NVCN Instagram Manual

SPARK MARKETING

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NVCN National Volunteer Caregiving Network

<u>Introduction</u>

Instagram is a photo and video-sharing social media networking platform similar to Facebook and Twitter. In fact, Instagram is owned by Facebook, Inc. Instagram can be accessed and operated using a computer or a smartphone app, the latter is more popular and the most convenient. Starting a business Instagram account is easy and free.

Utilizing Instagram for business can be an effective social media strategy and help your organization develop a brand identity. Instagram is also a great way to connect with the local community and spread the word about volunteering opportunities! For more Instagram content please visit business.instagram.com where you can access blogs about the powers of Instagram for business.

Contents

How to Download Instagram

1. Go to the App Store on your phone.

2. In the search box, type in 'Instagram'.

3. Select 'Get'.

4. Click 'Instagram' on the screen of your home phone.

How to Make an Instagram Profile

1. Go to the Instagram application on the home screen.

2. Click 'Sign Up' with phone or email.

3. Follow the instructions on your screen. Enter your full name, create a username and password OR click 'Login with Facebook' to sign up with your Facebook.

4. Select the far-right icon at the bottom of your screen. It should look like a person.

5. Select the far-right icon at the top of your screen. It should look like three dots.
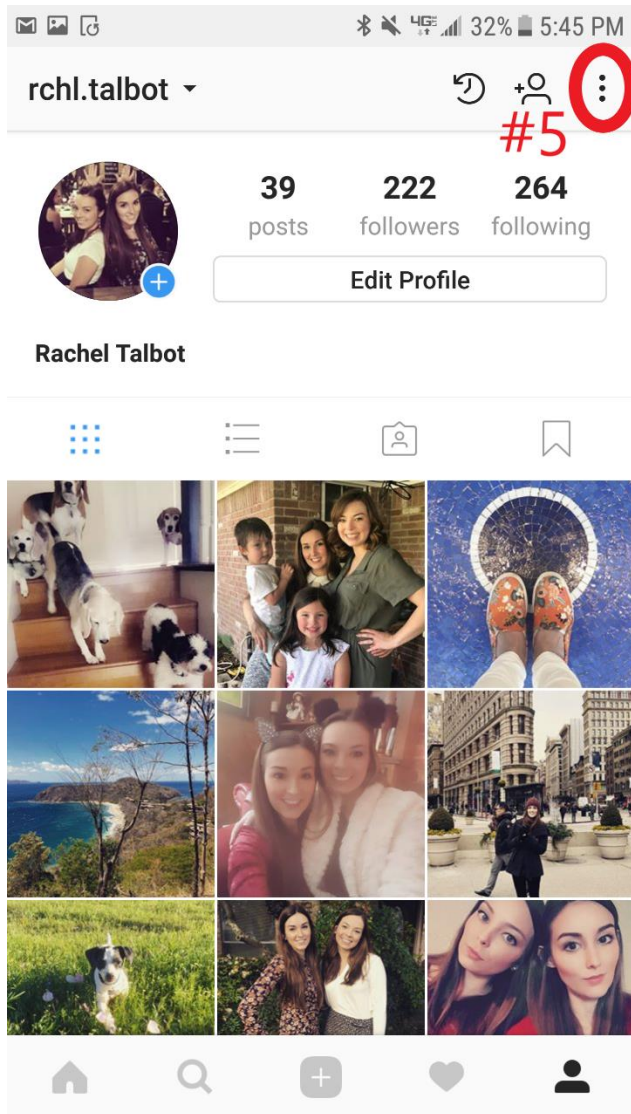
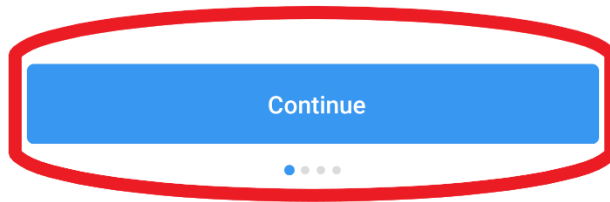6. Using your finger, scroll down and select "Switch to a Business Profile"
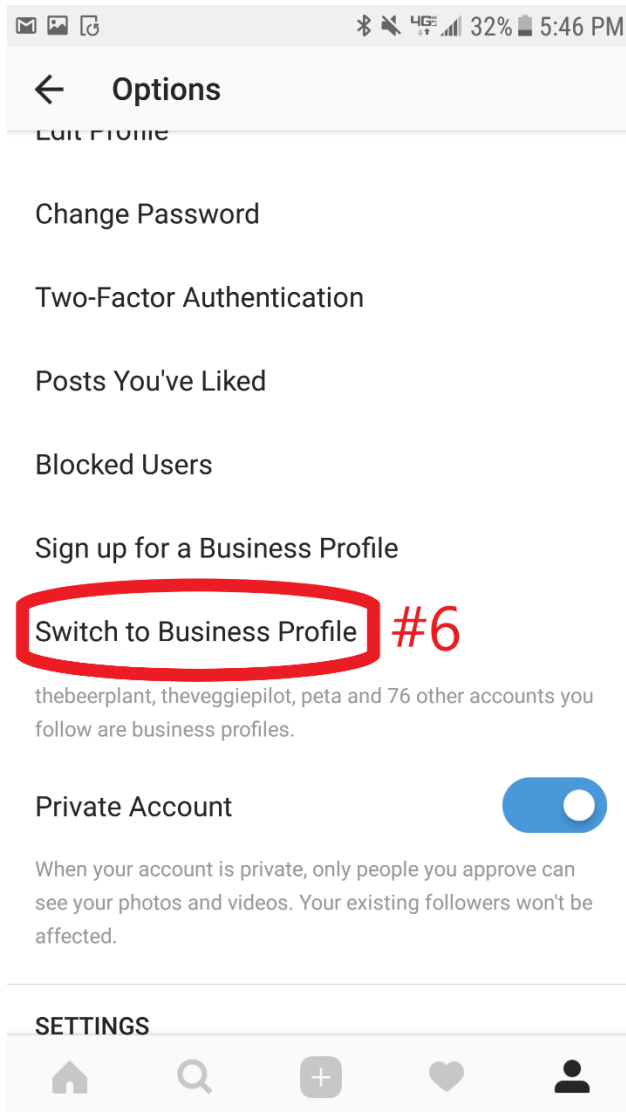
7. Select "Continue".

