



SHARING STORIES ON INSTAGRAM



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WHY SHARE YOUR STORIES ON INSTAGRAM?

- Raise awareness
- Increase participation
- Connect with new audiences
- Cross-promotion & collaboration
- Deliver outcomes
- Funding body requirements
- This is where people are...

The average user accesses Instagram 28 times a week

Instagram is the 2nd most popular platform for women

18 – 29 year olds are the highest group of Instagram users (75%),
followed by 30 – 39 year olds (61%)

Yellow Social Media Report 2020

INSTAGRAM TERMINOLOGY

Bio: Your profile on Instagram, where you can tell people about yourself.

Feed: Your Instagram home page. Where you'll see posts from friends / businesses you are following.

Followers: Instagram users who follow another Instagram user to see their content in their feed.

Hashtag: The # symbol in front of a keyword. These keywords (or phrases) are searchable, allowing users to find content based on their interests.

Instagram Handle: The username a person nominates to define their Instagram account.

Post: Any photo or video that you upload to your Instagram profile for others to see.

Profile: This is your personal account on Instagram. It includes your name, Instagram handle, profile photo, short bio and your photo gallery. Profiles can be public or private, personal or business.

Stories: An Instagram story is a photo/video you share for a period of 24 hours before it disappears.

Tag: If you add the @ symbol in front of another Instagram user's handle/username, you can tag them in a post. This links/acknowledges them in your posts and they are notified that you have done so.

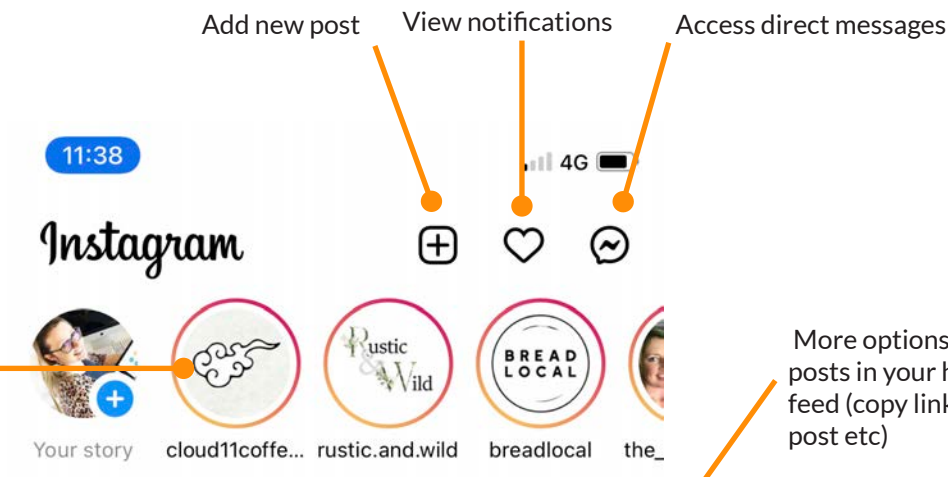
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INSTAGRAM INTERFACE

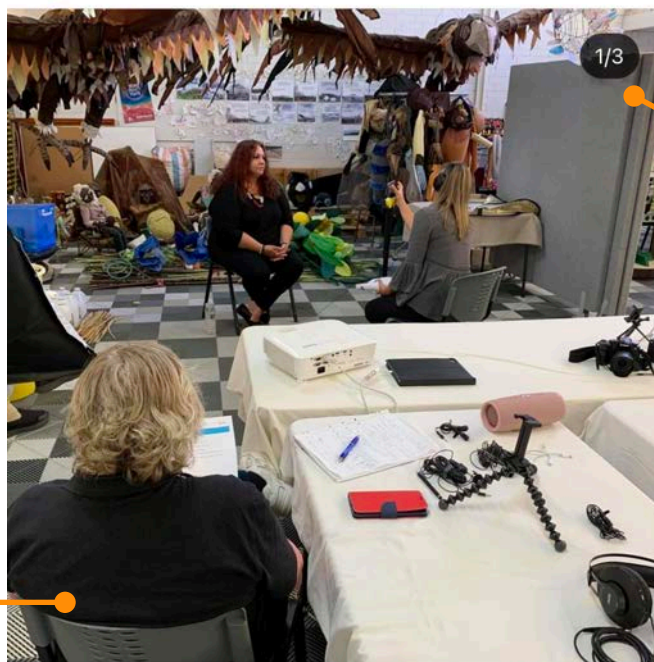
Note - in 2020 Instagram has rolled out changes to its interface. Some buttons may be in different positions to what you see below.



