



LIST BUILDING RESOURCE LIBRARY

How to Use Instagram Guides to Grow Your List

BY AMY PORTERFIELD



While there are several strategies to grow your email list on Instagram, the Instagram Guides feature provides an excellent way to group your like-topic Instagram posts in a format that is easy to access, consume, and share.

Include a relevant call-to-action within each of your Guide posts and this resource will not only be of immense value to your audience but a great way to grow your email list.

Let's talk about this Instagram feature and how you can begin curating content in this fashion to grow your email list.

What is an Instagram Guide?



An Instagram Guide is a collection of curated content -- yours, someone else's, or a mix of the two -- that can be grouped together and displayed as a single topic resource on a separate tab on your user profile. Use Guides to repurpose and amplify the content you've already created on Instagram -- Guides allow you to curate past and saved posts.

Instagram Guides are a great way to organize posts with helpful, topical tips that will resonate with your audience and include a list building call to action. A Guide is also an excellent way to group the content you create weekly (I have a Guide with posts promoting my recent podcast episodes). Creating an Instagram Guide can help boost impressions and make your posts easy to find!

Instagram allows three different types of Guide creation: Places, Products, and Posts. The instructions and examples in this PDF will be focused on a "Posts" Guide, but set up the Guide that makes the most sense for your business.

If you have a brick and mortar you may want to highlight or recommend location-specific content via a "Places" Guide. If you sell or recommend physical products check out the "Product" Guide option for curating content.

Are you ready to create your first Instagram Guide?

Grab your smartphone and let's dive in!

