

Insta Tips to Help Your Kids Activity Club Thrive!

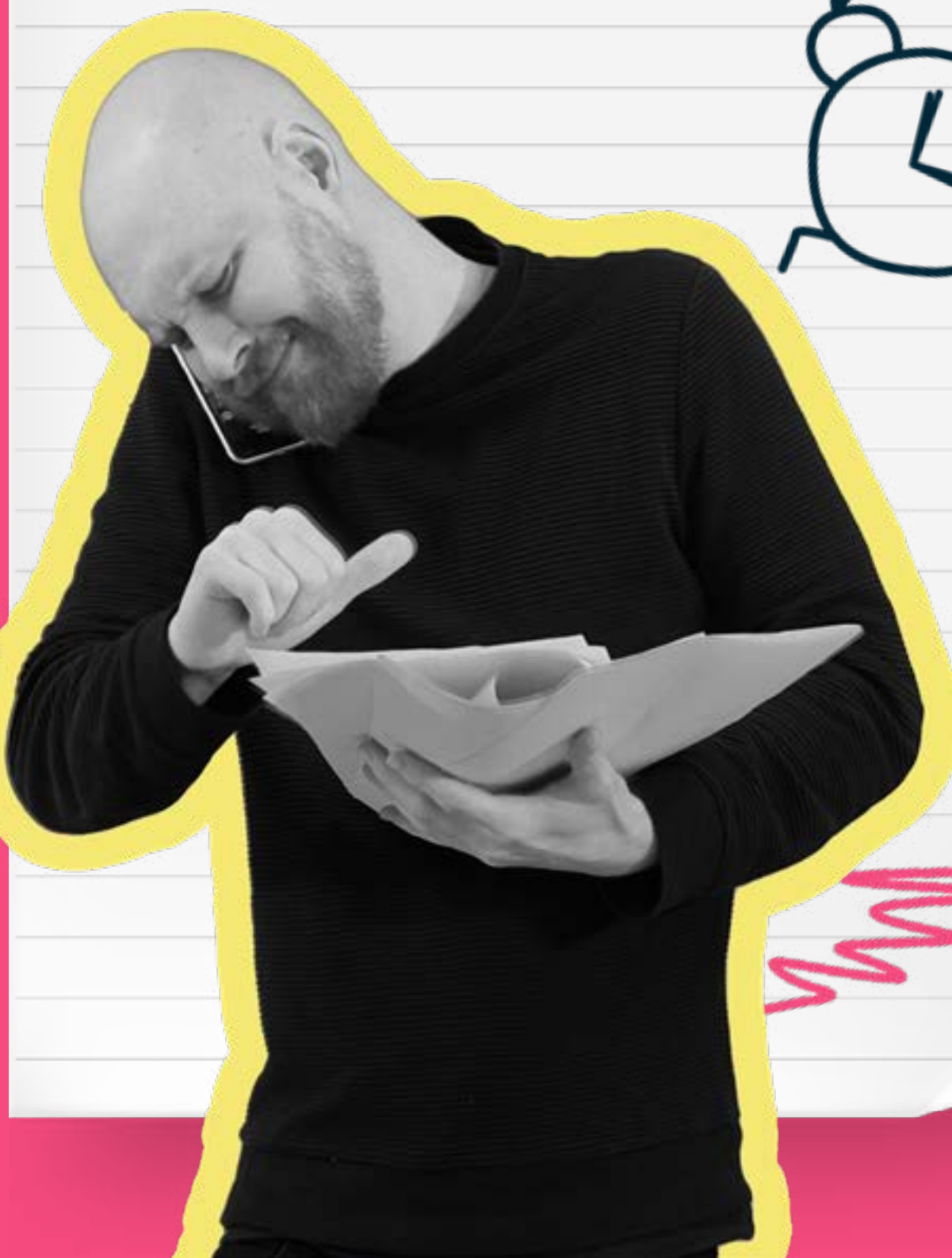


Hey!

We get it - managing your Instagram account, or any social media channel for that matter, - is super time-consuming — especially when you've got a million things on your to-do list.

From making sure your class content is planned to managing payments, social media can sometimes sit at the bottom of your list. But fear not!

