



LINKING TO SOCIAL MEDIA

An Instagram and Social Media Resource Guide
2020



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HOW DO I CREATE AN INSTAGRAM ACCOUNT?

To create an Instagram account from the app:

1. Download the Instagram app from the App Store (iPhone) or Google Play Store (Android).
2. Once the app is installed, tap to open it.
3. Sign Up with your email or phone number (Android) or create new account (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap Next. You can also tap log in with Facebook to sign up with your Facebook account.
4. If you register with your email or phone number, create a username and password, fill out your profile info and then tap Done. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

To create an Instagram account from a computer:

1. Go to [instagram.com](https://www.instagram.com).
2. Enter your email address, create a username and password or click log in with Facebook to sign up with your Facebook account.
3. If you register with an email, click Sign Up. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

How do I use a business profile?

1. During your profile setup, there should be an option to create a business profile. Select this option and choose a business category or subcategory that best applies to you, such as local business, agriculture, or farm.
2. If you already have an account and want to switch to a business profile, this can be done in Settings under Account.
3. The business profile settings provide more information to you about your followers and provides more information to your users about your business. This feature is free to use. See "How to Use Analytics" on page 9 for more information.



LINKING TO SOCIAL MEDIA

HOW DO I USE INSTAGRAM FOR OLIVE OIL?

1. Your username and profile name should be the same as the name of your company. If your company's name is already taken, consider adding periods or underscores to the name.

For Example: @Cooc, @Cooc_, @california.olive.oil.council

2. Use your logo or label as your profile picture to allow customers to recognize your brand easily.

3. Your profile name and photo should reflect your business, instead of your personal account.

4. Post regularly. At the very least once per week.

5. Go to Edit Profile and add the link to your website. A link to the website of your choice will then appear in the bio of your Instagram profile. This allows people to go straight from your Instagram profile to your website with the touch of a button. The link in your bio does not have to be limited to your website. Your bio can be updated an unlimited amount of times if you want to share recipes or news through your bio. Remember to let your followers know when you link something new in your bio. The caption "Link in bio" is commonplace to alert followers that a post has a corresponding link in your bio.

6. Go to Edit Profile and add your address if applicable. This allows people to go straight from Instagram to a map if you have a physical location for visitation.

7. Use hashtags with every post. This attracts people to your profile. See the "COOC Hashtag Helper" on page 5 for further guidance.

For Example: #California #extravirginoliveoil #oliveoil #californiaoliveoil #evoo #cooccertified #cooc #livingwell #eatlocal #liquidgold #cagrown

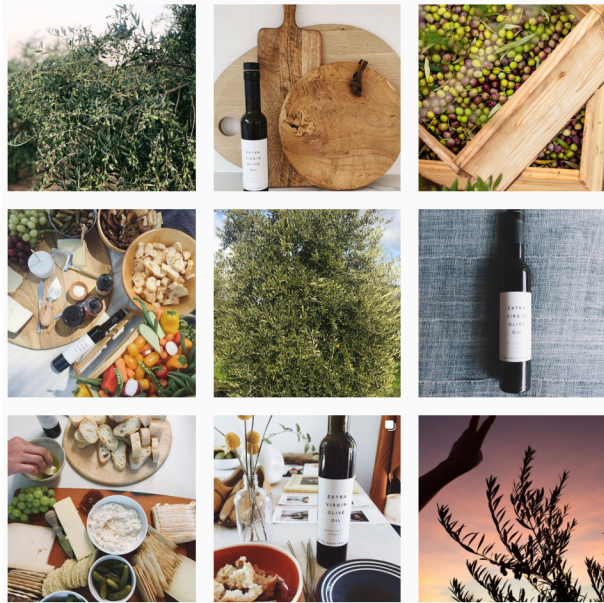


Visit the COOC Instagram!
[@californiaevoo](https://www.instagram.com/californiaevoo)

