

Instagram 101

About

Video and photo sharing app; one of the fastest-growing social media networks, especially among those 35 and under.

Best for:

1. Telling a story with images
2. Pushing a narrative with images/graphics
3. Engaging with early career & aspiring educator members

Best practices

- Posting frequency: At least once a week
- Posting times: Lunchtime and evenings are best
- Use engaging, high-quality images or graphics whenever possible to tell a story (our classrooms are too hot):



- Push a narrative (we need to fully fund our schools):



- Engage with/inspire early career educators and aspiring educators:



Organizing tools

Hashtags

- Like Twitter, use to target posts at a particular audience or around a particular issue, or to bring awareness to an organizing campaign. Unlike Twitter, there's unlimited space so up to 11 hashtags per post is suggested. Maximum of 30 allowed.
- Examples:
 - #mnleg - for all state legislative posts
 - #edmnvotes - for all EdMN political/election posts
 - #wemakemn - for the state revenue campaign to tax the rich

Instagram Stories

- Use to post photos and videos of an event or an "Instagram takeover," where you hand the reins of your account over to a member or public figure. Good way to showcase members and build community.
- Last only 24 hours, but are archived and can be highlighted on your profile.



Questions? Contact us!