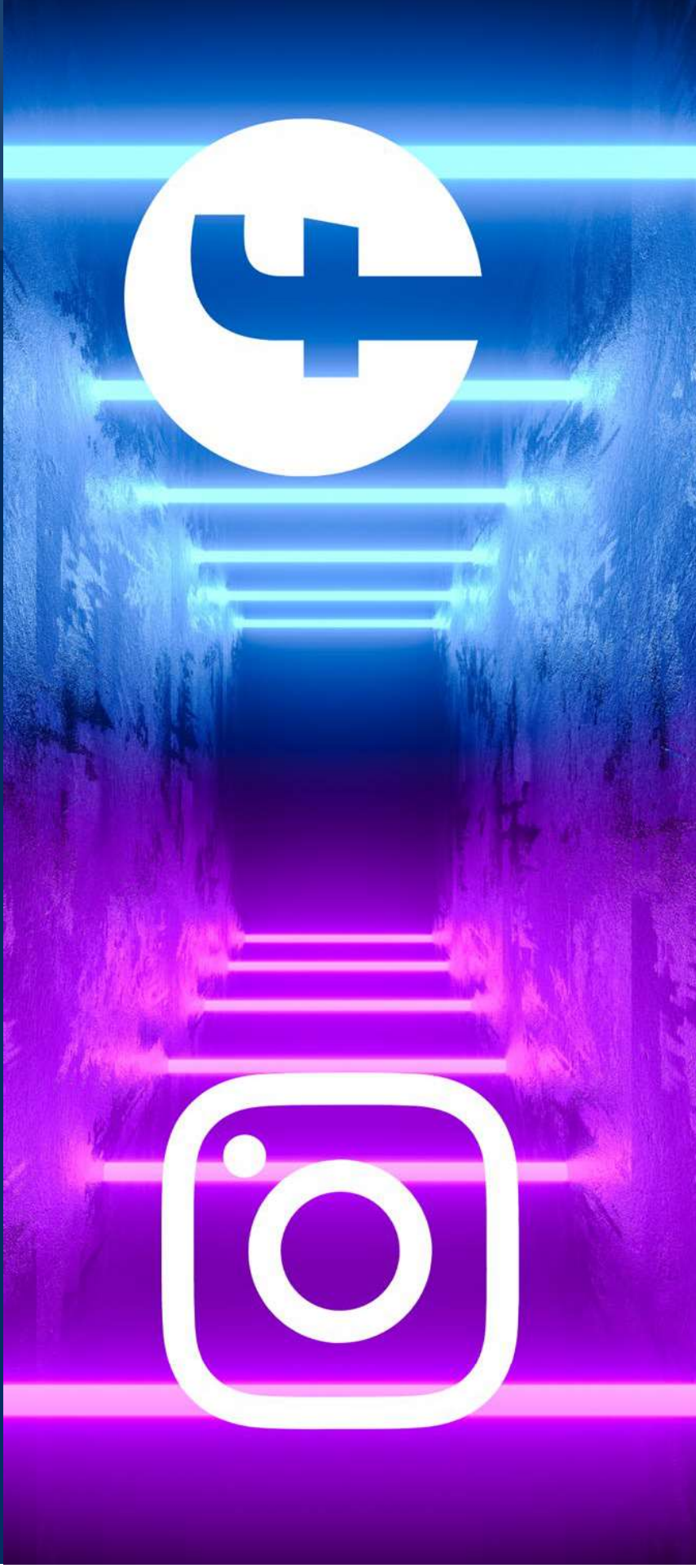


Instagram & Facebook Strategies



Introductions



Kim Sherman-Labrum
klabrum@boisestate.edu
208.426.1612

@Instagram.com/iddaho_sbdc
@facebook.com/Idaho.SBDC.State/

Best time to Post

Best times to post on *Facebook*

Mondays	9 a.m. to noon
Tuesdays	9 a.m. to noon
Wednesdays	8 to 11 a.m. 3 to 5 p.m.
Thursdays	8 a.m. to noon
Fridays	9 to 10 a.m.
Saturday	9 to 10 a.m.
Sunday	8 a.m. to 1 p.m.