✕

Welcome to Instagram Business Tools

thebeerplant, theveggiepilot, peta and 76 other accounts you follow are business profiles.

#7

Continue

8. Select to either link your Facebook page or Skip this step.
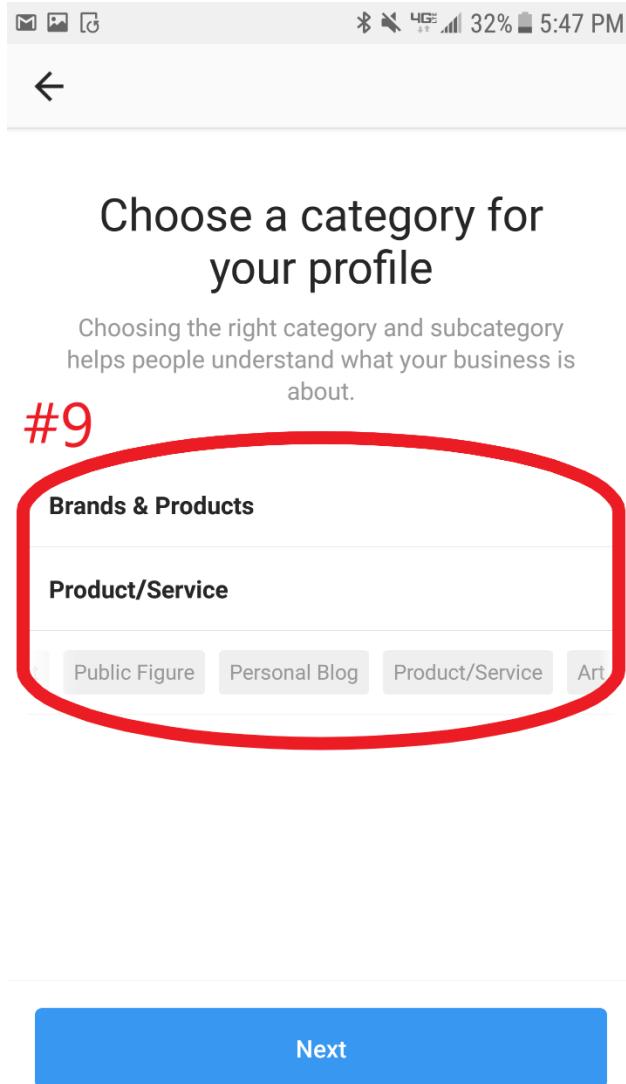
Connect to Facebook

Business profiles on Instagram are linked to
Facebook Pages and are subject to their **Terms**.

