

Instagram Tips & Tricks



TRAVEL EDGE
NETWORK

We have compiled this content as a resource to assist advisors in optimizing their Instagram presence.

Our aim is to empower you with tips & tricks, knowledge and strategies to make the most of your social media experience, recognizing that each advisor's approach may vary according to their individual preferences and goals.

Enjoy the flexibility to tailor these recommendations to your unique needs and objectives.



Tips for capturing stunning images & videos

- 1. Good Lighting:** Natural light is your best friend. Shoot during the "golden hours" for soft, flattering light. If indoors, make sure you are facing the light source vs. having your back against it which creates a more silhouette effect.
- 2. Focus & Clarity:** Ensure your subject is sharp and in focus. Clean your camera lens for clear images.
- 3. Use Filters Sparingly:** Apply filters or edits, but don't overdo it. Keep your style consistent.
- 4. Keep It Simple:** Less is more. Avoid cluttered backgrounds or too many elements in the frame.
- 5. Balance:** Remember to strike a balance between professional & personal content to make your Instagram feed both informative and relatable.

Enjoy yourself and make the most of your Instagram presence!



Image: Do's & Don'ts

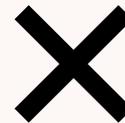
**Blocking light
source**



**Facing light
source**

Image: Do's & Don'ts

**Balanced and
object in focus**



**Excessive
elements**

Image: Do's & Don'ts

Clarity and focus



Blurry

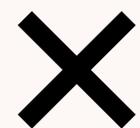
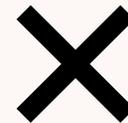


Image: Do's & Don'ts

Moderate Editing



Excessive Editing



While Attending Events

- 1. Use Dedicated Event Tags:** If attending an event, using the unique event specific tags allows for easy discovery by event attendees. In addition to the event specific tags, use: #wearetraveledge #bewelltravelled #luxury travel. Use location tags to help others discover your posts when they search for destination related content.
- 2. Engage with Attendees:** Interact with fellow attendees by tagging them in your posts, sharing their content, and engaging in conversations on the platform.
- 3. Use Instagram Stories:** Keep your followers updated in real-time by using Instagram Stories and tagging @wearetraveledge. Share live updates, highlights from sessions, and behind-the-scenes moments.
- 4. Showcase The City:** Highlight the beauty of the destination with stunning photos of the city and its iconic landmarks. Recommend must-visit places, restaurants, and entertainment options for the destination to establish yourself as a Destination Expert.
- 5. Post-Event Recap:** After the event, share a recap of your key takeaways, memorable moments, and how it has impacted your business