Best time to Post on **Instagram** by the Days

Monday	9:00 AM	10:00 AM	
Tuesday	9:00 AM	10:00 AM	
Wednesday	5:00 AM	11:00 AM	3:00 PM
Thursday	12:00 AM	5:00 PM	
Friday	9:00 AM → 10:00 AM	5:00 PM → 6:00 PM	
Saturday	8:00 AM → 12:00 PM		
Sunday	10:00 AM → 2:00 PM		

Insights

Followers ⓘ

Last 30 days ▾ Mar 23 - Apr 21

- Audience Demographics
- When they are online
- Location

Followers ⓘ

Last 30 days ▾ Mar 23 - Apr 21

Demographics

Lifetime Followers ⓘ 2,841

Age and gender



Location

City	Countries
Boise, ID	476
Nampa, ID	127
Meridian, ID	123
Pocatello, ID	88
Twin Falls, ID	83
Idaho Falls, ID	74
Caldwell, ID	68
Eagle, ID	35
Lewiston, ID	26
Mountain Home, ID	26

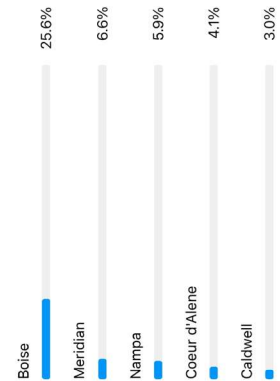
Your data will be available within the next 24 hours. Please check back later.

Gender



Top locations

Cities Countries



Most active times

Su M Tu W Th F Sa



Engagement/Growth



July 10, 2025

Instagram has started allowing Google to index public posts from professional accounts.

Search



*What does that mean
for your business?*

Engagement/Growth



boise entrepreneur week 2025

X

Boise Entrepreneur Week is Idaho's largest community-driven, entrepreneur-focused event. Each year, thousands of people come together to learn, support, and ...

Videos :



[Boise Entrepreneur Week: Empowering Innovation and Ideas](#)

Instagram · cdcboise ·
1 week ago



Don't miss Boise Entrepreneur Week next week

KTVB ·
4 days ago



Boise Entrepreneur Week: Investing in Local Talent and ...

Instagram · cdcboise ·
3 weeks ago

Search done,
9/30/25

Engagement/Growth

How to Make Sure Your Instagram Content Shows Up — and Shows Up Well

- ✓ Step 1: Confirm Your Account Is Eligible

Note: Posts from private accounts or content published before Jan 1, 2020 will not be indexed.

- ✓ Step 2: Optimize Captions for Search Intent
- ✓ Step 3: Use Hashtags Strategically (But Don't Spam)