We're here to give you some simple tips to help you get your content noticed, create a lasting connection with your audience and save time! Ready to get started? Let's dive in...



Bio Optimisation

Optimising your bio is one of the simplest things you can do - even if you're a complete beginner. It's a 5-minute job, but it will help expose your account to more people. Here are 3 steps to get you started:



www...



Changing your name (not your handle) can help potential customers find you. Putting your niche here will help you appear organically in search queries. Think of it as parents googling classes, but on Instagram.



Include search expressions that your customers are searching for in your bio - you might want to sum up your classes in 3 short, snappy sentences.



Include a booking link in your bio. If you're using the ClassForKids system, you can include your booking schedule link in your bio to encourage parents to book directly. This makes it really easy for parents to book and pay for classes straight from your Instagram profile.

Book Now!

Engagement

Engaging with followers is something you should be doing all the time because it's a great way to build your community. Not only that, but it helps build trust with potential and current customers.



Start responding to the people who comment on your posts.



Make sure you're encouraging people to ask questions in your DMs.



Re-share content to your stories and actively encourage customers to tag you in their posts.



Use interactive stories to engage with your audience. Start using the quiz, poll and question box features - they actively build your community, and it's **FREE**.



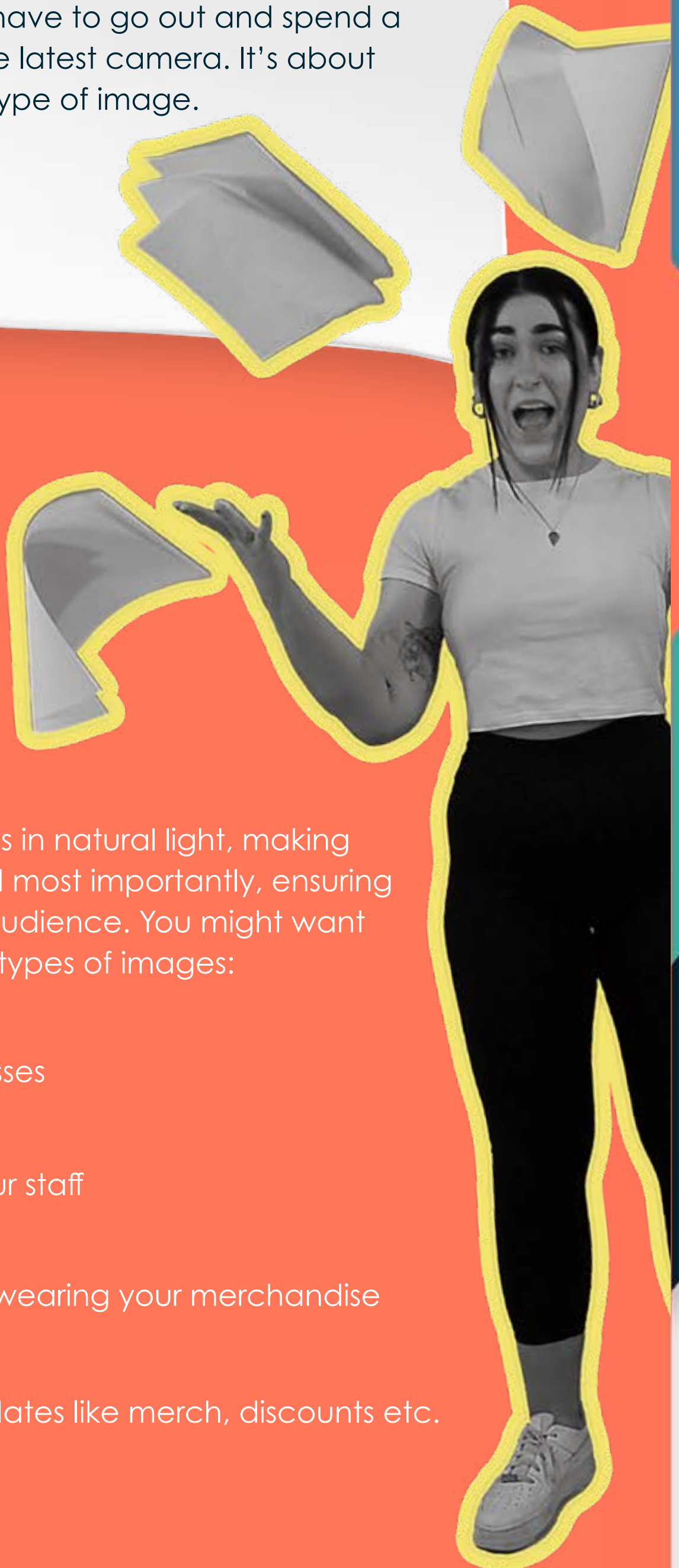
Tip: Get customers to share pictures of their children in their uniforms and re-share this on your stories/feed - just make sure you have permission first. Try using the poll feature to gather intel on what parents and children love, or try the quiz box to see how well customers really know you.

