Start Here | How to Use Instagram Resources

Welcome to the Instagram resources section! In this section, we provide resources to help you inform your customers about your exciting new partnership with Route via Instagram. We have lots of different options available to help you fit your brand's unique style, voice, and tone.

Included in this section is:

- 1080x1350 PNG "[Your Brand] + Route" Image
- 1080x1080 PNG "[Your Brand] + Route" Image
- 1080x1920 Mp4 Video
- Copy for your Instagram posts

How to use:

- Images
    - Download the image size that you prefer and use a photo-editing tool to add your brand's logo to the "[Your Brand] + Route" image
    - Select copy from the "Instagram Copy Doc" to pair with the image
    - Post the image & text to your Instagram -- voila!
- Mp4 Video
    - Download the Mp4 file
    - Upload the video to your Instagram Story, Instagram TV (IGTV), or directly to your Instagram page. If you upload directly to your Instagram page, be sure to use the provided copy to pair with it from the "Instagram Copy Doc"

Best practices:

To encourage engagement, post during optimal times for your audience. For retail, we recommend the following:

- Best times: Wednesday at 11am and Friday at 10-11am
- Best day: Wednesday
- Worst day: Sunday

What to do if you don't see what you're looking for:

Don't see what you're looking for? Reach out to the Route Marketing team with your request and they can spin up copy & images personalized to you. Simply email elle@route.com to submit your request!