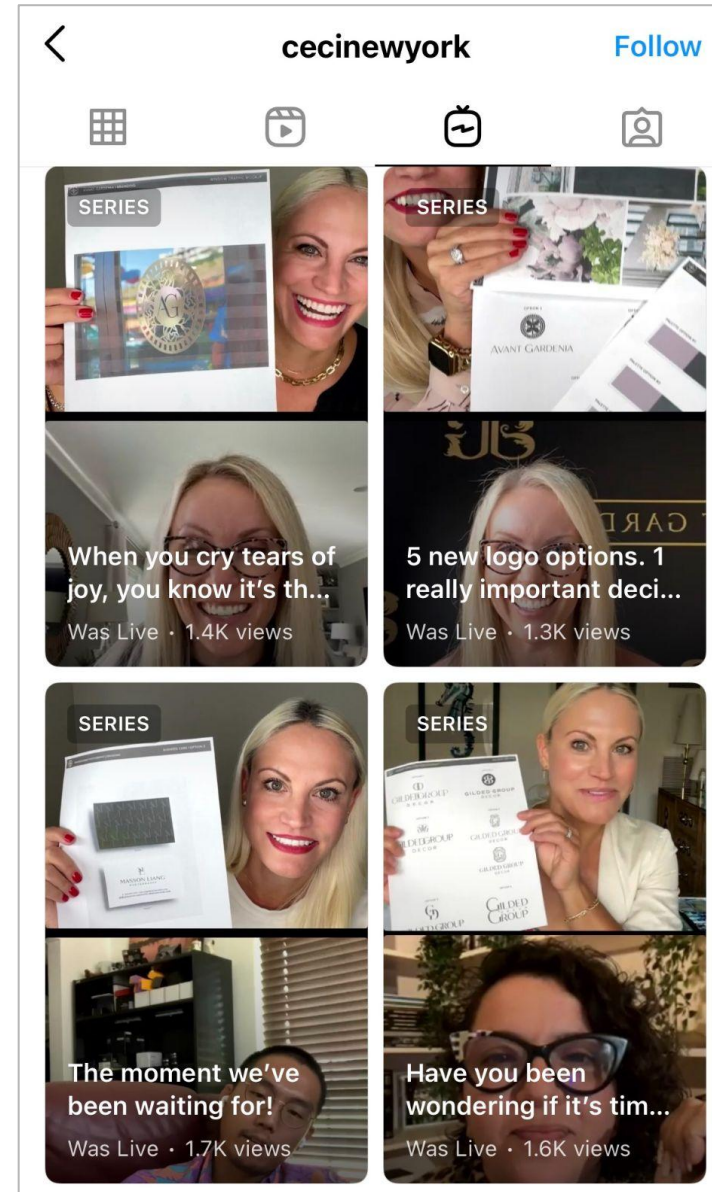
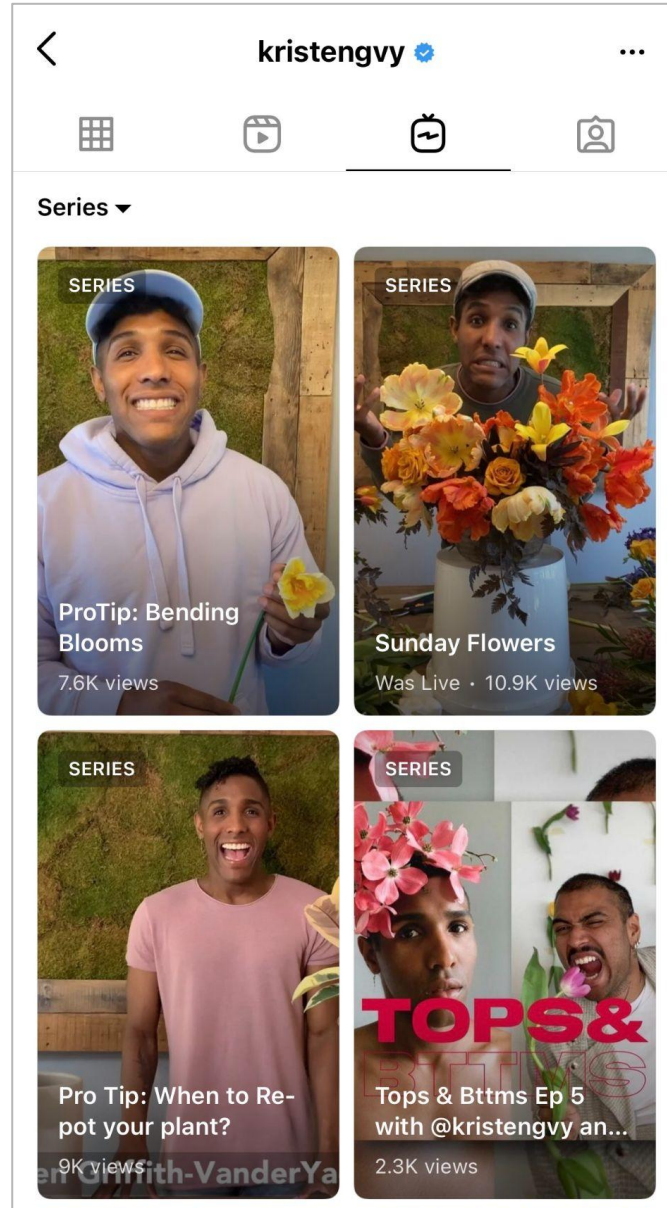


