



Using Trello to Simplify Instagram Management

Working your Instagram strategy can be timely and overwhelming for most business owners. This download covers our tested process to easily write Instagram Posts and Share them to Instagram.

Our team uses this strategy to manage hundreds of Instagram posts per month and it will truly transform your ability create a successful Instagram Community.

Apps We Use:

Trello - [Trello.com](https://trello.com)

Canva - [Canva.com](https://canva.com)

[Instagram](https://www.instagram.com)

The Normal Process for Instagram Management:

The typically process followed for businesses managing Instagram goes like this:

- Take photo on phone or email image from computer to yourself to save to phone
- Open Instagram and find image that was saved to photo roll
- Adjust filters
- Add description
- Think of potential Hashtags you could use, have spelling autocorrect turn hashtags into 2+ words, give up after 2-3 hashtags have been added
- Forget to add a location
- Click post and start randomly following people
- 30 minutes later realize you are still on Instagram and running late for a meeting

The purpose of establishing a process for managing social media is to ensure that you can actually spend your energy on the core aspects of your business.

What you Should be Doing for Instagram Management

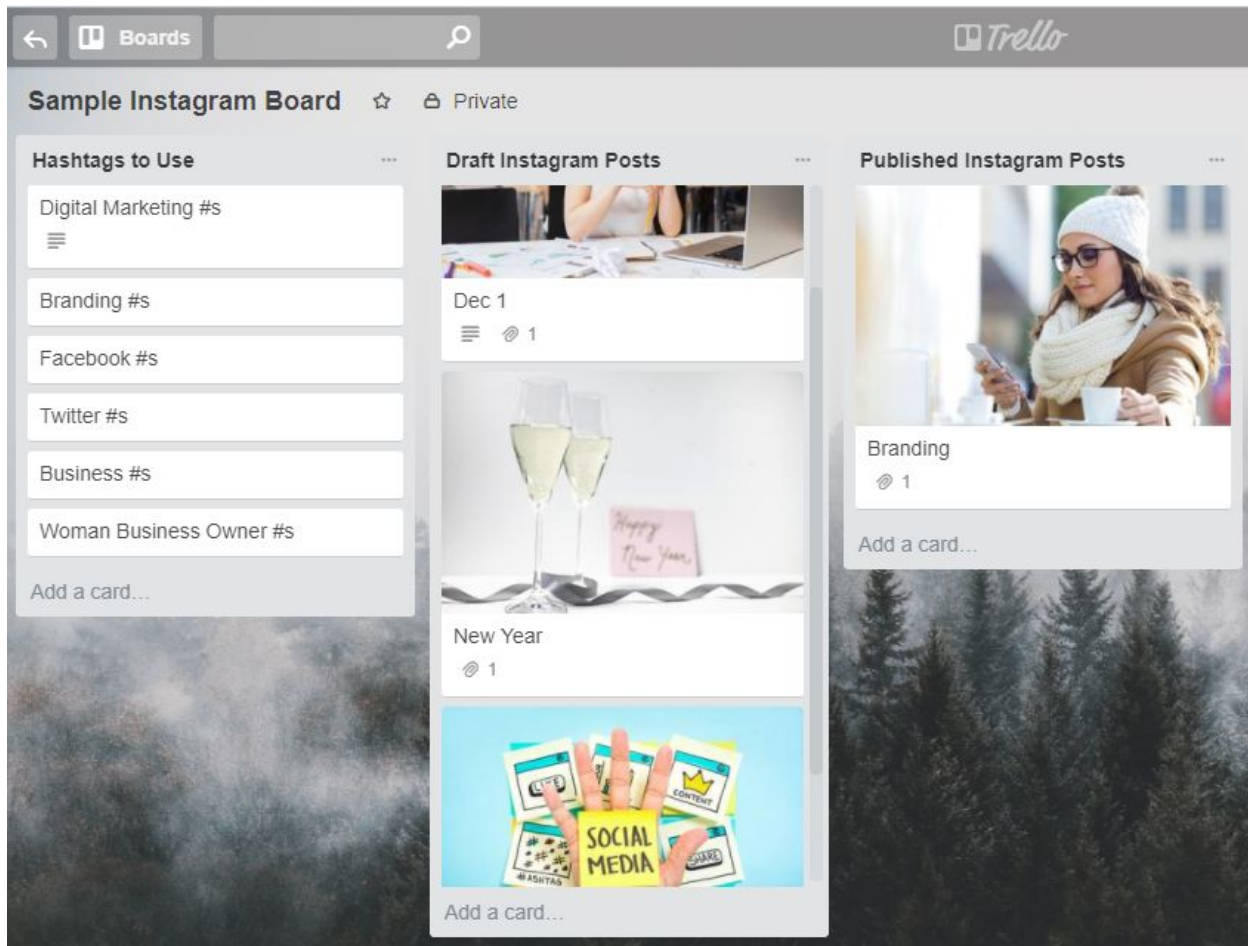
Rather than trying to type and create Instagram posts on your phone, we recommend pre-writing and creating posts utilizing apps and tools to make the process easier and more streamlined.

