

CLASSPASS

Instagram for Business

Set Your Profile Up for Success

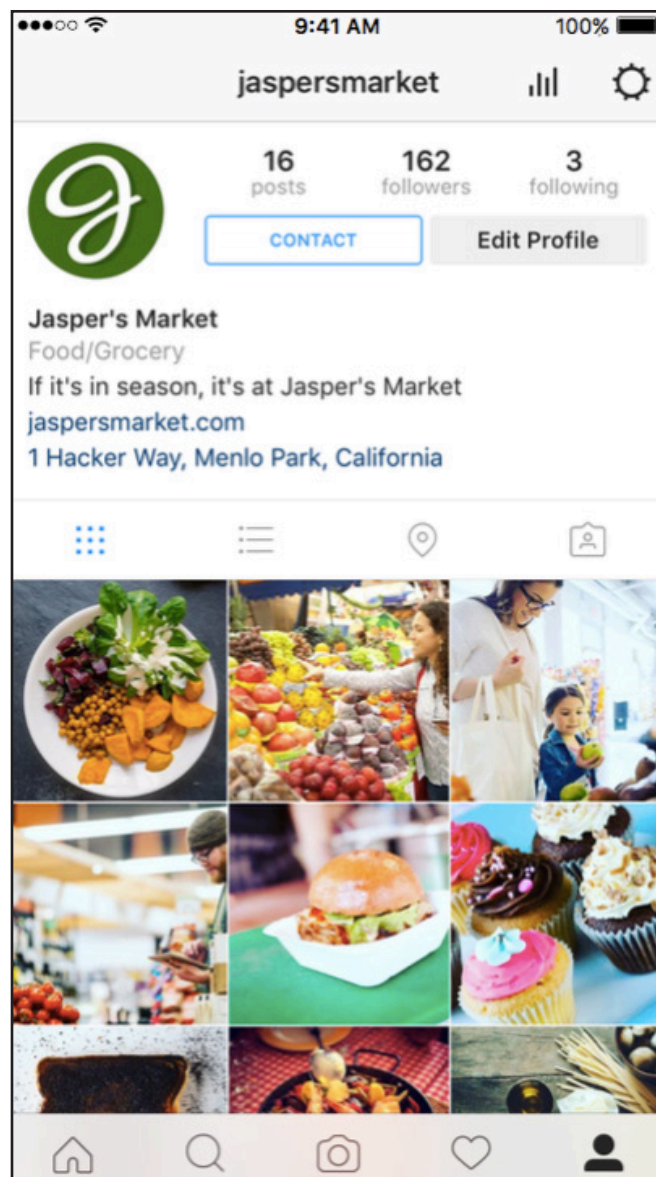
Cara Friedman, Director of Community at ClassPass

Instagram Business Profiles

Instagram released business profiles which give businesses the opportunity to differentiate their account from regular users. Businesses now have the ability to see insights from posts similar to that of Facebook. Here's how to convert your Instagram profile into a business profile.

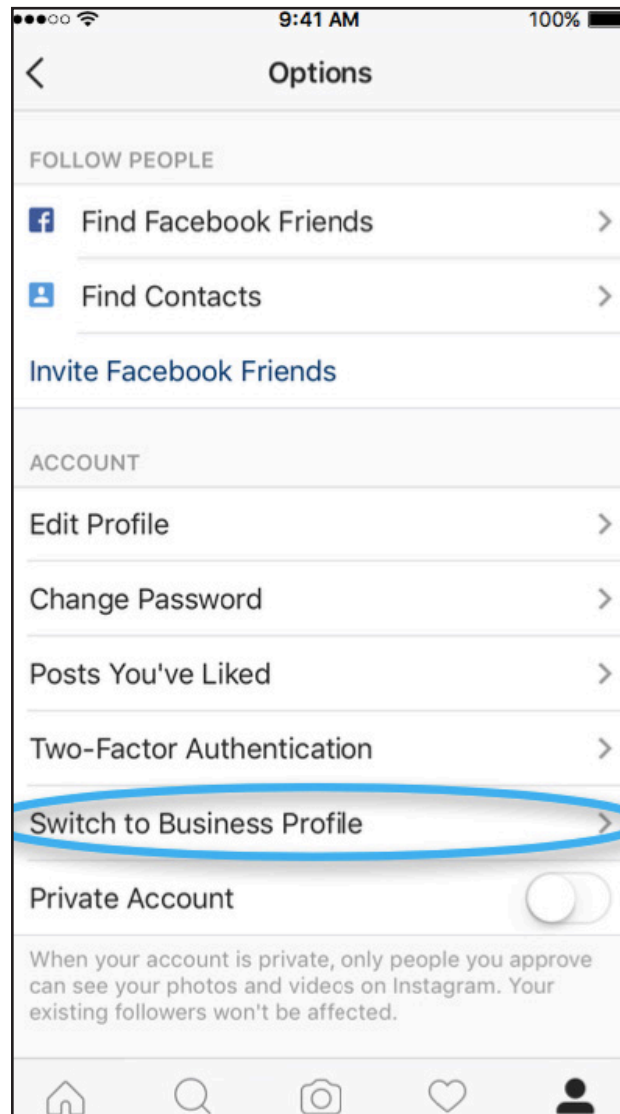
Step 1:

