SWITCHING TO A PROFESSIONAL INSTAGRAM ACCOUNT

Level 1

Unit 2: Setting Up Instagram for Business

Lesson 4

In this video lesson, we will go through why you should switch to a professional account, how you can switch to one and we'll also discuss the main features.

Why Switch to a Professional Instagram Account?

Whenever you create a new Instagram account, you are *automatically assigned a personal Instagram account as default*.

But if you would like to take full advantage of what Instagram has to offer, especially from a business and engagement perspective, you should definitely switch your default personal account to an Instagram Professional account.

When switching to a professional account, you get access to the following features:

- *Insights:*
  Instagram's built-in analytics platform

- *Quick replies:*
  Send a pre-written message

- *Display contact information account:*
  Followers can contact you directly via the app.

Business or Creator?

There are two types of professional accounts. There's the *Business* account, and there's the *Creator* account.
The table below will help you distinguish between the two:

	Business	Creator
Who's it for?	Brands, businesses, organisations, corporations	Public figures, celebrities, influencers
Insights	Yes	Yes
Quick replies	Yes	Yes
Contact Info	Yes (Mandatory)	Yes (Optional)
Primary/General DM	No	Yes

Essentially, both Business and Creator enable you to access Insights and Quick replies. The difference is in the ability to display your contact information, where it is mandatory in Business, and optional in Creator.

The other difference is that the Creator account gives you the option to have two inboxes. This helps you to better segment your messages (more on this later).
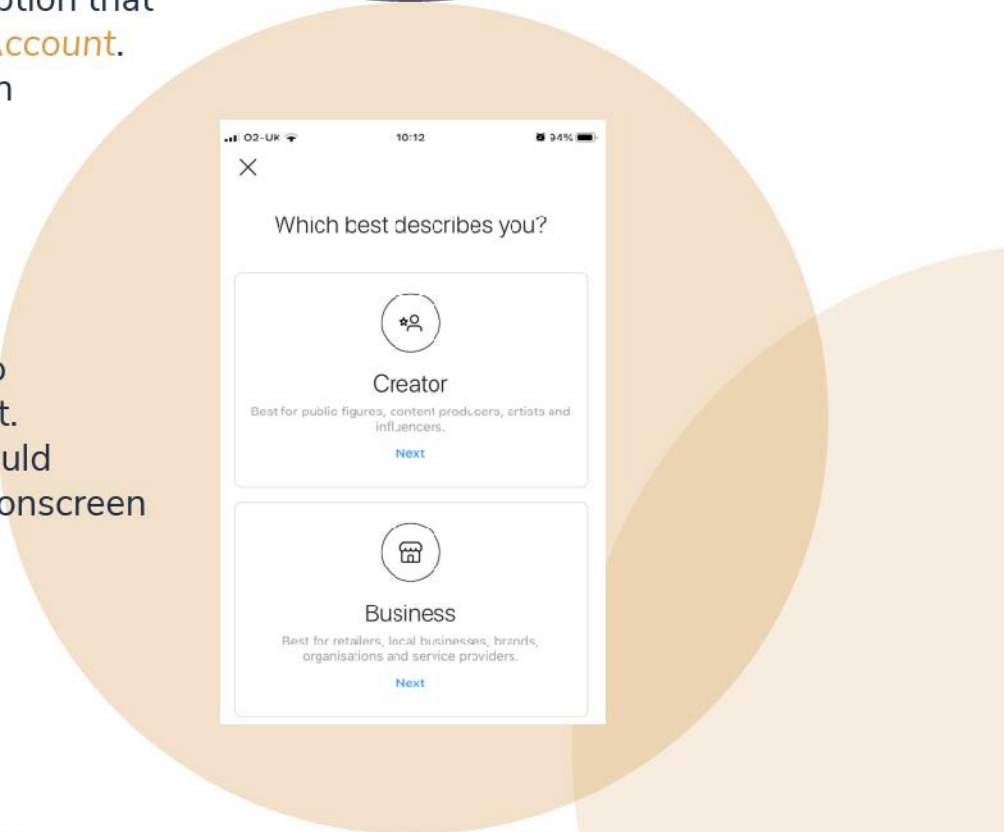
How to Switch to a Professional Instagram