Engagement/Growth

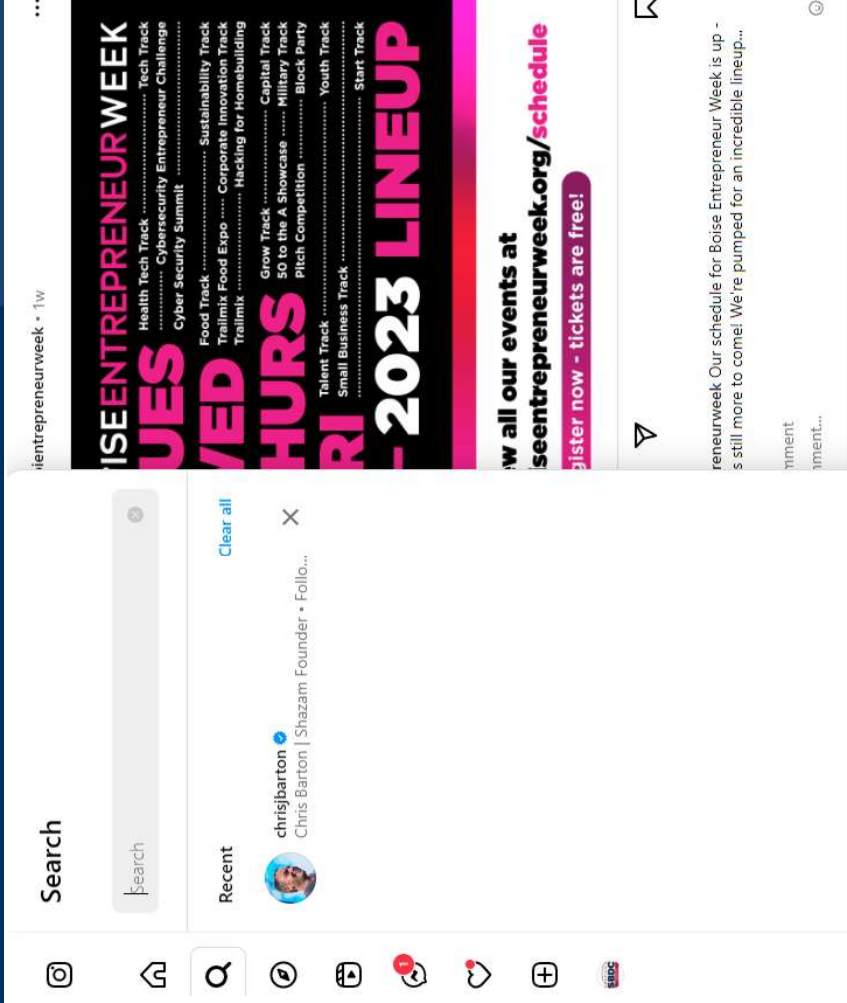
Bonus Tips

- Educational content ranks best: FAQs, tips, and how-to posts get more search visibility
- Use subtitles and voiceover in Reels for better accessibility and SEO value
- Avoid using duplicate captions across posts—Google may devalue repetitive content



Beyond the Feed

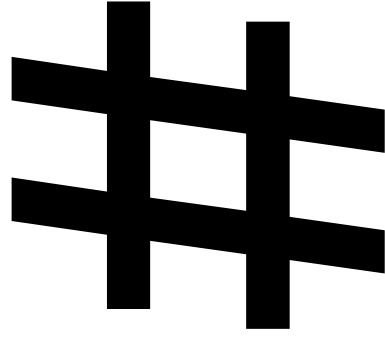
- Search
 - More and more people using social media as a search tool
 - 75.78% of consumers have used social media to search for or discover new products and brands,
 - 68.75% of consumers have made a purchase based on something they saw on social media



Hashtags

What are they?

- Be creative- don't be boring
- Capitalize on trending/popular convos where appropriate
- How many?
- Description vs Hashtag



Top Ten

● #love	1.221B	● #happy	413.8M
● #instagood	704.0M	● #cute	404.3M
● #photooftheday	478.6M	● #tbt	

Hashtags

[#boise](#)

[#meridian](#)

[#idaho](#)

[#nampa](#)

[#idahome](#)

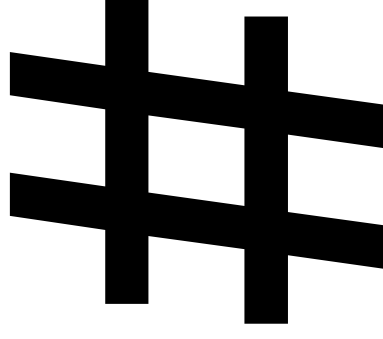
[#treasurevalley](#)

[#boiseidaho](#)

[#meridianidaho](#)


[#thisisboise](#)

[#thisisidaho](#)



Hashtags

Verizon 2:09 AM 11%
Instagram
station57cat



4,127 likes
station57cat This is an old photo

Instagram icons: heart, comment, share, home, back

Verizon 2:09 AM 11%
Instagram

4,127 likes

station57cat This is an old photo but I'm happy to report a Shy Guy sighting. He ran away but he looks healthy and I'm optimistic about seeing him again tonight when there's less activity out there. #comeback #wehavesnacks #bringtheothernewwithyou #strykerslate #needabetterschedule #thankgoodnessforthatgroundhog #warmweather=moreshyguy

Instagram icons: heart, comment, share, back

Instagram
station57cat



5,748 likes
station57cat Our Killer plaque is awaiting strong hardware to mount it. #heavylikecat #memorialwall

