

Instagram (IG) Best Practices for Tree Care Companies



Instagram is the perfect place to engage with your clients and prospects! As a “SOCIAL” platform YOUR story connects your business with your clients.

PRETTY PICTURES SELL

Now is the time to be photogenic! i.e. Before and afters of happy trees and clients.

If you do not have your own photos, you can access Creative Commons through Google to get royalty-free images. Although, your company will stand out better if your photos and copy is directly from you and reflect the personality of your company.

POSTING

Be consistent. Try and post at least once per week to keep your account in front of the people that have graciously agreed to follow you.

1. Keep a content calendar.
 2. Save a collection of IG posts for reference.
- Posting more than twice a day can get obnoxious and there are better ways to get multiple pics in front of followers, either as a collage, multiple pages in the post or you can utilize the “story” feature on IG.

STORIES

This is great way to go through your day and post multiple images. Also you can create polls, ask questions, tag people and locations and share hashtags - all to get more interaction with your clients!

HIGHLIGHTS

After you’ve created a great story, you can save it in your highlights.

LOCATION, LOCATION, LOCATION

Use the location feature - clients will be following places as well as hashtags and accounts.

WHAT ARE ALL THE COOL KIDS DOING?

Find an “influencer” in your neighborhood - have a local celebrity? Ask them to tag and mention your company if they are happy with your services!

HASHTAGS

Hashtags are one of the most important ways to get engagement and new followers on IG. IG allows 60 per post but you shouldn’t use 60! Only use hashtags that are appropriate.

One or two of the most popular #treecare (43k posts) or #lovetrees (98k posts) are ok, but quickly get lost in all the volume. It is better to use hashtags that are specific to your company/area and project.

example: You’re posting about a challenging pruning project of an older tree.

Appropriate hashtags would be:

*#pruning #oldertreesneedlove
#lovetrees #yourcompanyname #place*

WORK SMARTER - NOT HARDER

Triple-post to Facebook/IG/Twitter at the same time! Also, the algorithm loves triple posting so more people will see your post in their feed.

REGRAMS/REPOSTS

IG is a social-sharing platform, so typically people are thrilled when you share their posts - as long as you give credit where credit is due! You can ask permission from the person you are sharing by DM (direct message) or by tagging them.

The Repost and Reposter apps are two free apps you can use; just download and follow directions.

Feel free to access any original content from Tree-CareTips.org - TCIA has made this website for you to share directly with your audience and can be a great resource!

If you have any questions, please contact
marketing@tcia.org

Last, but certainly not least, don’t forget to tag @treecareindustry so we can give you some love back!

