

Welcome to Shout Outs

Module 4

We will be discussing

- What are “Shout outs”
- Why you want to use shout outs to grow your social media presence
- How to do a shout out
- Applications that may be beneficial to you for Shout outs

Shout outs

What is a “Shout out”?

- A shout out is a screenshot of another instagram users account or high performing content they have already posted to Instagram.

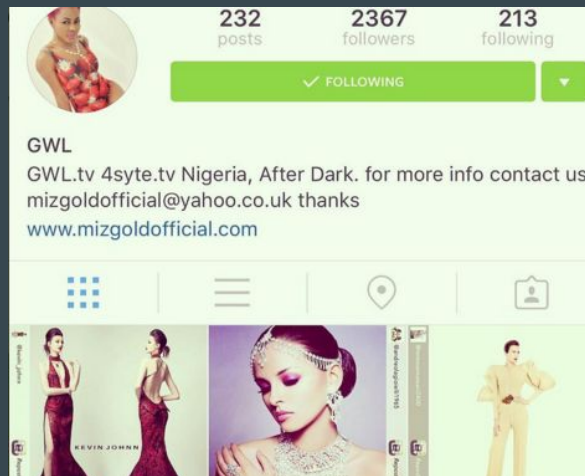
How many followers do I need to get shout outs?

- We recommend having 3,000+ followers to start collaborating with others for Shout outs

Why do I want to get shout outs on my account?

- Shout outs can help get your business in front of Instagram users you may not have otherwise connected with. This is a great resource for growing your account.
 - Usually shoutouts are favors between Instagram users. You can acquire some shoutouts for free and some you may have to pay for.
 - We recommend offering free products instead of money when possible.

Example Shout Outs



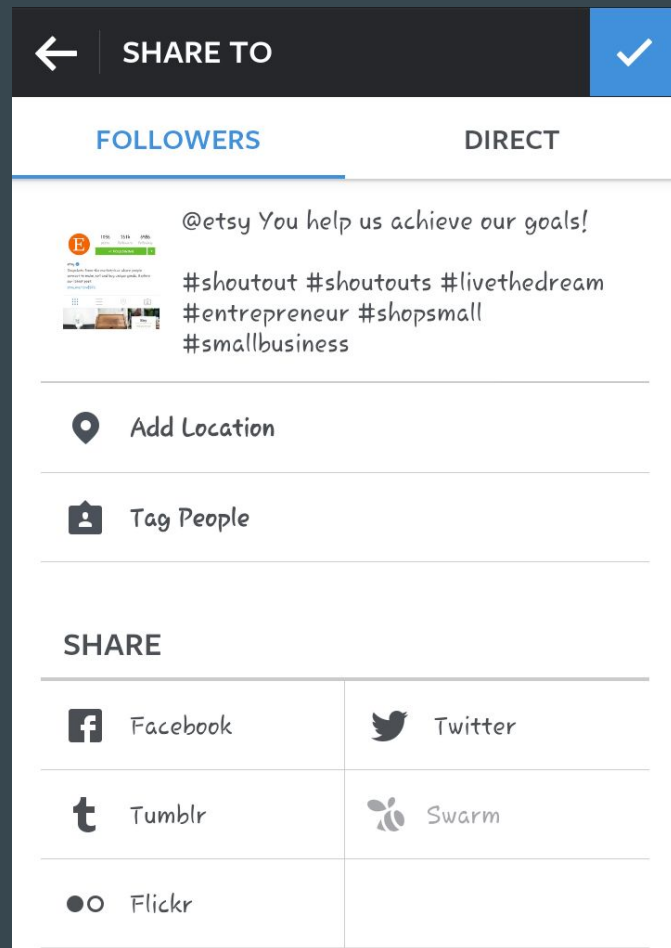
Who do I Want to Shout out?

You want to shout out products or services that compliment your shop. Here are a few examples:

- Jewelry
 - Network with shops that offer: Women's clothing, Women's accessories, Men's accessories, and/or Men's clothing, etc. Depending on the types of jewelry you offer, you may even include children's clothing and accessories.
- Wall Decor: Prints, OOAK Art, Coat racks, wall decals, etc
 - Network with shops that offer: Home decor, throw pillows, nursery decor, kids room decor, etc.
- Invitations and Cards
 - Network with shops that offer: Nursery decor, Baby shower supplies, Kid's room decor, Bridal decor, Wedding dresses, Bridal jewelry, etc.

How do I shout out another account?

1. Communicate with the person to see what kind of shout out they would prefer.
2. Determine cost or trade for the shoutout
3. Consider the number of followers they have, if it is a lot more than you, you may be required to shout out their account more than once to account for the number of their followers.
4. Download their image or capture a screenshot of their profile
5. Upload the photo to instagram, add a caption, include the hashtag “#shoutout” and tag the account using the @ symbol (e.g. @AcctUserName) in the description of the photo. Add any hashtags you would like and post the photo.



Applications/Websites to Help With Shout outs

You can use KIK, an Instant Messenger application, to communicate with other Instagram users for your shout outs. Most will have their KIK id in their bio.



You want to make sure you are accepting shout outs and doing shout outs for authentic accounts. You can use SocialBlade, a free service to research accounts to ensure the account is authentic. You can get actionable data like follower count to help you make educated decisions.



**This concludes Module 4! Join us in the
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