AAUW California

Instant noodles?
Nope, it's Instagram!

A beginner's guide

October 11, 2022

AAUW of California

Linking together for our mission.

Welcome

Presentation materials:
- Download the presentation from the AAUW California website home page.
- The meeting recording, a summary Q&A document and example documents will be posted following the meeting.

Questions:
- Use the Q&A function to pose a question. We'll stop periodically to answer general questions.
- Chat has been disabled.

Check here for answers to all questions.

Check here for answers to your questions

Question and Answer

All questions (1)   My questions (1)

You   09:45 AM

Where can I download the presentation?

Collapse all (1)

AAUW   AAUW California   09:46 AM

Chat has been disabled. Use the Q&A function

Type your question here.

Type your question here.

Chat   Q&A   Leave

2

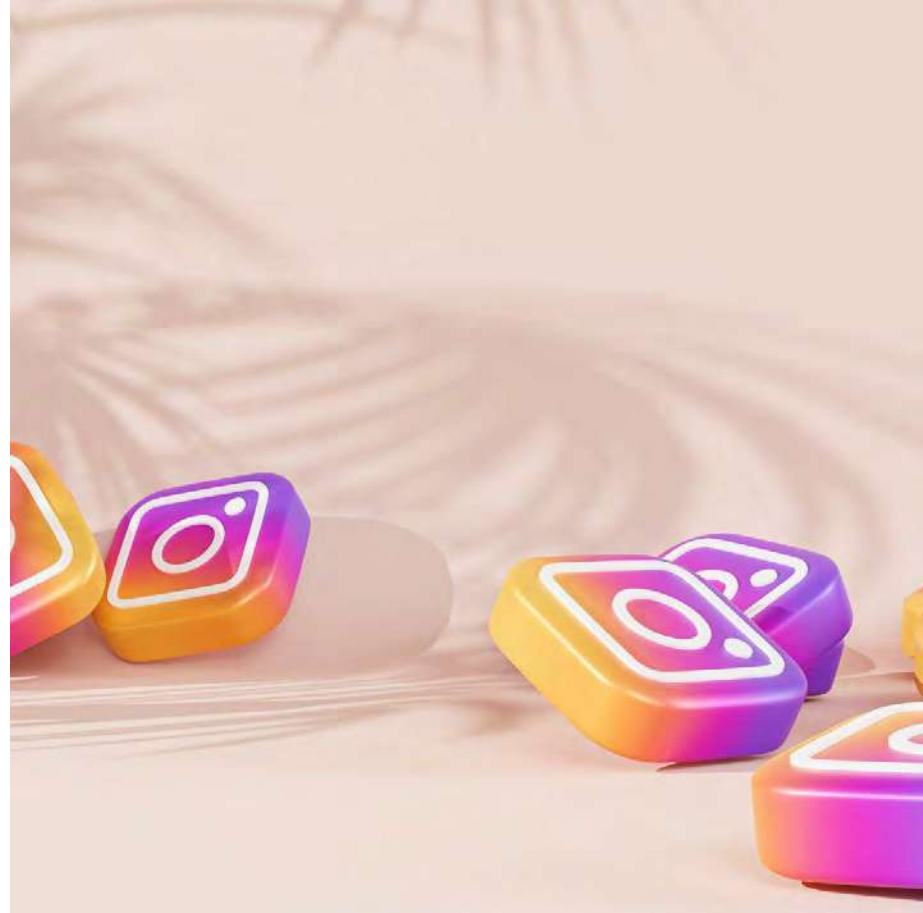*Linking together for our mission.*