To switch your account, go to the *Settings* option via the Main Menu (☰). Then select *Accounts*.
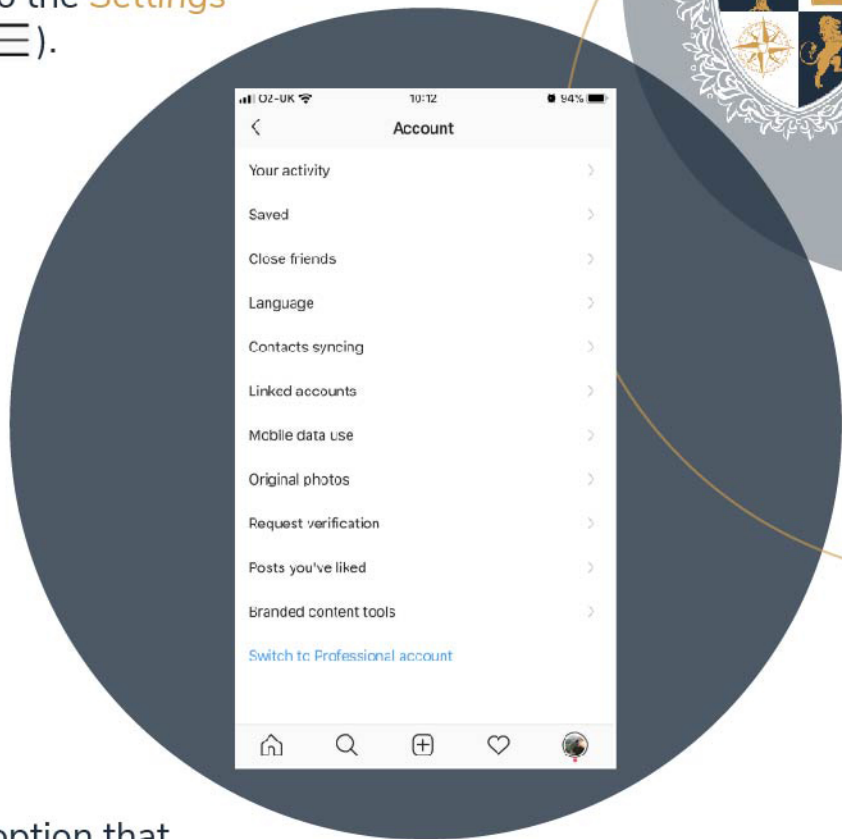
On the next screen, tap the option that says *Switch to Professional Account*. In doing so, you will be shown two options:

Here, you can either switch to a Business or Creator account. Select the option that you would like to choose and follow the onscreen instructions.

Important:
When switching to a professional account, you need to connect your Instagram account to a Facebook business page.

# Main Features of Professional Accounts

Instagram Insights

The Insights analytics platform shows you the latest information about your audience (followers), including gender ratio, age range, location, and when they are most active.

It also gives you information on your Instagram account's activity; this includes the number of profile visits, reach and impressions.

To access Insights, click on the main menu icon (≡), then click on *Insights*. Here you will see all of Instagram's analytics information, which is divided into three tabs: Content, Activity and Audience.

Content

The Content tab shows you how your posts and stories that you have uploaded in the past seven days have performed, which include the number of views they have attracted.
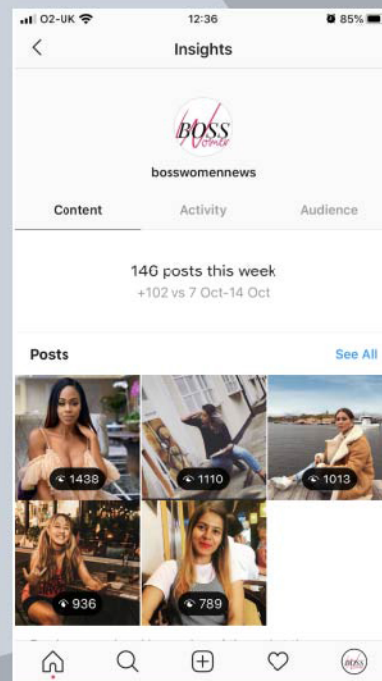
Activity

The Activity tab shows you the level of interactions your Instagram profile receives.

This includes the number of profile visits, website clicks and emails. It also shows you the number of impressions (post views) and reach (the number of accounts your content has reached out to).
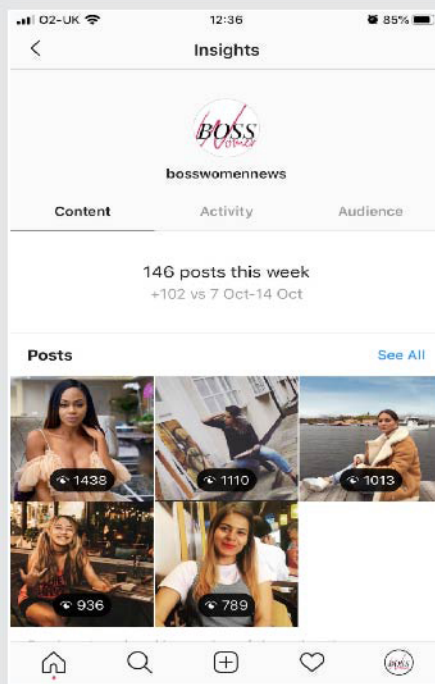

