



# instagram hot tips

by mags baker,



- 1.** **Only do it if you love it.**  
There are so many ways to reach an audience, if social media isn't your thing - there is *no* pressure to do it. Focus on the things *you* love and do those really well.



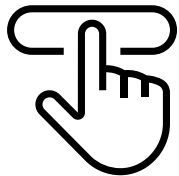
- 2.** **Keep It Simple, Sweetheart**  
You don't need to know it all.  
You don't need to be perfect.  
You don't need to follow trends.  
You don't need to post every day.  
You don't need to do all the things.



- 3.** **Stack Your Profile**  
Set up your profile to do all the work for you - inform audience with highlights, create a binge-worthy profile with consistent reels, have a searchable name, and a clear call to action with a link page.



- 4.** **Follow one simple strategy**  
I suggest the *simple 3 strategy*: Post 3 reels/week - that's it. Once your profile is set up your output doesn't need to be huge or time consuming. Remember: going viral is not the goal and the algorithm doesn't matter.



- 5.** **Call To Action (CTA)**  
Let every post, reel, or highlight work for you by including a call to action: *tell people what to do*. Examples include: sign up for this program with the link in our bio, comment your favorite animal below, forward this to a friend who loves dogs, save this post for later.



- 6.** **Win with REELS**  
My secret recipe for reels is:
1. Use a slow pan video of something cool or cute
  2. Add a voiceover telling your audience something
  3. Add captions
  4. Add music
  5. BLAMO: you're a reels champ!

# HOW TO: stack your profile:

**username:** your organization/dept

magsbakermagsbaker

**your name:** something searchable and relevant



2,617  
Posts

1,518  
Followers

1,414  
Following

**the blurb:** super short and sweet summary of what you do and a relevant call to action. CTAs can change often based on programming or stay the same forever.

Mags Baker

Musician

I'm gone from this app living my actual best life. Get on my email list to keep up- ukulele courses, EFT taps, and whatever I do next. Love y'all. ↓

[www.magsbaker.com/link-in-profile](http://www.magsbaker.com/link-in-profile)

Follow

Message



**link in profile:** a landing page on your website with links/buttons to your most important stuff



UKE JAM



AUTISM



TAPPING



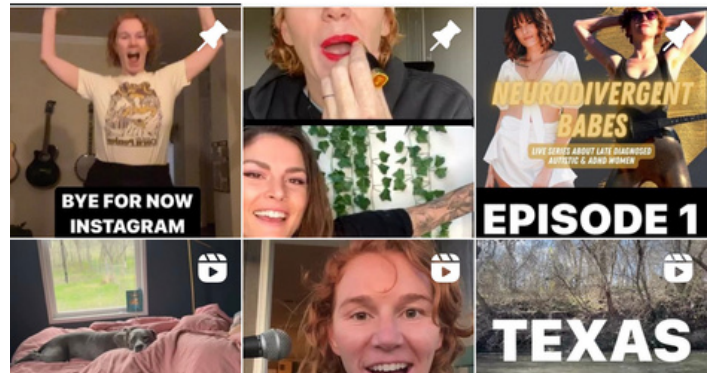
AMP MEL...



Bright S

**highlights:** 3 top things your audience should know when they first discover you: ex. our programs, meet our animals, how to volunteer...etc

**the "quilt":** this is where your reels and posts will show up. No need to have it be picture perfect, no need to make covers- just post.



## the simple 3 strategy

### monday.

Footage from the last week's program.

**CTA: engagement**  
(comment, like, share)

### wednesday.

Animal footage and education (tips, facts, info).

**CTA: sign up for email list**

### friday.

Footage of kids and animals and info on upcoming program.

**CTA: sign up for programs**