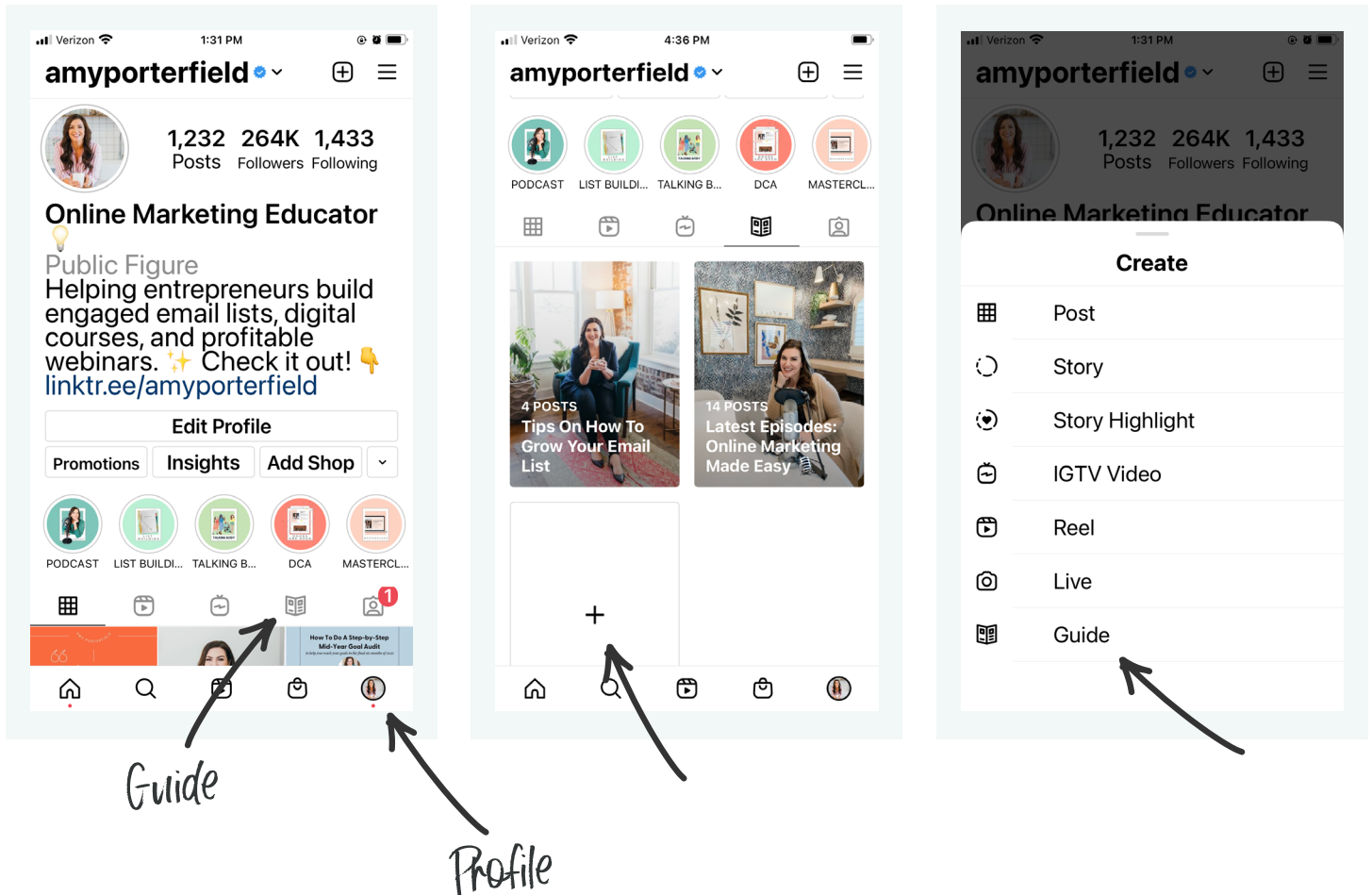
How to Create an Instagram Guide

Step 1: Create a Plan for Your Guide Content

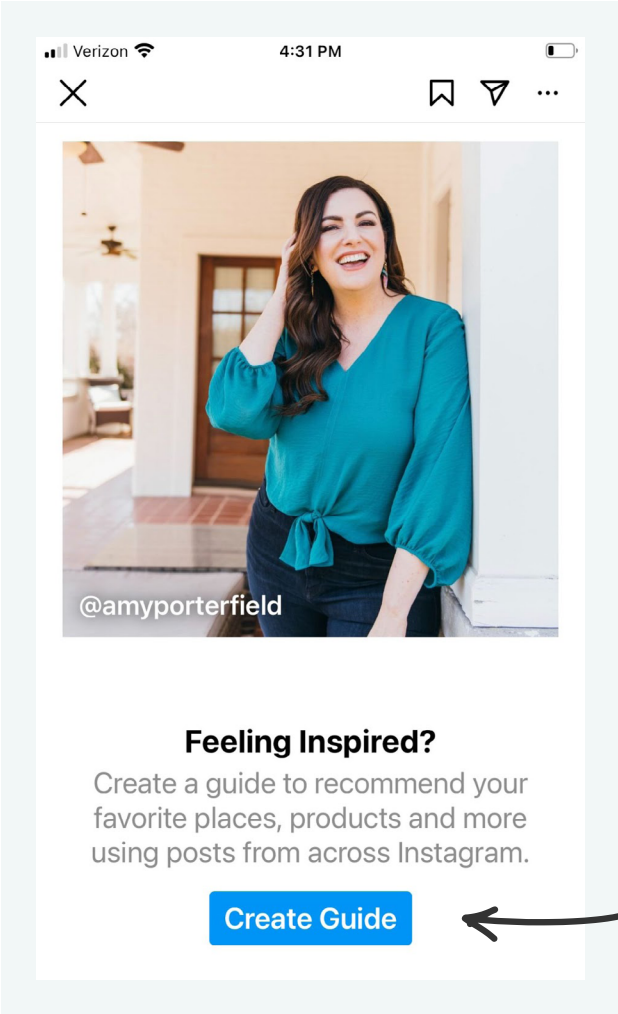
Just like you brainstorm and outline any other type of content, decide what your Guide topic will be, and which posts (with calls to action) to include. (Check out the worksheet, following this section, to plan your first Guide.)

Step 2: Start Creating Your Guide on Instagram

Log in to Your Instagram Account, Go to Your Profile Page, Tap on the Guide icon (looks like a little magazine), and Then the “+” Symbol, and Then “Guide” under the “Create” Menu

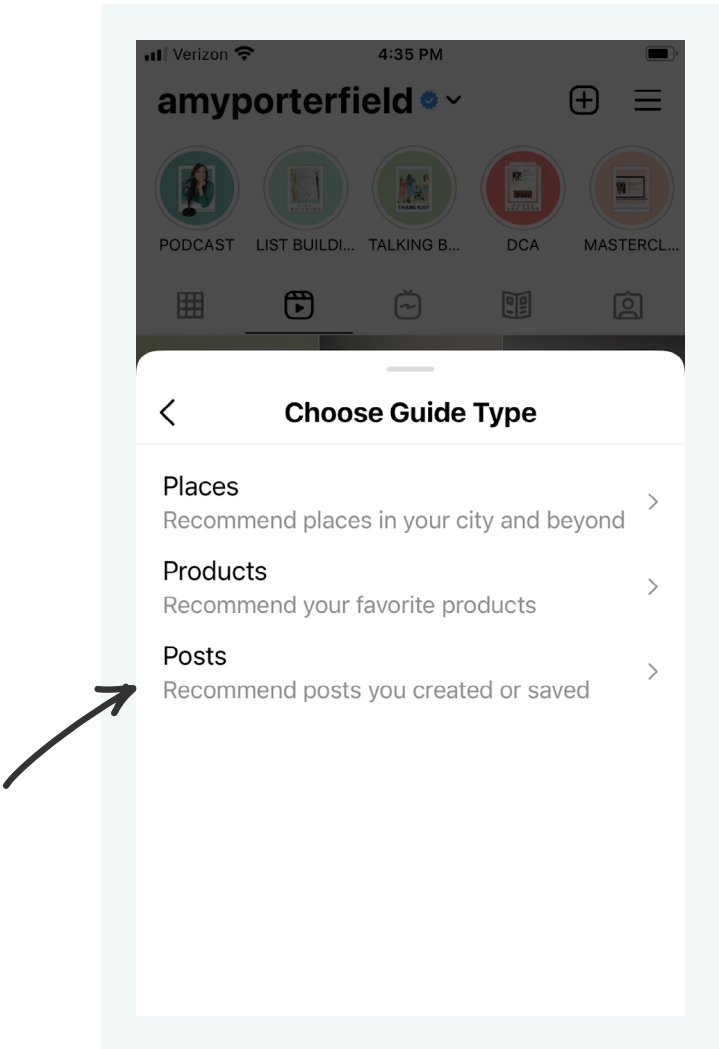


NOTE: If you've never created a Guide before, you will likely not see the Guide icon on your profile page. If this is you, go to the IG Guide area on my account ([@amyporterfield](#)), tap on one of the Guides to view, scroll down to the bottom, and tap on "Create Guide."



Step 3: Choose Your Guide Type

Remember, Instagram allows three different types of Guides: Places, Products, and Posts. We'll select "Posts" for this example.

