



Chat Summary and FAQs

Did You Know Webinar: April 2025

Ideas shared by webinar attendees:

Instagram pages shared by your peers! Thank you so much for sharing. We love seeing all you are doing!

- ascentwealthsolutions
- Bergerfinancial
- _beyondthenumbers
- COREINTEGRATEDWEALTHINC
- Daisylinville
- financialclaritybydesign
- howmoneyworks_venturacounty
- integritypointadvisors
- Jstephnsweatlhmangementl
- kanapwg
- mccarthyfinancialgroup.pa
- oceanic_cap/
- pse_wealth
- renee_hill22
- Roswell.assetadvisors
- stablepoint_partners
- wealth_plans

Do you follow any Fin-Influencers?

Mary Lyons - The Wealth Women (thewealthwoman)

Michael Kitces (mkitces)

FAQs

Why does it ask to switch to a business account?

Your account may be set up as a personal account. You need to switch it to a business account.

How do I change my personal to business?

Go into your settings within Instagram, and then you can switch accounts from there. [Learn more here.](#)

How do I sign up for Premium?

You can [click the link here](#) to book a time to discuss your options and upgrade.

What is better, reels or posts?

Both reels and posts are important. A healthy mix of different types of content is key to engagement and helping with the algorithm.

Does a story go away after 24 hours?

Stories remain visible for a day, but you can keep them longer by saving them to your "Highlights."

What formats are suitable for Instagram?

To maximize audience engagement, incorporate a combination of b-roll footage and personalized videos or photos. Remember to include captions for accessibility when audio is unavailable.

How do you use hashtags?

We offer more info in our [guide here](#). Also, think about hashtags that apply to your target audience.

How do I add my Instagram link to my profile (email signature and website)?

Here's [more information](#).

What is the correct sizing for images and videos on Instagram?

For Instagram, the optimal image and video sizes depend on the specific type of content: feed posts, stories, or reels. For regular feed posts, Instagram supports these sizes: square images (1080x1080 pixels, 1:1 aspect ratio), portrait (4:5, 1080x1350 pixels), or landscape (1.91:1, 1080x566 pixels). We recommend a vertical format (9:16, 1080x1920 pixels) for Stories and Reels.

My image is too large, and Instagram won't upload it. What can I do?

You should resize it to fit the platform's requirements or leverage Instagram's features to display the content in its original aspect ratio. Instagram automatically adjusts the image size to fit the feed, but depending on the aspect ratio, it may add black borders or crop the image. You can use tools like [Instasize](#) and [Croppola](#) to resize images to the ideal ratios. More information on integrating with Instagram can be found [here](#).

Should I keep using LinkedIn or just focus on Instagram?

We recommend a presence on both. A consistent presence on both platforms is ideal, as it helps with search engine optimization and staying relevant.

How do I find Instagram content?

We offer a dedicated collection for Instagram on the Content Library's main page and within the Downloadables section (available for Marketing Suite

Premium users). BONUS: Within Downloadables, you will also find an Instagram Marketing Calendar, guiding content posting frequency and type. This calendar recommends posting on Instagram with adaptable captions and hashtags.

How do I use the downloadable with Canva?

Here's [more information](#) on using downloadable content for Canva from your FMG Content Library.

How do I integrate my account with Canva?

First, create a Canva account. Ensure you remain logged into Canva—this will help automatically open and edit templates from the FMG portal. Then, go to your FMG account. From the left navigation, click Social > Post on Social Media. Click the Canva button, and the platform will walk you through the steps to add your username and password to your Canva account to integrate the two accounts.

How do I share the content I personalized in Canva through my FMG social tool?

Once you've finished editing, save your design within Canva. It's helpful to organize it by creating a folder named "Instagram" (or something similar) so you can easily find it later. Go to the FMG platform and navigate to the "Post on Social Media" section under "Social." Then, click the "Design in Canva" button to open the Canva interface within FMG. Locate the folder where you saved your edited content. Select the content you want to share and import it into the FMG platform. You can import multiple pages if you create a carousel post. Once the content is imported, add a caption, thought-provoking questions, and relevant hashtags to enhance engagement. Lastly, choose the Instagram account you want to post to and either schedule the post for a later time or publish it immediately.

Do you need a paid Canva account to use the integration?

No. You can use a free Canva account.

Links FMG Shared During the Webinar:

- How-to articles:
 - [FMG Knowledge Base](#) - Main page
 - [How to Create a Canva Account](#)
 - [How to Create Posts in Canva](#)
 - [Instagram Integration Guide](#)
 - [How to Browse and Download Instagram Content](#)
 - [How to Browse and Download Instagram Content](#)
 - [How to Use Downloadable Instagram Posts and Carousels](#)
 - [How to Use Your Instagram Reel Template](#)
- Social Media Help Centers
 - [Instagram](#)
 - [Facebook](#)
- FMG YouTube
 - [FMG's 'Did You Know?' Webinar Playlist on YouTube](#)
 - [March Did You Know webinar replay](#)
- FMG Marketing Calendar:
 - [May 10-Minute Marketing Calendar](#)
- Customer Support
 - [Contacting Our Customer Support Team](#)
- FMG's mobile app
 - Download here: [Apple](#) or [Google](#)
 - [More information](#)
- MyRepChat (Compliant Texting Tool)
 - [Here's more information](#)
- If you would like to learn the basics of your tools:
 - [Schedule a meeting with our service team](#)

- Following FMG on LinkedIn:
 - [FMG LinkedIn](#)
 - [Elise's LinkedIn](#)