

Here's a step-by-step guide you can follow to create an **Instagram (IG) channel for Quality Solutions Limited (QSL)**:

1. Prepare Before Creating the Account

- **Decide the handle (username):** Something professional and consistent, e.g., @qualitysolutionsltd or @qsljamaica.
 - **Get a logo & brand kit ready:** You already have a QSL logo kit. Use that as your profile picture.
 - **Prepare a short bio:** Include what QSL does (e.g., “Helping companies achieve ISO excellence | Internal Audits | Quality Management Solutions”).
 - **Have contact info:** Email, website, or WhatsApp Business number if relevant.
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2. Create the Account

1. **Download the Instagram app** on your phone (iOS or Android).
 2. **Sign up:**
 - Use the company email (not a personal one).
 - Choose your username (handle) carefully.
 - Set a strong password.
 3. **Switch to a Business Account:**
 - Go to **Settings → Account → Switch to professional account**.
 - Select **Business** (not creator).
 - Add category (e.g., “Consulting Agency” or “Business Services”).
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3. Set Up Your Profile

- **Profile picture:** Upload the QSL logo.
- **Bio:** Write a clear, short description (can include emojis or hashtags, e.g. ✨ “ISO 9001 | 27001 | Audit & Training Experts 🌍 Jamaica & beyond”).
- **Link in Bio:** Add your website, LinkedIn, or a Linktree if you want multiple links.

- **Contact buttons:** Add “Email” or “Call” so clients can reach you.
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4. Plan Content Strategy

Think of your IG as your company’s mini-magazine. For QSL you could post:

- **Educational posts:** Infographics on ISO standards, quality tips, or “Did you know?” posts.
- **Behind the scenes:** Photos of audits, training sessions, or team meetings.
- **Client testimonials:** With permission.
- **Announcements:** New services, webinars, events.
- **Branded visuals:** Consistent fonts and colors from your QSL brand guide.

Tip: Prepare 6–9 posts before launch so the page looks active right away.

5. Create Highlights & Stories

- **Highlights:** Group stories into themes (e.g., “Services,” “Training,” “Events,” “Tips”).
 - **Stories:** Post more casual, day-to-day updates to keep engagement going.
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6. Promote the Page

- Share the new handle with staff, clients, and partners.
 - Add the IG link to your **email signature, website, and business cards.**
 - Cross-post to LinkedIn and Facebook if you use those.
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7. Maintain & Grow

- Post at least **2–3 times per week** to stay visible.
 - Use relevant hashtags: e.g., #ISO9001 #QualityManagement #QSLJamaica #InternalAudit.
 - Engage: Reply to comments, thank followers, and follow industry partners.
 - Track insights: Use Instagram’s **Analytics** (available in business accounts) to see what works best.
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✨ If you'd like, I can help you **draft your Instagram bio, design your first set of branded posts, and suggest hashtags** tailored for QSL. Would you like me to prepare a starter **IG branding kit** (bio + sample posts + hashtag list) for you?