Choose Page >

#8

Skip

9. Choose the category your organization best fits.

10. Enter your email, phone number, and business address.

11. Select "Done".

How to Post Content to Your Instagram

1. Log into Instagram with username and password.

2. Select the middle icon at the bottom of the screen. This icon should look like a square with a plus sign in it.
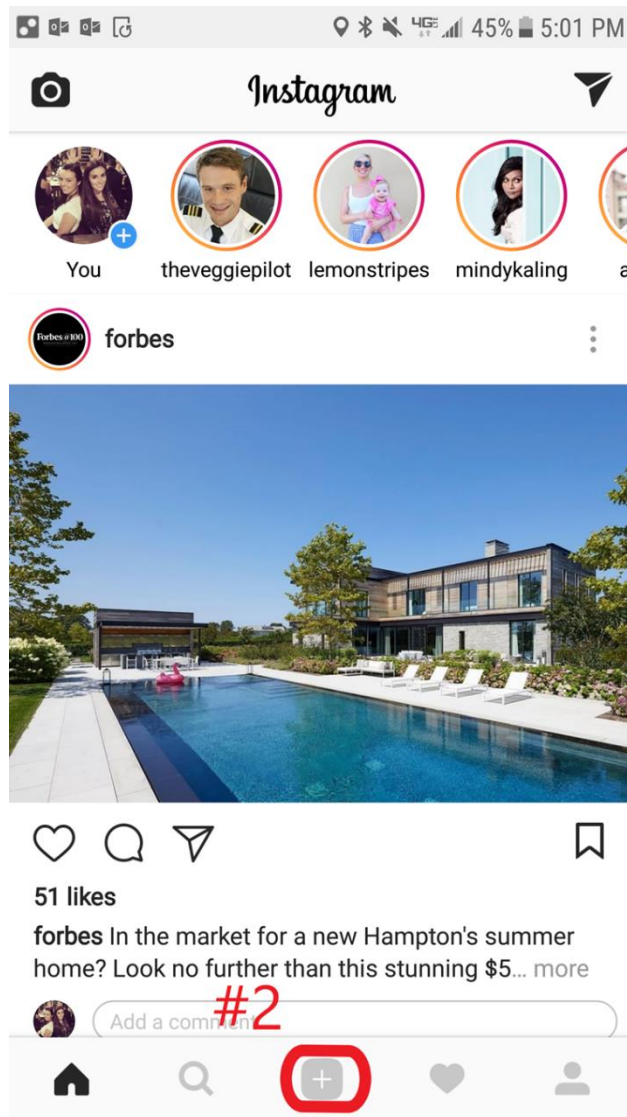
3. Select the image you would like to post from your gallery.

4. Position the image as desired holding your finger on the large image and moving it in the direction you want the photo to move.

5. Select "Next" at the top right of your screen.
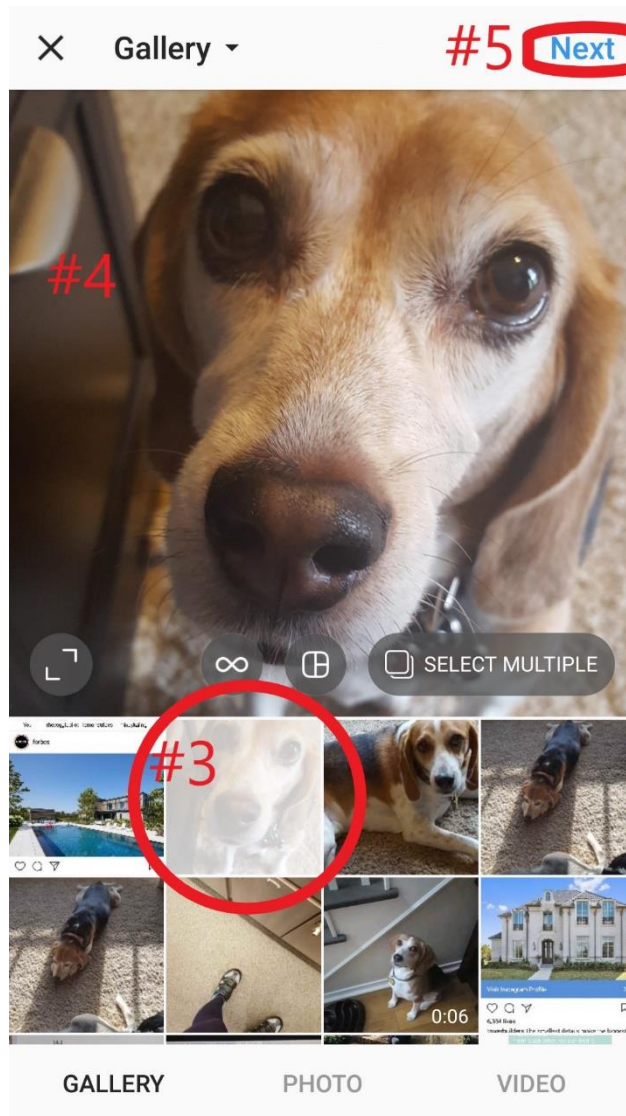
6. Add filters or make edits to the image if needed.