A post another person has published, as it appears in your home feed.

You can view name of account, view the image, see how many people have liked it, and read their caption.

You can choose to like, comment or share posts you see in your home feed.



Liked by beads_by_anne and others

esperance_community_arts We have one more workshop coming up this week (Sharing Stories on Facebook - Friday, 13th November) ⭐ ... more

View 1 comment

Home button: view the posts from the accounts you follow



View your profile

Search tool

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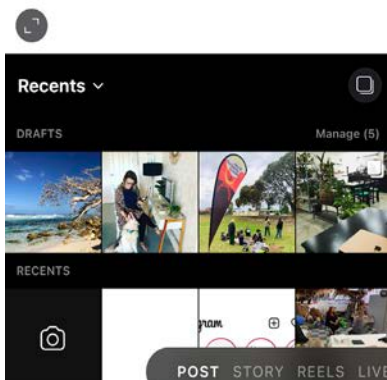
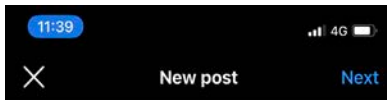




POSTING TO INSTAGRAM

The quickest way to publish a post to your Page is to:

1. Tap the Add Button from Home Page +

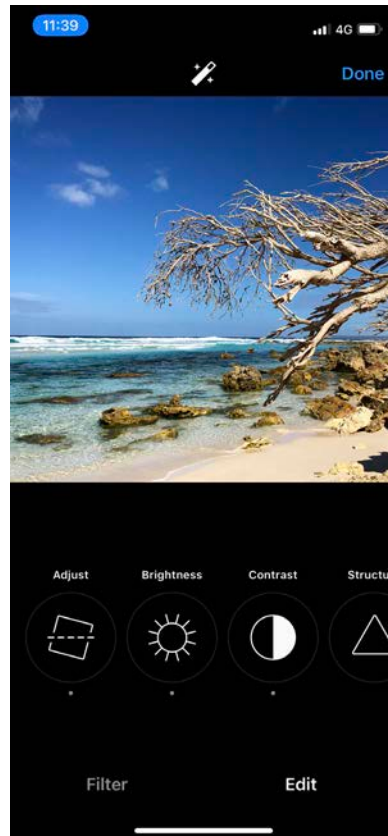


2. Selecting Photo

There are three options:

1. Choose from Library (your camera roll) for pre-taken photos
2. Choose Photo to take a photo with your camera
3. Choose Video to record a video with your camera

Hit Next to continue

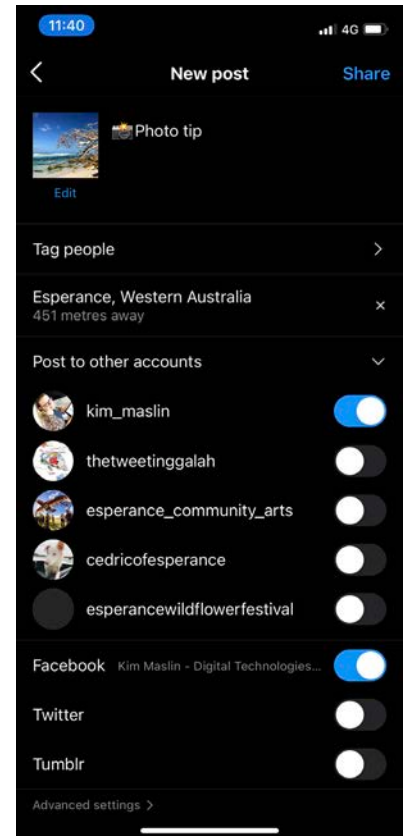


3. Add Filter / Edit

There are two options to explore:

