WESLEYAN
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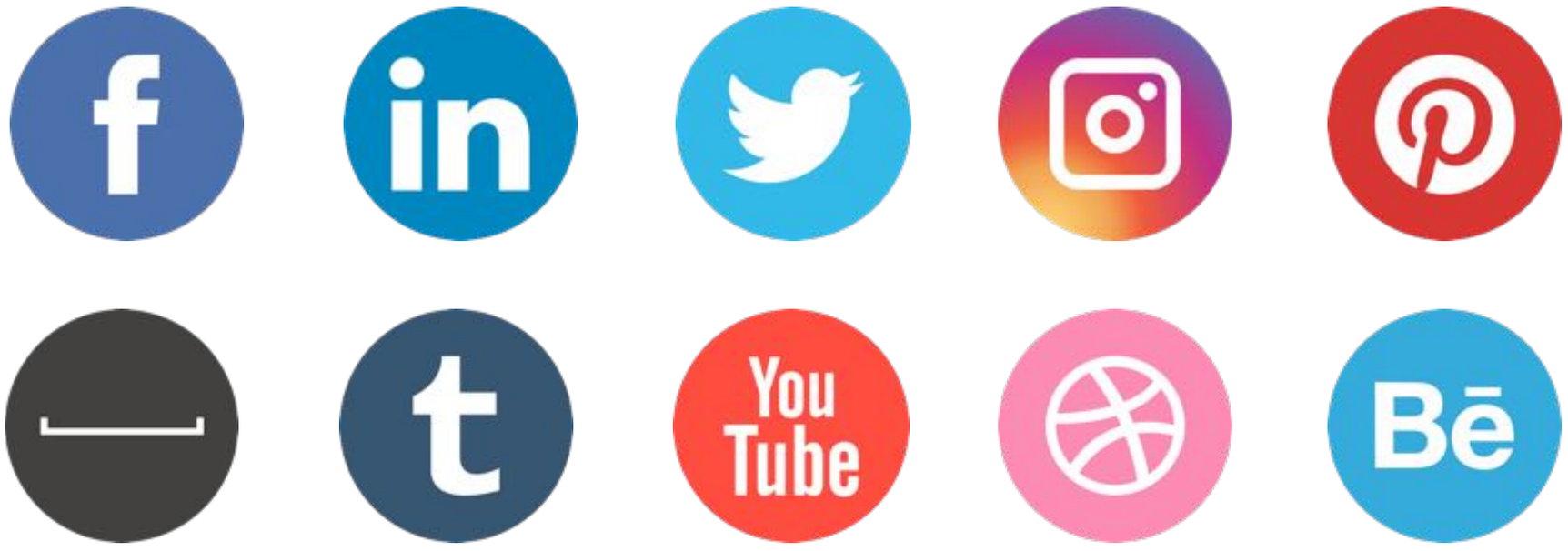
Social Media Lunch & Learn Series

What is social media?

Online means of **communicating**, used by large groups of people to **create**, **share**, and **exchange** information, and **connect** with each other.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Social Media Lunch & Learn Series

INSTAGRAM 101

WESLEYAN
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What is Instagram?

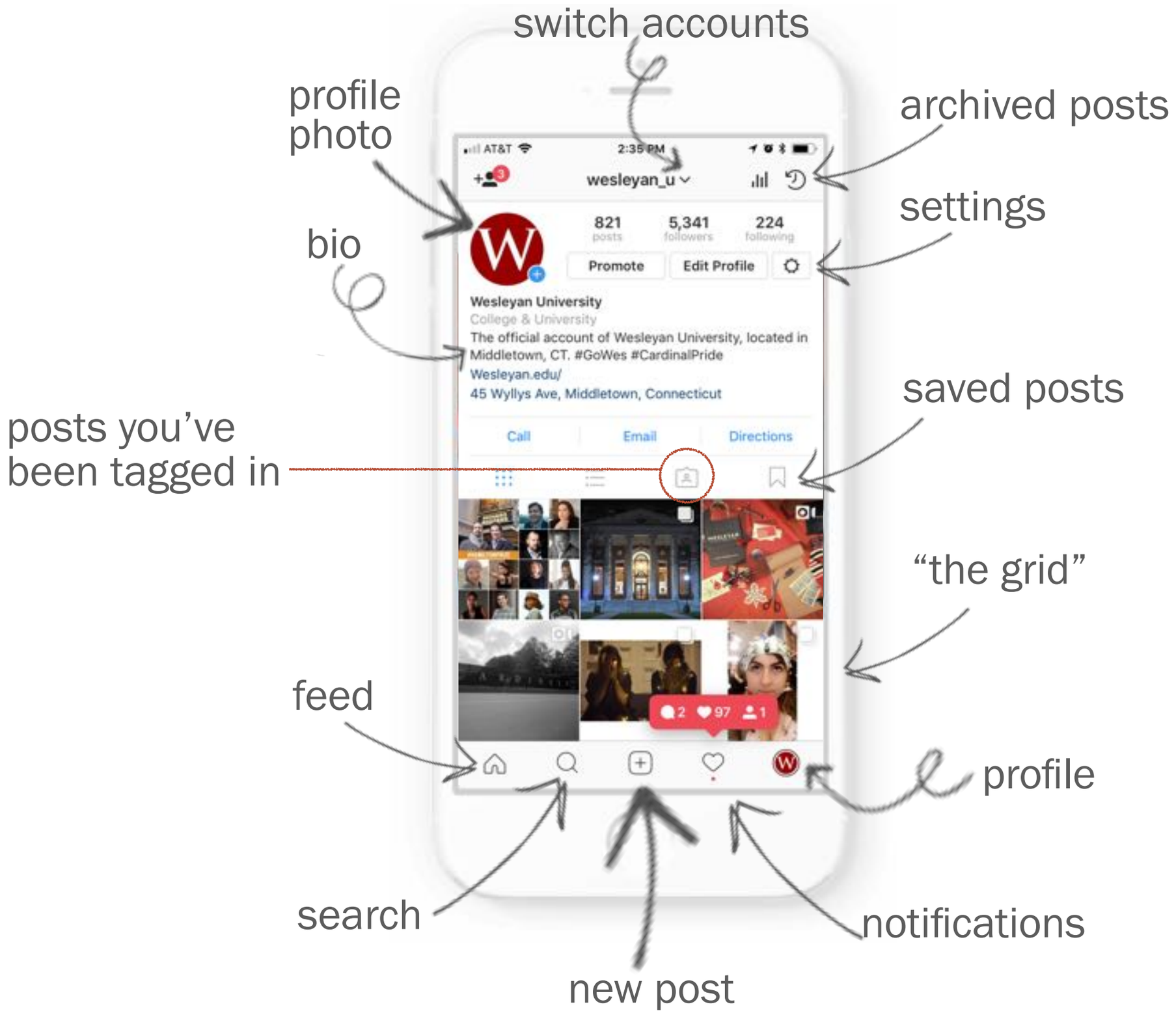
Founded in 2010, Instagram is a mobile-based application that allows users to share pictures and videos either publicly, or privately to pre-approved followers. In 2012, it was bought by Facebook.

There are 800 million active Instagram users monthly and 500 million active daily.

