

How to promote a post on Instagram

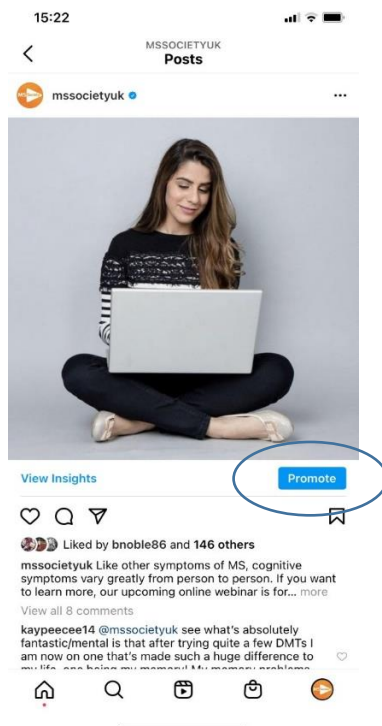
To promote a post on Instagram you will need to switch your account to a Business Account, if it's not already one. Switching your account is simple and free to do but you will need to pay to promote your posts. You can find instructions on how to switch to a Business Account here:

<https://help.instagram.com/502981923235522>

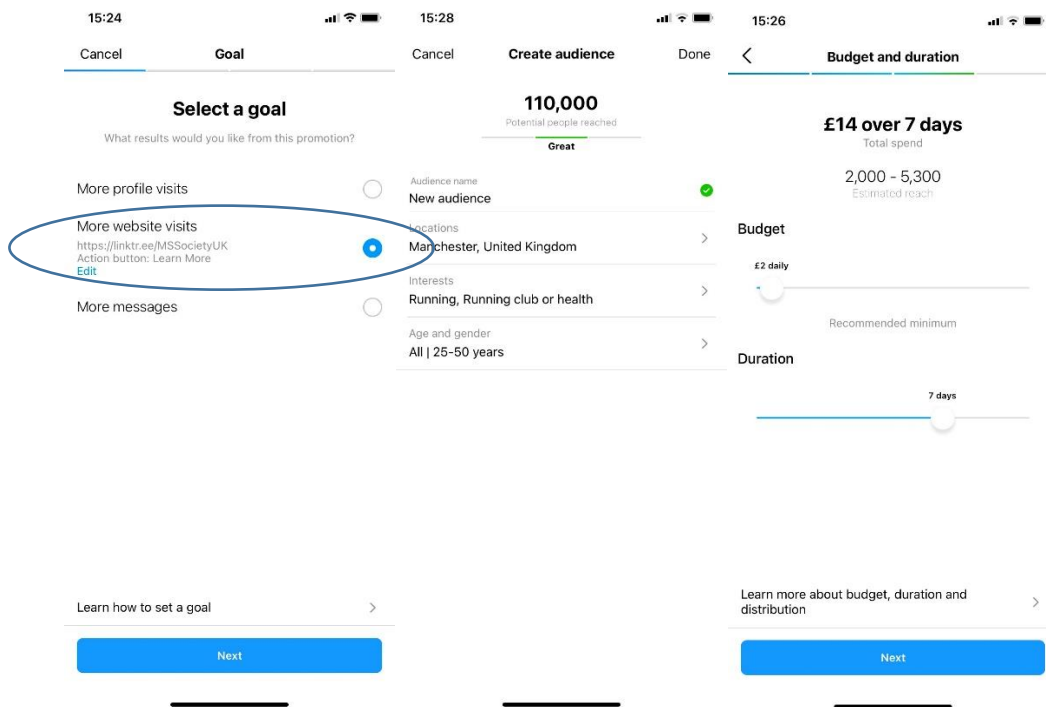
When you promote a post on Instagram you can reach more people. You can also choose your goal (for example, reach more people or get more people to sign up for an event).

To promote your Instagram post:

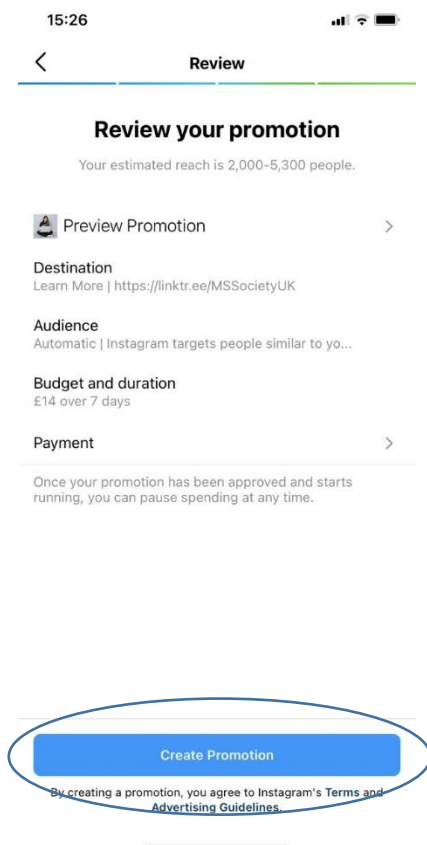
1. Open the Instagram app and go to your profile.
2. Tap the post you'd like to promote.
3. Below the post's image, tap **Promote**.



4. Fill in the details of your promotion by setting your **Goal** (for online events, select **More website visits**, but make sure you include a link in your bio), **Audience** (you can either let Instagram target people who are similar to your existing followers or choose your own audience), **Budget** (how much you want to spend daily) and **Duration** (how long you want your promotion to run). Tap **Next** once you've completed these details.



5. If you didn't link to a Facebook account when you set up your Instagram business account, you'll be prompted to connect an account. You can choose an existing account or tap **Skip**.
6. To complete your promotion, tap **Create Promotion**.



Once you've tapped **Create Promotion**, your ad will be submitted for review.

Your promotion will begin running after it's been reviewed and approved. You'll receive a notification in your Activity Feed after you submit a promotion for review, when it's getting reviewed, if it's approved or disapproved and when the campaign ends.