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.

**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”).

**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.

**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.

**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.

**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.

✨ 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?