While logged into your account, visit your profile and tap the gear on the top right corner to get to account settings.



Step 2:

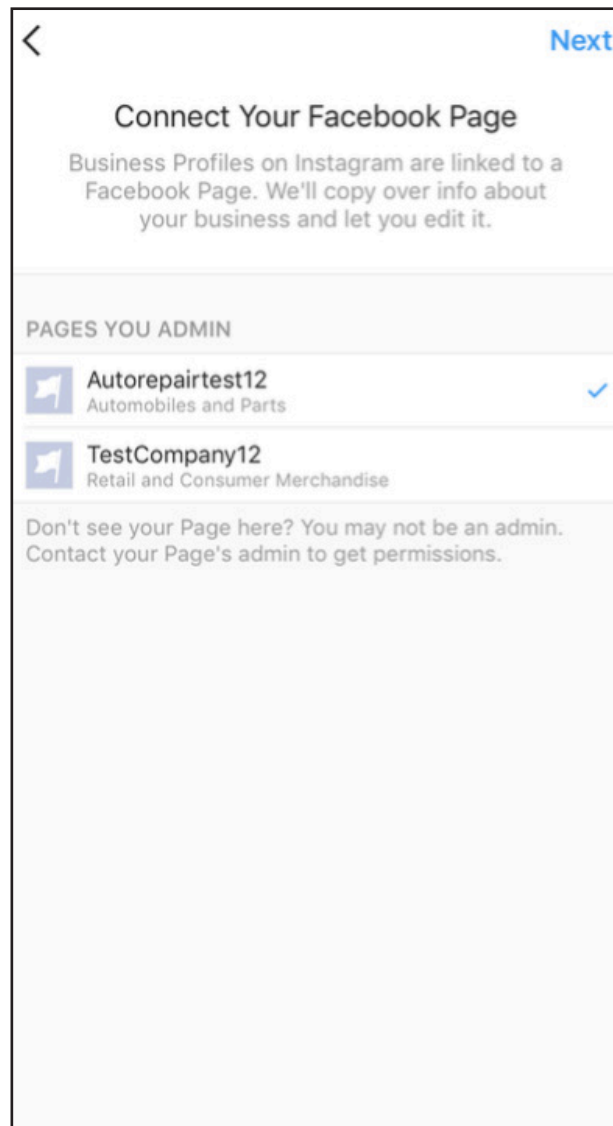
Scroll down and tap “Switch to Business Profile” where you will be prompted to connect your Facebook page.



Note: You need a Facebook page in order to turn your Instagram into a business profile.