Audience

And finally, the Audience tab shows you information about your followers. This includes age range, location and when the majority of your followers are active.
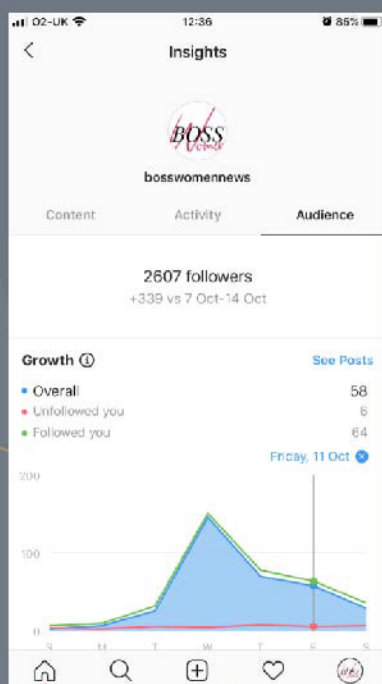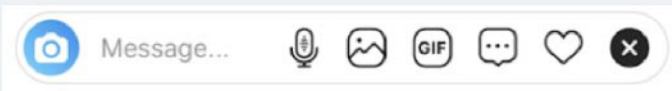
Quick Replies

Quick Reply is an option where you can create a pre-written reply for your direct messages. This is especially useful if you receive a frequently asked question.
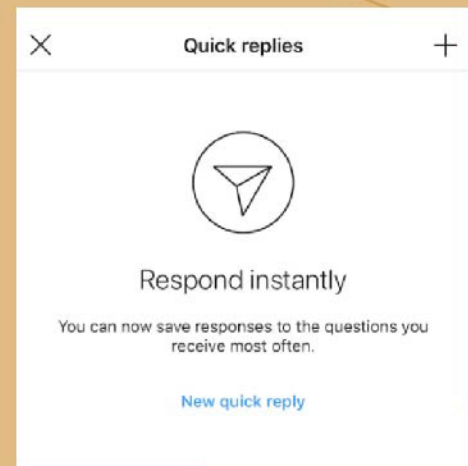
Creating a Quick Reply is relatively straightforward. Simply open up the Direct Message feature on Instagram and create a new message. On doing that, select the **+** icon to open up the full list of options.
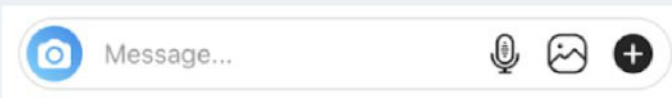
Then select the Quick Reply icon ([...]).

You'll then be taken to a new pop-up that will prompt you to create a new Quick Reply. Then, click on *New quick reply*.

From here, you'll be asked to fill out a form where you can write your pre-written response along with a keyword shortcut. This keyword shortcut will prompt the message to appear when you type in the shortcut as the first word of your message.

Direct Message Inbox (Creator Account Only)

While the Business account has a single inbox with the request tab, the Creator account comes with two inboxes: Primary and General.

This has been highlighted by Jagoda Furtado.

The primary inbox is for followers you know personally. The general inbox is for those who you don't know.

When you switch to a Creator account, all your messages will still show up in your primary inbox. But you can easily move your messages from Primary to General inbox, or vice versa.

To segment your messages, simply select the message that you would like to move, then select the ⓘ icon.
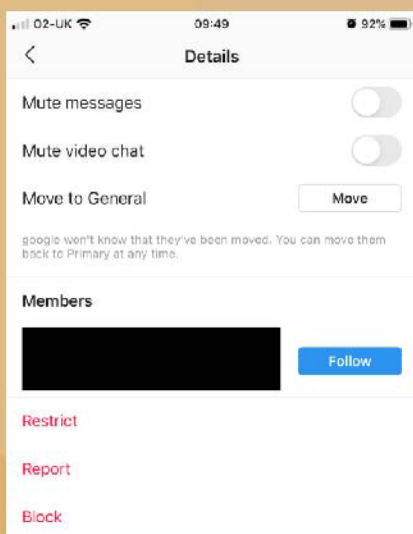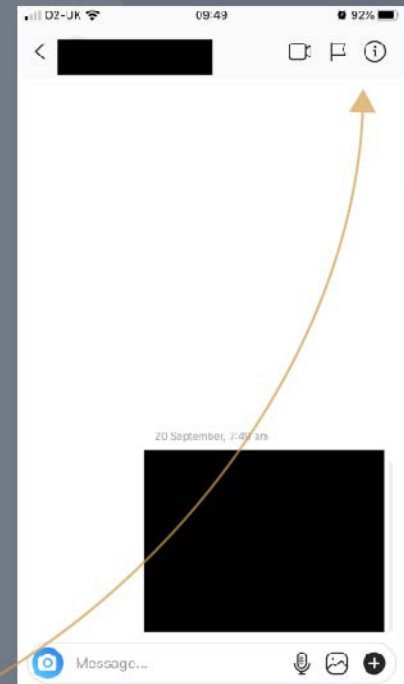
Then select the button that says Move.

When segmenting your messages, you can move your messages from Primary to General, or vice versa.

Obviously, doing this for all your messages can be time-consuming. We suggest that you only move new messages going forward.

Note:
Segmenting your messages this way takes a long time. It is advised that you segment new messages going forward.

What Do The Influencers Do?

Annie M.

Annie M. explained that as an influencer, it is really important that you switch to a professional account. When talking to brands, they want to know your Instagram profile's statistics.

Early on in Annie's influencer journey, Annie was still using her personal account. It was only when brands were asking about her statistics, this prompted her to switch to a professional account.