SIMPLY *BUT* ALSO TEACH YOU WHAT WORKS ON SOCIAL MEDIA

Instagram & Facebook

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- Both owned by Meta
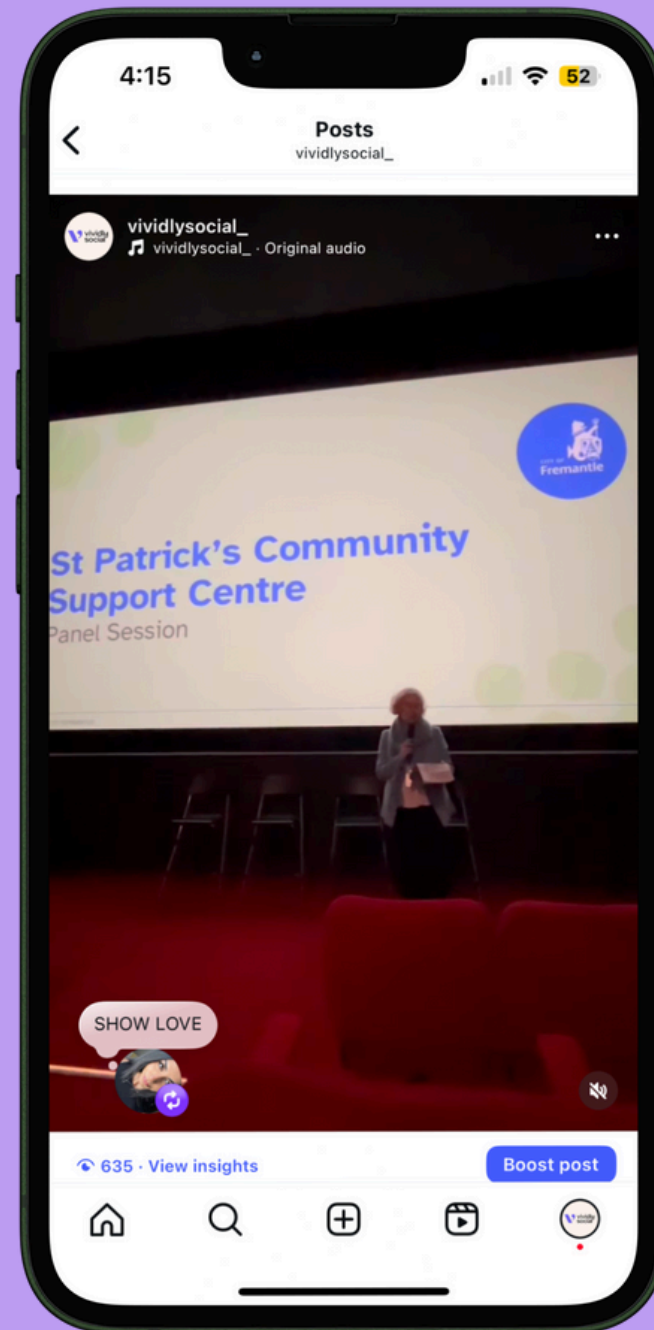- Meaning ad tools, content formats, and algorithms are deeply connected.