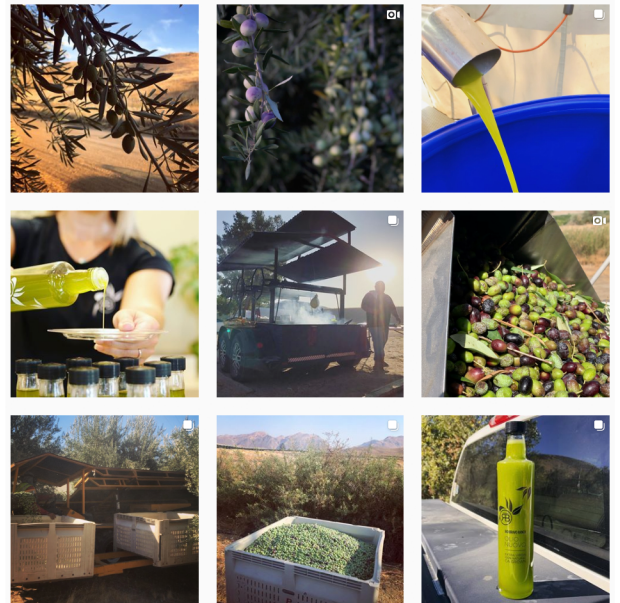


LINKING TO SOCIAL MEDIA

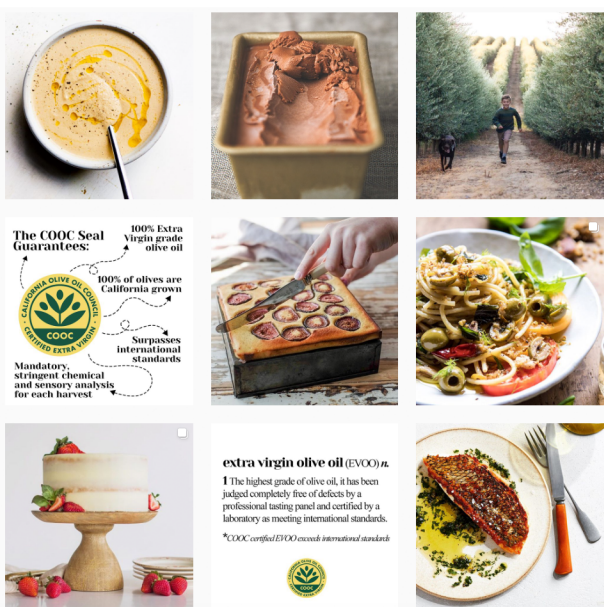
Visit the profiles below for examples of successful Instagram pages:



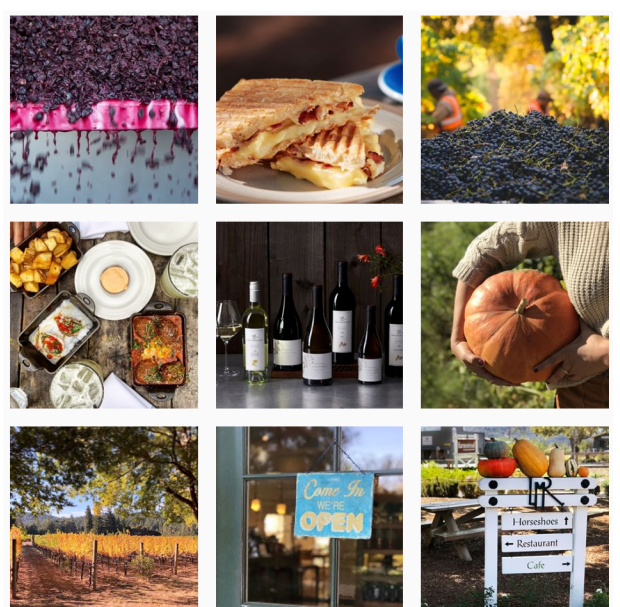
@centralcoastfamilyfarm



@rio_bravo_ranch



@californiaevoo



@longmeadowranch



LINKING TO SOCIAL MEDIA

TIPS FOR GROWING AN INSTAGRAM FOLLOWING

Growing your Instagram following organically requires time and effort but is ultimately beneficial to your business. Following these fundamental steps will encourage follower growth at no cost to you.

