



INSTAGRAM BEST PRACTICES











Before you set up an Instagram profile, ask yourself:

- Why do I think I should have an Instagram profile?
- What is my goal with Instagram?
- Who is my audience?
- Is this form of communication the best way to reach my audience?
- Who will maintain this Instagram profile?
- How often will they/I post to it?
- Can they/I capture engaging photography or video?
- How will they/I monitor private messages and comments?

Setting up an Instagram profile:

- Set up as a business account.
- Account name should begin with “wes” — @wescfa @wes_athletics
- Use a profile photo designed by University Communications.

Posting Best Practices:

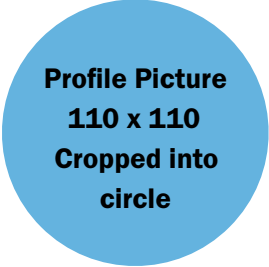
- Be active. Post at least once a week.
- Quality over quantity. Instagram is about beautiful visuals. Take the time to do it right, or don't post at all. It's better to post fewer high-quality visuals than many not-so-great ones.
- Be brief. Keep your captions to 125 characters or less to avoid being truncated.
- Use #hashtags. Ideally, 5-10 per post.
 - Use a few standards (#WesleyanUniversity #Wesleyan), and vary the rest based on the content of your post.
- Don't use links in captions - they aren't clickable!
- Use emoji when relevant          
- Encourage conversation — ask questions, respond to comments.
 - Don't delete comments unless they're profane, obscene, harassing, threatening, or contain personal information.
 - If it gets too negative/critical, go private or offline.
- Tag other profiles in your posts if applicable.
- Repost other Instagram users' content if they tag you in it. Make sure you credit them.
- Have fun! Don't be afraid to inject humor into your content (if appropriate).

More Resources: <https://business.instagram.com>

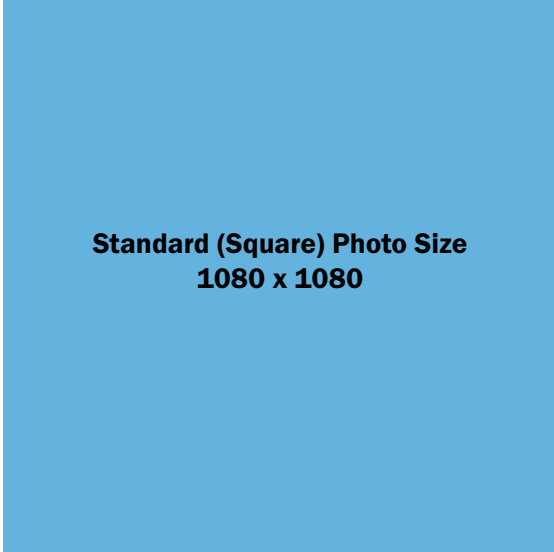


INSTAGRAM SIZING GUIDE

Last updated August 2017. Check [here](#) for an “always up-to-date” social media image sizing guide via Sprout Social.



Profile Picture
110 x 110
Cropped into
circle



Standard (Square) Photo Size
1080 x 1080



Vertical Photo Size
1080 x 1350

Maintain aspect ration of 4:5