Step 3

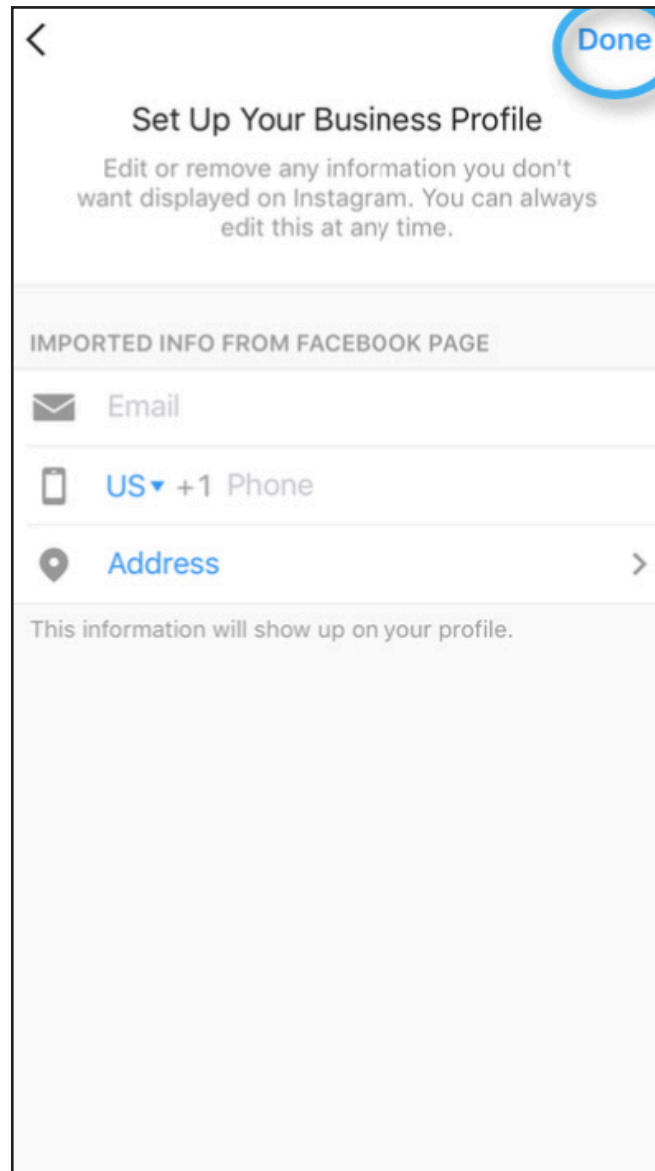
Click “Continue as” and choose the Facebook page that’s associated with your Instagram. Then hit “Next”.



Note: You'll need to be an admin of the Facebook page for it to show up as a choice to connect.

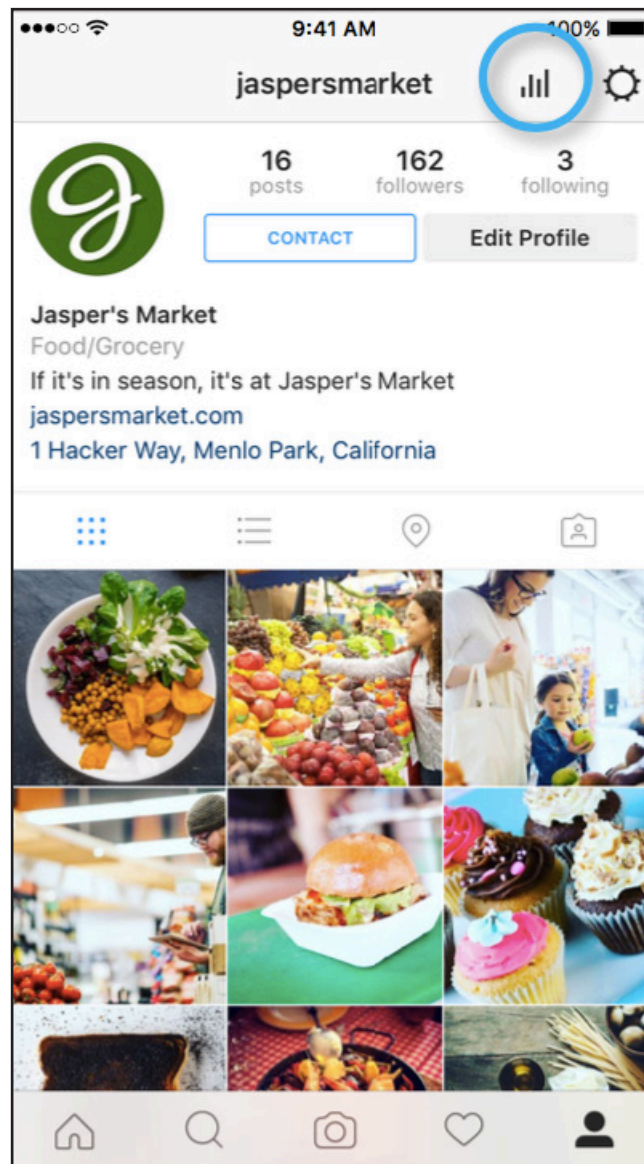
Step 4

Once connected, Instagram will automatically import your business information if it is on your Facebook page. We recommend including phone number, address, and/or email address to allow clients to contact you.