Audience Difference

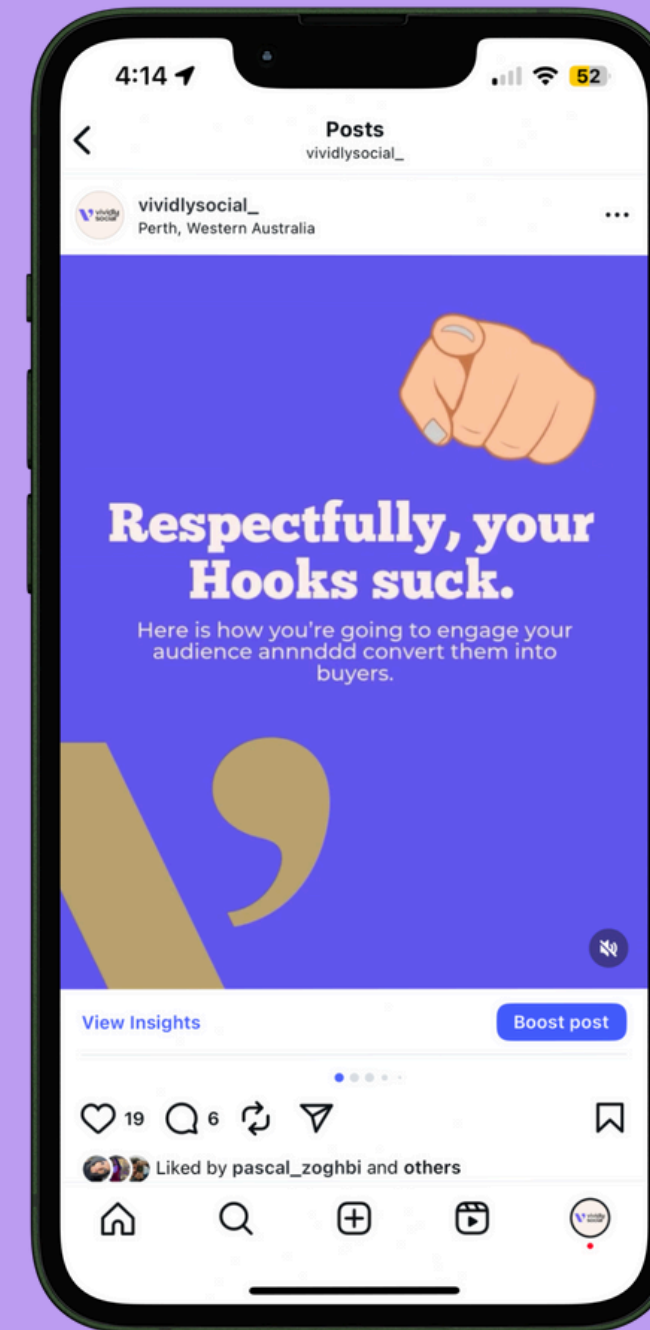| Platform	Typical Audience	Content Style	Use Case
Instagram	18–40 yrs	Visual-first, aspirational, lifestyle	Builds brand awareness & engagement
Facebook	35+ yrs	Info-sharing, community, discussions	Builds trust, conversions, and loyalty