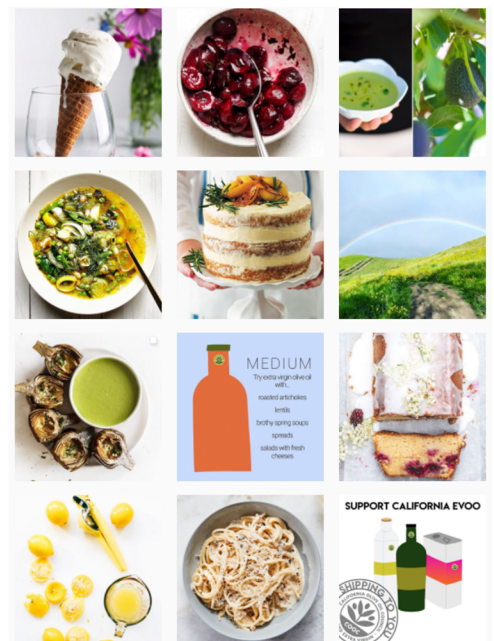
1. Use hashtags consistently. Instagram allows 30 hashtags (#yourtext) per post. Hashtags direct traffic to your Instagram profile. Hashtags are meant to target a niche audience because other Instagram users search Hashtags to find what they are looking for. Someone searching for #extravirginoliveoil would see your post if you use that hashtag your caption. See the “COOC Hashtag Helper” on page 5 for EVOO related hashtags.

2. Post high quality images. You do not need an expensive camera to take high quality photographs anymore. A smart phone camera will do the trick. We highly recommend that you pay attention to the quality of your posts. Blurry or low resolution images appear careless and unprofessional in an age where taking high quality photos is so easy. Instagram users are attracted to visually appealing images. Make sure your posts are focused and if you do happen to have a camera, use it!

3. Consistency counts. Posting on a regular basis and with a consistent style is the most important step in growing an Instagram following. Posting weekly attracts new followers to your profile from the explore page but also engages with your current following.

Instagram users generally care about the appearance of your Instagram “feed”. This refers to the visual appearance of your entire profile. As you can see on the right, the COOC May 2020 feed featured light backgrounds and reoccurring green, yellow, and magenta tones.

Using consistent filters can help you achieve this look. We recommend downloading a free photo editing app with preset filters to enhance your photos. Foodie and VSCO are two free photo editing apps that are popular. See the “Social Media Resource Guide” on pages 6-7 for more information.





LINKING TO SOCIAL MEDIA

COOC HASHTAG HELPER

Health: #antioxidants#polyphenol #healthyfat #hearthealthy #hearthealthyrecipes#cleaneating #nourishingfood #itsgoodforyou#healthyfood#goodforyou#bewell#livewell#cleaneatingrecipe #liveauthentic #theartofslowliving#letyourfoodshine#healthyrecipes #healthtips#livenaturally #healthychoice #healthymeals#healthycooking#makesmewhole#gloriouslyunrefined#eatwell #healthy #healthyliving, #superfoods #mediterraneandiet #shoplocal #knowyourfood

Harvest 2020: #harvestseason #autumnharvest #oliveharvest #fallharvest #olivepicking #oliveseason#chasingharvest#harvest2020 #harvesting #harvesttime #oliveharvest2020 #newharvest #timetoharvest

California: #knowyourevoo#100percentcalifornia#visitcalifornia#visitca#californiacuisine #californiaextravirginoliveoil#cagrown#californiafarmers#californiagrown#californiaevoo #californiaagriculture#californiamade#californiafarmers #california #californialiving #liveauthentic#maderighthere

Basic EVOO: #extravirgin#extravirginoliveoil#evoo#liquidgold#oliveoilfacts#cookingwithevo #bestoliveoil #fresholiveoil#oliveoiltasting #tastingroom #olives #olivefruit #olivejuice#olio #californiaextravirginoliveoil, #californiagrownevo, #bakingwithevo, #awardwinningoliveoil

Farming: #familyfarming#multigenerationalfarming#fresherthebetter#supportlocalfarmers #farmtofork#locallyproduced#thisiswherewefarm#farmers#eatlocal#locallygrown#supportlocalag #farmlife #knowyourfarmer #farmersofinstagram#farminglife#farmliving#farmtoplate #sustainableliving #sustainablefarming #sustainableagriculture#olivetrees #oliveorchard #treetotable #knowyourfarmerknowyourfood

Food Instagrams: #gourmet #instagourmet #feedfeed #tastemade#lifeandthyme#foodandwine #foodie#seriouseats#feedfeedbaking#feedfeedvegan#foodculture#foodisculture#foodstagram #instafood#simplecooking#fresh#yum#simplydelicious#tastingtable#foodoftheday#taste #eattheseason#slowfood #f52grams #ediblecommunities #bonappetit #gourmetfood #bombesquad#52community #saveur #epicurious#sunsetmag

Regions: #santacruzlife #montereybayfarmers #centralcoast #slocal#slotourism#northbay #centralcoastoliveoil #centralcalifornia #centralvalley#visitca #visitcalifornia#sacramentovalley #napavalley#sonomacounty#capayvalley #inlandempire #yolocounty #kerncounty#buttecounty
*Look up the most popular hashtags from your region!



