

# One Platform, Six Tools: Quick-Start Instagram Guide

A simple cheat sheet to help you use Instagram with confidence

By Tannis Miller (Tannis Miller Creative Studios)

Instagram is more than a place to post photos. It is a set of six powerful tools that help you get noticed, connect with your audience and understand what drives results. By using feed posts, stories, reels, lives, guides and insights with intention, you can create content that

looks professional, builds trust and supports real growth for your tourism business. With a clear structure and a manageable approach, Instagram becomes an effective tool rather than an overwhelming task.

## The Six Tools and What They're Best For

### 1. Feed Posts: Build Trust

- Use posts for things you want people to remember and come back to.
- Great for: carousels, storytelling, tips, before/after, signature experiences, testimonials.

### 2. Stories: Build Connection

- Stories help people get to know you.
- Great for: behind-the-scenes, daily updates, polls, Q&A boxes, product walkthroughs, quick promos.

### 3. Reels: Expand Your Reach

- Reels help new people discover your business.
- Great for: short visuals, simple tutorials, "a day in the life," process videos.

### 4. Lives: Show Authority

- A fast way to build trust because you show up unedited.
- Great for: Q&A sessions, interviews, demos, tours, chef/staff chats, mini trainings.

### 5. Guides: Curated Expertise

- Note: Many accounts won't have Guides anymore...

if that's you, simply use a carousel or Highlight instead!

- Great for: "Best of" lists, itineraries, recommendations, resource collections.

### 6. Insights: Data That Drives Results

- Check what's actually getting reach, saves, and clicks, and make more of that.
- Great metrics: reach, saves, profile visits, website clicks, top reels, top stories.

## A Simple Instagram Framework That Works

Think of Instagram like this:

- Reach= Reels
- Connection= Stories
- Trust= Feed
- Authority= Lives + Guides
- Direction= Insights

You don't need to use everything at once... choose two or three and stay consistent!



## 10 Content Ideas You Can Use Immediately

- A behind-the-scenes moment from today.
- A carousel with “3 things visitors should know”.
- A story poll about a menu item or attraction.
- A reel showing a quick transformation or process.
- A short tip only you would know.
- A seasonal moment or view from your location.
- A shoutout to a partner business.
- A staff intro.
- A guest testimonial.
- A “what’s happening this week” update.

## Your 30-Day Action Plan

Start small and realistic.

Over the next month I will:

- Post \_\_\_ feed posts
- Share \_\_\_ stories
- Make \_\_\_ reels
- Go live \_\_\_ times
- Create \_\_\_ carousel/guide/highlight
- Check insights for: \_\_\_\_\_

Pin this to your workspace – this is your roadmap!



### ABOUT THE AUTHOR

Tannis Miller is a social media strategist with over a decade in marketing and communications. Since founding Tannis Miller Creative Studios in 2021, she’s partnered with lifestyle, hospitality, tourism, and beauty brands across Canada and beyond. Known for her straight-talking, but fun teaching style, she has led workshops for organizations like Discover Saskatoon and trained professional teams how to use social media with confidence so their businesses (and personal brands) shine.

