

Instagram Guide



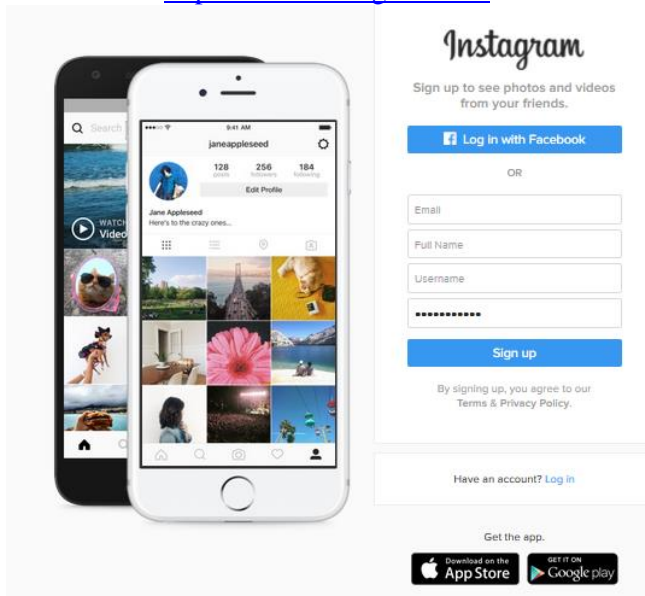
A step-by-step guide to Instagram

Instagram is a fun, original way to share photos and short videos in a creative way. Users can easily reshare these photos from Instagram to other social networks. Here at Norwex we use Instagram to share your daily dose of motivation, whether it be a delicious looking recipe, DIY beauty products, cleaning tips, or just an uplifting quote to make you want to go outside and do something! We make it easy for you to use and share our Instagram posts in your Norwex business, so be sure to follow us at:

www.instagram.com/norwex

How-to sign up:

1. Enter the url: <https://www.instagram.com>



2. Once the app has downloaded, Tap the Instagram icon, and create an account by clicking the "Sign up" button at the bottom of your screen.
3. The username is limited to 30 characters and must contain only letters, numbers, periods and underscores.
4. The bio area has 150 characters.
 - If Consultants are using a personal profile for marketing their Norwex business on Instagram they can include Norwex Independent Sales Consultant and information about their business in "ABOUT you" section which has a limit of 150 characters.
5. Your profile shows your bio and the photos and videos you've posted to Instagram.

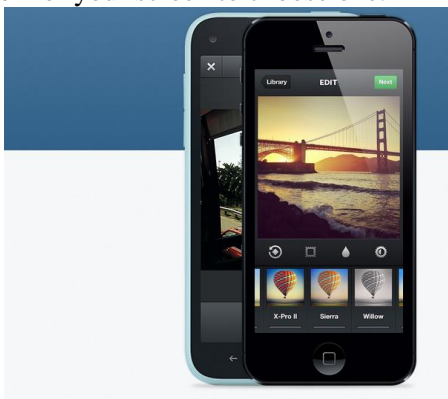
6. From your profile, you can also edit your profile information and adjust your Account Settings.
 - You can navigate to your profile by tapping the person icon in the toolbar at the bottom of the screen, and make changes by tapping the “Edit Your Profile” button or access more information and choices by tapping the gear icon to access Options.
 - You can write a bio of up to 150 characters on your profile, or add or change a profile photo to import from your phone’s library, Facebook, or Twitter. Be sure to include something about Norwex in your bio area; for example, your passion and love for sharing Norwex.
 - Also from your profile, you can access your Photo Map, which enables you to showcase where you’ve taken the photos you’ve shared.

How to find other Instagram users to follow:

1. Once you have created your account, follow your friends by either choosing to import contacts from your Facebook account, Twitter account or search usernames or names.
2. **Hint:** You can follow anyone including people you don't know personally! Add @Norwex now for the latest updates! If you follow someone, they won't automatically follow you back.
3. You will be able to follow anyone anytime from your account.
4. You can also find people whom you might like to follow through the Explore tab, which you can access by tapping the magnifying glass icon.
 - Tap “Photos” to see photos and videos that people whom you follow have liked or that a large number of Instagram users have liked.
 - Tap “People” to see accounts that you might like, based on whom you follow, whom you’re connected to, and what photos and videos you like on Instagram.
5. Another way to find other users is to search for people or hashtags on Instagram.
 - Using the search bar at the top of Search & Explore, choose whether you’re looking for users or hashtags.
 - You can search for people by their name or their Instagram username.