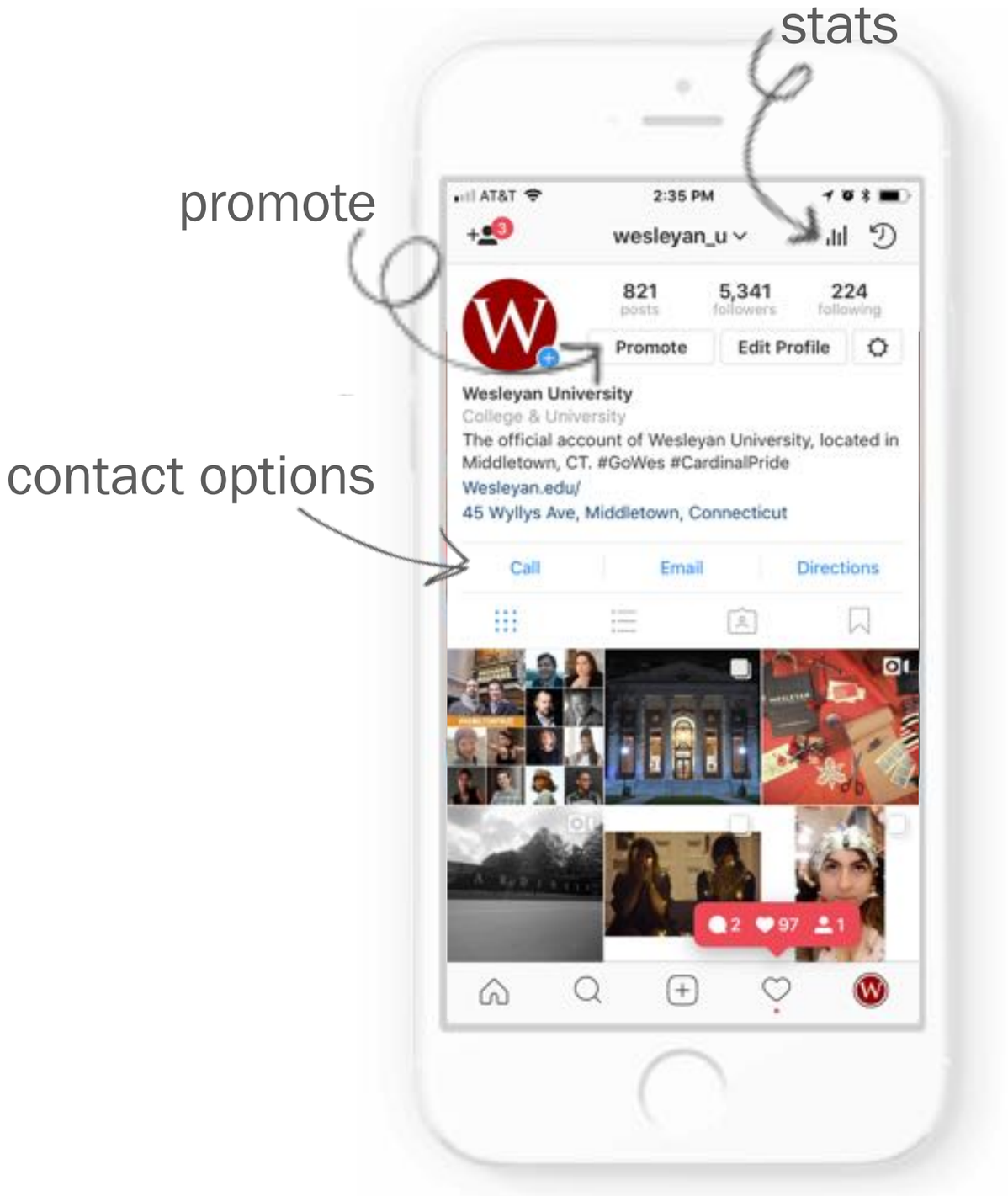
“Instagram’s mission is to strengthen relationships through shared experiences. We want to inspire authentic expression and connection people through visual expressions. People from all over the world come to Instagram to be inspired. It’s where people come to find and share their passions.”

Instagram Usage Among Key Demographics

Anatomy of an Instagram **profile.**

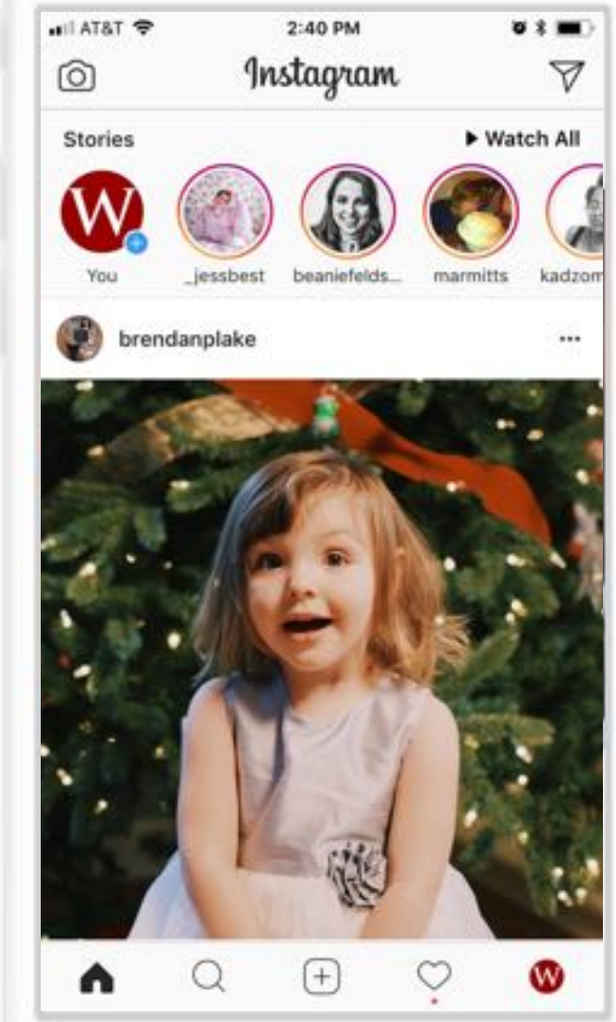


Some features are only available for business accounts.



