

# INSTAGRAM AND PODCASTING

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**Tactical Skills  
for the Growing Business**

**INSTAGRAM**





Available on the  
**App Store**

**HASHTAGS**

**#HASHTAGS**

**hash·tag**

**'haSHtag/**

***noun***

**plural noun: hashtags**

**(on social media sites such as Twitter) a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.**

**"spammers often broadcast tweets with popular hashtags even if the tweet has nothing to do with them" the hash or pound sign (#).**

**WHY????**



**#BETHHEM CENTRIC**

**POSTING TIPS...**

**1.**

**2-4 PAGE POSTS**

**PER WEEK**

**2.**

**2-4 STORY POSTS**

**PER DAY**

**3.**

**5-7 HASHTAGS**

**PER POST**

**4.**

**LOCATION**

**TAGGING**

**5.**

**OTHER USER**

**TAGGING**

**@JIMMCCARTHYVOS**



**PODCASTING**

**A podcast or generically netcast, is an episodic series of digital audio or video files which a user can download and listen to.**

**It is often available for subscription, so that new episodes are automatically downloaded via web syndication to the user's own local computer, mobile application, or portable media player.**

**WHY???**

**5 EQUITIES**

**OF PODCASTING**

**1.**

**PRESENTATION/**

**SELLING SKILLZ**

**2.**

**PERSONAL**

**BRAND**

**3.**

**YOUR BUSINESS  
SPONSORSHIP**

**4.**

**OTHER BUSINESS  
SPONSORSHIP**



**5.**

**ACCESS TO**

**INFLUENTIAL PEOPLE**

**[JIMMCARTHYVOICEOVERS.COM/PODCAST](http://JIMMCARTHYVOICEOVERS.COM/PODCAST)**