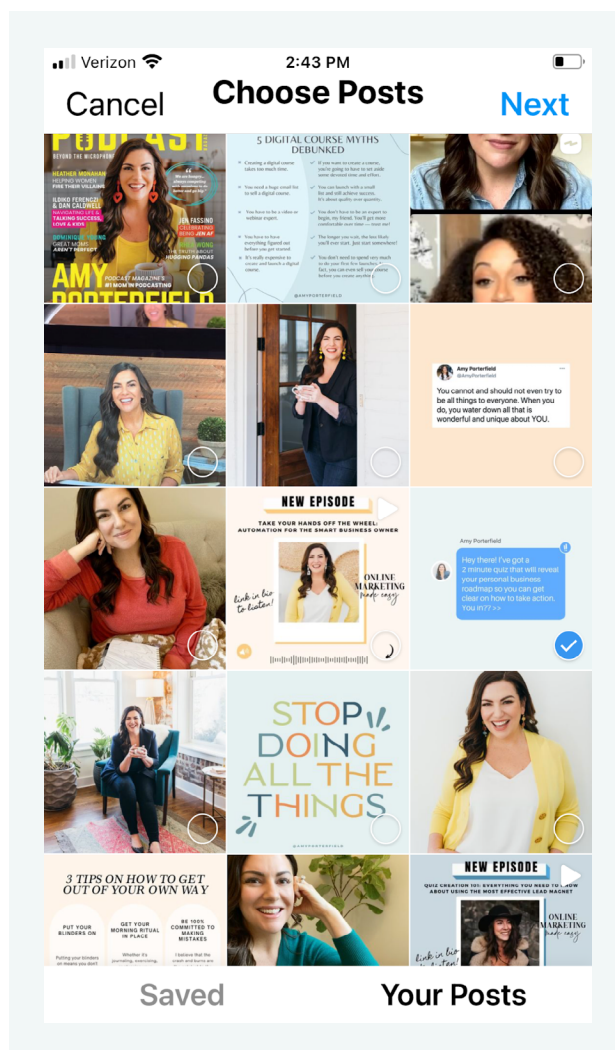


Step 4: Select the Posts to Include in Your Guide (From Your Saved Posts or Your IG Feed Posts)

You may include up to 30 different posts per Guide. Make sure the posts you choose all provide value and have a clear call to action (eg. go to the link in bio to download freebie, register for a webinar, join a Facebook Group).

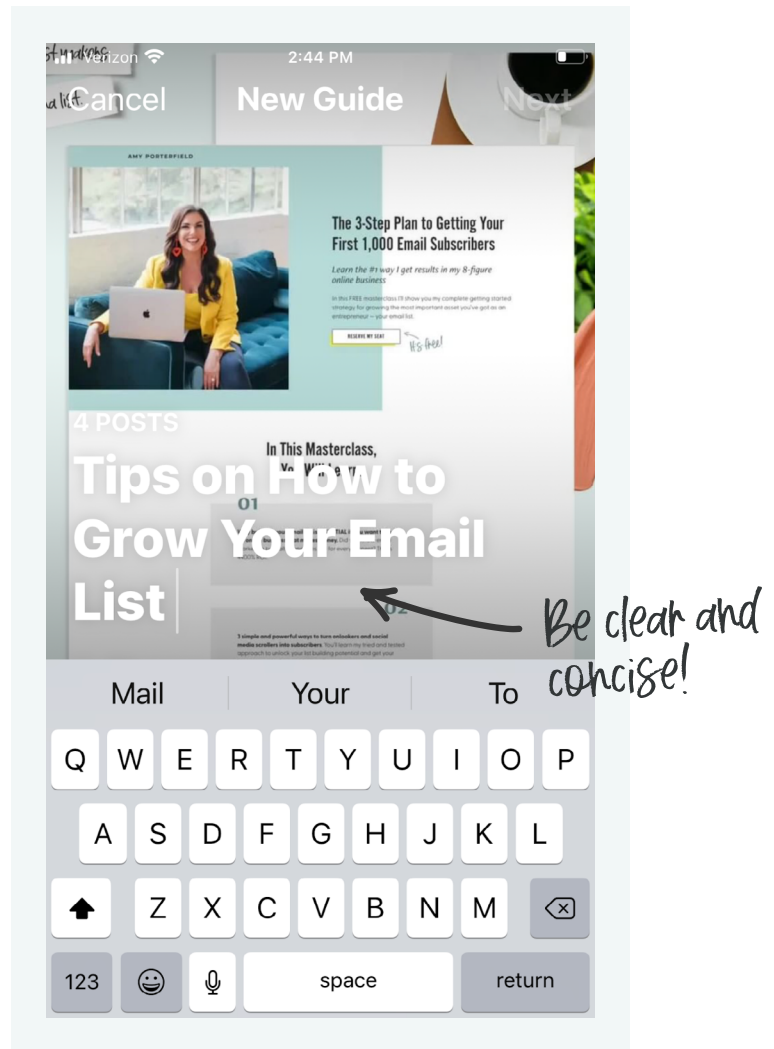
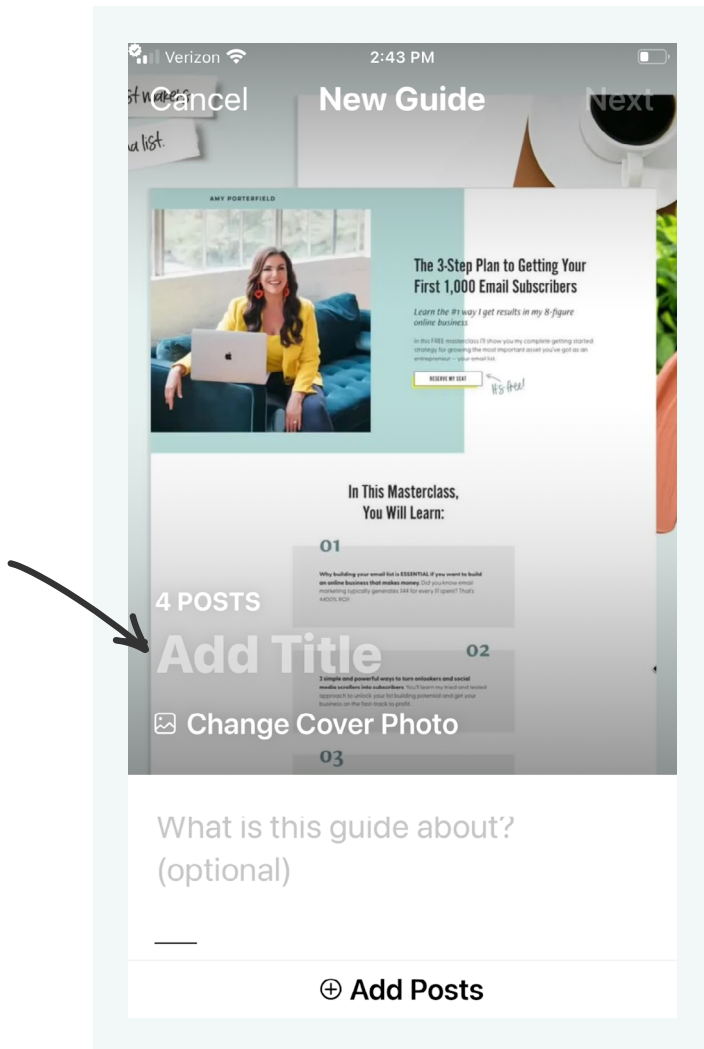
Once you've selected the posts you want to include in your Guide, tap "Next."

