Quick Guide: Posting on Instagram

📝 Copy Length
Recommended between 138 to 150 characters for optimal engagement, but option to experiment with longer text for storytelling (can use up to 2,200 characters if needed).

🕐 Frequency
1 – 4x per week feed posts (2 – 3 out of 4 are reels). Stories: 5 – 7x per week, 2 – 7 cards per day) is best practice.

📑 Format Types
Focus on high quality visuals, original images, graphics or videos clear audio.

Stories: Push for interaction within stories. Use quizzes, polls, clickable stickers, etc. graphics should not be neat but **not overly produced or corporate looking**. Utilize stories to drive to a new post in the feed.

Videos: use a vertical aspect ratio for stories (4:5) and square (1:1) for feed. Reels up to 90 seconds, feed up to 60 seconds for posts.

🔥 Highlights
Save stories in highlights when content matches an existing field and is a piece of content that should live on. Highlight groups should only be created for core topics and should align with content strategy.

#️⃣ Hashtags
Use 3 – 5 hashtags per post. Use 1 – 3 hashtag per story. Select a variety of high-use as well as mid to lower use, specific hashtags that are relevant to the image or video.

👤 Mention Approach
Add location where image was taken if/when possible. Tag individuals in images if/when possible.

🤝 Community Engagement
Strategic hashtag use, strategic calls to action (if any), polls, Q&As, quizzes.

🎨 Look, Feel & Tone
Use images and language that inspire, connect with and move people. It's important to match copy tone with the tone of the image.

The look and feel of the images should match Bayer's branding but also be artfully and wonderfully composed, with human elements when possible, interesting angles, details, and stunning imagery.

Include **captions or text overlays**, as many users watch without sound.

🔍 KPIs
Post to be measured by likes, comments and video view rate. Stories to be measured by swipe-up rate, tap-through rate, retention rate.

Call to action: Encourage viewers to engage with your content by including a call to action, such as liking, commenting, or sharing.