

Now more than ever, people are looking for unique ways to diversify their income and with a Pandemic, there is no such thing as job security.

## How to Optimise Your Instagram Profile



People have been turning to Social Media Platforms like Instagram as an additional source of income, however to “*make it*” on this platform, not only requires moxie and a positive attitude, but also a strategic approach. With more than 9.7 Billion users monthly, it’s easy to get lost in a sea of people who are trying to “*make it*” so one quick way to ramp up visibility is through an

Optimised Instagram Profile. If you are interested in learning how to Optimise your Instagram Profile, keep reading.

## **Why You Should Optimise Your Instagram Account**

Optimising your profile will help you stand out on Instagram which makes you easier to find when people search for specific things that fall under a specific category or niche. Think of Google and the way you use specific keywords to search for things you are interested in.

There are many ways to effectively optimise your Instagram profile, and for best results, we recommend using the methods below.

### **1. Choose a Great Profile Photo**

People feel safer supporting a business or purchasing a product from a person they can trust. The best way to earn trust on Instagram is by showing your face. I've kept a photo of myself on the Haute People IG account so people can associate the account with me. This Profile photo should be appropriate in the way you are dressed and the photo should be clear and not have anything obstructing your face like trees or cars. It should look professional but also show off your personality.

### **2. Choose a username that is recognisable**

I understand that you might not be able to get the name you want, but choose a name that has to do with your brand or personality "*Haute People*" was not available, so I opted for [haute\\_people](#) with the underscore to set the name apart so people still know it's us. To my fellow Jamaicans, I strongly encourage you to use names that are more *professional* and stay away from aliases like "Good Gyal", "Needleeye" or "Bad Man". These should be reserved for personal profiles. The name you choose should be searchable.

### **3. Write an Informative Yet Intriguing BIO**

The bio is your selling point and can also be your point of difference that tells people about you in a nutshell. It should be informative, succinct and intriguing and tell people about you and what you offer. On Haute People, people know that I am a Digital Content Producer and Lifestyle Blogger, so I've positioned myself as an expert in these areas. Tell people what you are able and don't leave it up to them to try and "figure it out".

### **4. Use Brand Colours or a Theme if Possible**

Remember, the goal is to build a brand that can be monetised and is also recognisable. I must admit we have failed to do this in the past, but once we've started posting with our brand colours, people associate us with our signature pink, black and white and the page looks more

uniformed. If you have no brand colours, you can also try a theme which offers a variety of options which includes but is not limited to: rainbow, sepia, black and white or vintage.

## 5. Include a CTA

Your profile is not fully optimised unless you have included a “*Call-to-action*” or **CTA**. This CTA tells the users a specific action you would like them to do which is to “*visit the website*”, “*call now*” or “*learn more*”. Remember the goal is to grow your account and have more eyes on your business or brand and this is one of the most inexpensive ways to do this.

### Other Things to Consider

- Ensure contact info such as phone numbers, email addresses and websites are current
- Include buttons such as “call”, “email” or “shop now/store”
- Post wisely — stay away from harsh or harmful tones or messages that can be offensive to other individuals

I hope you found this helpful to improve your Instagram profile to help build your online presence.

### Keep up With Us

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Instagram: @haute\_people

Facebook: Haute People

Twitter: @hautepeople

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