

# STEPS TO CREATE YOUR RESTAURANT'S INSTAGRAM ACCOUNT

Follow these five steps for creating a successful Instagram account for your business.

1

## CREATE YOUR BUSINESS PROFILE

- Download the Instagram app through Apple Store or Google Play Store, then start your business account.
- You'll be prompted to create a name and assign a photo, so make sure what you choose is on brand with your establishment.

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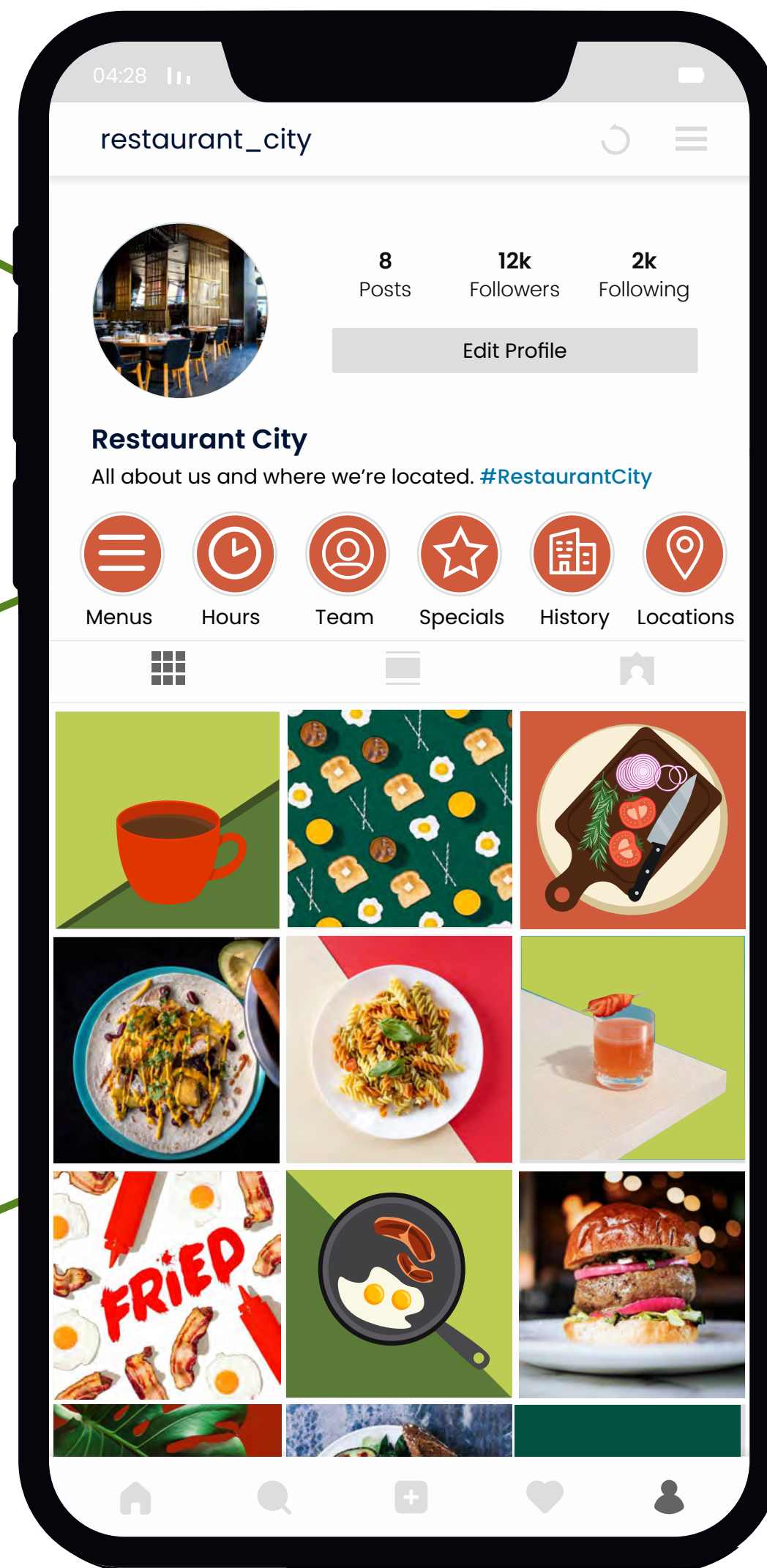
## UTILIZE STORY HIGHLIGHTS

- Create story highlights to give your customers a glimpse into what makes your restaurant unique.
- Present menus, specials, team profiles, and more so followers can navigate your story highlights and learn about your business.
- Create story highlight covers, which make for a more cohesive presentation.

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## POST PROFESSIONAL-LOOKING CONTENT CONSISTENTLY

- Use lighting filters and orientation options to create professional-looking food photo posts.
- Post on Instagram earlier in the day to drive the most engagement.



2

## DEVELOP A RESTAURANT HASHTAG

- Create a specific hashtag for your restaurant.
- Include the hashtag in your bio and posts so customers know how to tag you in their own posts and stories.

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## CULTIVATE AN AESTHETIC

- Look at your brand colors, interior decor, or food for a color palette inspiration.
- Choose a color scheme that communicates your restaurant's identity.
- Use that palette for all your Instagram posts. A cohesive pictorial presence allows customers to identify your brand when scrolling through their feed immediately. Plus, it communicates a high level of consistency, which diners appreciate from restaurants.



## 💡 PRO PHOTO TIP

Today's consumers respond well to seeing shots of a whole tablescape, so don't be afraid to stand on a chair and take a photo from above, displaying all your dishes.