



Instagram Best Practices



With **over a billion** monthly active users,* Instagram presents a huge opportunity for visibility and engagement among your patients. Leverage Instagram to connect with your patients, reach new audiences and fuel your other marketing channels! The best practices below can be used to enhance your Instagram page to help grow your business and target market.

Content Ideas

- Share photography from the *Good Neighbor Pharmacy* Instagram page, [@MyGNP](#).
- Share content and graphics that are available on [GNPBrandCentralStation.com](#).
- Showcase your products.
- Highlight your staff.
- Give followers a behind-the-scenes look at your business.
- Make your followers feel special by finding ways to thank them for their business and loyalty.
- Stay relevant by finding ways to tie into seasonal trends and current events.
- Share photos your patients or other organizations in your community are posting.

Caption Best Practices

- Avoid slang and jargon. Write in plain English.
- Use positive language rather than negative language.
- Instagram does not have a character limit, but try to keep captions to one sentence or a short phrase. Feel free to throw in an emoji!
- Use correct grammar and punctuation and avoid excessive exclamation points. Do not use numbers and letters in place of words, like "4" instead of "for" or "u" instead of "you."
- Employ hashtags deliberately. Limit yourself to six hashtags per post.

Photography Best Practices

When sourcing photography for Instagram, please adhere to the following guidelines:

- Photos should feel natural and not staged, as if you are capturing a moment in time.
- When using photographs of people, subjects should portray an active and healthy lifestyle.
- Subjects should be positive or neutral in expression.
- Photos should be cropped for maximum impact and interest.

Image Sizes

- All formats should be either JPG or PNG.
- Max image size is 30MB.

Video Sizes

- Recommended video formats include MP4 and MOV.
- Max video size for all formats is 4GB.
- Max video length for all formats is 60 seconds.
- Max video frame rate is 30fps for all formats.

* [SocialMediaToday.com](#)