Reel - For Reach

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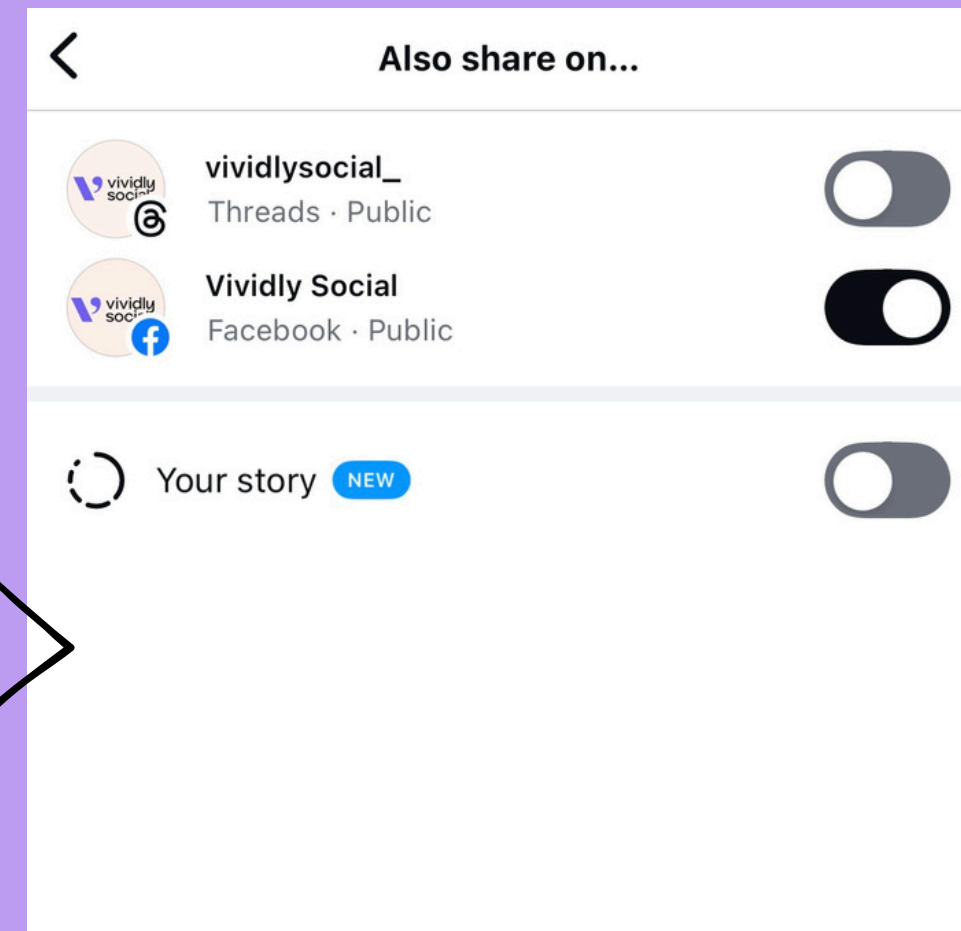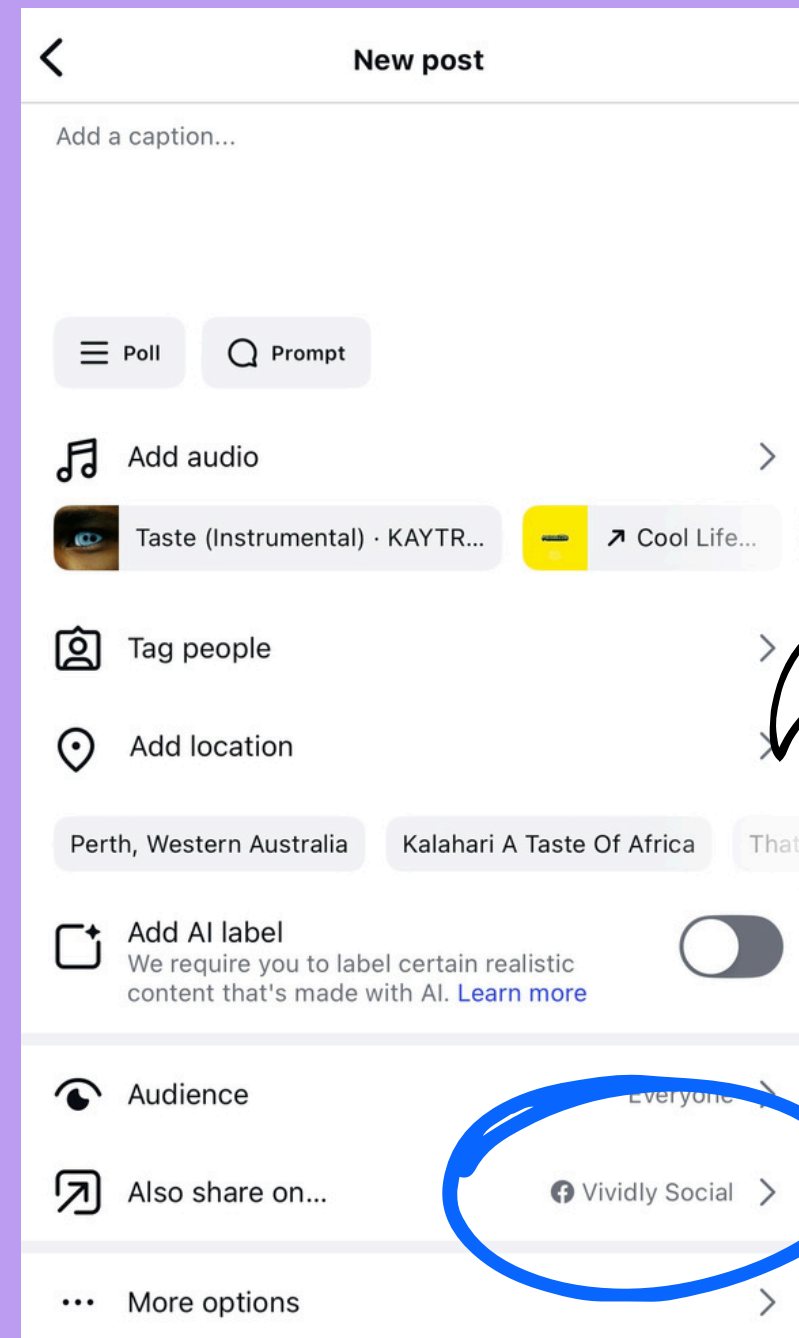
- Short-form video (15–90 sec), algorithm prioritises them for discovery.
- Great for behind-the-scenes, tutorials, or storytelling.
- Strong hook in the first 3 seconds is essential.