NOTE: You can also include posts from someone else's IG account that you've saved but I don't suggest this for the Guides you create specifically to grow your email list.



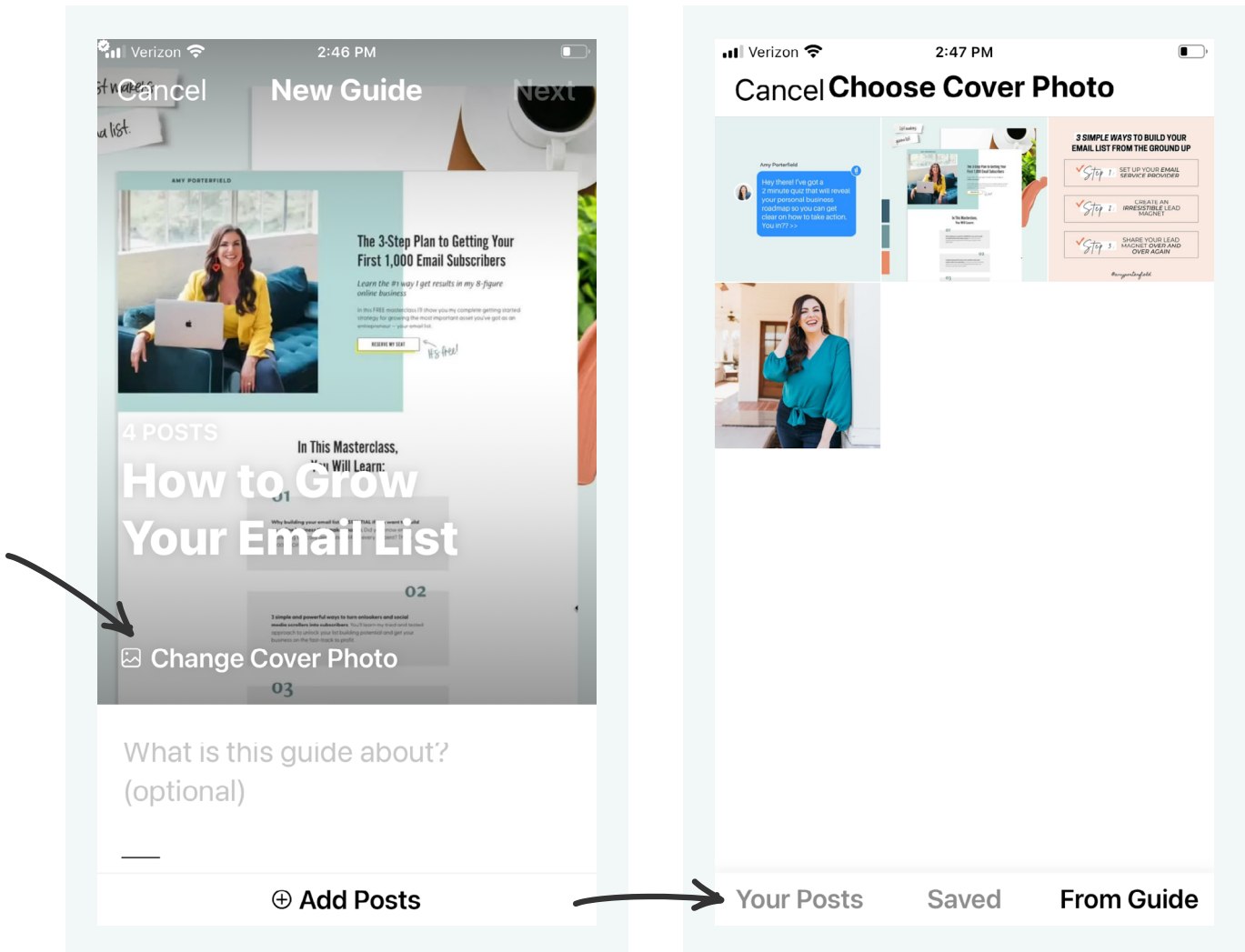
Step 5: Give Your Guide a Title

You must give your Guide a title in order to move on. The character limit is 35, so play around with it, but be clear and concise and try to use a popular keyword for your topic so it pops up in search results.