7. Select "Next" at the top right of your screen.
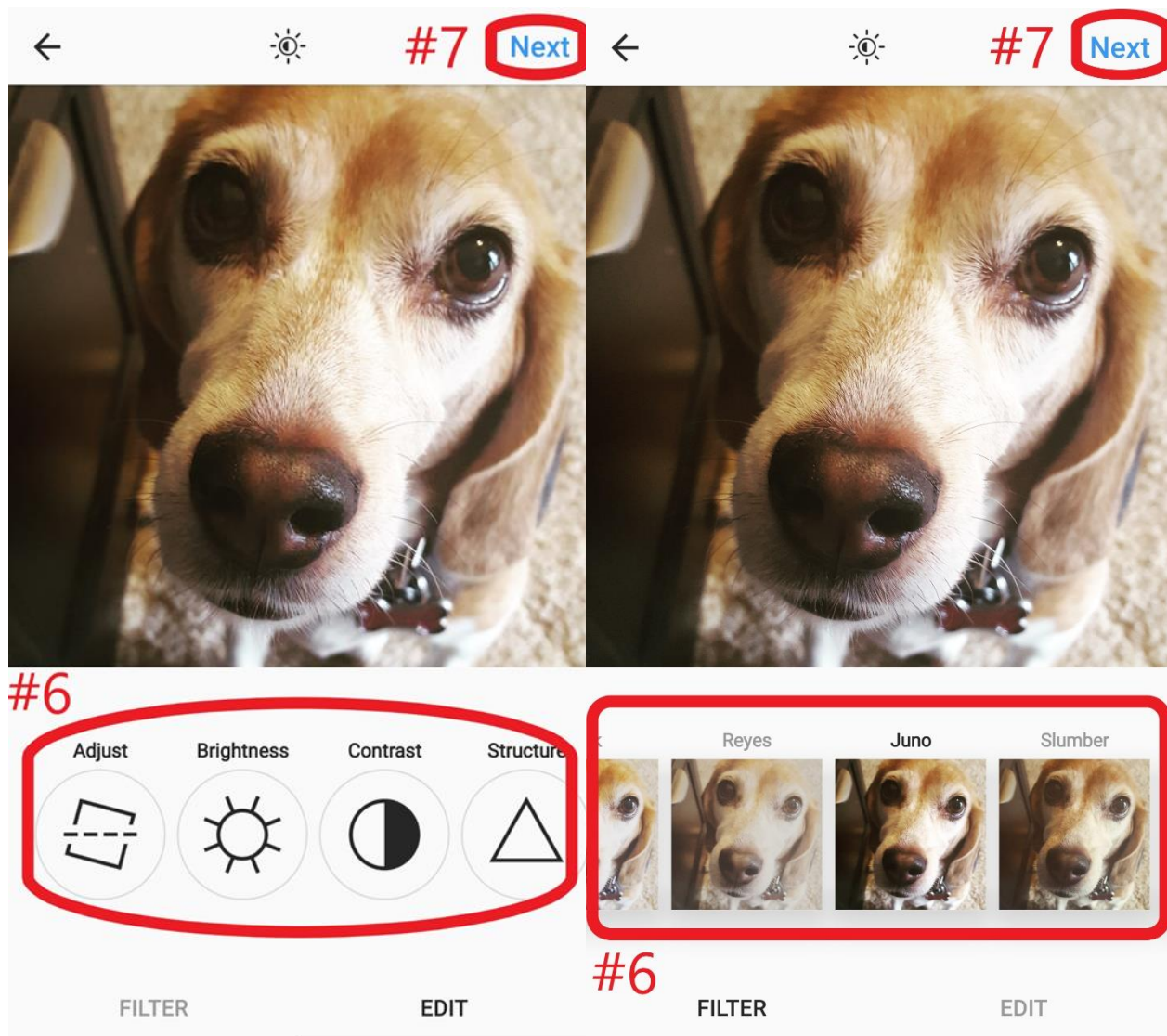
8. Add a caption that includes appropriate hashtags.

