

### Small Business Boot Camp Session Questions

1. How does it work without Facebook?  
It still works as a business account, but you don't have a connection to Facebook.
2. Do you need a certain number of followers to be "found"? Do you need 100 followers to be discoverable?  
No to both of the above. You need 100 followers to see insights. Discoverability — being "found" is all in the posting, the captions and hashtags.
3. Is there a recommended ratio of followers to following?  
No.
4. Is it better to have them tag your IG account than a hashtag for your business?  
It would be best if you did both. Tagging the account helps their friends see your account, and you have a better chance of them following you. The hashtag aids in discoverability.
5. Where can you see the followers setting to get the analytics?  
From your bio, tap on the three lines in the top right and select insights on your followers and posts. You can also see your archive's analytics on individual past posts in your bio.