# Instagram

Guide for nonprofits

# Share your story with Instagram

Your Instagram account can tell the story of your nonprofit and help you share your mission with the world. Post images that give followers a glimpse into what your organization is all about and help individuals connect with your cause. Through your Instagram account, you can tell your story visually.

## 1. Create an account

To get started, create an Instagram account for your nonprofit.
To register for Instagram:

- Download the Instagram app in the App Store on an iOS device (iPhone, iPad, iPod) or in Google Play for an Android device
- After installing the app, open it on your mobile device
- Tap the 'Sign Up' button to begin the account creation process

When you sign up for Instagram, you will be asked to create a profile. You should include:

- Information about your cause or nonprofit organization
- An image or logo that represents your organization, along with a link to your website

## 2. Experiment

All nonprofits have different audiences and goals for engaging with those groups. Experiment with different types of photos and the frequency with which you should post. Your community will give you feedback in real-time. Listen to that feedback and adjust accordingly. It can take time to learn about your audience and how to use the new platform most effectively.
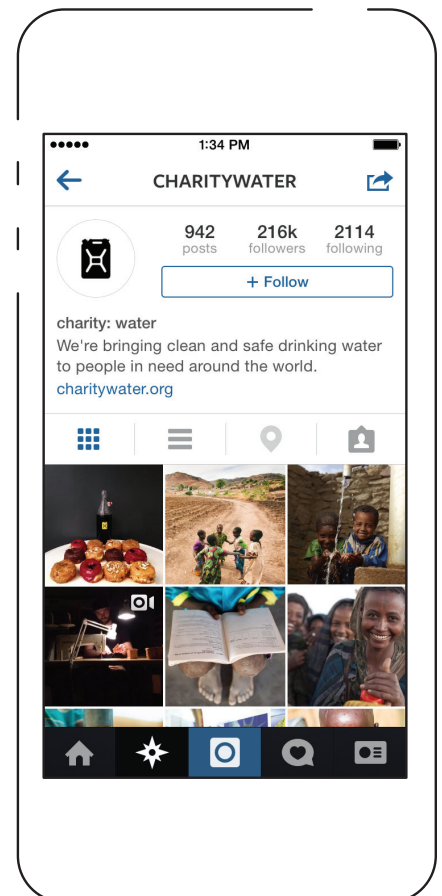
## 3. Share compelling content

A great way to engage people instantly is to post photos they cannot see anywhere else. Post on-the-ground photos of people volunteering, or share work that you are doing abroad. Let people track the progress of your work. Do not be afraid to test new ideas and pay close attention to what people like and comment on most.

## 4. Use Hashtags

On Instagram hashtags serve many purposes for brands. Use them to classify the images you post, for instance tying them to different content themes you've established. Use them to reach new people who may be searching a hashtag related to your brand. Or use them to support campaigns or contests by asking people to tag their photos with a hashtag associated specifically with your nonprofit.

Hashtags will be used by many people, not just your organization. Making them more specific can help your organization "own" a hashtag. On the other hand, using more general hashtags will help other people find your content. A guiding principle is that hashtags should be used in moderation, only when they're highly relevant to your organization and the specific photo.

## 5. Sync with high profile supporters

If a high profile person (like a celebrity, athlete, or politician) is supporting your cause or campaign, encourage them to share content with their fans. Always encourage them to tag your Instagram account, and to use the relevant hashtag(s). This will lead more people to your page and increase your own followers.

Content they could post includes:

• Real time, authentic photos and videos. Ex: A Day in the Life, where the celebrity posts on Instagram throughout their day at a campaign or event

• A commitment or pledge to your organization via photo or video

## 6. Follow accounts

Follow your organization's partners, spokespeople, advocates and influential members of the community whose content may relate to your cause.

## 7. Promote your Instagram account

Notify people about your Instagram account with signage at events, a link on the homepage of your website, in your Facebook Page Profile, and in communication such as emails.

## 8. Connect your Instagram account with Facebook

Now that you have all of the best practices for using Instagram, connect your account to your Facebook Page! When you post photos, your followers will know you're also on Facebook, an important tool for growing your audience. Connecting your account to your Facebook Page also makes it easy to share the content you post on Instagram directly to your Page, helping with both reach and exposure.

• To connect to your account, open the instagram app:

• Go to Profile > Settings > Share Settings > Facebook > Share Photos To > Choose Page

• Reminder: Photos will not automatically post to your Facebook Page. You'll need to tap the "Facebook" button for each post

• Instructions to connect your accounts: help.instagram.com

For an example of great nonprofit Instagram work, check out: instagram.com/aarp_official