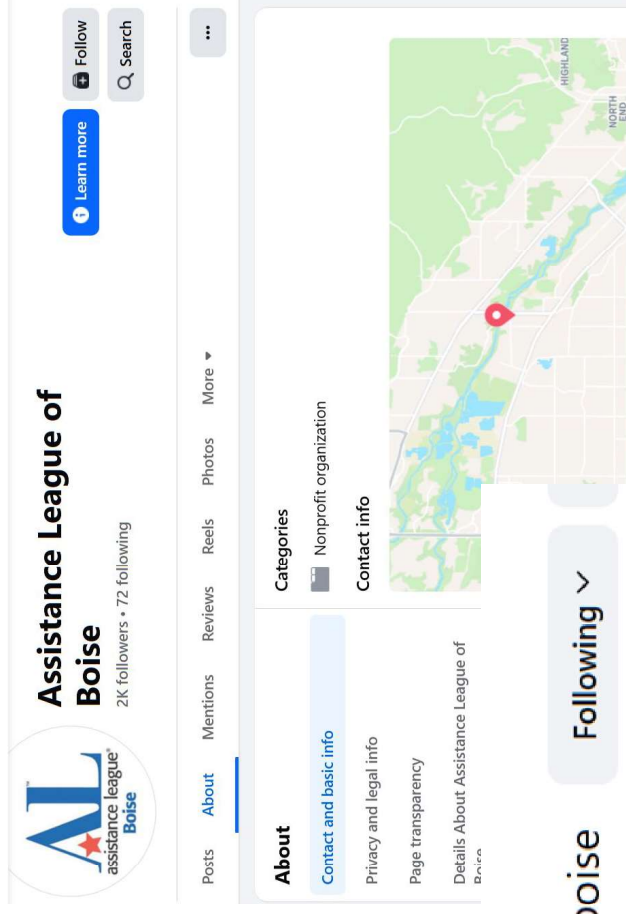
Instagram icons: heart, comment, share, back

IN MEMORY OF KILLER
OUR BELOVED FELIN COMPANION WHO BROUGHT COMFORT, JOY, AND LOVE TO HIS FAMILY SINCE THE FALL OF 2014.
KILLER WAS AN INFLUENTIAL SOCIAL MEDIA DARING WHO HAD THOUSANDS OF WONDERFUL INTERNATIONAL FRIENDS THROUGH HIS COMICAL ANTICS ONLINE. HIS REMOVAL WAS A LOSS TO THE FLOCK AS WELL AS A LOT OF BUSY PAST PROFESSIONALS WHO WERE UNABLE TO VISIT HIM IN PERSON. SHE WAS ALSO A HERO TO MANY UNLUCKY TERIALS EVERYWHERE.
#FLOODMATHET #FADORSRIGHT

Profile

Ensure your profile is set up correctly

- Photo/Profile pic
- Address
- URLs
- Bio
- Contact info
- Category
- Verified
- Pinned posts (IG)