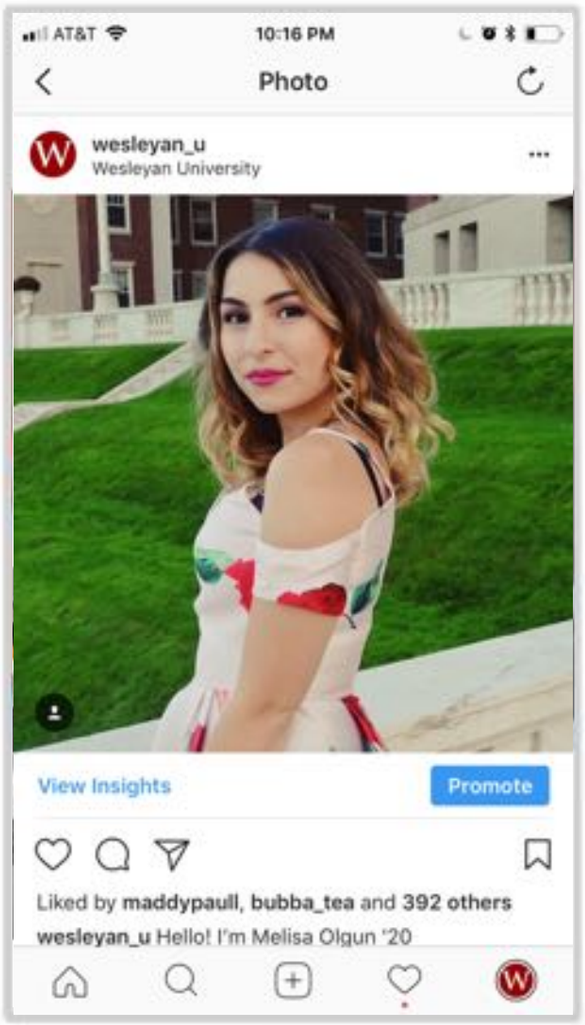
new post

This is your **feed.**

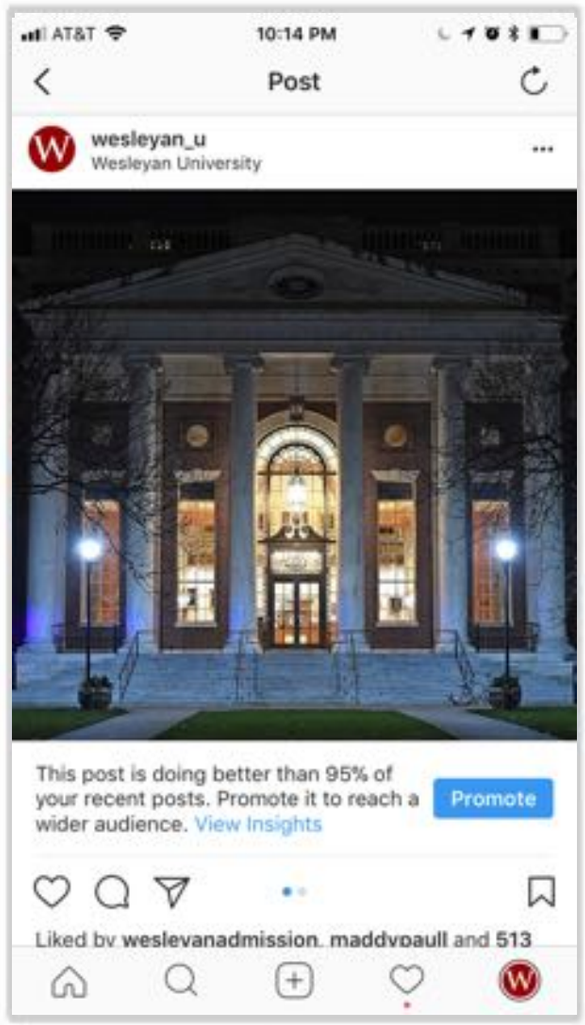


What are the different types of posts I can share on Instagram?

Photo



Carousel

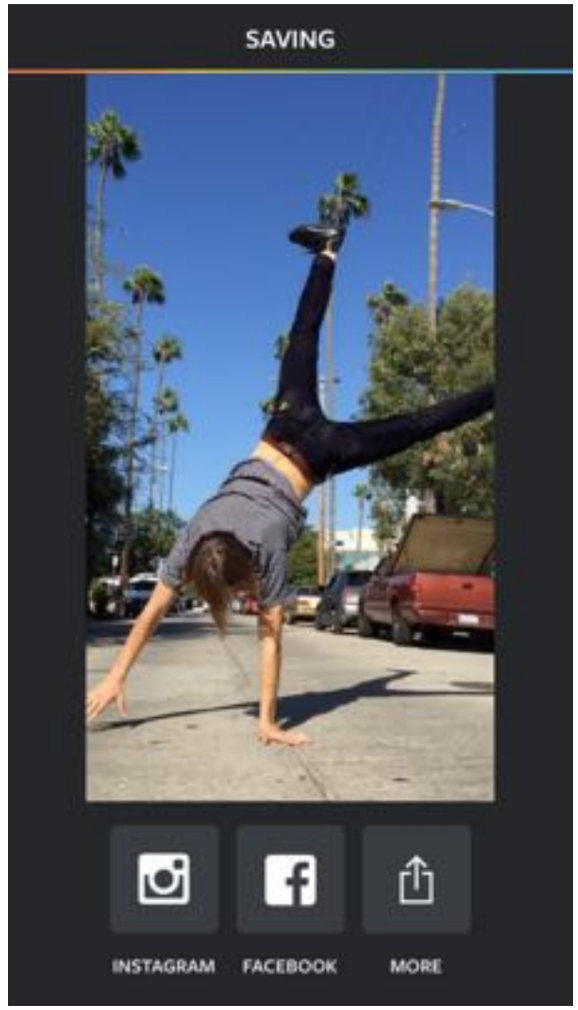


Video

Instagram Stories

(they disappear after 24 hours!)

Boomerang



(also available on iPad)

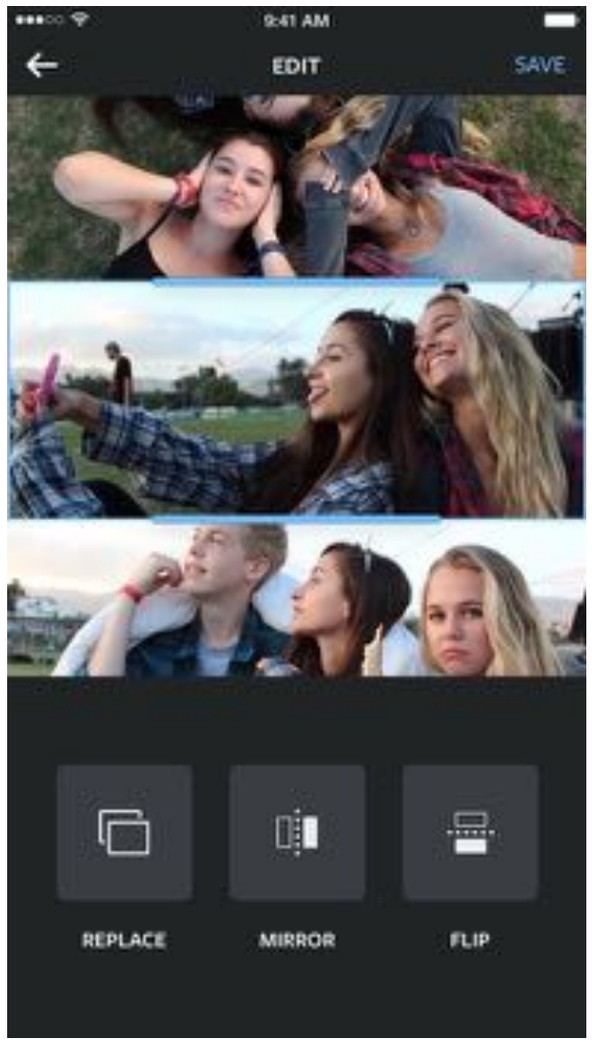
Hyperlapse

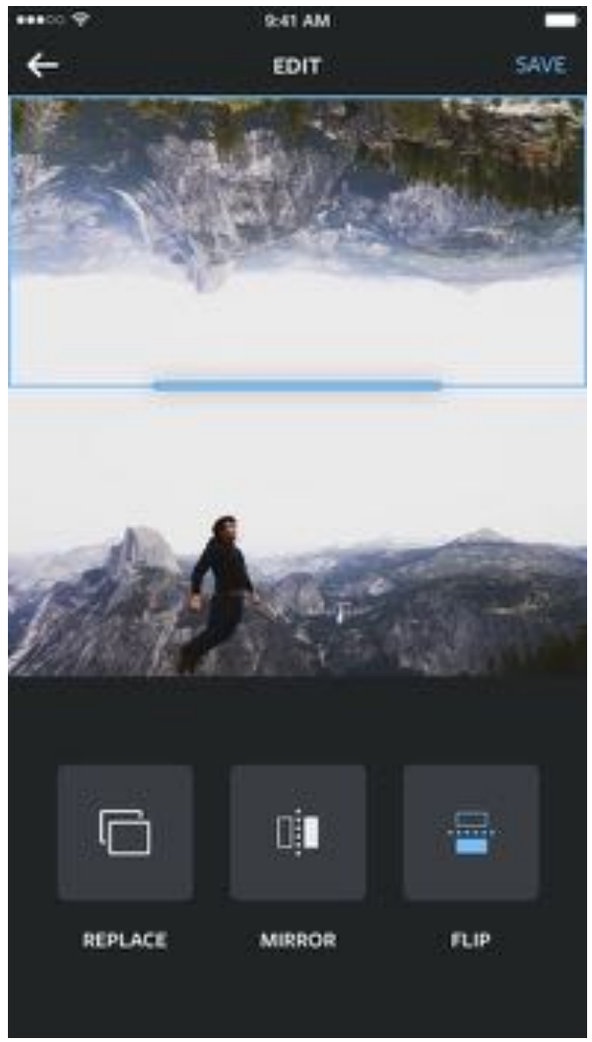
(also available on iPad. Not available on Android.)