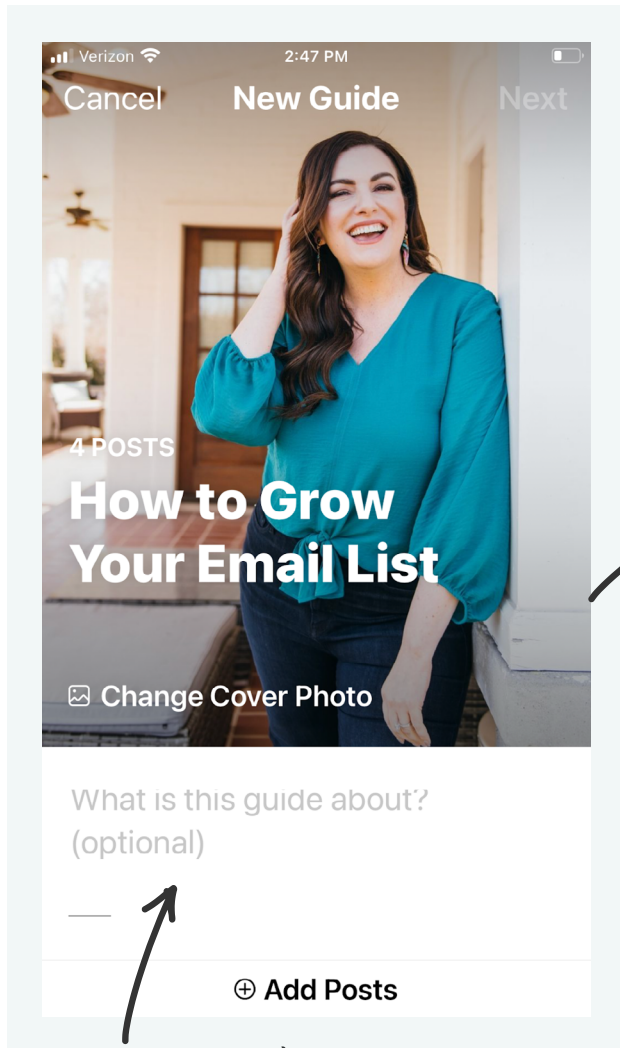
Step 6: Create a Cover Image

The default cover image may not clearly represent your Guide topic, but you can select another image. To do so, tap on “Change Cover Photo” and you will be given the option to choose an image from “Your Posts,” “Saved (saved posts from Instagram)” or “From Guide.” I’m going to choose the image of me with the blue shirt.

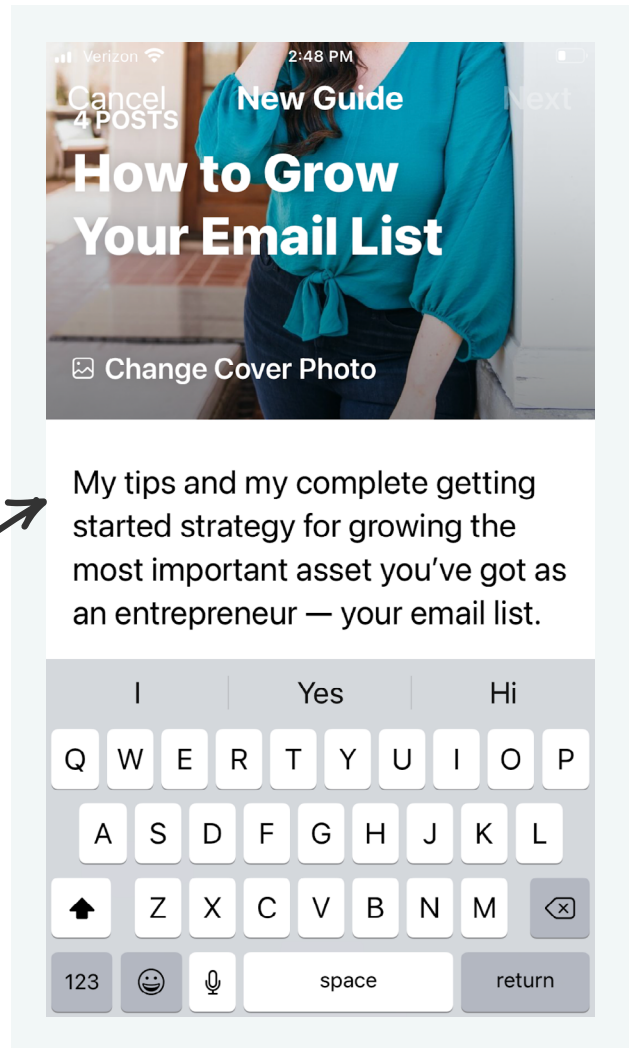


Step 7: Add a Description to Your Guide

Keep your description short and informative.