assistanceleagueboise

477 posts

468 followers

66 following

Assistance League of Boise

Drive Traffic

- Website
- Social platforms
- Business cards/print
- Signage



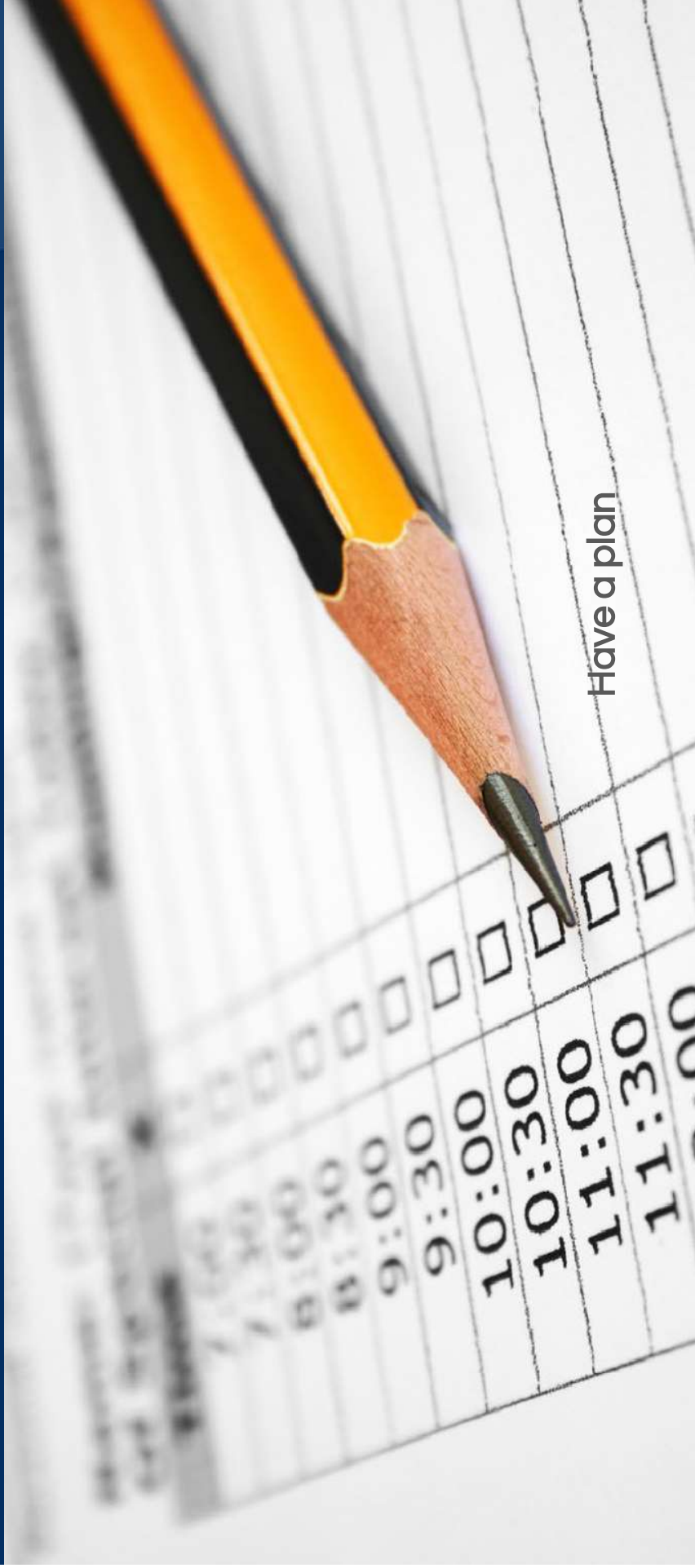
home

about

menu



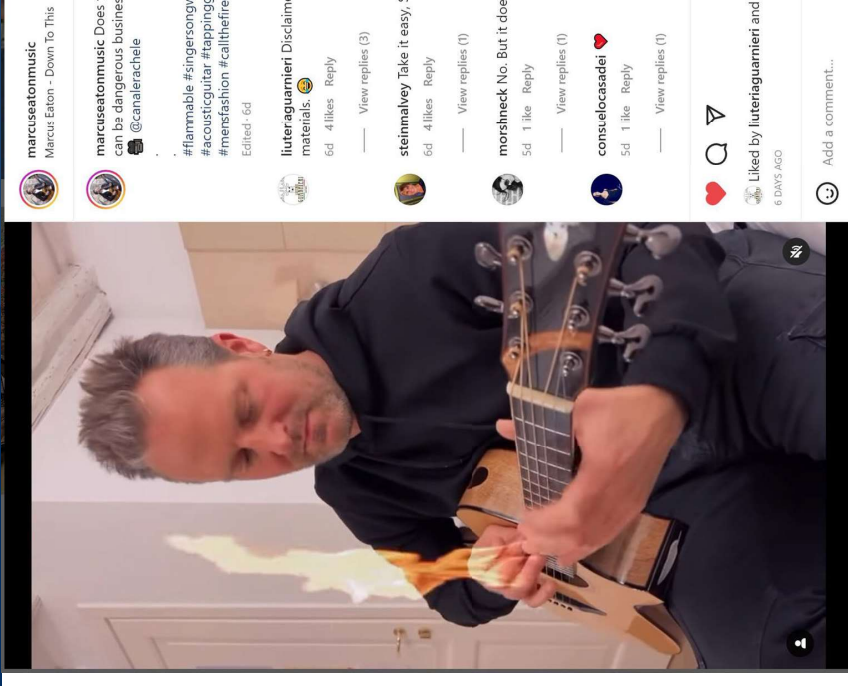
Post Consistently



Have a plan

Prioritize Reels

- Reels
 - Have video editing capabilities
 - Add sound, FX, text, etc
 - 90 seconds or shorter



Stories

- Short-lived content that disappear after 24 hours, unless added to Highlights.
- photos, short videos (up to 60 seconds), text, stickers (like polls, quizzes, questions, countdowns), GIFs, music, and augmented reality filters.
- separate feed at the top of the main Instagram feed.
- Stories encourage frequent posting and direct engagement.