9. In the "Add Location" box you can choose to add the city or address of the organization's headquarters.

10. In the "Tag People" box tag the Instagram page that corresponds to the image or content in your post.

11. In the "Share To" section toggle the Facebook option to the right.

12. Select "Share" at the top right of your screen.

Gaining Followers

It's important for your profile to have a healthy number of followers. The right amount will vary based on the size and volume of the area(s) you are hoping to serve, as well as what your organization is hoping to accomplish. It is also important to cultivate a following that is actively engaged.

- Use hashtags. (Please view the *Hashtags* section)
- Use images that are aesthetically pleasing.
    - With all of Instagram's available photo editing features you do not need professional photography skills to produce high quality images. Utilize that editing features and filters when necessary. As of 2018 the three most popular filters are Normal (no filter), Clarendon, and Juno.
- Post your content at the right time of day
    - You want to post during times Instagram users are most active. This is between 4 PM and 8 PM. 6 PM is the ideal time slot to get your content seen by the most eyes. Content posted before 10 AM and after 10 PM are least likely to reach users.
- Engage with users who are already showing an interest in organizations like yours
    - There are three types of interaction on Instagram: follow a user, like a photo, comment on a photo. Visit a similar organization's Instagram profile to see who is interacting with them in these ways. You should interact with them in an equivalent way. While this practice takes a bit more effort on

your part, it is sometimes more time efficient for you to reach out to users, as opposed to waiting for them to reach out to you.

- Use geotags
  - o This is the practice of tagging your location. Like hashtags making your content visible to users who have interests in organizations like yours, geotagging makes your content visible to users in your area. This is helpful for recruiting local volunteers.
- Ask users to follow you
  - o This method seems simple but is often overlooked. Using the various methods already discussed, users will eventually come into contact with your content even when they are not following you. This is because of manual suggestions or "Explore" algorithm. So, don't assume that everyone seeing your picture or reading your captions is already a follower. Politely invite users to follow you by ending a caption with simply asking them to follow you. Example: "To find out more about how you can help serve the veterans in your community, follow us on Instagram!"
- Be consistent with your content
- Post consistently, have a consistent aesthetic, and a consistent message. Set a goal for how often you plan to post and stick to it. You should aim to post no less than once a week and no more than twice a day. It is not uncommon for users to periodically "spring clean" the accounts they are following. If they notice you don't post very often they are likely to unfollow you. Similarly, if you are "clogging up" their feed by posting several times a day they are likely to unfollow you. A clean

and consistent aesthetic is best for making your content look well-thought out and cohesive. The easiest way to achieve this is to use the same or similar filters for every photo you post. Your message should remain consistent by simply staying on topic with the mission and vision of your organization.

Hashtags

To create a hashtag simply type the pound sign (#) followed by the word or short phrase of your choice. Do not include any spaces.

Examples: #NVCN #CareGiving #Service #Veterans #SeniorCitizens

- o Hashtags are most useful when included in captions, but can also be used in comments.
- o Hashtags allow you to target market to potential volunteers and donors.
- By using relevant hashtags your posts will reach the eyes of individuals interested in causes like yours, even if they are not yet following your Instagram.
  - o Hashtags can help increase followers.
  - o Hashtags increase the visibility of your content.
  - o Hashtags help establish your organizations particular niche.
  - o Keep notes of which hashtags are popular and unpopular.
- By tracking the positive responses your hashtags receive you can see which topics your followers are most interested in.

  - o **#6A: Create a unique hashtag.**

    - o Our national Instagram page username is @NVCNetwork

- o Main hashtags to follow the national posts are #volunteercaregiving, #faithinactionvolunteers #nationalcaregivers, and #localvolunteercaregivers
- o Sharing the same unique hashtags is key to creating our national voice. Furthermore, they will allow programs to easily view each other's posts and link to the national page. Thus, allowing ambassadors to network with each other.
- o Having a hashtag that is unique to your organization helps with the branding of your organization. Also, this practice allows you to easily observe the online conversation that is taking place about your organization.