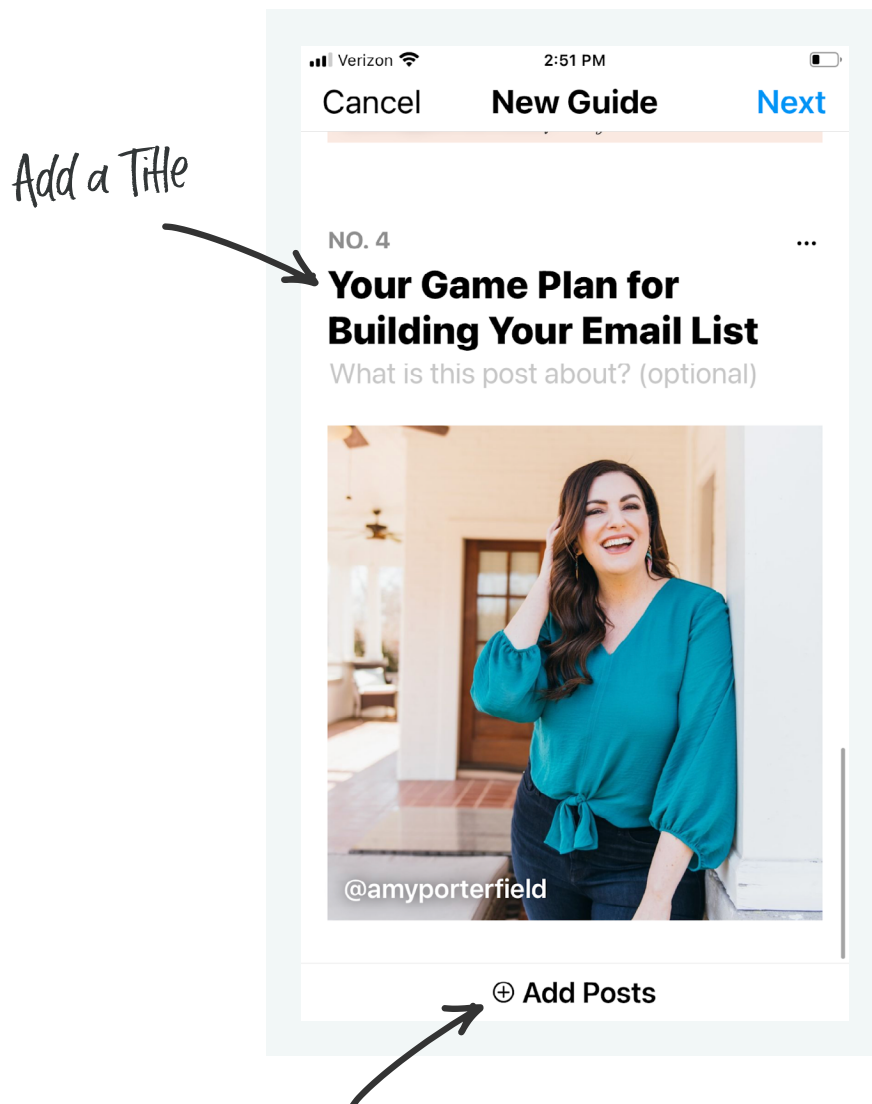


Add your description here



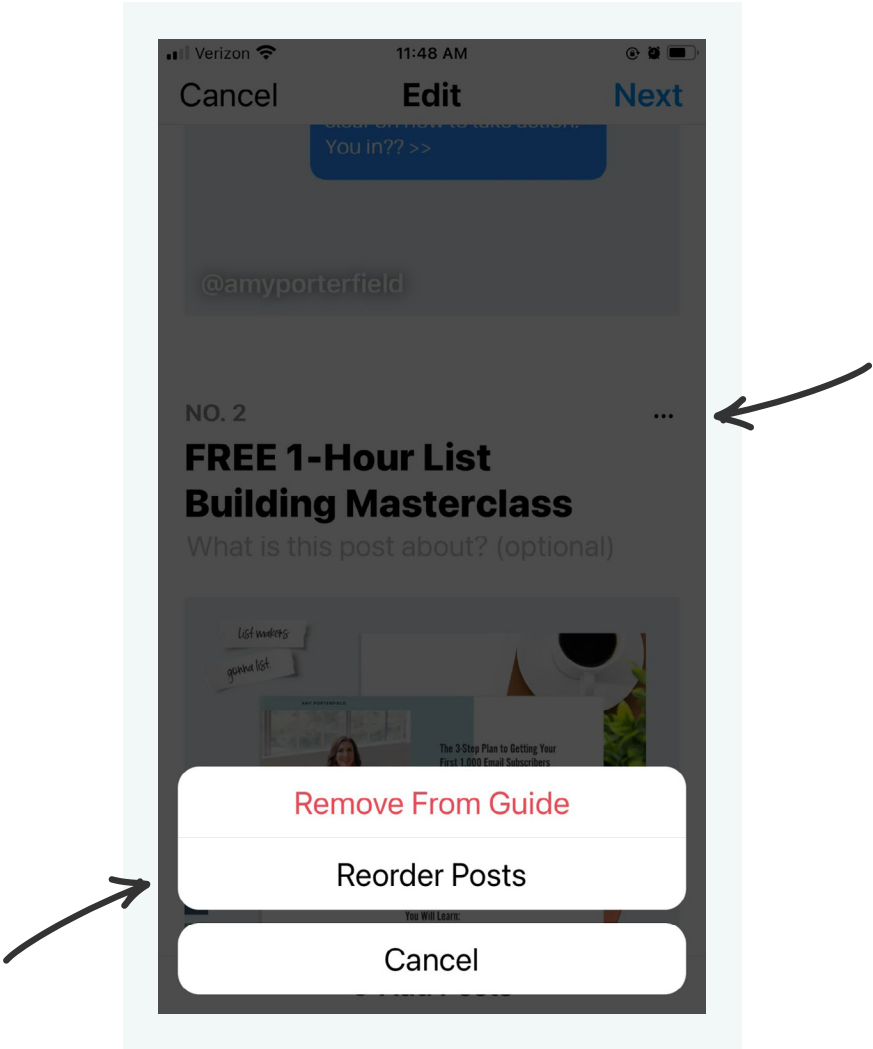
Step 8: Create Titles for Each of your Guide Posts

You must also include titles for each post in your Guide, and you can also include a description for each, if you'd like. The character limit is 24 for the post titles.