Highlights

- Highlights
 - Collection of stories that you curate

< **genpadalecki** 🔵



Genevieve Padalecki

@genpadalecki

Public figure

Founder of @towwn

Always be kind

YouTube nowandgen... more

bit.ly/NowAndGen

1,769 Posts

1.4M Followers

1,719 Following

< **piperthegoodboy**



Piper

Animals & Pets



Just a cat that thinks he's a dog.



A rescue enjoying life to the fullest.



Up and coming feline model... more

linktr.ee/piperthegoodboy

103 Posts

28.2K Followers

548 Following

Followed by **pinkypatellofficial, keeone** and **5 others**

Following Message Email

+8



SUSTAINAB...

DRINK AG1

BOOK CLUB

WELLNESS

STYLE

Following

Message

Subscribe

+8



Piper's Best

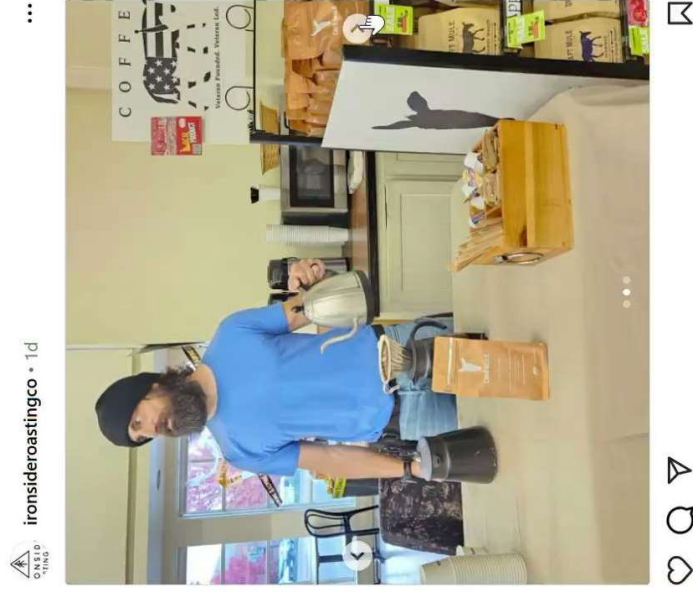
Inquiries

Playthings

Excitement

Recomm

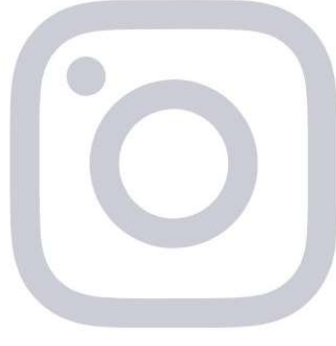
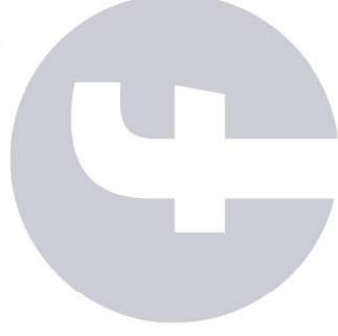
Carousels



- Opportunity to show in Feeds twice
- Up to 30 images
- First 2 are the most important