Layout

9:41 AM
PHOTO BOOTH
CAMERA ROLL
FACES
RECENTS

9:41 AM
CHOOSE LAYOUT
CAMERA ROLL
FACES
RECENTS


9:41 AM
EDIT
SAVE
REPLACE
MIRROR
FLIP


9:41 AM
EDIT
SAVE
REPLACE
MIRROR
FLIP

Why should I use Instagram?

- **Personally**
  - To connect with friends and family.
  - To share beautiful, in-the-moment photos + videos.

- **Professionally**
  - To connect with your audience (**students, alumni**, parents, faculty, staff).
  - To inspire visually.

What works well on Instagram?

♡ MOST LIKED MEDIA, EVER

- campus scenery (especially Foss Hill)
- achievements - academic, athletic, and others
- snow
- famous alumni (especially Lin-Manuel Miranda ’02)
- puppies!
- #TBT
- #TakeoverTuesday

How do I...?

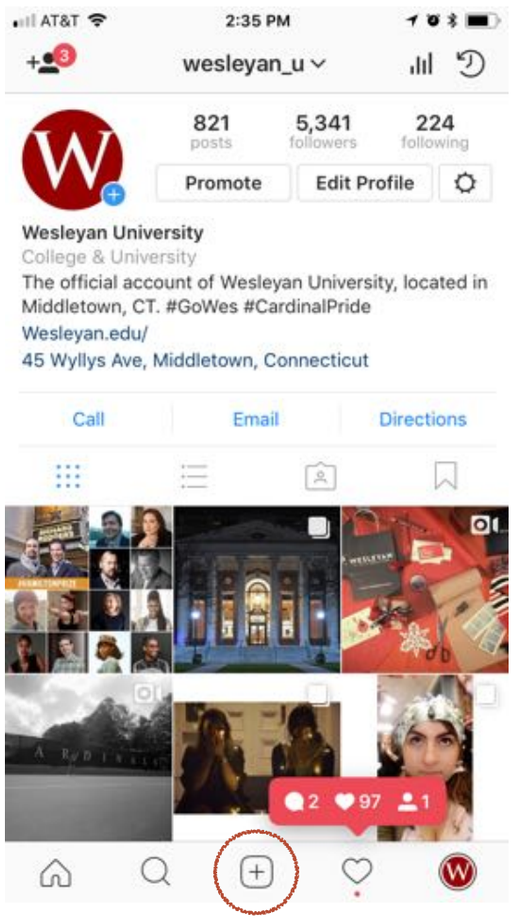
How do I create an Instagram account?

1. Download the Instagram app.
2. Open Instagram app.
3. Tap Sign Up With Email or Phone Number, then enter your email address or phone number (which will require a confirmation code) and tap Next. You can also tap Log in with Facebook to sign up with your Facebook account.
4. If you register with your email or phone number, create a username and password, fill out your profile info and then tap Done. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

How do I create an Instagram business account?

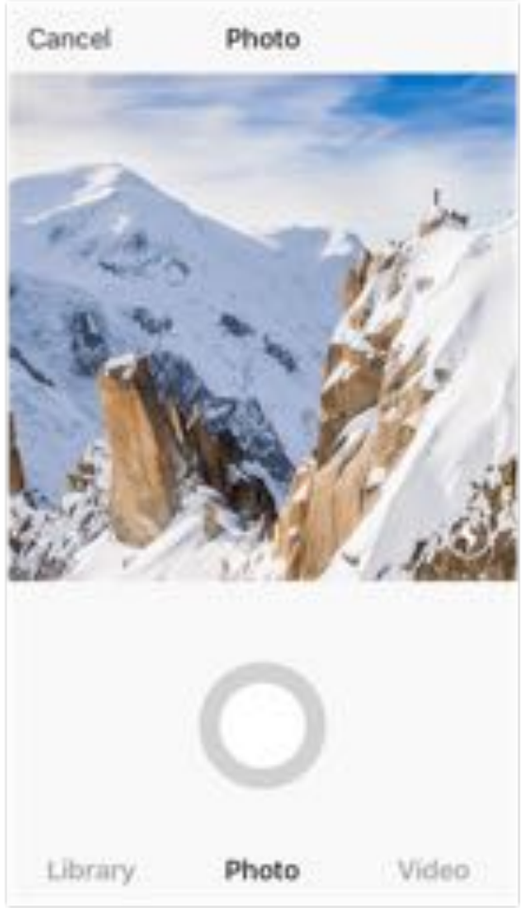
1. Go to your profile and tap the settings gear ⚙
2. Tap Switch to Business Profile and select the Facebook Page you'd like to associate with your Business Profile on Instagram with. Make sure you set your profile to Public. Private accounts can't switch to Business Accounts.
3. On the Set Up Your Business Profile page, review your business's contact information, make any changes and tap Done.

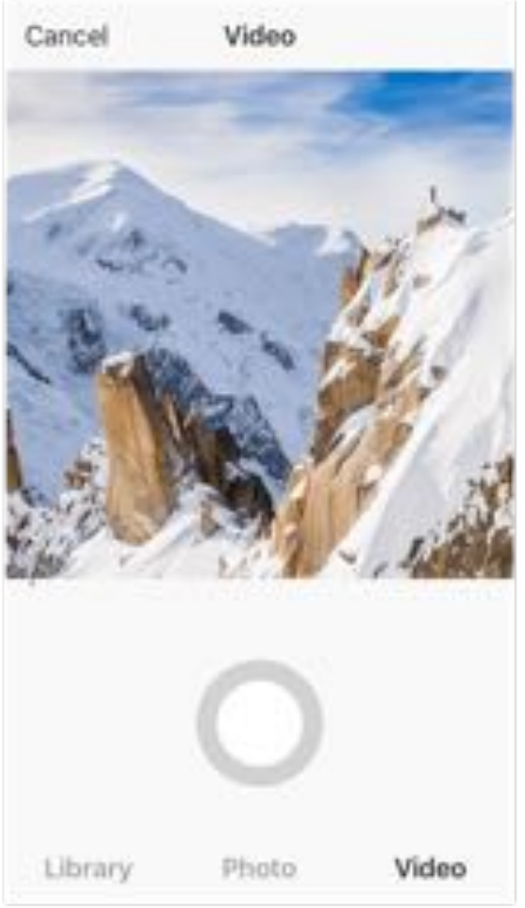
How do I create a post?



click + to create a new post

choose from your library…





or take a new photo or video in the moment.