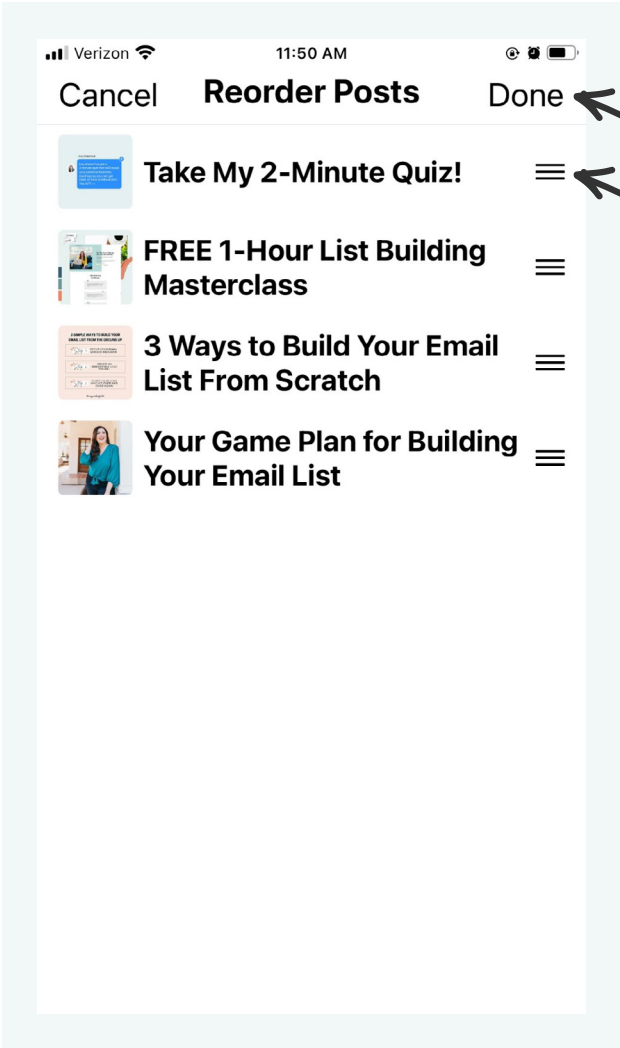


If you wish to add more posts at this point, just tap on the “+ Add Posts” at the bottom of your Guide editing page.

You may also reorder or delete the posts in your Guide by tapping on the three dots on the top right of each post and select either “Remove From Guide” or “Reorder Posts.”

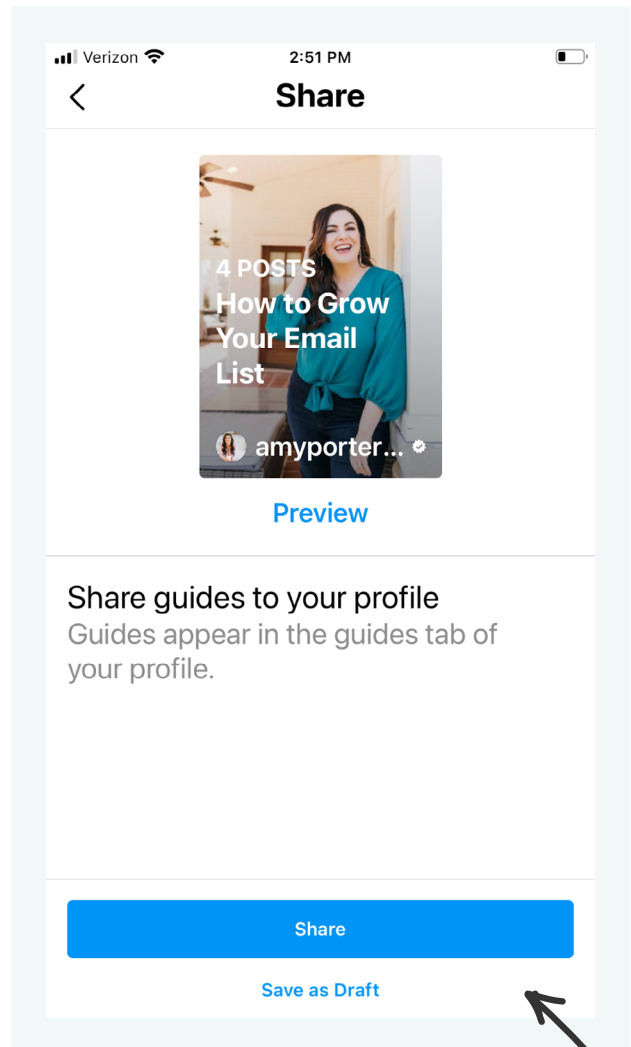
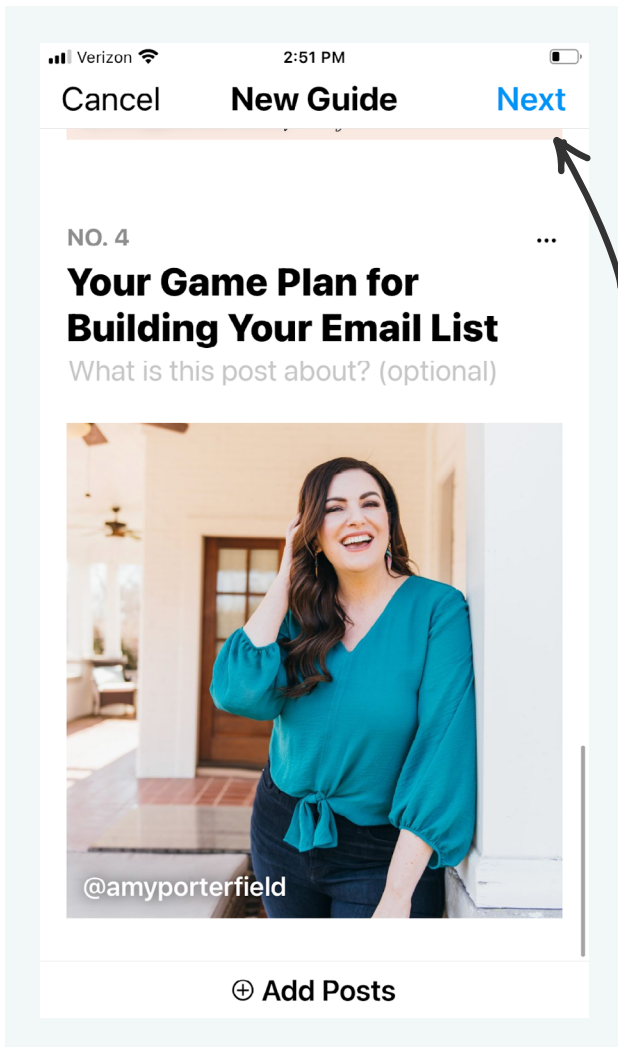


To reorder your posts, just tap and hold on the three horizontal lines on the right and drag and drop to the position you'd like it to appear. When it's in the correct order, tap "Done" on the top right corner.