LINKING TO SOCIAL MEDIA

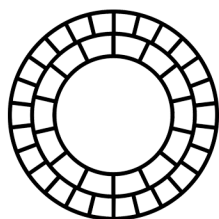
SOCIAL MEDIA RESOURCE GUIDE



UNUM Perfect your Instagram feed before even posting. The UNUM app has a drag and drop grid to test the appearance possible Instagram posts. Testing how your posts visually interact on your profile can improve the overall coordination of your Instagram. UNUM also offers analytics that determine your ideal posting time and allow you to view your most popular posts and hashtags.



Lightroom Bring professional photo editing to your phone. This app version of Lightroom gives you the tools of a pro without the cost or hassle. The Lightroom app comes with curve tools, a color mixing panel, selective editing option, and more features that standard photo editing apps lack.



VSCO The OG of photo editing apps – Not only can you use pre-made filters on your photos to change their mood, you can also design the mood yourself with VSCO's comprehensive photo editing tools. Professional skills are not required to create gorgeous edits on this app.



Colorstory A photo editing app designed to create modern and minimalist feeds. Colorstory comes with filters, lighting effects unique to the app, and tools to enhance the color and vibrancy of your photographs. This app also allows you to create and save custom filters that can be recycled.



Hootsuite An online social media management system at an affordable cost. This online service enables you to manage multiple social media platforms in one place. HootSuite has a large range of tools including analytics, automatic report production, and post scheduling – all of which you have full access to test during their 30-day free trial. Using a form of social media analytics is extremely helpful in determining what your audience best responds to. See “How to Use Analytics” on page 9 for more information.



Canva Available as a app and website, Canva is a graphic design program that allows users to create all types of imagery and documents with a library of images, fonts, templates and illustrations. Canva is useful for designing professional looking agendas, cards, posters, and presentations.



displaypurposes.com Fastest and easiest way to generate hashtags. This website automatically produces a relevant hashtag list based on the subject of your choice when you simply enter a few words into their search engine. You can then copy and paste the hashtag list into the caption or comment section of an Instagram post to attract an audience.



Linktree Display your entire online presence in one place. Instead of being stuck with only one link in your Instagram bio, Linktree is a online service that creates a platform that connects to several links. Your Linktree link can be placed in your Instagram profile to connect your audience to several sites such as your Facebook, website, E-commerce, or articles.



Planoly Plan your Instagram grid in advance. Planoly has a drag and drop grid to test the appearance possible Instagram posts. Testing how your posts visually interact on your profile can improve the overall coordination of your Instagram. This app also offers analytics and enables you to create and manage hashtag groups, and respond to comments all within the app.



Overvideo Make videos that inspire. Overvideo allows you to add text and music to your videos. Unlike other video editing apps, Overvideo will not crop your video, which is specifically helpful when creating Instagram stories. This app is useful for any platform in which you want to share an inspiring video.



WordSwag With this app you'll be able to place vibrant text over any photograph. Wordswag has a wide variety of fonts that can be used to enhance your message. WordSwag is helpful for creating imagery for social media platforms as well as your website.



Golden Hour Light makes a huge difference in your photographs. This app takes the guesswork out of getting beautiful shots by alerting you to the time of the morning and evening golden hour are in your time zone on a particular day.



LINKING TO SOCIAL MEDIA

STOCK IMAGE RESOURCE GUIDE

Posting high quality images is essential to improving your social media appearance.

There are several online services that can provide you with free or low cost images if you do have the resources or skills to create beautiful imagery on your own.



Burst Free stock photos for websites and commercial use. This website enables you to search for high-resolution images that are free to download. For example, Burst has a excellent selection of food photography that could be used to illustrate similar recipes on your website and social media.