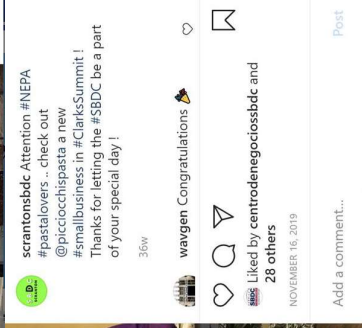
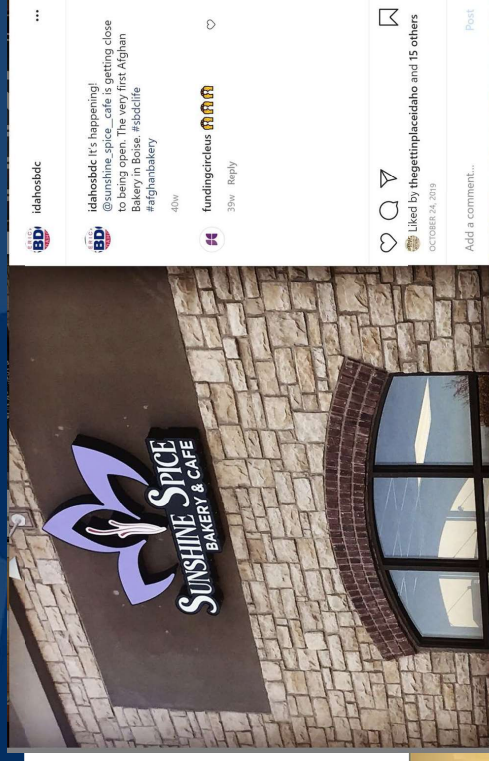
Live

- **Go Live**
 - Broadcast real-time video to their followers
 - Viewers can tune in to watch, comment, and send reactions in real time
 - Unboxing donations
 - BTS



Show the Impact of Your Work

- Customer testimonials
- Who benefits



Donations

Raise more money with Meta's fundraising tools

You can now choose to raise money directly on Facebook and Instagram, send donors to your website, or collect donations through both options.



Reach additional donors

You'll be added to our list of registered nonprofits and get improved distribution to make it easy for supporters to find you.



Encourage more donations

Easily collect donations from Facebook and Instagram fundraising posts and stories by sending supporters directly to your site.



Connect with supporters

Encourage supporters who are fundraising on your behalf and show donors your appreciation by reacting or commenting directly on their donation posts.



Share progress towards your goal

Create fundraisers directly on Facebook and Instagram, and receive insights and data on donations and fundraiser creations from PayPal Giving Fund and Meta.

User-Generated Content

#whatliftsyou/kelsey Montague Art

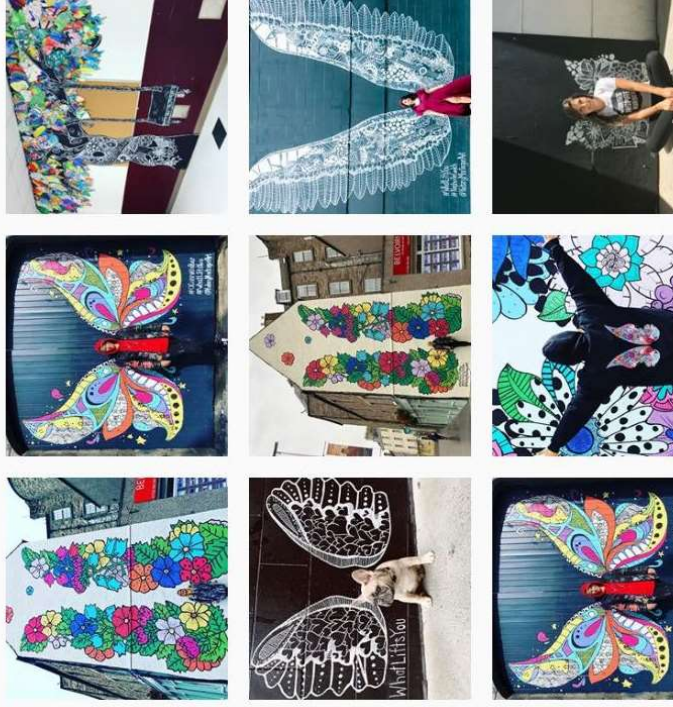
#gopro



#whatliftsyou
187,579 posts

Follow

Top posts



gopro

Follow

5,217 posts 16.2m followers 310 following

GoPro
Official GoPro Instagram. We Make the World's Most Versatile Cameras. Share with #GoPro.
gopro.com/milliondollarchallenge



Meet HERO8



GoPro Tips



A Brief Hist...



GoPro Plus



\$1M Challenge...