Sharing posts directly from Instagram to Facebook

To link your Instagram and Facebook accounts and share posts directly from Instagram to Facebook:

1. Go to your profile and tap ≡ .
2. Tap ○ **Settings** > **Linked Accounts**.
3. Tap **Facebook** and enter your Facebook login info.

Once you link accounts, you'll have the option to share a post to Facebook from the same screen where you add a caption. You can also share from Instagram to a Facebook Page you manage.

To unlink your Facebook account:

1. Go to your profile and tap ≡ .
2. Tap ○ **Settings** > **Linked Accounts**.
3. Tap **Facebook** > **Unlink Account**.

FAQs

What should I write for my bio? Your bio is a great place for your mission or vision statement. This lets followers and prospective followers know what to expect when they get involved with your organization. You should also have a link to your website here. You want people to engage with you beyond Instagram.

What kinds of pictures should I use? Use images that are relevant to the message you want to convey, that are aesthetically pleasing, and are unique. Stock photos do not do well on Instagram as users can usually tell it is not an original image and therefore garners little reaction or engagement. The easiest way to build a photo bank is to ask your volunteers to take photos of the work they are doing and the people they are serving.

How often should I post? You should post no less than once a week and no more than twice a day. It is important to stay relevant by posting frequently, yet you don't want to bombard users with too much information at a time.

When should I post? You should post in the late afternoon. On or near 6 PM is when most users are on the application and therefore most likely to see your post. Before 10 AM and after 10 PM are when users are least likely to be using the application.

Can I use Instagram to recruit volunteers? YES! Instagram is a wonderful place to recruit volunteers in your community. Often times if users are interacting with or following your profile they are interested in getting involved with your organization. So, take the opportunity to let people know your volunteer needs.

What should I write as my caption? Captions should be concise, on-topic, and include hashtags. The tone of your caption should match the tone of the picture you are sharing. The picture and the caption should send the same message. You can keep the message light-hearted and celebratory, or you can send a message that pulls on people's heart strings. Either way, your message should inspire action.

Should I be following any other profiles? Yes. You should be following profiles of both people and organizations that share your values or purpose for three reasons:

1) This gives you an opportunity to network and observe how these people or organizations are achieving goals similar to your own.

2) Part of Instagram's algorithm involves identifying which profiles are similar, in part by the profiles users are following, and encouraging users to follow pages they believe are similar to ones they already interact with.

3) It will help you gain followers. Users are likely to follow you back after you begin to follow them.

Should I respond to comments? Yes. Users enjoy an interaction. If they ask you a question in the comments section, answer it in the comments section. It is likely that other people may have the same or a similar question. If they are simply giving you a compliment or saying "hello," thank them or say "hello" back. It is important to convey to your followers that you want to engage with them.

How should I respond to negative comments or interactions? If a user leaves a negative, yet constructive, comment you should think them for their feedback in either a direct message or the comments section. If a user leaves a negative comment that is

not constructive, or is damaging to your organization, you should delete the comment

and consider blocking the users. Keep in mind that the internet is a large place with

many varying opinions.

Can I post someone else's content? Yes. However, be very careful to not claim it as

your own original content. This is called "reposting." As long as the image is relevant to

your organization, the original poster doesn't mind you using it, and you give the original

poster credit, this is okay.

Sample Posts

mgroup2

mgroup2 According to Harvard Health, helping others kindles happiness. The odds of being "very happy" rose by 12% for those who volunteer weekly. Join us and live a happier life!

3 SECONDS AGO

mgroup2 'Tis the season to be jolly! Spread the gift of love by taking the time to volunteer with WestBay Community Action today! #merrychristmas #joinnvcn

3 SECONDS AGO

mgroup2

mgroup2 Give people in need another reason to be grateful! Happy Thanksgiving!! #turkeyday #joinNVCN

2 SECONDS AGO

mgroup2 September is Pain Awareness month. Join us and help protect a local senior by volunteering today!

3 SECONDS AGO

Instagram

You   New!

mgroup2   ...

!

mgroup2 Volunteering connects you to others and brings fun and fulfillment to your life. Join us to improve the... more

Add a comment...

mgroup2 A small gift goes a long way. Support a senior by donating today! Link to donate can be found in bio.

4 SECONDS AGO

Updates and Final Hashtags developed by CSUCI Team for Fall 2018 national roll-out.
CSU Channel Islands Team - Movses Bagchechyan, Taylor Golden, Jose Ortiz, and Alejandra Rosales