Getty Images The OG of professional photo providers. The Getty images website or app is a the world's largest provider of professional photographs. Getty images has unparalleled access to events and photographers around the world. Access to Getty images is not cheap – but is worth the price for high quality staple images.



Adobe Stock Images The Adobe Stock Images website is similar in quality to Getty Images but with a more affordable price point. Adobe Images offers an annual or monthly subscription service that gives you access to a specific number of professional photographs at a low cost. There is also the option to buy a one time extended license for a single photograph – this option is commonly used for brochure or poster backgrounds.



shutterstock

Shutter-stock Shutter-stock also offers an annual or monthly subscription service that provides access to a specific number of professional photographs at a low cost. A free trial month is available on their website for access to 10 free photos that you can keep even if you choose to cancel the subscription within the first month.



Unsplash

Unsplash Free stock photos for website and commercial use. This website enables you to search for high-resolution images that are free to download. Unsplash has a good selection of high quality contemporary photos of olive trees that can be downloaded without signing up for anything.



LINKING TO SOCIAL MEDIA

HOW DO I USE ANALYTICS?

To use Hootsuite Analytics:

Hootsuite is an online social media management system at an affordable cost that provides in-depth analytics of multiple social media platforms, including Facebook, Twitter, Instagram, and LinkedIn. The service keeps a permanent record of your activity, engagement with other users, and following – unlike Instagram Insights which is based on a revolving two week period.

1. Create a Hootsuite account. Click on your profile in the upper right-hand corner of Hootsuite and choose “Manage Social Networks” from the drop down menu. Connect your social media accounts by clicking on “+ Private Networks” at the bottom of the page and then logging into your accounts.
2. Overtime, information about your social media engagement will populate.

To access Instagram Insights:

1. Instagram Insights are only available to professional accounts. See “How Do I Create an Instagram Account” on page 1 for more information on setting up a free business profile.
2. Go to your profile and click on the three lines in the upper right-hand corner. This will take you to a menu including Settings, Saved, Archive, and more. You will find “Insights” on this menu.
3. Once inside the Insights section, you will find information regarding your Content, Activity, and Audience.

Content: This section allows you to view insights on your posts, stories, and promotions. Here you will find a record of how many posts and stories you’ve made in the past 14 days. You can also view how many Instagram users have viewed each of your posts and stories from the past 14 days.

Activity: This section provides important insights on your profile, including Interactions (such as profile visits and website clicks) and Discovery (how many people see your content and where they find it). Reach refers to the number of accounts your content reached and impressions refers to the number of times a user viewed your content.

Audience: This section tells you more about your followers and audience, including growth in follower count by day or week. You can view your total following and followers lost or gained in the past week. You will also find the top cities and countries where your followers are from, as well as their age range and gender. Knowing your audience is important when creating your message on social media.





LINKING TO SOCIAL MEDIA

HOW DO I PROMOTE MY INSTAGRAM?

To create ads on Instagram:

1. Go to your profile.
2. Tap Promotions.
3. Tap Create Promotion at the bottom.
4. Choose a post you'd like to promote.
5. Tap Next at the upper-right corner.
6. If you didn't link to a Facebook Page when you set up your Instagram professional account, you will be prompted to connect a Page. You can choose an existing Page or tap Skip.
6. If you tap Skip, you won't see this step when you promote future posts. You can still connect a Facebook Page to your profile at any time.
7. Fill in the details of your promotion by setting things like Destination (where to send people), Audience (who you want to reach), Budget (how much you want to spend daily) and Duration (how long you want your promotion to run). Tap Next once you've completed these details.
8. To complete your promotion, tap Create Promotion under Review.
9. Your ad will be submitted for review to make sure it meets our ad policies. Your promotion will begin running after it's been reviewed and approved. After submitting your ad, you can use the Promotions button to view insights.



Information from Instagram Help Center
<https://help.instagram.com/1067656009937668?helpref=related>

WHERE CAN I GET PROFESSIONAL HELP?



Upwork Connect with professional consultants for a variety of services on Upwork's website. You can hire professional help in graphic design, social media consulting, sales, etc for a short term or long term basis. Using Upwork to find help is free.

Disclaimer: The COOC is not working in conjunction with or promoting the aforementioned external resources in this guide. Reference to external resources is intended for educational purposes only.