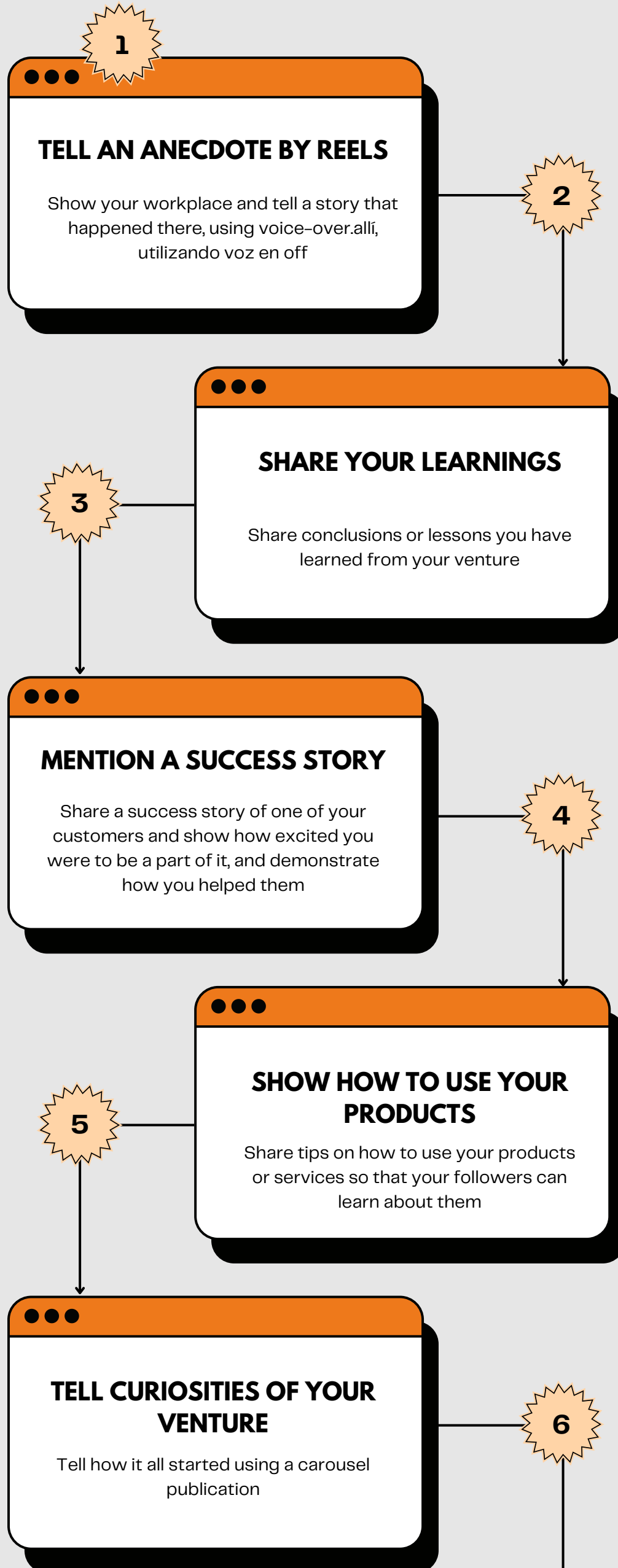


# How to **humanize** your brand on Instagram?



# How to **humanize** **your brand** on **Instagram?**

## YOUR EXPERIENCE SOLVING A BUG

Talk about a mistake you made with a customer, and explain how you solved it. This, besides helping to humanize the brand, shows that you solve the problems that occur with it

7

## SHARE A MEME

Connect with your followers through humor. I'm sure many of them will enjoy it and it will seem like a closer relationship!

8

## SHOW A BEFORE AND AFTER

Share a before and after of your business by publishing photos in carousel format

9

## EXPLAIN YOUR BRAND'S MISSION

Talk about the vision and values of your brand, and explain why they are important to the brand

10

## SHARE HOW YOU WORK

Show through a reel how you do your work. This will give a lot of confidence to your clients!

11



# How to humanize your brand on Instagram?

**SHARE YOUR REVIEWS**

Share customer reviews so that your followers can see that your customers are satisfied

12

**HOW TO PLACE AN ORDER STEP BY STEP**

Explain through a publication in carousel format or through a reel how to place an order step by step

13

**USES MOTIVATIONAL PHRASES**

Post a motivational reminder-style phrase

14

**EXPLAINS MYTHS AND TRUTHS**

Make a post explaining the myths and truths about entrepreneurship

15

**SHOW THE MAKING OF**

Show how you get ready to generate content

16



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## CREATE 'ONE DAY WITH ME'

Show your day-to-day life as naturally as possible: photos of your breakfast, your routine at work, the series you are watching, etc.

17

## SHARE YOUR RECOMMENDATIONS

Recommend movies, series and books related to your content and business

18

## CREATE STORYTELLINGS

Create storytellings with curious anecdotes about your brand, your personal stories or those of your clients

19

## ASK FOR AN OPINION

Involve your followers by publishing a product with all its variants of color, model, etc., and ask for their opinion

20

## SHARE YOUR TASTES

Share a song or playlist that you like or motivates you on Spotify, so that your followers can see your likes and feel closer to you!

INSTABOOM