Content Planning

Instagram is a visual platform, so high quality images and videos are super important. But that doesn't mean you have to go out and spend a ton of money on the latest camera. It's about snapping the right type of image.

That means taking images in natural light, making sure they're focused, and most importantly, ensuring they're relevant to your audience. You might want to consider the following types of images:

- Photos of your classes
- Introduction to your staff
- Photos of the kids wearing your merchandise
- Share exciting updates like merch, discounts etc.





Make sure your videos are interactive and fun to watch! And make sure they aren't too long - you don't want to lose a users interest



Use carousel posts to tell a story! You can share up to 10 images or videos, so if you've got tips or memories from a workshop/camp, try out this type of post!



Post more of the content that your customers engage with!



Stars of the week



Tip: To take your photos to the next level, you could try downloading free editing software like Lightroom or InShot. There are lots of free tutorials on how to use these on Instagram and YouTube.



Reels & Stories

Who doesn't love a good reel? Most of us probably spend more time than we care to think, scrolling through reels every day, but it's more than just scrolling - it's an opportunity to capture the attention of 1000s of potential customers.

Try showcasing your classes, your team, your culture, and your brand through reels. Reels are a fantastic tool for educating people, so apply the following to your reels:



Keep them short and snappy



Including a hook in the first 3 seconds - ask an engaging question or address a problem



Use trending audio



Speak to your audience



Using a bold call to action at the end



Show your face - people love getting to know the faces behind a brand!





Stories are a great way of updating your customers or asking them to take an immediately.



Start improving your stories strategy by:



Sharing your latest post from your grid to drive traffic



Sharing stories from your classes (live if you can!)



Using the 'Link Sticker' to drive customers to take action. This might be to book a class, workshop, or camp - and the great thing is you can create a sense of urgency



Captions Matter

Making the most of your Instagram doesn't stop at good content, you need to hook people with bold captions. Customers can only see a snippet of what you're saying, so make sure the opening line is catchy and relevant.



Tip: Ask rhetorical questions in your captions and **ALWAYS** include a bold call to action. You might want to try something like, "Wondering if our classes are right for your child? Drop us a message for a chat!"

Good captions will make customers want to read the next sentence. Try striking a good balance with your captions between sentence length and emojis. Breaking your copy up makes it easier for customers to understand your point.

Here are some examples of captions you might want to use:

- Today _____, tomorrow _____
- Double tap if _____
- Give us a [emoji] if you _____
- Comment yes if _____
- Save this post for _____



Insights & Changes

If you have a business or creator account, look at the insights area of Instagram to determine what type of content users are most interested in and what content builds your followers!

When diving into analytics, you'll want to have a clear idea of what "success" means to you.



You may want to increase your brand awareness, so reach would be important to you



If you're wanting to build your followers, then your follower count and post engagement would matter



If you're driving traffic to your website through the link in your bio, then website visits will be a metric you should monitor closely

We can't stress the importance of staying up to date with the latest changes and trends in social media - almost every day, something changes. Following profiles that provide you with social media advice, update you on the latest trends and changes and give helpful information is a must.

Was this Helpful?

Our industry leading kids activity provider software will help your business processes and allow you to spend more time growing your dream business. See how we can help you transform your business today!

Show Me!

HERE IT FROM
OUR CUSTOMERS!



“ClassForKids makes me feel like there’s a complete weight off my shoulders... their support makes everything easier than we could have ever imagined!”

- Craig, Simon Says Dance

