

A BROKER'S GUIDE TO Instagram

by **ubank**

What is Instagram?

A social media platform that aims to inspire and educate through a range of formats.

Why TikTok?

The most effective platform for building an active community on social media.

82% of people find products and services via Instagram.

Your opportunity

Reach buyers in the lead up to purchase by building relationships and becoming a trusted source of information.

Audience Stats

13
MILLION

active Australian users on Instagram

2ND

It is Australia's second most-used social media platform

8.3
HOURS

Australian users spend 8.3 hours per month on Instagram

Content that works

Showcase your persona: Share your expertise, brand values and personality through a unique tone of voice.



Social-first information: Use Canva (or another editing platform) to explain complicated information in a bite-sized, graphic post.

Human-led content: Don't be afraid to show face and talk to the camera in a 'watchout' or 'word of mouth' style.



Content ideas

Social proof

- Share a client gift
- Client success stories and reviews
- Demonstrate the benefits of your service and what you offer

Tips & tricks

- Share your view on recent legislative/rate changes, or topical headlines
- Create a home loan glossary, for example, 'Chattel mortgage: fancy French dessert, or finance solution?'
- Share useful industry related content such as your three favourite budgeting apps

Personalise your brand

- Behind-the-scenes of a broker and day-in-the-life style content
- Sharing motivational quotes for saving
- Introduce your staff and celebrate life events

Frequency

There is no firm rule, but a minimum two or three posts per week to keep your audience engaged. Always take a quality over quantity approach.

Formats

It is recommended to aim for 40% Reels (vertical video content between 7-15 seconds), 60% image posts, carousels, and Stories.

Top tips

- 1** Test and learn different types of content & formats
- 2** Share both proactive & reactive content
- 3** Analyse your post insights!

Learn more

[Get your business started on Instagram](#)

[Advertising on Instagram](#)

[Small Business Instagram Guide](#)

[How to engage your audience with Instagram Stories](#)

[Instagram post tips](#)

[How to create an Instagram Reel](#)

Disclaimer: This information has been provided by the ubank Growth team, and may not apply to your specific situation. If in doubt we advise you to consult with marketing professionals.