

5 “Basic” Instagram Rules for Event Professionals

01

PROFESSIONAL PHOTOS



YES! We want to see those REELS + YES, there’s absolutely a time + place on IG for candid, that being said, clients WANT to see the finished product! Therefore, you NEED those professional photos!

Copywriting for your IG posts should educate, explain, inspire, begin a convo, showcase &/or engage in some way. Text for your posts should NOT be a commercial for your business every time. Use your bio, linktree, default photo, handle & overall branding to remind couples WHO you are on Instagram.

02

SPAM BELONGS IN THE TRASH



Make the most of the event photos you have & don’t post a photo from the same wedding 1 at a time every hour on the hour. SAVE some of those great photos for content LATER. We don’t need to see everything all at once, space it out.

03

SPACE IT OUT



It is imperative that you GIVE CREDIT & TAG those who are featured! ALWAYS TAG the photographer + videographer! Tag the florist, glam team, etc.! Give credit, the way YOU expect to be given credit!

04

TAG FEATURED PROS



Switch up your hashtags. You can always use the 1-3 that are specific to your biz, but if you use the same 10 or 30 every time, your posts will be SUPPRESSED.

05

HASHTAGS: CHANGE IT UP

