

Instagram General FAQ's

1. What's the purpose of posting photos to Instagram?

- Shares the photo directly into your website's photo gallery. Consistent uploads of new photos are good for your website's SEO, which means showing up higher in search results, and is great for user online experience (our customers love seeing job photos!)
- Instagram is a growing social media platform and since we are such a visual service, having a portfolio of your work in multiple channels opens the door for more leads.
- Instagram is owned by Facebook, and therefore you can one-click share your images to Facebook – saving you time and effort.

2. How will I know if it's worth my time and energy to post photos on Instagram?

We can look at several pieces of data, such as views to your photo gallery, average time a customer spends on your website, bounce rate, and ultimately tracking a visitor from photo gallery to action on the site.

3. Which collage feature works best for posting before and after images?

We do not recommend collaging your photos together. Instagram gives you the option to include and carousel several photos within one post. If you use this feature, we recommend showing the after picture first. The first picture will be the only one to show in your Instagram feed.

If you choose to collage your images, we recommend using the Layouts app, because it was designed by the creators of Instagram and is safe to install. Within Instagram, the icon looks like a box divided into three sections; tapping on it will open a box asking you to download the 'Layout' app from the App Store or Play Store. This is the recommended collage product, because it does not add the app name or distracting borders and graphics to your job photos.

4. How long does it take for an image to be added to my website photo gallery after posting on Instagram?

The images go through an approval process and will be added to your site the following business day. Note: You need to get your Instagram account connected to your website first. Contact your Local Marketing Specialist to complete.

5. How do I take good quality photos?

- Good lighting is essential! Optimal outdoor lighting is early morning and late afternoon. Avoid taking pictures at night or during peak sun times.
- Remove all tools, mowers, etc. from the shot - clutter will take away from the beauty of the work.
- Avoid capturing people in your project photos.
- Turn your phone horizontal when taking photos.
- Consider staging the 'after' shot; EX: Adding potted flowers, removing flags, cords, tags, etc., ideally waiting until flowers are blooming.
- Be sure you are not including the house number or street name; we don't want to invade your customers privacy.
- Only post original photos to Instagram; do not use images from the internet.
- When taking before and after shots be sure you are taking each photo from the same angle, the uniformity will make your photos look professional.
- Do not use filters when taking photos. It's best to give yourself the option to add a filter later if it's necessary.

How to post photos

1. Click the camera icon at the bottom of the Instagram app.

- If asked, allow the app to access your device's camera roll.

2. Click to select the photo you wish to share.

3. Select the Filter or Edit option that showcases the project best.

- If the original photo has enough light, then no edits may be needed.

4. Type in a caption for your photo, including:

- Type of project and an adjective to describe the results (EX: Relaxing new firepit, Inviting front door, Welcome home)
- Add Hashtag(s) to file the photo into the correct category on the website. See list below.

5. Share your photo!

- TIP: To instantly share on Instagram and Facebook simultaneously, click the Facebook button before selecting "Share".

Instagram Hashtags → Website Category

Important: These categories will assign your photo to that specific photo gallery category on your website. Using one of these hashtags at minimum is required for your photo to populate correctly on your site.

#residential → Residential

#commercial → Commercial

#lawncare → Lawn Care Maintenance

#flowerbed → Flower Beds and Gardens

#landscapedesign → Landscape Designs

#hardscapedesign → Hardscape Designs

#springcleanup → Spring Cleanup

#fallcleanup → Fall Cleanup

#snowremoval → Snow and Ice Management

#gutters → Gutters

#powerwashing → Power Washing

#Treework → Tree Work

#holidaylights → Holiday Lighting

#landscapelighting → Landscape Lighting

#groundsguys → The Grounds Guys

Instagram Hashtags

A best practice on Instagram is to include 11 hashtags on a post. We recommended adding these to the bottom of the post as a separate paragraph. You can use multiple hashtags from our list of website categories. Additional hashtag recommendations below.

Residential

#home #yard #curbappeal #welcomehome #lawn #landscape #garden #gardener

Commercial

#business #property #landscaping #landscapecompany

Lawn Care Maintenance

#landscape #home #lawn #landscaping #landscapecompany #diy

Flower Beds and Gardens

#flowers #gardens #pruning #garden #gardener #roses #gardeningtips #spring #diy #gardening #mulch

Landscape Designs

#landscape #home #lawn #landscaping #landscapecompany #curbappeal #welcomehome #diy #patio #outdoorliving

Hardscape Designs

#hardscape #firepit #diy #outdoorentertaining #patioextension #patio #outdoorliving #loveyourbackyard

Spring Cleanup

#spring #springisintheair #flowers #gardens #pruning #garden #gardener #roses #gardeningtips #diy #gardening #springcleanup #mulch

Fall Cleanup

#fall #leaves #coolweather #autumn #pruning #garden #gardener #gardeningtip #diy #pumpkinspice

Snow and Ice Management

#snow #ice #cold #winter #freeze #freezing #lovethesnow #snowday #snowydays #snowedin #toomuchsnow #snowfordays

Gutters

#leaves #cloggedgutters #rain #diy #dirtyroof #autumn #fall #roof #roofrepair

Power Washing

#dirt #dirty #grime #rust #clean #rain #diy #cleanup #washing

Tree Work

#trees #trimming #pruning #leaves #clipping #arbor #diy

Holiday Lighting

#christmas #lights #stringlights #holidaylights #holidaydecor #holidays #lighting #diy

Landscape Lighting

#lighting #lights #yarddecor #diy #homeaccents #decor #homedecor

Grounds Guys*

#GG #GGof[DBA] #groundsguys[DBA]

*We suggest using this hashtag with all posts including a couple other variations.