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Instagram Highlights

INSTAGRAM HIGHLIGHTS

What are Instagram Highlights?

Before I get started, if you're unfamiliar with Instagram Highlights, they are collections of Story clips that you can add permanently to your bio. They're now for your Instagram bio what your menu header is to your website. They're categories that give your audience a chance to know you and your business better

Why should I use these for my business?

These Highlights are another great way to connect with your audience and they're a great way to promote your products / services / account. By using the same styling for each of the covers, you are able to infuse your visual branding into your Instagram bio. Here are some examples below