It all starts on Trello.



[Trello](#) is a collaboration tool that organizes your projects into boards. In one glance, **Trello** tells you what's being worked on, who's working on what, and where something is in a process.

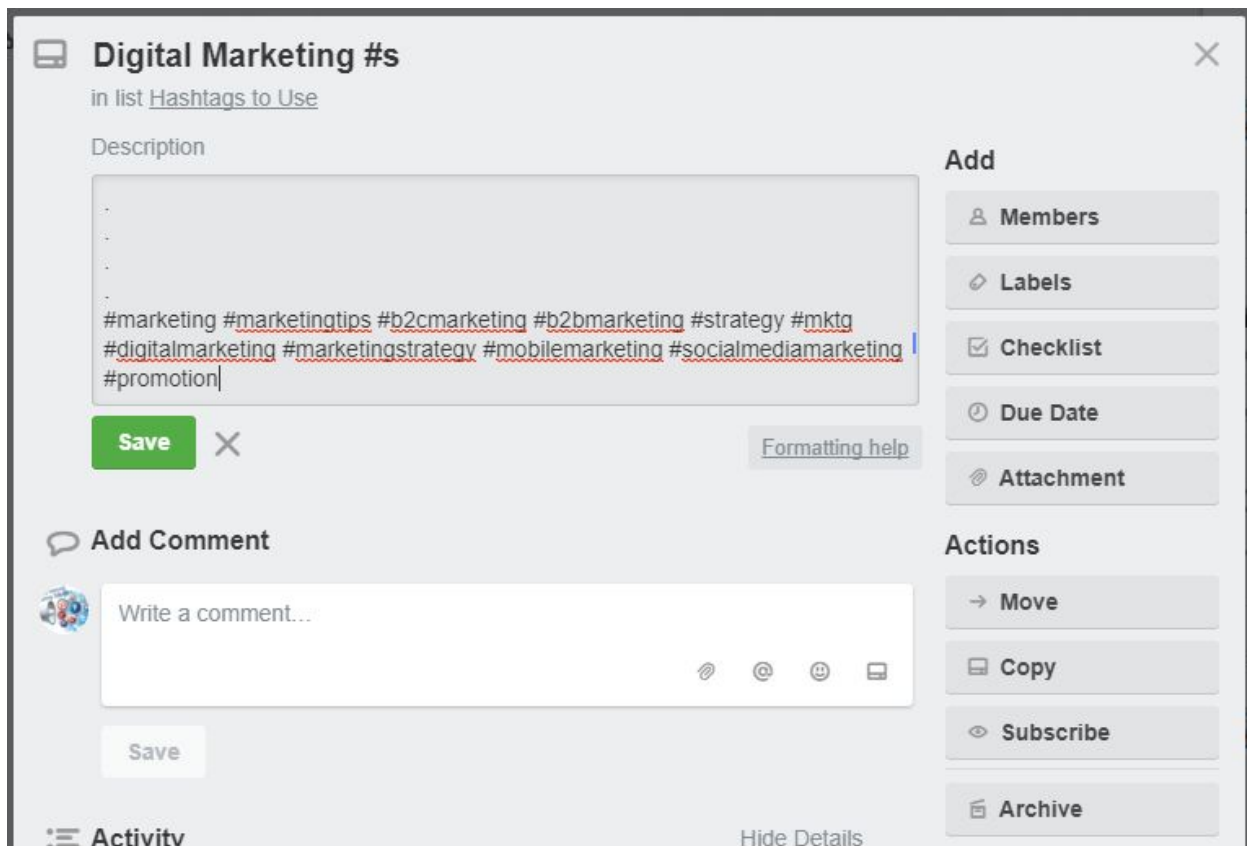
Step 1: Set up Trello



- Once you have created your account, Create a New Board.
- Each board is comprised of Lists, and each List is made up of Cards.
- Within the Cards, you can upload images and create Descriptions.
- Create the following Lists:
 - *Hashtags to Use*
 - *Draft Instagram Posts*
 - *Published Instagram Posts*
- Under *Hashtags to Use*, add Cards for common topics you will be posting about
 - For each of these Cards, Edit the description to include a list of the hashtags that fit this category.



- Hit: Tools exist online to find top hashtags that are related to various topics. I recommend just doing a Google Search for "the top hashtags for XYZ Topic"
- Copy and paste these into the description of the corresponding card and add additional brand-specific hashtags (#yourcompanyname, etc)
- Add any additional formatting - we prefer a space between the post description and the hashtags.

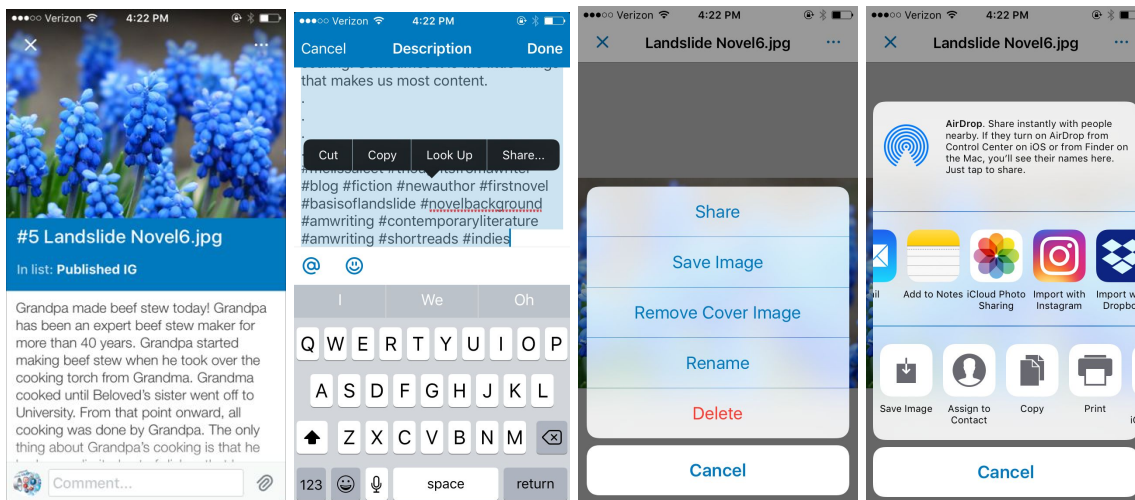


- Under *Draft Instagram Posts*, create a Card for each individual Instagram post you want to publish.
 - Add the post description as the Card description
 - Copy and paste the corresponding hashtags to the Card for the post
 - Upload an image from your computer or phone to the Card
 - We do recommend adding an image to each card so you don't need to sort through all of your images on your phone when you go to post.
 - If you want to create custom images, we recommend utilizing Canva and creating templates for consistency.



Step 2: Getting post from a Trello Card to Instagram

- Install the [Trello App](#) on your phone
 - Open Trello on your phone and navigate to the Board with your Instagram Posts,
 - Click to open the Card with the Instagram post you wish to publish
 - Click into the Description and copy the text you have written
 - Click out of the Description and Click on the Image associated with the post
 - Once the image is full screen, Click the 3 dots in the upper righthand corner and select the option for Share.
 - Click the Instagram icon (Import to Instagram).
- This will open up Instagram with the image loaded



- Paste the Description, which you've copied from the Card as the post description.
- Add a location or share to Facebook if necessary
- Click Publish and you are done!
- For organization, after you publish a post, just drag the corresponding Card to the Published Instagram Posts List.

This process allows you to pre-write the content and really make sure you are following a strategy rather than coming up with posts on the spot. To best manage your time, batch the writing of your social media posts or at least create cards of post ideas that you can later fill in. This way, you may find yourself only writing posts once per month or once per week, but still have enough content to publish every single day.

Good Luck!