

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 stories](#): Sequences of photos and videos that expire after 24 hours.

Articles and guides: for beginners

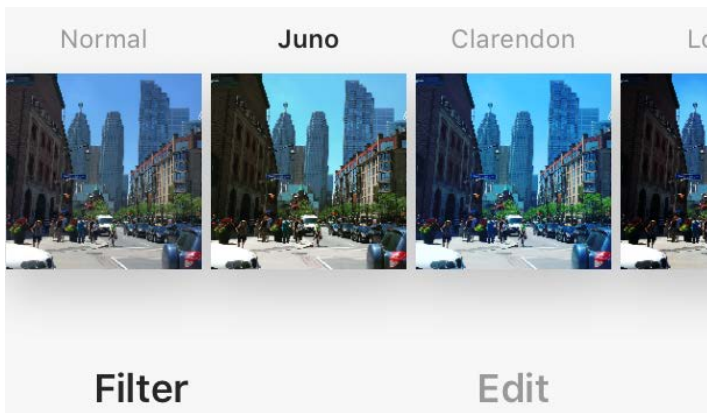
- [Instagram 101](#): A beginner's guide to Instagram, including the basic terminology.
- [How to create an Instagram account for your church](#): steps and video from the Church of England
- [10 Instagram Tips for Beginners](#): Tips to help you get started.
- [How to use Instagram for business](#): Detailed look at the advantages of Instagram and how to use it as a business or organization.
- [Instagram Stories 101](#): What are stories, and how to create your own.

Articles and guides: for more advanced users

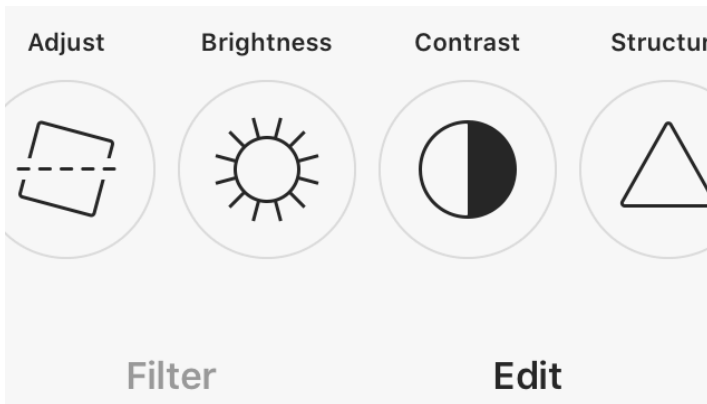
- [Instagram Hashtags](#): How to decide what hashtags to use, from a business perspective.
- [25 Instagram Tips for the Modern Nonprofit](#): Settings and tips to try so you can get the most out of Instagram.

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).
- People still use hashtags on Instagram. 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.
- Try posting videos that work without sound, and add captions. Most people will watch them on mute.
- Have fun! Instagram is a platform that doesn't take itself too seriously.