Carousels - For Connection

- Multi-image or text-based posts that people swipe through.
- Keeps users on your post longer → Instagram sees it as valuable.
- Perfect for educational, storytelling, or tip-based content.
- More saves, shares, and comments → boosts engagement quality.

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The Power of Hooks!

- No matter how great your content is, if you don't grab attention in the first 3 seconds, people will scroll past it.

For Reels:

- Starting with movement or emotion (something happening visually straight away) - for example, moving your hands, throwing or catching an object.
- Saying or showing your strongest line first (don't waste time introducing yourself)
- Verbal hook:

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"What if your morning coffee supported a youth training program?"

For Carousels:

- On Instagram, your first carousel slide is your hook, it's the billboard that decides if people swipe.
- Keep it short, bold, and focused on the problem or result.
- Also, remember people are a bit selfish so... if it doesn't relate to them, they won't care. Try and use the word 'you' in your hooks.

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"Think you can't make a difference as one person? You actually can."

Common Mistakes

Starting with:
'Hi, we're [organisation name] and we do XYZ."

People don't engage with introductions, they engage with stories and outcomes.
Start with the 'why' or the impact.

You can introduce yourself later.

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Because when someone lands on your post,
they're not thinking about you.

They're thinking:

"Why should I care?"
"How does this affect me?"

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So, instead of saying:

"We're a not-for-profit that supports local farmers,"

try:

"You can help local farmers grow just by choosing where you shop."

Algorithm Update

- Carousels are now being *favoured* more in reach and engagement because they drive longer on-post interaction and saves (Meta confirmed they're testing this emphasis).

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What You Should Do

Goal	Best Format	Example	Goal
Reach new people	Reels	Show your process, transformation, behind-the-scenes	Reach new people
Build trust & educate	Carousels	Things we wished we knew before starting our social enterprise!	Build trust & educate
Stay consistent	Alternate both	Use Reels to attract, Carousels to convert	Stay consistent

Algorithm Update - SEO

- When we talk about Instagram, we've always thought of it as purely a visual social platform: post, story, engage. But right now something important is changing: Instagram is ramping up its search and discoverability features, meaning the platform is behaving more & more like a search engine as well as a social feed.

Algorithm Update - SEO

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- Instagram now lets users search via keywords (not just usernames, hashtags or places). So what someone types in the search box matters more than ever.
- Public Instagram posts (from business/creator accounts) are being indexed by Google and other search engines, so that your Instagram content can show up in web search results. Meaning visibility now expands beyond the app.

So in practice:
When you post a carousel, Reel or image from your social enterprise, instead of writing random caption, pause and ask:

"What would someone type if they were looking for what I'm posting?"

Then weave that in.

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Adding a link to your caption (can be for an event or to visit your website) - instead say:

"link in bio" with a question beforehand.
or use "ManyChat" - "comment 'enterprise' for the link".

LinkedIn

LinkedIn Difference

- It's a *professional networking platform* built on credibility, thought leadership, and relationships, not entertainment.
- The algorithm favours conversations over content, meaning comments and engagement matter more than reach.

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What Actually Works

- Personal stories tied to your mission
- For example, why you started your business, challenges you've overcome, lessons learned.
- Educational content, short posts that help others solve a problem.
- 1–2 meaningful posts a week are plenty.

Engagement Strategy

- Comment thoughtfully on posts in your industry or from partners.
- Tag collaborators or clients where relevant (boosts visibility).
- Use hashtags sparingly (2–3 max, relevant to your niche).

Need Help?

- Follow Instagram for more tips
- If you'd prefer someone to manage your socials, please contact me on:

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Any Questions?

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