




KENT NUTRITION GROUP ON INSTAGRAM

We're excited to announce that we've recently launched two Instagram channels. Our primary goal is to reach a younger demographic of animal owners to build awareness and affinity for Kent and Blue Seal brands, including Sentinel, Inspire and Home Fresh. As employees, dealers and TSMs, this presents an opportunity for you to engage with us, as well as reach a younger target audience on your own channels.

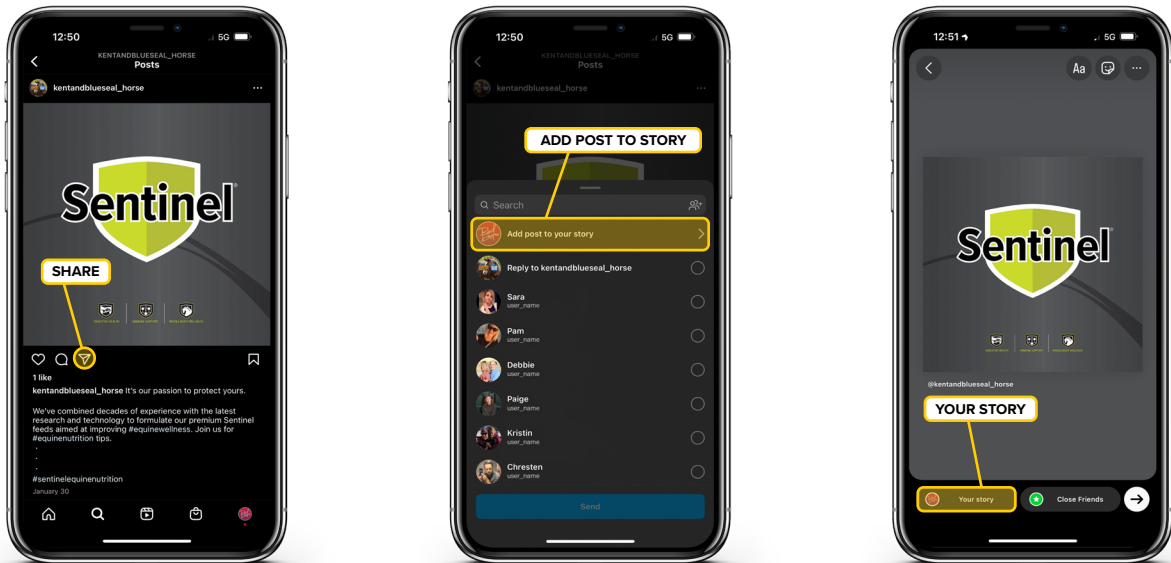
	@KentandBlueSeal_Horse	@KentandBlueSeal_HomeFresh
Target Audience	Millennial and Gen Z horse owners of all types, including: <ul style="list-style-type: none"> • Pleasure horses • Show horses • Equestrians • Breeders • Ropers • Barrel racers and owners, Western and English • Vets and vet techs 	Millennial and Gen Z backyard farmers with animals including chickens, goats, sheep, rabbits, pigs, llamas, alpacas and more.
Types of Content	We aim to provide a mix of entertaining and informative content such as seasonal nutrition tips, “breed of the month” posts, trivia Tuesdays, “Caption This” posts, contests/giveaways, user-submitted content and a variety of species-centric lifestyle content — all in various formats, including in-feed posts, video reels and stories.	
Branded Hashtags	#PoweredByBlueSeal #BlueSealFeeds #KentFeeds #SentinelHorseFeed #InspireHorseFeed #GuardianOfEquineHealth #SentinelEquineNutrition	#PoweredbyBlueSeal #BlueSealFeeds #KentFeeds #HomeFreshFeeds
Non-Branded Hashtags	#HorsesofInstagram #EquineLife #HorsebackRiding #HorsesoftheDay #Equine	#BackyardChickens #ChickensofInstagram #GoatsofInstagram #AlapacasofInstagram #SheepFarm #Rabbitstagram #hobbyfarm #chickenlove #backyardpoultry
Ambassadors and Influential Accounts	TNT Equine NEEMSC Sharon White Equus Magazine Official AQHA	We don't currently have any Home Fresh-centric brand ambassadors under contract, but are continuously evaluating our opportunities.

How you can get involved

As employees, dealers and TSMs, you are not only an important part of our channels' success, but by engaging with our channels, you can also help expand your own reach. Here are a few tips to get you started.

Like, comment and share.

The greater the engagement our channel gets, the more Instagram's algorithm will benefit us. You can also share our posts in your own Instagram stories by tapping the **share** button below our post and selecting, add to story.



Tag us in your content.

We're always looking for authentic content from the field. If you are on-farm and have an opportunity to capture photos/video, please tag us in your post, so it opens our channel to your audience and also allows us to share. You may need to adjust your privacy settings in order for us to share publicly.

Utilize our hashtags.

Using our branded hashtags will begin to build a library of content that is searchable to the public, while using our non-branded hashtags will open up our content to non-followers and make it more discoverable.

Follow our brand ambassadors.


