



Dealing with Difficult Times

Instagram Customer Engagement
and Content Planning

Roadmap

- Introduction
- Social Care (Customer Service)
- Content Planning Strategy
- Protect Yourself from Dubious Operators
- Open Q&A



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Social Care (Customer Service)

23% of CS Interactions are Digital.

That will grow to over **60%** in the next three years.

People Want

- Mobile-Friendly Channels
- Fast Responses
- In-Channel Resolution

Social Care (Customer Service)

Strategies for Success

- Be Prepared to Reply
 - Respond to Comments
- Set-Up Auto-Responses to Messages
 - Use Facebook Business Suite for Free
 - Think of Frequently Asked Questions
 - Location
 - Hours
 - Specials
- Have a plan for negative or difficult conversations.

Content Strategy

Content Weighting (Messaging Mix)

Employee Spotlight
[5 lbs]

Industry News
[15 lbs]

Thought
Leadership
[20 lbs]

Customer Spotlight
[10 lbs]



Sales
Messaging
[50 lbs]

SAMPLE

TINT: Social Content Weighting Strategy

Use the Rule of Thirds

- $\frac{1}{3}$ business promotion to convert readers and generate profits
- $\frac{1}{3}$ sharing ideas from influencers in your industry or similar businesses
- $\frac{1}{3}$ personal stories to help build your brand

Content Strategy

*TINT:
Social Content Weighting Strategy*



Industry News
Start week with lighter news from your industry or discipline.



Sales Content
Share sales or promotional piece to generate leads.



Soft / Fluff
Something entertaining and engaging for mid-week doldrums.



Thought Leadership
Engaging and opinionated content showcasing expertise.



Customer Spotlight
Something designed to be shared.



Industry Clickbait
Content designed to capture attention when people scroll over the weekend.

Best Practices

- 5 – 7 Hashtags
- Clear, Attractive, and Properly Sized
- Reels are big!
- What would you want to see?
- What content drives action?



HACKERS



When Dealing with Dubious Operators

1. Relax, Don't Panic
 - Remember, this all take time.
2. Look for Emails from security@mail.instagram.com
3. Reset Email and Attempt to Regain Access
4. Request a security code or support from Instagram
5. Revoke Access to any suspicious third-party apps
 - [Instagram.com/accounts/manage_access](https://www.instagram.com/accounts/manage_access)
6. Have a reset/restart plan.

Instagram Security Best Practices

1. Check the Email Domains
 - X@mail.instagram.com
 - X@support.Facebook.com
2. Be Mindful of Third-Party Apps
3. Use a secure email address
4. Turn on 2-Factor Authentication
5. Don't leave passwords on sticky notes or notebooks.