

Instagram Do's and Don'ts



Let the Chamber be your Guide

We want your content to be as well-received as possible, to blend seamlessly within our social media's feed, and to promote your business successfully. When curating your profile for the Greater East Dallas Chamber of Commerce, here are some things you should keep in mind-

1. WHEN SELECTING YOUR IMAGE(S), PLEASE:

- Choose a high-resolution, Instagram-friendly photo, that shows you or your business.
- Your logo can be in the image you choose, but try not to make your image only your logo.
- Keep it simple and authentic; Image suggestions include professional solo images of yourself, images of your business's interior or exterior, or just any high-resolution image that you believe represents your business best.



2. WHEN WRITING COPY:

- Limit your profile to around 50–100 words
- Use four hashtags or less.
- Keep your bio East-Dallas centered and make sure you include any information you want to make sure our followers know about you or your business!
- If you would like us to tag your company, please provide your Instagram/Facebook handles.
- Have fun with it!



3. KEEP OUR INSTAGRAM AUDIENCE IN MIND:

- We have 1k+ followers; the majority reside in Dallas-Fort Worth.
- 68% of our followers are women and 58% are 35–54 years old.