Not all of our brand ambassadors currently have an Instagram presence, but all of them will be contributing to the content on our channels. For those that do have a presence — [@tntequine](#), [@EquusMagazine](#) and [@LastFrontierFarm](#) (Sharon White) — give them a follow and be sure to like, comment and share their relevant content.

Have a Facebook page? Connect it.

If you are a TSM or dealer with an existing Kent or Blue Seal Facebook page, here are some tips for getting you started on Instagram.

How to create an Instagram account if you already have a Facebook account

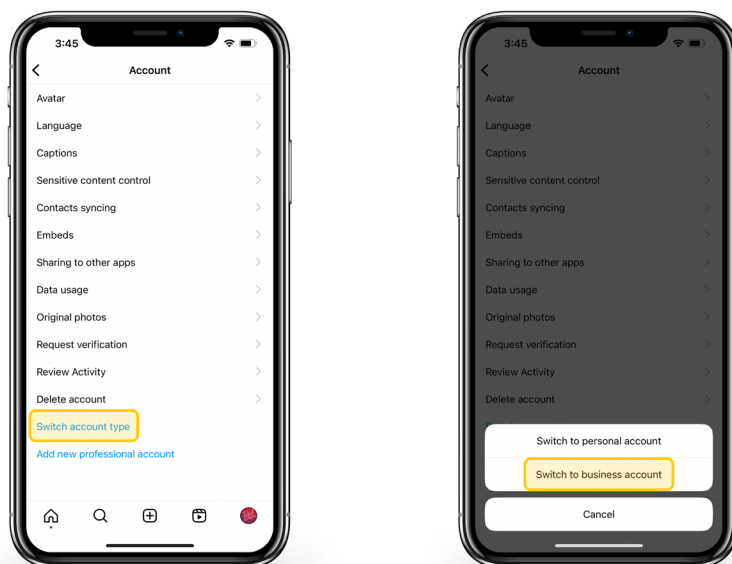
If you create a new Instagram account using your Facebook account, both accounts will use the same login information. You may also be able to sync profile information across your accounts, like your name, profile picture, username and avatar. You can manage profile syncing at any time in your Accounts Center. Here are 7 steps to get you up and running.

1. Download the Instagram app from the App Store (iPhone) or Google Play Store (Android).
2. Once the app is installed, tap **the app**  to open it.
3. If your Facebook account shows, you can:
 - a. Tap **Continue as [name]** to learn more about what happens when you create an Instagram account with your Facebook account.
 - b. Choose not to use your Facebook account and tap **Create new account**, then follow the steps above to create a new Instagram account.
4. To create an Instagram account with your Facebook account, tap **Yes, continue**, then tap **Next** to sync your name, profile picture and avatar across apps. Note: You'll be prompted to log into your Facebook account if you're currently logged out.
5. If you'd like to create an Instagram account without your Facebook account, tap Continue without Facebook.
6. Create a username, then tap **Next**.
7. Read Instagram's terms and policies, then tap **I agree**, if you agree to the terms, to create your account.

How to convert Instagram profile into a business account

If you plan to advertise or boost posts from your Instagram account, it will need to be set up as a business account. Follow these steps to get started.

1. Go to your Instagram profile and tap **Menu** ☰ in the upper right corner.
2. Tap **Settings**. ⚙️
3. For some accounts, the “Switch to professional account” option will be listed directly under **Settings**. ⚙️
4. Tap **Account**.
5. Tap “**Switch to professional account**”.
6. Tap **Continue**.
7. Select a **Category** for your business and tap **Done**.
8. Tap **OK** to confirm.
9. Tap **Business**.
10. Tap **Next**.
11. Add contact details and tap **Next**. To skip this step, tap **Don't use my contact info**.
12. If you'd like, you can follow the steps to connect your business account to a Facebook Page associated with your business. This step is optional, and will make it easier to use all of the features available for businesses across Meta.
***Note:** At this time, only one Facebook Page can be connected to your business account.
13. Tap **X** on the top right corner to return to your profile.
14. To display or hide business information on your profile, go to your profile and tap **Edit profile**. Go to **Profile display** under **Public business information** to choose whether you want to hide or display your category label and contact info. Then, tap **Done**.



How to connect Facebook to an Instagram business account

Once you've set up your Instagram business account, you will want to connect your Facebook, as this will streamline and allow for cross-platform advertising. Simply follow these steps.

1. Go to your Instagram profile.
 2. Select **Edit profile**.
 3. Under **Public business information**, select **Page**.
 4. Tap **Create Facebook Page** or **Connect an existing Page**.
 5. Choose a Page from your Pages that you'd like to connect to or select Create a new **Facebook Page**.
 6. Tap **Done** after you've selected a Page or created a new Page.
 7. Your business account is now connected to a Facebook Page.
- If the Page you'd like to connect is not showing in the drop down from your profile, it may be because you are not an admin of that Page. [Check your Page's settings](#) and make sure you have permission to add that Page to your Instagram business profile.
 - You may need to [convert to an Instagram professional account to link to a Facebook Page](#) (if the Facebook Page is owned in Meta Business Manager).
 - Your personal Facebook account must have an Admin role on the Page you'd like to connect to. If the Page isn't in the drop down on your Instagram profile, [check your Page's settings on Facebook](#) to determine if you have an admin role.