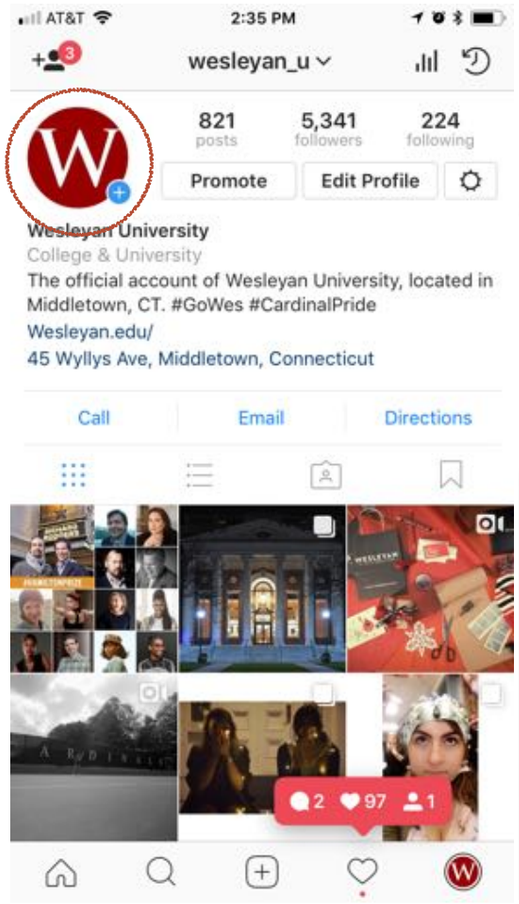
How do I create a post?

pick a filter

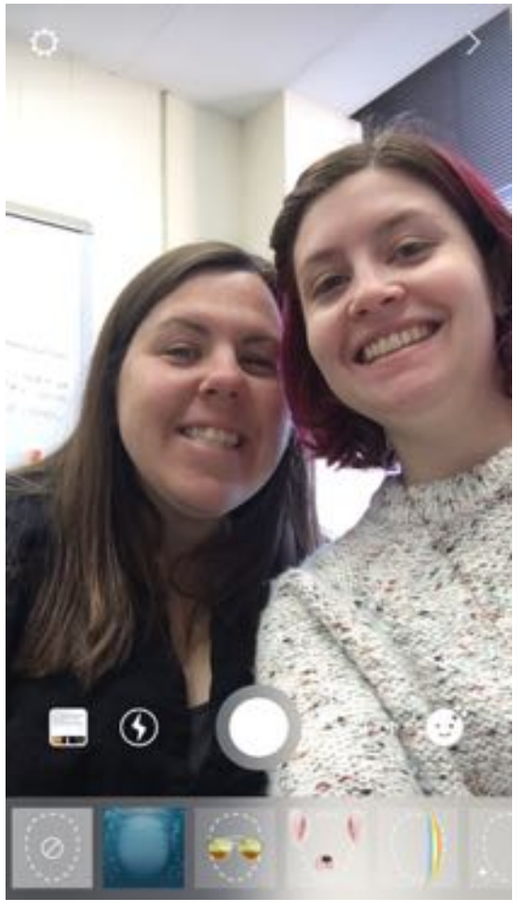
make some adjustments

add a caption, location,
and tag people if appropriate

How do I create a story?



click + on profile photo to create a new story



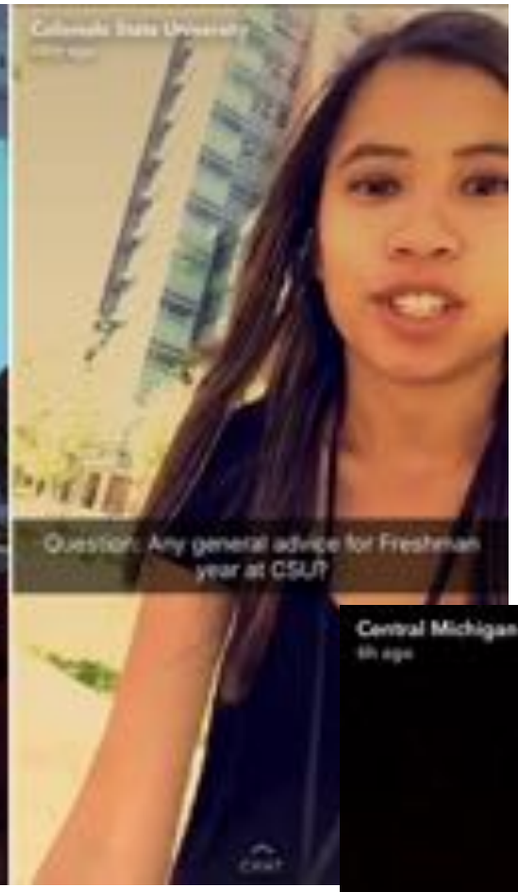
choose a photo type and add some face filters!

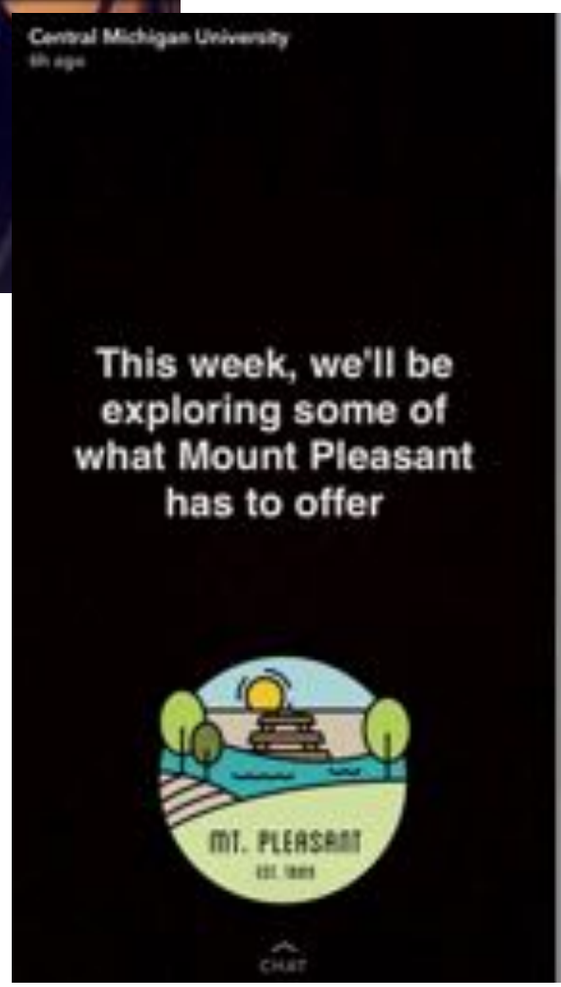
take the photo or video

add text, stickers emoji, #hashtags and more!

