



# Instagram Content Ideas to Share Your Brand Story

This guide is jam packed with Instagram content ideas to help you share your brand story with confidence, engage your ideal audience, and grow your online community.

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## *Hey, I'm Morgan!*

I'm a brand and graphic designer with a passion for small businesses. My goal is to equip you with the tools and resources you need to build a brand you love, connect with your target audience, and pursue your purpose with confidence.

As small business owners, I understand that you are juggling a lot of different roles within your business. That is why I am here to help provide you with tools and resources to reduce the overwhelm that often comes with the word “branding” and help you feel inspired and confident to build a brand you love. The purpose of this guide is to help spark creative content ideas to help you share your brand story on Instagram and reach your ideal audience.



# Instagram Post Ideas

- ✦ Introduce the founder or yourself if you are the owner/founder
- ✦ Tell the story of why & how your business began
- ✦ Share your brand purpose, mission & core values
- ✦ Introduce your team members
- ✦ Answer FAQs
- ✦ Share client wins/testimonials
- ✦ Celebrate business milestones
- ✦ Educate your audience on your product or service
- ✦ Break down a common myth about your industry
- ✦ Share information about your product/service
- ✦ Offer exclusive deals and promos for your following
- ✦ Share a before and after transformation



# Instagram Reel Ideas

- ✦ Film a day in the life of what you do on a daily basis
- ✦ Put your own unique spin on trending audio & videos
- ✦ Showcase behind the scenes of your product or service
- ✦ Share tips/tricks/advice relevant to your industry
- ✦ Explain recent news related to your industry
- ✦ Film tutorial videos using your product
- ✦ Share the value add of investing in your product or service & potential losses of not investing in your offer
- ✦ Create a reel series of “hacks” related to your industry
- ✦ Answer questions related to your niche
- ✦ Share client testimonials
- ✦ Educate your audience on your niche industry
- ✦ Film a how-to tutorial using your product



# Instagram Story Ideas

- ✦ Introduce yourself & team members
- ✦ Share your small business story/mission
- ✦ Answer frequently asked questions  
(and save them to a highlight to be referenced later)
- ✦ Take your audience along with you for a “Day in the Life” via stories throughout your day
- ✦ Re-share content posted by your customers/clients
- ✦ Celebrate your small business milestones
- ✦ Create interactive polls & question boxes to engage your audience
- ✦ Share your products/service offerings
- ✦ Create a story highlight of client/customer reviews
- ✦ Share the behind the scenes of your product or service
- ✦ Post links directly to your website or a specific offer
- ✦ Showcase recent projects



# Bonus Tips:

- ✦ Use consistent branding to create a cohesive brand image on your profile.
- ✦ Pin posts to the top of your profile that you want people to see first when they visit your profile
- ✦ Get on and show your face to your audience- people connect with PEOPLE!
- ✦ Don't constantly try to SELL on Instagram, provide your audience with valuable content that makes them want to come back for more!
- ✦ Be consistent and create a social media calendar to keep track of the content you are planning to share.
- ✦ Create various series to get your audience expecting certain types of content (ex: hacks, frequently asked questions, behind the scenes, education about your niche industry)
- ✦ Re-share content posted by customers and clients. (User generated content)
- ✦ Create story highlights and save stories with valuable information for your audience to view later
- ✦ Utilize the analytics and insights on your business profile to see what types of content gain the most traction for you.



# thank you!

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Thank you for downloading this free guide. My hope is that you found this guide helpful and it sparked creative ideas to better share your brand story on Instagram! If you have any questions about authentically sharing your brand story with your ideal audience, I would LOVE to chat more. Feel free to shoot me an email or message me on Instagram. For more branding inspiration and content follow along on Instagram & Pinterest!

~mj

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## let's chat!

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