

## SOCIAL MEDIA TIPS



# INSTAGRAM



- 1 Vary your content. Photos are tops, but you can also post graphics, videos and other content on Instagram.
- 2 Be social! Follow back, comment and tag other organizations and users in your posts.
- 3 Use hashtags so people find you and your content. Check out which hashtags are most popular and use them on your posts where appropriate.
- 4 Start a trend! Use Instagram to promote an event or photo contest. Create a hashtag for your activity and encourage others to use it in their posts.
- 5 Check your stats. Keep track of your likes, followers and number of posts. Note which posts are most popular and set goals for growth.

[VISIT INSTAGRAM.COM](https://www.instagram.com) TO BE PART OF THE CONVERSATION