4. IGTV

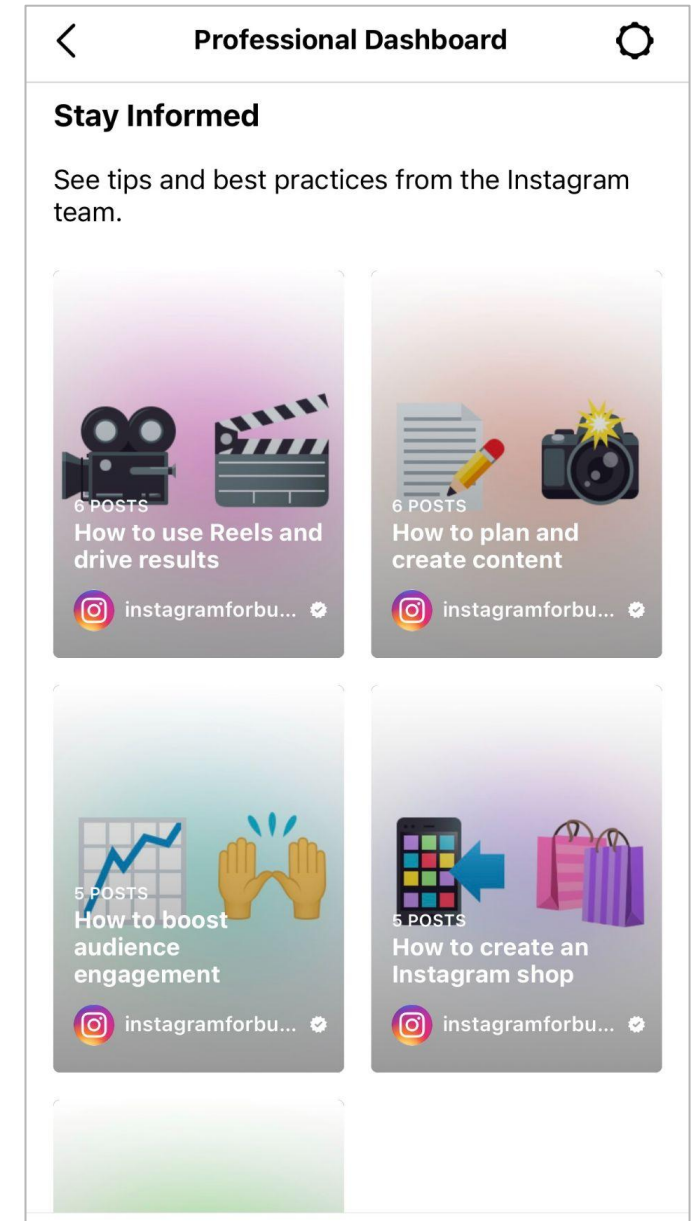
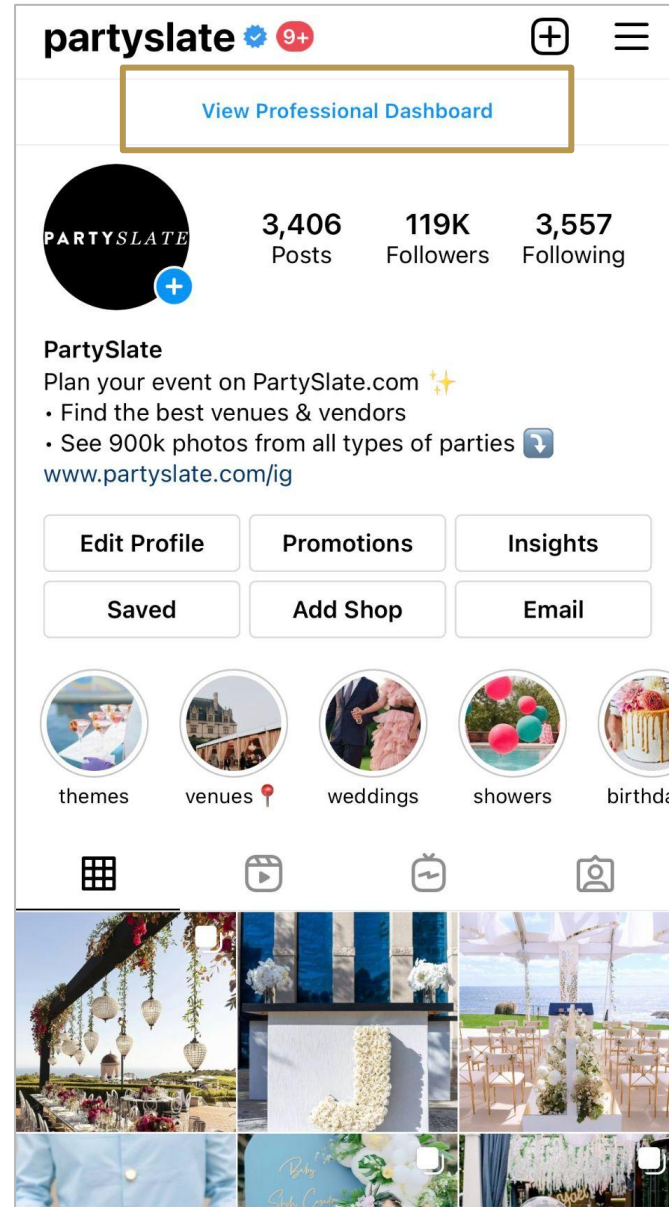
- For long format videos (1+ minute)
- Use “Series” for related videos
 - Ex: PartySlate’s launch events
 - Ex: Jennifer Garner’s pretend cooking show
- Title of the IGTV will show up at the beginning of your caption
- Can share to your feed or just post to IGTV
 - Consider the cover photo — upload from camera roll or choose a frame of video