1. Filter: select a pre-made filter for your photo
2. Edit: Adjust photo i.e. tilt, brightness, contrast

Hit Next to continue



4. Caption

Type your caption

Tag people (optional)

Add location (optional)

Choose whether to share to linked accounts (optional)

Hit Share to publish

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SCHEDULE CONTENT

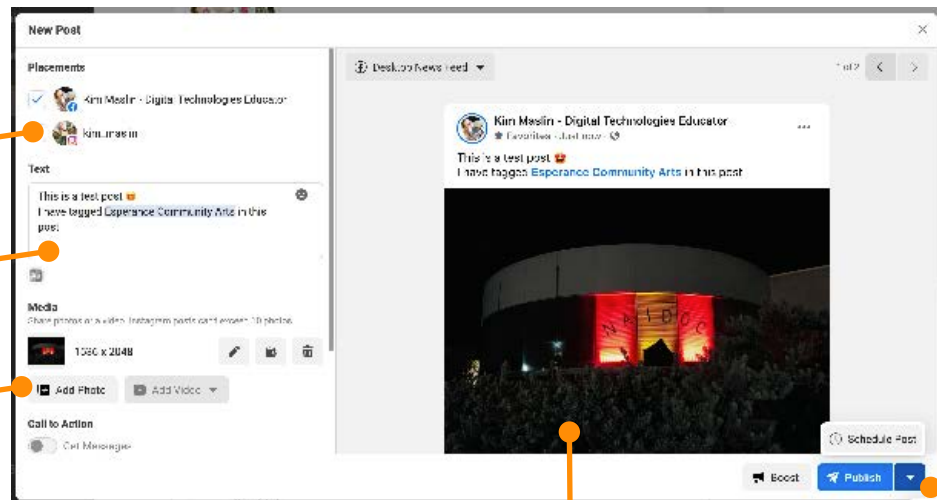
You can now schedule Instagram content via a computer, using Facebook Business Manager:

1. Open Facebook
2. Select your Page name from the left-hand menu (or search for it in Search bar)
3. Click on Go to Business Suite button
4. Facebook Business Suite will load
5. Click on blue Create Post button
6. New post window will appear:

Make sure Instagram placement option is ticked.
(You can also tick to post to Facebook)

Type out post text

Add photo or video

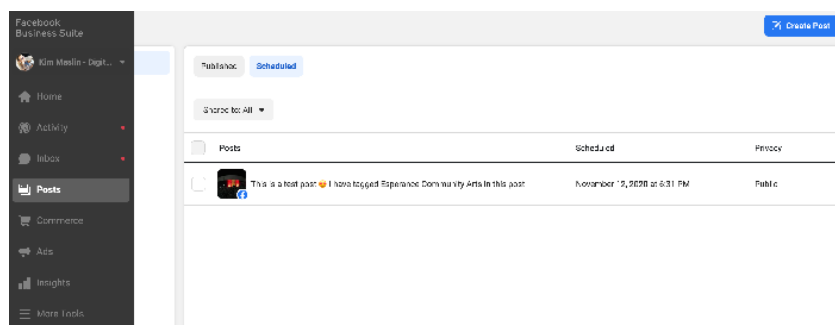


Preview of post

Click drop down arrow and select Schedule post. Select Date and click Schedule

Once scheduled, you can view a list of scheduled posts:

1. Open Facebook
2. Select your Page name from the left-hand menu (or search for it in Search bar)
3. Click on Go to Business Suite button
4. Facebook Business Suite will load
5. Click Posts from left-hand menu
6. Click Scheduled button
7. View list of scheduled posts
8. Click on a post to view preview. Click on three dots to delete post or reschedule



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