

### 1. Secure Instagram Handle

We secured @BEMERGroupUSA to match our Facebook page.

### 2. Content Plan

Instagram is similar to Facebook but is much more image focused. We will need to keep imagery consistent to keep engagement up. The images on the right are a snapshot of what the feed will look like. Starting out with general lifestyle shots with occasional scientific renderings.

### 3. First Post

If we create a 1 minute video from our first Facebook post we can use the same content to get started. Remaining posts will start to coincide with our Facebook posts.

### 4. Email IBDs

Email IBDs to inform them of the new Instagram page with similar compliance rules that they are using on Facebook.

### 5. Scheduling

The content will start the rotation of post drafts created on Monday's with draft approval by Friday. All posts for the following week will be scheduled on Friday's.

### 6. Launch

The launch date is tentative for February 6th awaiting approval, video creation and IBD email draft.