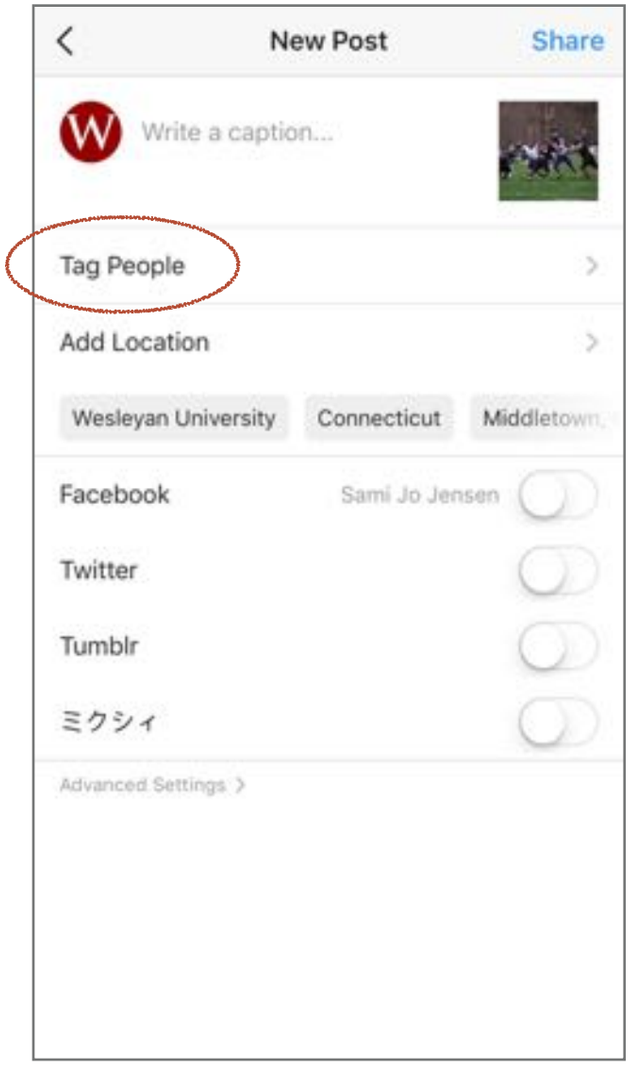
save it, publish it to your story, or send it to a few friends!

Stories can be stand-alone or tell a story...



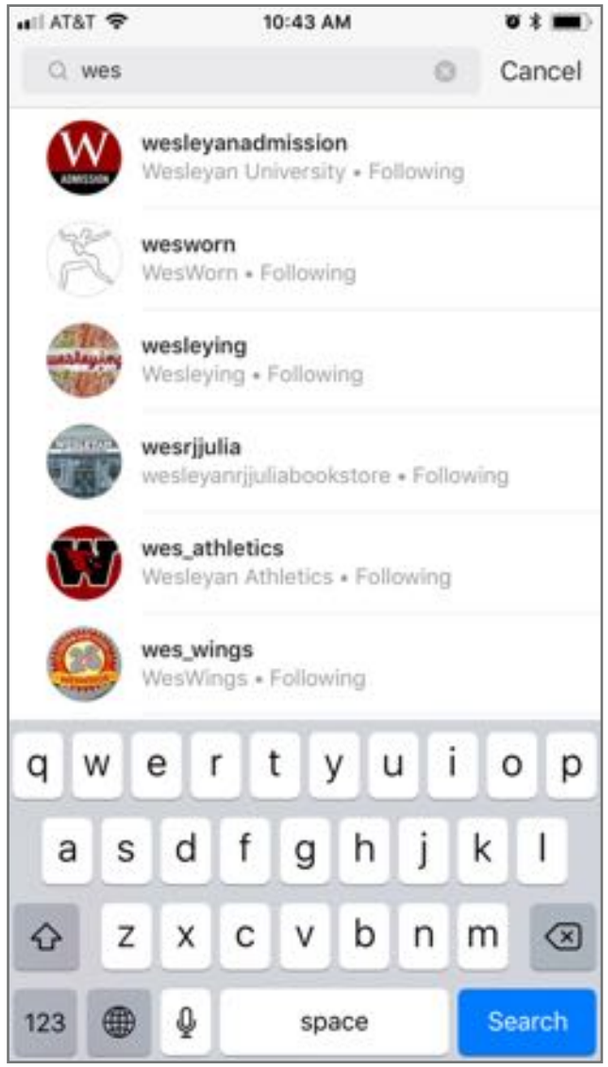


How do I tag people?



when creating a new post, click “tag people”

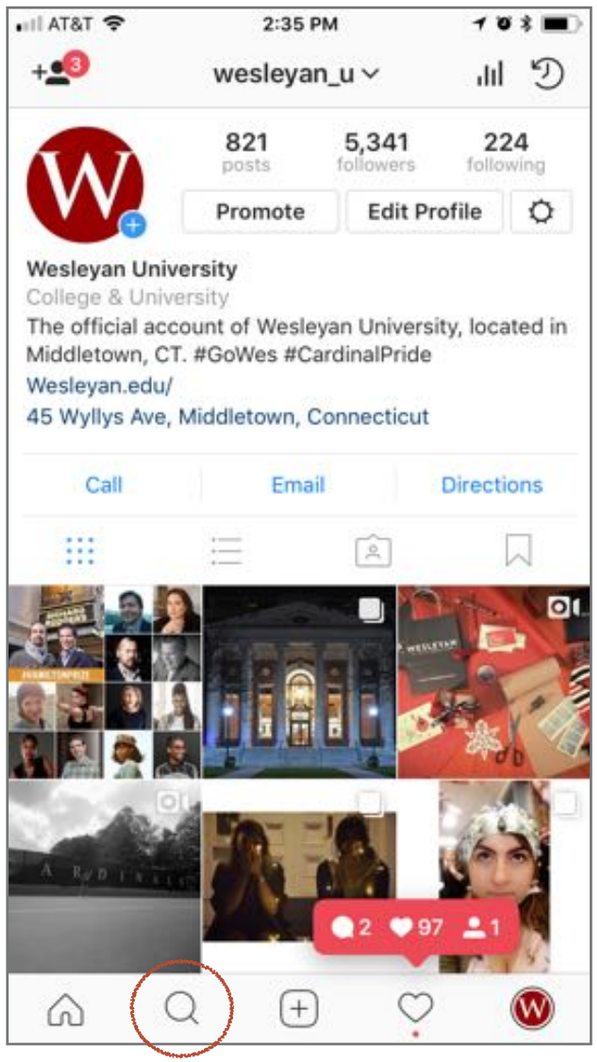
tap the photo in the place you want to put your tag



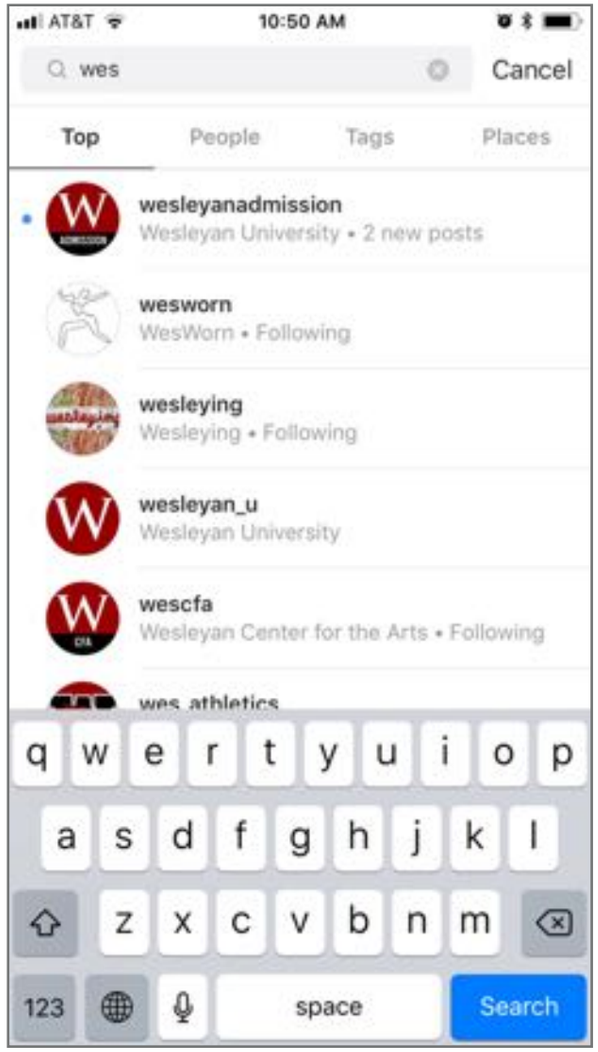
search for the Instagram account you want to tag and select it