POSTS

IGTV

TAGGED



Volunteer Spotlight



assistanceleagueboise



assistanceleagueboise Meet Juno Van Ocker, chairman of the Thrift Shop Seasonal Department, starting to reveal the great holiday items available July 21 8am-4pm, July 22-24 10am-4pm, 5825 N Glenwood St, Garden City. Stay tuned for upcoming posts to see the items available to load your sleigh! Ho, Ho, Ho!

Every dollar you spend will be used to support the underserved youth in our community.

#onlifetatime #alwayscaring #holidaydecor #christmasinjuly #thrifting #thriftingfinds #donate

221w



kathleenpalmrose Great job! Juno

221w Reply



patmartin40 Great job Juno!!!

221w Reply



Events



19

Saturday, July 19, 2025 at 10 AM – 4 PM

Christmas in July

5825 N Glenwood St, Boise, ID

Popular

- Give audience what they want
 - What is working?
 - **Do it more**



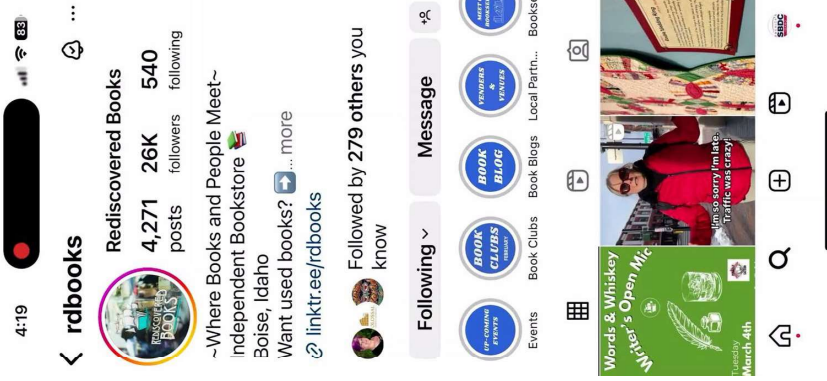
Celeste Barber

Engage with Fans

- Acknowledge comments, interactions, mentions
- Answer questions/queries



Turn on your Notifications



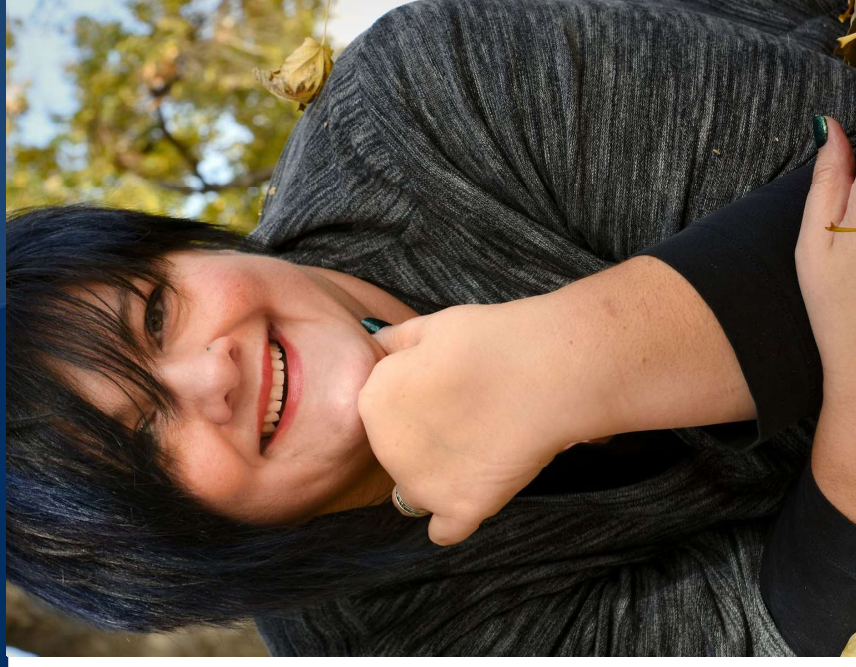
Host contests

- People love FREE things
 - Contests
 - Promo codes
 - Sneak peeks
- Follow the Rules
 - Always check
- Watch for Scammers

giveaway
TIME



Next Steps



Kim Sherman-Labrum
208.426.1612 *direct line*
klabrum@boisestate.edu