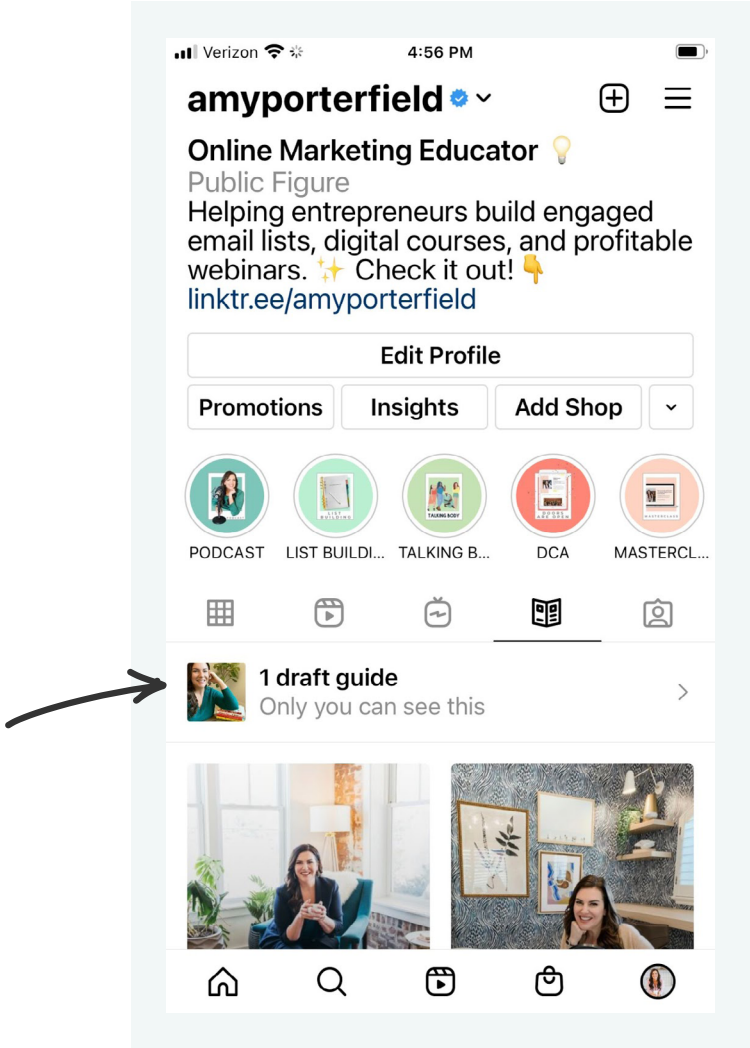


Step 9: Publish or Save Your Guide

You may share immediately or save a draft and publish it later. Tap “Next” and either “Share” or “Save as Draft.”



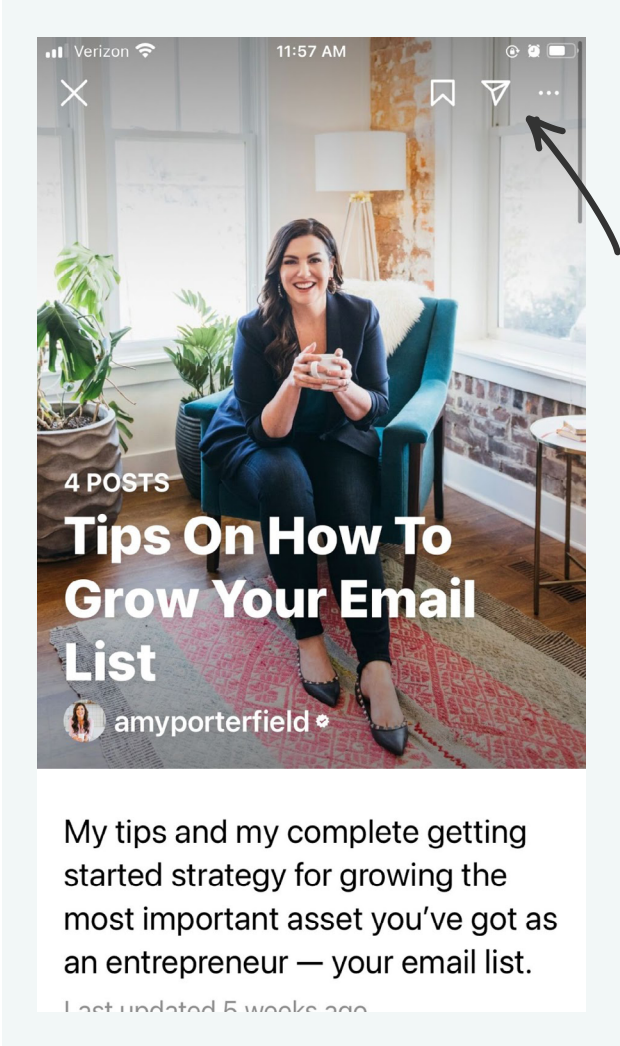
Either way, the Guide icon will now appear on your profile. Once you've published your Guide, anyone can come to that area on your profile to view your Guides and share them.



Note: If you have a Guide in draft mode, you will find it listed under your Guide icon on your profile page. It is only visible to you until published.

Step 10: Share Your Guides!

Once published, you can share your Guide to your IG Story or as a DM (by tapping on the airplane icon on the top right of the Guide), or copy the link (by tapping on the three dots on the top right) and share and share via a direct link.



Ready to create your own Instagram Guide?



Use this space to plan it out.

Guide Title: _____

Description: _____

Cover Image to Use: _____

Post #1 Title: _____

Description: _____

Post CTA: _____

Post #2 Title: _____
Description:

Post CTA: _____

Post #3 Title: _____
Description:

Post CTA: _____

Post #4 Title: _____

Description: _____

Post CTA: _____

Date to Be Published:

Guide Shared:

Story Main Feed Other _____

When you're done, give yourself a high five because you've created your first Instagram Guide!