voilá!
you can move tags around and tag multiple accounts

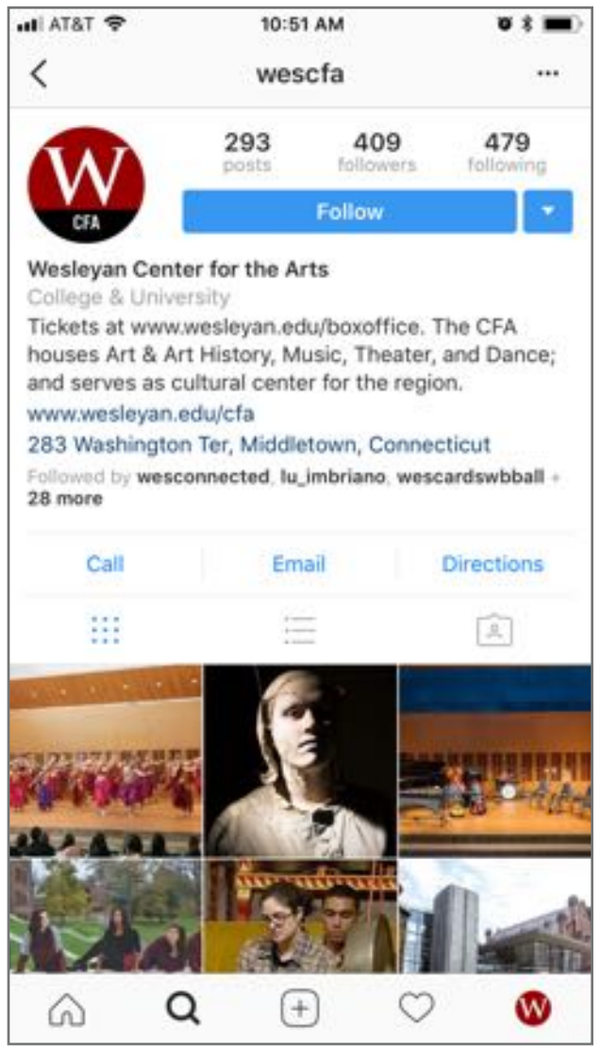
How do I follow people?