Step 5

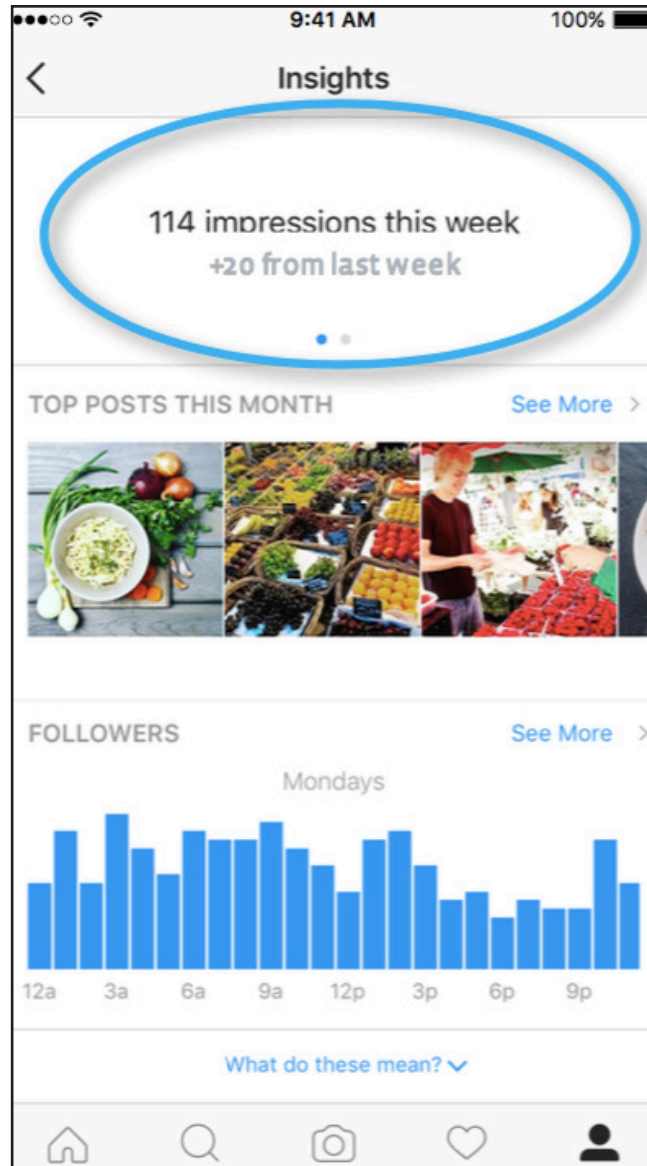
Hit done! Your profile should now include a “Contact” button as well as a new button next to the gear that looks like a chart.



Note: Only you can see the chart. Others will not be able to view your insights.

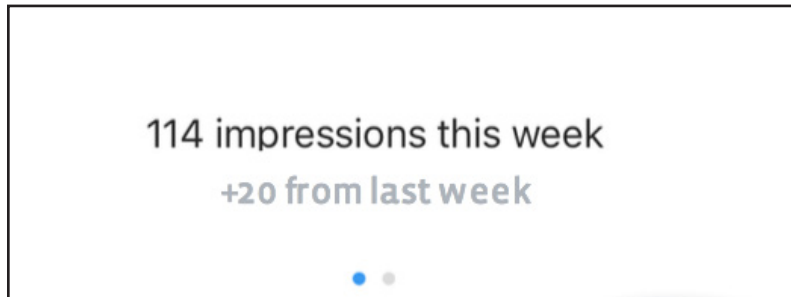
Navigating Instagram Insights

Here's an overview of all the information you can get from Instagram Insights.



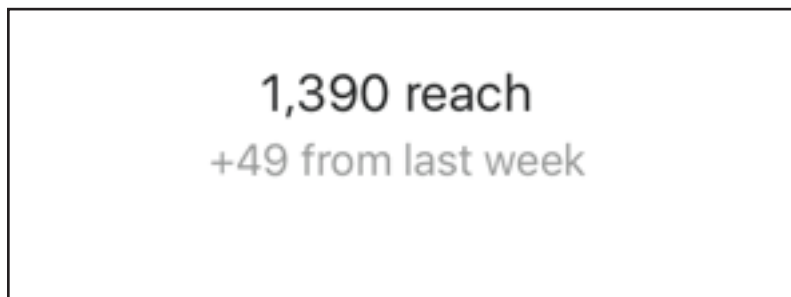
Impressions

This appears in the first section when you open insights and is the number of times your posts have been seen in the last week.



Reach

Swipe left on the top section to see the number of people who have seen your posts this week.



