

Social Media Tip Sheet: Instagram



Instagram is a social media app used to share photos and videos from a smartphone. It's a fairly simple, easy-to-use platform. Here are some links and tips to help you get the most out of Instagram. Know a great resource? Send it to mholmen@toronto.anglican.ca.

Instagram help: quick links

If you're new to Instagram, look through the [help section](#). It will tell you how to sign up and use the app. Download the Instagram app from your app store so you can play around.

Here are some links to the most important sections:

- [Creating an Account and Username](#): Signing up and adding details to your profile.
- [Navigating the app](#): Find your way around.
- [Posting photos and videos](#): How to post, edit and caption photos.
- [Adding effects and filters](#): How to change the look of your photos with effects.
- [Instagram business tools](#): Link your Instagram profile to your church's Facebook page and learn about Instagram Insights.
- [Instagram stories](#): Sequences of photos and videos that expire after 24 hours.

Articles and guides: for beginners

[Instagram 101](#): A beginner's guide to Instagram, including the basic terminology.

[Beginner's Guide to Instagram](#): A bit old, but a good overview of the basics.

[10 Instagram Tips for Beginners](#): Tips to help you get started.

[How to use Instagram for business](#): Detailed look at the advantages of Instagram and how to use it as a business or organization.

[Everything you need to master Instagram stories](#): What are stories, and how to create your own.

Articles and guides: for more advanced users

[Ultimate Guide to Instagram Hashtags in 2017](#): How to decide what hashtags to use, from a business perspective.

[25 Instagram Tips for the Modern Nonprofit](#): Settings and tips to try so you can get the most out of Instagram.

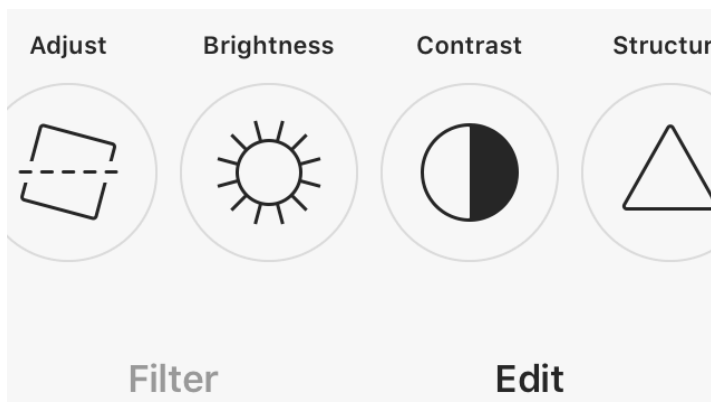
[The New Instagram Algorithm: How Nonprofits Can Get Ahead](#): An overview of the algorithm used to decide what posts users see first, and how to use it to your advantage.

Tips and tricks

- If you're starting an account for a church, set it up as a business account by linking it to your church's Facebook page (see the Quick Links section above).
- Hashtags are a big part of Instagram. You can use up to 30. General wisdom is to aim for 4-10.
- Play around with filters, but don't over-process your photos. Know when to keep it natural (and use the hashtag #nofilter).



- You can also use standard editing tools to fix brightness, contrast, saturation and other variables.



- You can mention other Instagrammers by username (e.g. @anglicandioto) in captions or comments, or tag them in your photos.
- There are other apps that work with Instagram:
 - Boomerang: film short looping videos
 - Layout: create collages of up to nine photos
 - Hyperlapse: create time-lapse videos

- If you post videos, make sure they work without sound. Most people will watch them on mute.
- Have fun! Instagram is a platform that doesn't take itself too seriously.