

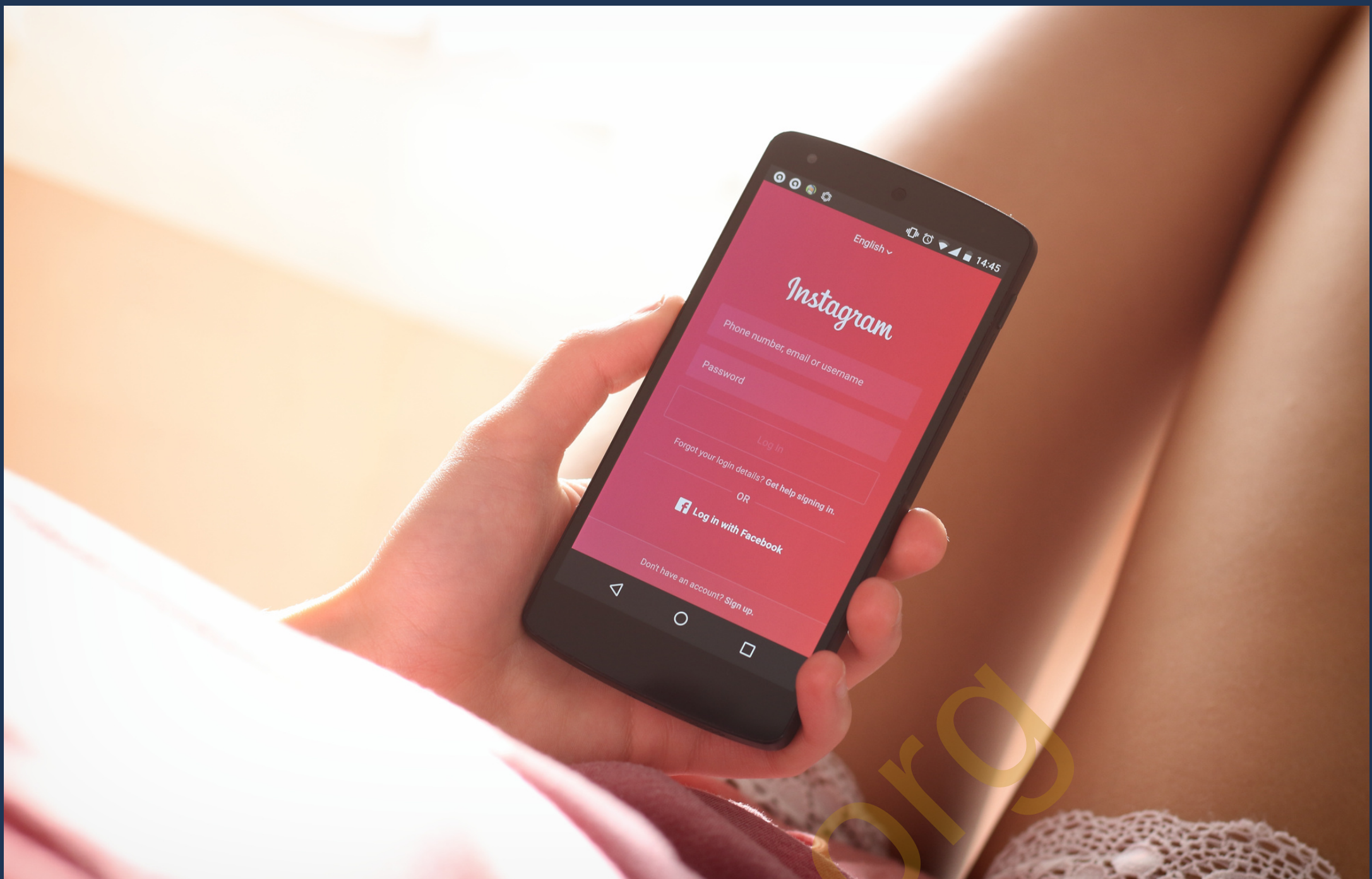


ACCOUNT CREATION

— INSTAGRAM —

BY TMS MEDIA





I N S T A G R A M

Welcome to the Part-Time Creator Academy's in-depth guide on creating and optimizing your Instagram account for maximum success. This step-by-step guide is designed to help you navigate through the process of setting up your Instagram presence, from initial account creation to upgrading to a professional account for access to advanced features. Let's dive in!



Part 1:

Creating Your Instagram Account

1. Starting the Process:

- Download the Instagram app on your smartphone.
- Click or tap on the “Sign Up” option to initiate account creation.

2. Choosing Your Username:

- The username you choose will not affect your account's performance. It's a good idea to use your name if you're starting a personal brand or your business's name if it's for your business.

3. Securing Your Account with a Password:

- Create a strong, unique password to protect your account. Consider using a mix of letters, numbers, and symbols for enhanced security. Make sure you write this down somewhere you'll remember!

4. Adding a Profile Photo:

- Select a profile photo that clearly represents you or your brand. Much like the username, the profile photo will have little to do with your account's performance.

5. Completing the Signup Process:

- Follow the prompts to add your email or phone number, personal information, and any other required details to complete your account setup.

Part 2:

Upgrading to a Professional Account:

Next is to convert your Instagram account from a personal account to a professional account. This will give you extra features like analytics that you'll want to use when building an audience.

Upgrading to a Professional Account:

1. **Access Settings:** Click on "Edit Profile," then scroll down to find the "Switch to Professional Account" option.
2. **Select a Category:** Choose a category that best describes your content. If unsure, "Digital Creator" is a versatile option.
3. **Business or Creator:** Decide whether you're setting up as a business or a creator. This choice won't limit your account's functionality, so select what best fits your needs.
4. **Add Personal Details:** Fill in your name, pronouns, and a short bio. Use this section to tell your audience who you are and what you do. The bio is also a great place to put your email in case brands want to contact you.
5. **Complete Setup:** Instagram will suggest a series of steps to finalize your account setup. Completing these will ensure your account is fully optimized.

That's it! Your account should be all set up!