DEVELOPING HASHTAGS AND CAPTIONS FOR SOCIAL MEDIA

COVID-19 SALES & MARKETING FOR RECOVERY DRIVING DOMESTIC SALES

Attention | Interest | Desire | Reassure | Action
This document is part of a suite of supports under boosting sales with social media for driving domestic business.

The document supports video 2 (Creating The Content) and will act as a support to you when creating a social media campaign that drives sales of your offers (includes selling at destination & business level).
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Instagram Bio

Get Your Instagram Bio Right

This is like the home page of your business on Instagram, so be sure to craft it well.

It goes without saying that your profile picture needs to be good, as Instagram is a visual medium and this is the image your followers will see each time they engage with you in Stories. If you are a business, use your logo - but make sure you use a designed for social logo size, i.e., one that is square and ensure that all of the information is visible when it shrinks to fit.

💡 TOP TIP: use desktop version of Instagram to edit your description as it gives you more characters and allows you to use line spacing.

![Drury Court Hotel profile picture](image-url)
Fill your bio with bullets, emoji’s, and relevant hashtags. #makeabreakforit

Tag other accounts that you are involved with.

Use The Clickable Link

For anyone with less than 10,000 followers, this is the only place you can post a clickable link on Instagram. Some use this opportunity to promote their latest event, blog post, promotions or sales.
To avoid having to change it every time you have something different to promote, you could just link to your homepage:

Waterford Greenway
The 46km #WaterfordGreenway is the longest off road #walking and #cycling trail in #Ireland. Watch our new video and spot some famous faces:
www.youtube.com/watch?v=FMiIF6YaR0E&feature=youtu.be

The Oliver Plunkett Bar
Live Music | Breakfast | Lunch | Dinner | Irish Dancing | Dinner and Show | Whiskey Bar | Parties | Booking@theoliverplunkett.com
www.theoliverplunkett.com
Caption Writing Tips
On Instagram, your content will mainly be images or video, but don’t overlook the caption on the feed as well-written captions act as signposts for discovery and serve to share your brand personality.

Feed / Grid Content Tips
The original highly stylised part of Instagram. Content may be images. Or video (up to 60 seconds). Or carousel (which can be a blend of both).

https://www.instagram.com/p/CAvQuLrHbsO/  https://www.instagram.com/p/CBLm8eHHNqt/
Do not overlook the caption which is the text that goes alongside it. This can be an important area for you to tell your story, or provide more detail. Here’s a nice ‘back after Covid’ post from a Dublin restaurant:

Consider Caption Length - on Instagram you can use up to 2,200 characters / Facebook it’s 63,206 / Twitter is more constrained at 280 characters - but in practice it’s better to go with shorter.

Check National Geographic - the masters of telling a story in a caption.
Great example. Definitely check this out - the story in the caption is superb! https://www.instagram.com/p/CBP3oeEFMGK/
Succinct style is harder to do, but powerfully effective:

Do ask questions in your captions
Did you know about our self-catering Residence Apartments at the Montenotte Hotel?

Choose from Standard or Classic one-bedroom apartment or a Two Bedroom luxury apartment suitable to accommodate between 2–4 adults sharing. They include a fully equipped studio kitchen with integrated appliances and open plan dining room & sitting room with flat screen TV. Find out more call us on (021) 453 0050.

#Montenottehotel #LoveCork #StayUnique #PureCork #SelfCatering #Apartments #MontenotteMoments #WeAreCork

And of course we're not forgetting Ballycotton Lighthouse stunningly captured here by @camplonmoel

What are your favourite Cork Lighthouses? Have you fond memories visiting them? We'd love to hear them!

#purecork #purecorklawaits #ballycotton #ballycottonlighthouse #fishingvillage #catchoftheday #paradise #landscape #nature #coastline #naturalbeauty #discoverireland #tourismireland #meetinireland #gireland #igdaily #irelandtravel

Liked by viennawoodshotel and 167 others
Play with Emojis

Mention Other Pages In Your Caption

It’s polite to name and tag anyone or any brand that is in your picture or video. By drawing their attention to your post, they might comment or share it out to their audience too.

Don’t forget to add a Call to Action - ‘like if you agree’. “Follow us...”
Hashtags

Use Hashtags - sparingly!

Facebook is not a hashtag platform, so there’s no point in using them. When you see hashtags on posts, it’s usually because the post has been written for Instagram and has been posted across every platform - including Facebook and Twitter. Not a good idea.

On Twitter, best practice number of hashtags is 2-3.

But on Instagram, hashtags are your friend! Add them to your posts to help your content be seen by people outside your followers, and possibly even get added to the Explore tab. When this happens, you will get a whole lot more traffic on your post, and usually engagement and new followers too.

Research hashtags and develop a list that you can use for your account.

Start by checking out your competitors and see what hashtags they are using.
Search hashtags in the Instagram app and it will show you related hashtags that you can add to your list.
Include regional or campaign driven hashtags such as #Irelandshiddenheartlands, #wildatlanticway, #staylocal, or #makeabreakforit

Use hashtags to highlight your connection with a place, like this Howth Adventure Company do here:

How Many Hashtags?

You can post up to 30 hashtags on posts and up to 10 on Stories. The best practice number of hashtags for Instagram is around 8-11.
People can now follow hashtags, so be sure that yours are relevant for your pic or video.

Whether you place your hashtags in the caption or comment has no impact on the algorithm. If you’re scheduling content, it’s easier to place them in the caption.
Example of a perfect caption

Breaking it down we see that:

1. The caption helps set a scene that most people can relate to right now (needing an awesome day out after weeks of lockdown).
2. The caption length is long enough to convey a story without being needlessly wordy.
3. Great use of a question to pique interest and get people to comment, increasing engagement.
4. The emojis fit perfectly with the caption and help to enhance the overall post.
5. They use the right balance of hashtags – #Phase2 and #OhYeah to let people know what the post is about (if they’re just skimming) plus it makes the post discoverable by the right audience (everybody is desperately excited to get out and about again Post Covid).
6. While #OhYeah is broad and ultra-competitive with over 1 and a half million posts, #Phase2 has a more targeted audience and is less competitive with only 206,000 posts, which allows for a better opportunity for user engagement.
7. discover_templebar mentions @whenrique_93 and thanks them for the amazing shot. Always credit the image or video creator.