Add Photos or Videos

1. Click the camera-shaped button at the bottom of the screen.
2. The camera enables you to take photos or videos with the Instagram camera or share photos or videos from your phone’s photo library.
3. You can access the camera by tapping the center icon in the toolbar at the bottom of the screen, and from there can take a photo or video or choose a photo from your photo library.
4. After you choose the photo you will be able to edit it by applying a filter. Click on the squares at the bottom of your screen to choose one.



Source: Instagram.com

5. Next, add a brief caption of your photo and select the location of your photo!

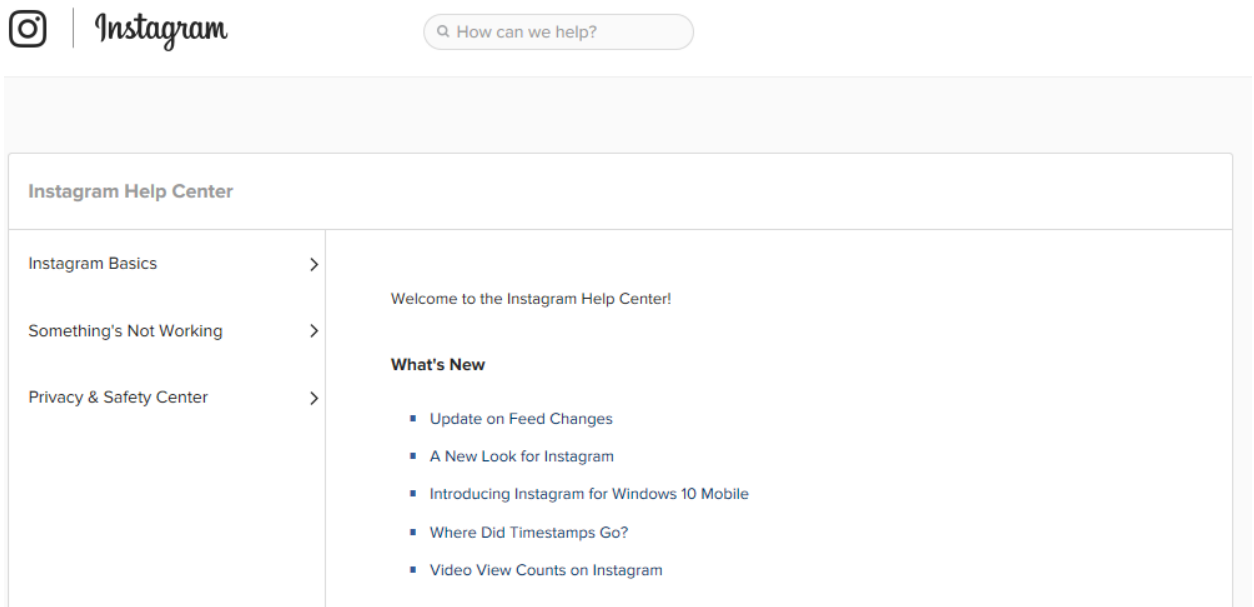
- **Hashtag:** A type of label or tag (#) used to mark keywords or topics in an Instagram. These are searchable!
 - **Hint:** don't use too many hashtags, it can look silly and amateur.
 - **Hint:** Add #hashtags to provide searchable tags for other users to find your photo! Our favorite hashtags are: #Norwex #NorwexMovement, #ChemFree, #GreenClean #HealthyLiving
6. Next, you can share your photo to Facebook or Twitter by simply clicking on the corresponding icons!
 7. Once you've completed these steps, click "Share" to share your photo to your profile! Only those you've accepted to follow you will be able to see your photos if your profile is private.
 8. Now you're all set and ready to take some photos!
 9. We love photos of before and after cleaning projects, your Norwex Home demonstrations and Hosts, the deliveries as they show up, your business helpers (sometimes kids, sometimes a cat), pictures of you hosting an online event or meeting! Share your best Norwex photos and tag us!

Using Instagram:

1. Instagram connects people from all over the world to one another through images. And once you start using it, you automatically open yourself up to a completely new demographic of people and building relationships. In turn, you will gain followers and a potential new audience who may include hosts, customers and business partners.
2. You can use the Search and Explore function to find people to follow, search for specific users, and explore hashtags.
3. Access Search & Explore by tapping the magnifying glass icon in the toolbar at the bottom of the screen, and toggling between the "Photos" and "People" views to explore posts and users, or type in the "Search" box and choose between "Users" and "Hashtags."
4. The Home tab shows the feed of photos posted by you and by the other Instagram users whom you follow. You can like and comment on the photos and videos in your Feed. Access your feed by tapping the Home button in the toolbar at the bottom of the screen.
5. The Activity tab displays likes and comments on your posts, and shows you the photos and videos that your friends are liking and commenting on. You can access the Activity tab by tapping the speech bubble icon in the toolbar at the bottom of the screen, and toggling between the "Following" and "You" views.
6. If you would like to comment on Norwex's posts or one of your friend's posts just click the yellow highlighted area, the speech bubble, on the screen! If you wish to "like" a post simply click the highlighted heart area. Take some time to like and comment on other people's posts since that person will often be intrigued and review your information and content. According to research, if you like AND comment on someone else's content, that person is 400% more likely to follow you back.