4. IGTV



5. Professional Dashboard



Honorable mentions

Feed posts: classic Instagram content

Highlights: save-worthy content

Guides: cross between posts and blogs

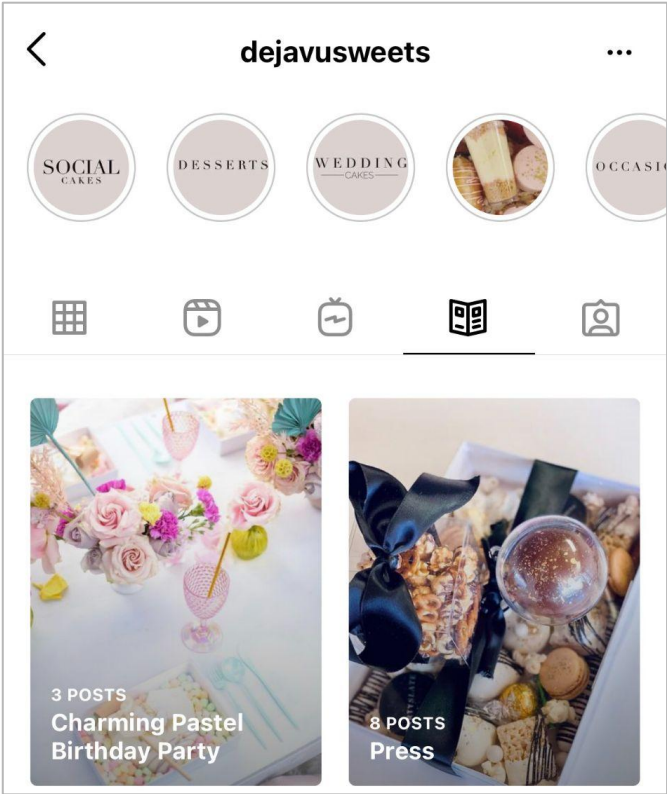
Link in bio: drive website traffic



partyslate
Plan your event on PartySlate.com • Find the best venues & vendors • See 900k photos from all types of parties
partyslate.com

Select a photo to see more on PartySlate.com

Date ↑	Views	Clicks	CTR
NEW The 12 most insane ev... View photo	272	123	45%



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Your Instagram action plan

1. Create your Instagram strategy

- We can send you a template to get you started
- Think about goals, audience, tone, and hashtag strategy
- How will you measure success?

2. Optimize your Instagram content

- Update your bio with a strong handshake
- Choose the content that resonates with your audience
- Optimize your content based on your engagement metrics

3. Master the features and tools that matter for you

- Consider which features and tools will work for your content
- Test each feature or tool before generating too much content
- Post what works for your brand

How we can help

- Review your Instagram profile
- Share helpful tools:
 - Instagram strategy template
 - Recordings of past Instagram webinars
- Build a free PartySlate profile to get you started

Up next:

LinkedIn 2.0: The Power of Digital Networking