click search

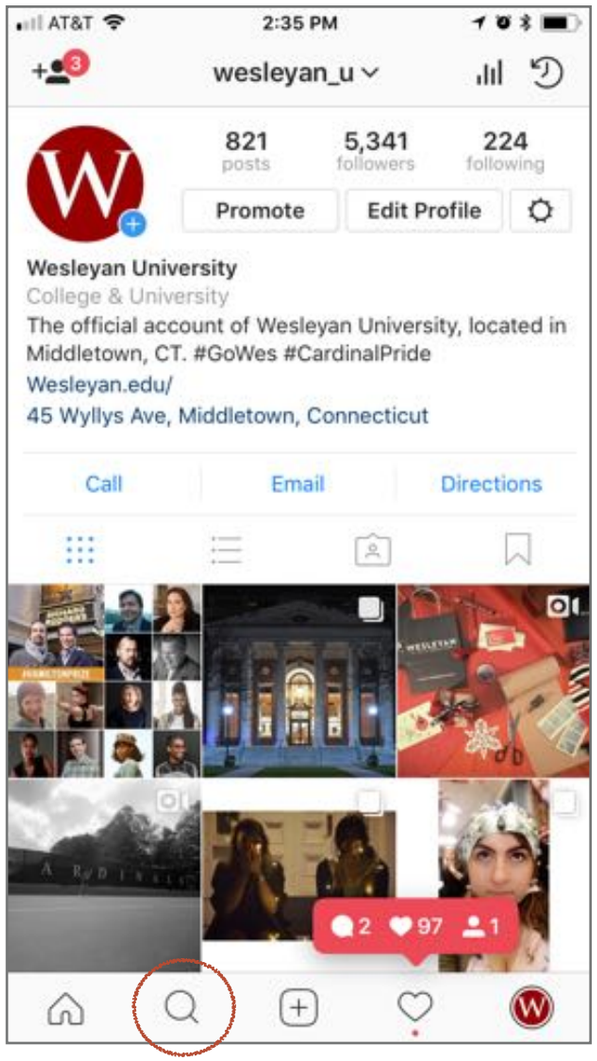


search for the Instagram account you want to follow

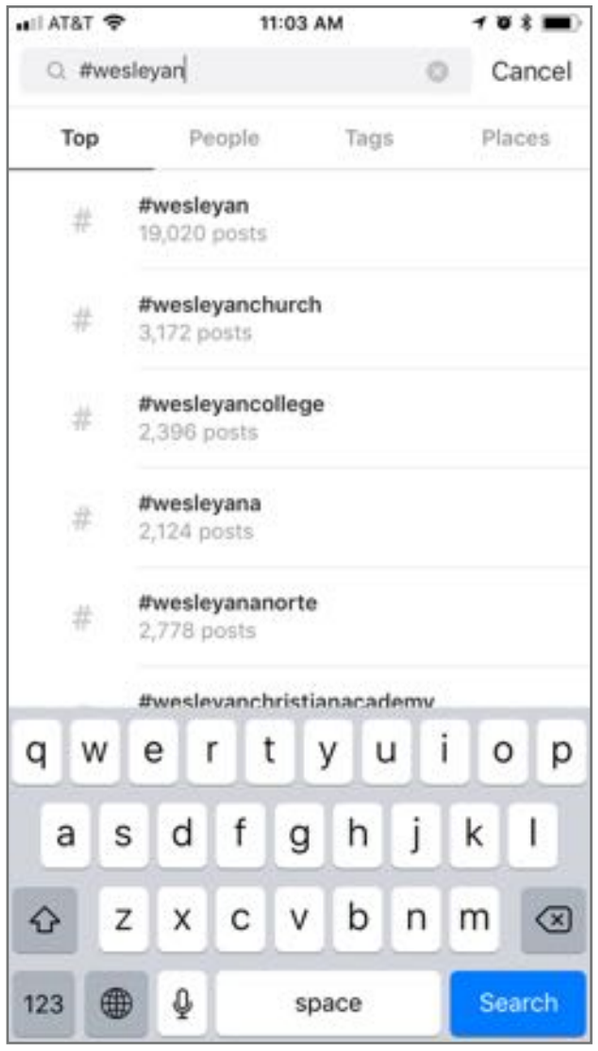


click the “follow” button

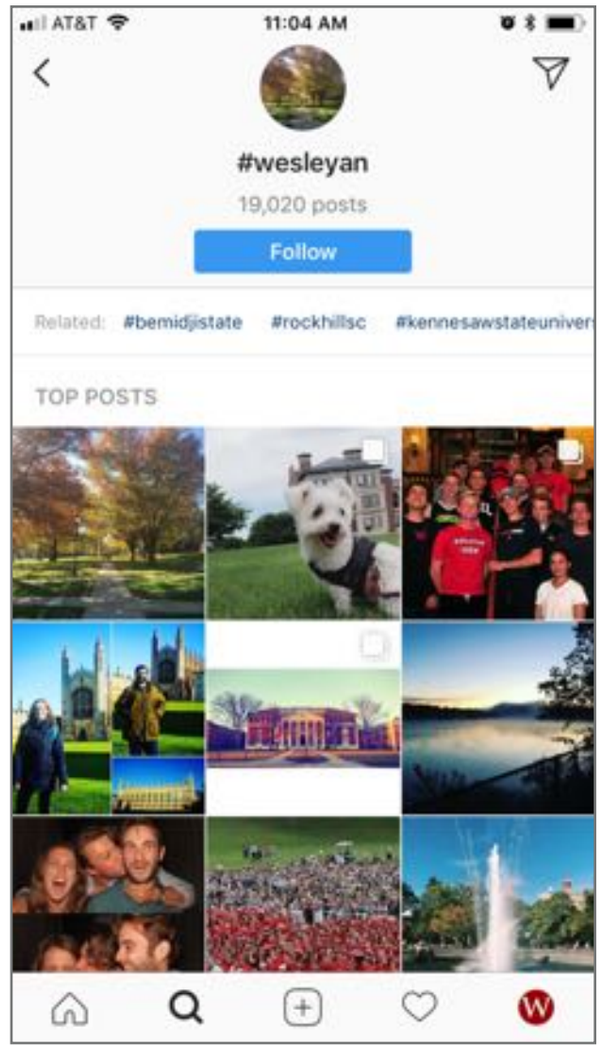
How do I follow hashtags?



click search



search for the #hashtags you want to follow



click the “follow” button

Okay! I’m ready to get on Instagram!

STOP!

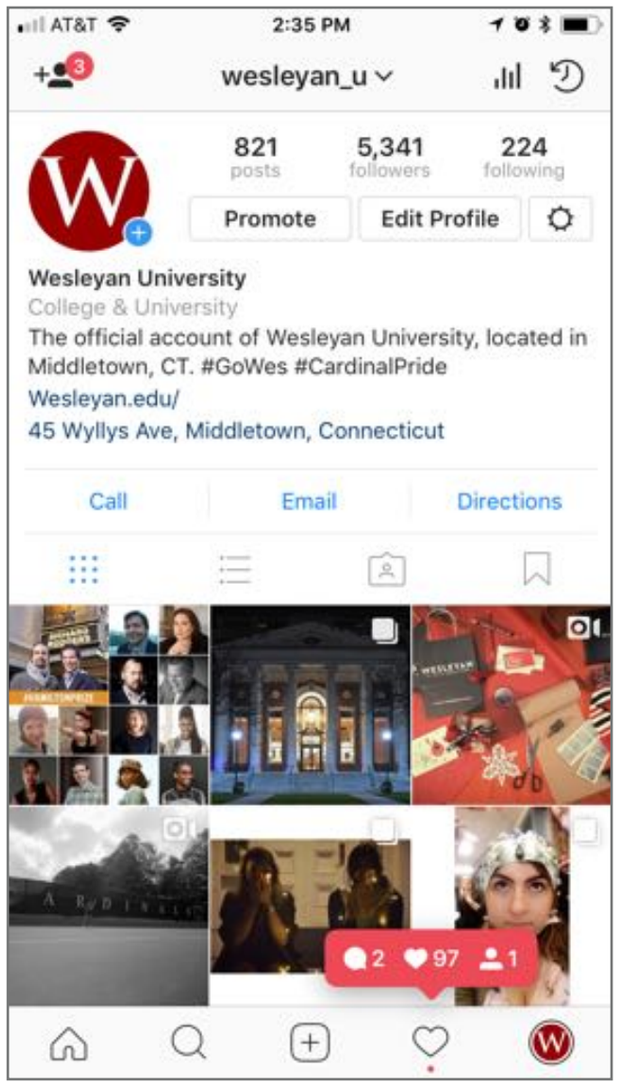
Before you create an Instagram account…

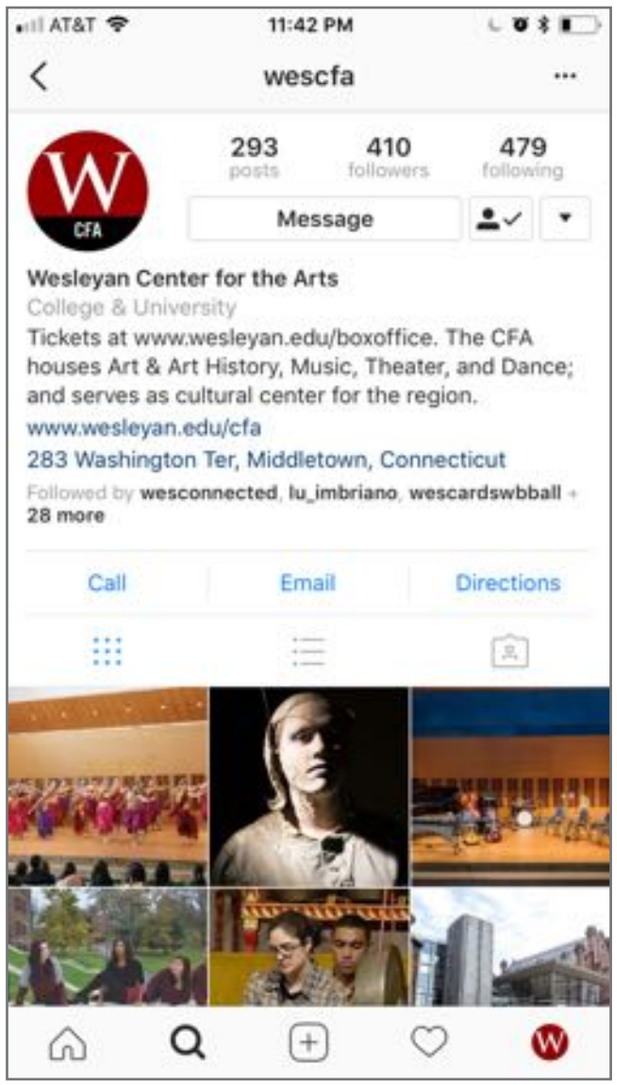
- Why should I/we have an Instagram account?
  - *Do I really want to?*
- What is the goal with this Instagram account?
- Who is the audience?
- Is Instagram the best way to reach my audience?
- Who will maintain this Instagram account?
- How often will they/I post to it?
- Does our team have the ability to capture engaging photography or video for this Instagram account?
- Do we have enough content to regularly (once a week or more) post to this account?
- How will we monitor private messages and comments?

Let’s talk Best Practices.

Instagram Best Practices: Setting Up

- Set up as a business account so you can see metrics about your posts and followers.
- Account name should begin with "wes" ex: @wescfa @wes_athletics
- Use a profile photo designed by University Communications.





Instagram Best Practices: Posting

- Be active. Post at least once a week.
- Quality over quantity. Instagram is about beautiful visuals.
- Be brief. Keep your captions to 125 characters or less.
- 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 accounts in your posts if applicable.
- Repost other Instagram users’ content, especially if they tag you in it. Make sure you credit them and ask for permission first.
- Have fun! Don’t be afraid to inject humor into your content (if appropriate).

Instagram Best Practices: “The Grid”

Keep a cohesive brand: colors, fonts, objects, filters.

Instagram Resources + Tools

- our tips + best practices for instagram: wesleyan.edu/communications/social-media/instagram.html
- instagram for business | business.instagram.com

- a color story | acolorstory.com (app - more filters + photo editing)
- buffer | buffer.com (app + desktop - scheduling)
- over | madewithover.com (app - text graphics)
- squarelovin' | squarelovin.com (desktop - more analytics)

Questions?