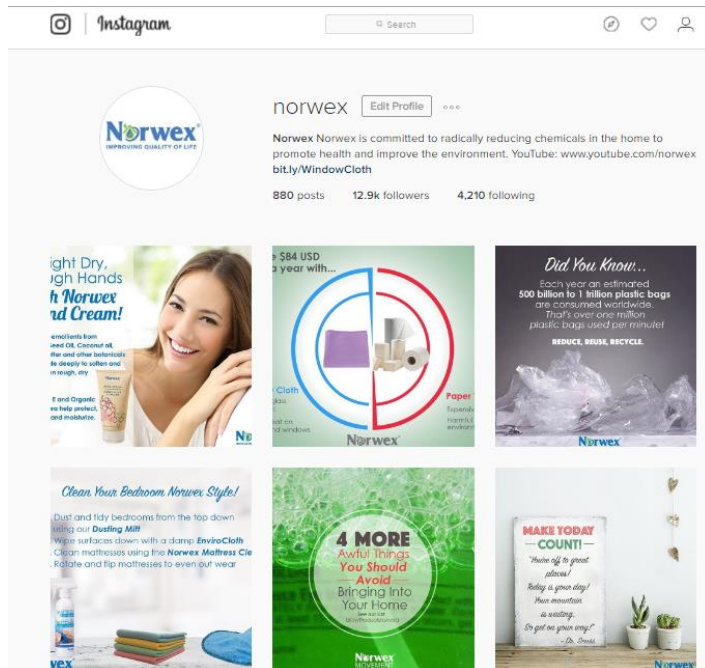


Questions? Need help? See the Instagram help area for more: <https://help.instagram.com>



Want to share some photos or be featured by Norwex, please email: socialmedia@norwex.com.

Hint: Be sure to find and like Norwex as soon as you create your account! www.instagram.com/norwex



Don't be spammy:

1. Don't post too often (1-2 posts per day is fine).
2. Take time to engage with others content.
3. Follow people you are interested in for ideas, information, and tips. Don't follow everyone for the sake of following and building your follower list.

How to use Instagram for your Norwex business:

Instagram launched new Instagram Business Tools is August 2016. It's never been easier for businesses to find new customers and make meaningful connections with people who care about their businesses. Since the August launch more than 1.5 million businesses converted to a business profile. For the first time on the platform, businesses have an easier way to connect with customers through business profiles, learn what resonates with their audience through insights, and promote a post from within the app.

Instagram is a place where people turn their passions into purchase. With companies from varying industries on the platform, it's no surprise that 50% of Instagrammers follow a business. More than just following businesses, 60% of people say they learn about a product or service on Instagram.*

By marketing to passions, businesses are turning that inspiration into action. In fact, 75% of Instagrammers take action after being inspired by a post, like visiting a website, searching, shopping or telling a friend.*

Sources: *ComScore, January 2016, Instagram user survey, November 2015; †Instagram Internal Research May 2016; ‡Instagram Internal Research two months: May–July 2016; §Instagram drove a median 1.8% lift in in-store sales and a 2.1% lift in household penetration, across 12 US CPG campaigns measured for potential sales impact by Oracle Data Cloud.

See more information here about setting up an Instagram Business profile:

<http://blog.business.instagram.com/post/147808315816/creating-a-business-account>

For more assistance about Instagram for Business please see their help section:

<https://business.instagram.com/>

Instagram Business profile using the Norwex trademark

1. The username/url has character limits of 30 characters and must contain only letters, numbers, periods and underscores. The username can be anything you choose providing it does not include the Norwex, trademark, product names, or taglines. (Note: The username/URL character limits prevent the use of full name and Norwex Independent Sales Consultant.) I.e. www.instagram.com/JanDoeCleans)
2. The bio area has 150 characters and should list your Consultant title as Norwex Independent Sales Consultant.
3. The thumbnail picture should be a personal picture of yourself and may not be an image of a Norwex product, logo or tagline.
4. See details here to convert a personal Instagram profile to a business profile: <https://www.facebook.com/business/help/502981923235522>
5. The Business profile BIO area, once updated, allows an update that includes a CONTACT option with 3 options:
 1. Get Directions (opens a map on smartphone to location of address)
 2. Call (phone number entry)
 3. Email input.
 4. Allows display of an address for the business on the BIO area.