



Photo: Fancycrave

Instagram may be daunting to tackle as part of your firm’s marketing strategy, but many firms have entered the arena. If you’re looking to increase your brand exposure and highlight your firm’s culture, this is the platform to use. Here are some best practices and tips to help get you started.

1. Look at your competitor’s pages. There are many CPA firms on this platform already. See how they are doing it and how you can emulate it or do it better.
2. You probably don’t have products to showcase on this platform, but you have client testimonials, staff events, travel stories, how-to tips, and more. Find ways to create images out of the things that make your firm “who” it is. For example, if your staff travel to client offices, take photos of those geographic locations and add interesting quotes or captions about them.
3. Leverage industry-related news to generate content. For example, October 5, was [Manufacturing Day](#) and October 12, was [National Farmer Day](#). If you have clients in industries with “days” associated, celebrate them. Use the [National Day Calendar](#) to help you highlight days throughout the month and year.
4. If your brand logo is something like a character, stuffed animal, or graphic find ways to highlight what you do using that logo. For example, place the logo outside your office, in a car commuting with staff, using a computer, in the break room, at volunteer events, etc. Creative captions will make the character a huge success.
5. Using the hashtags are also part of this popular platform. In general, including up to 30 hashtags is a best practice. However, if that’s overwhelming remember to always include your firm’s brand hashtag, an industry or service line hashtag, and another trending topic hashtag that you can find on [hashtagify.me](#) or by searching for trending

hashtags using [Google Trends](#).

6. Include profile names in posts to help increase brand exposure as well. They look like profile links on Twitter or Facebook, e.g., @thenjcpa.

According to [AdEspresso](#), as of June 1, 2018, Instagram images get an average of 23 percent more engagement than their Facebook counterparts. That means in addition to increasing your firm's brand awareness, it's also a friendly way to stay connected with clients and prospects.

What will you post on your firm's Instagram account?

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