Top Posts

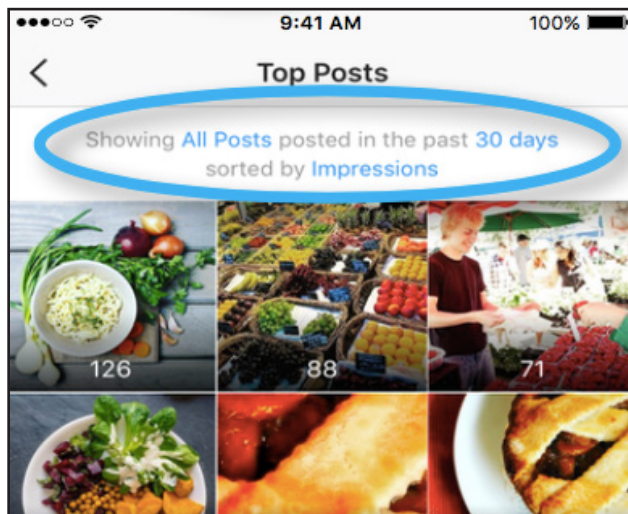
The most popular posts from your profile in the past week.



Click “See More” to filter your posts by:

- Type: photos or videos
- Metrics: impressions, reach, engagement, likes, comments or video views
- Date: 7 days, 30 days, 3 months, 6 months, 1 year, 2 years

Click into a post to see more details.



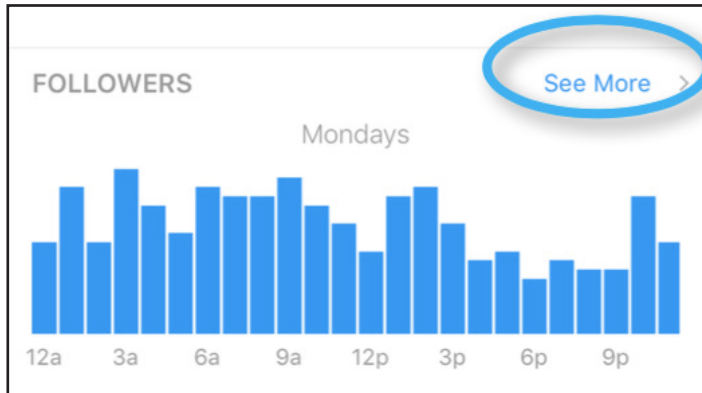
Note:

**Engagement includes likes and comments.*

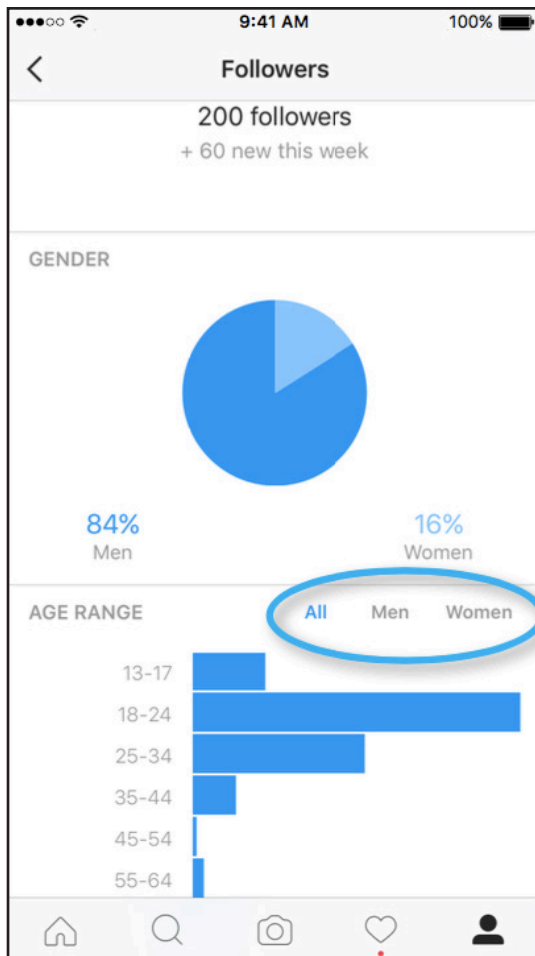
**Insights will only go as far back from when you activated your business profile, not since the beginning of your account.*

Followers

The chart shows when your followers are most active.



Click “See More” to view total number of followers and demographics about your followers including gender, age and location.



Note: For more insights on Instagram for your business, check out our [Social Media Deep Dive: Instagram](#) webinar recording on After Class, hosted by our Director of Community Cara Friedman.