Agenda

1. Why Instagram?
2. The anatomy of Instagram
3. Setting up an account
4. Creating a post
5. Creating a story
6. Instagram highlights
7. Hashtags
8. Direct Messaging (DM's)
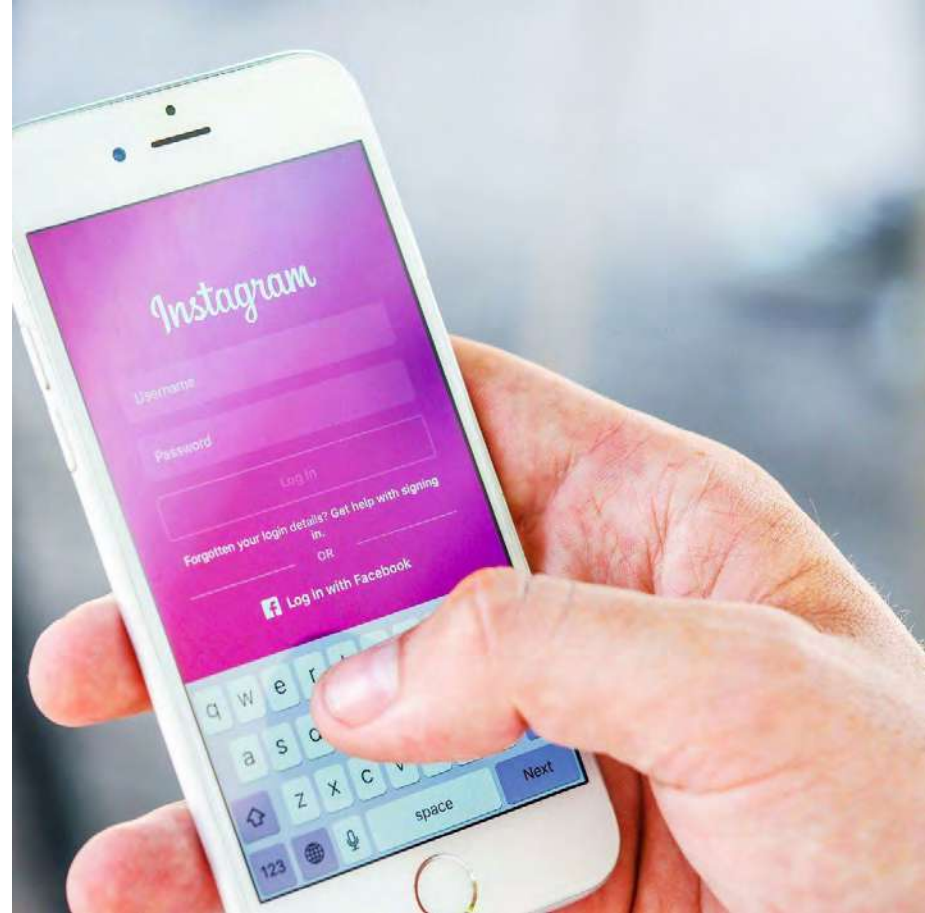9. Call to Action
10. Q&A

Why Instagram?

Why Instagram?

- Visibility
- Reputation
- Directs to our website
- Demographics

The Anatomy of Instagram

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Instagram Home Page (Desktop)

View the stories of people you follow.

Posts from people you follow appear here.

View your profile

Notifications (Likes, follows, mentions)

Search/Discover

Create new post

Direct Messages

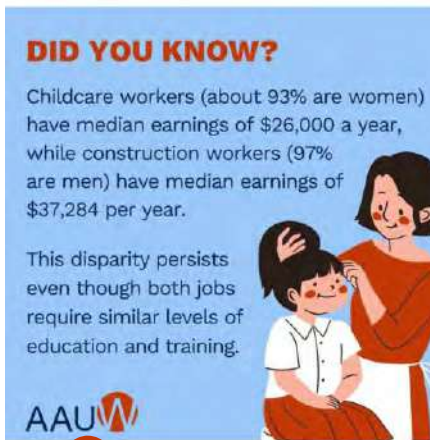Home (brings you back to this page)

Instagram Home Page (Mobile)

Direct Messages

Notifications (Likes, follows, mentions)

Create new post

View the stories of people you follow.

Posts from people you follow appear here.

Comment on a post

Search/Discover

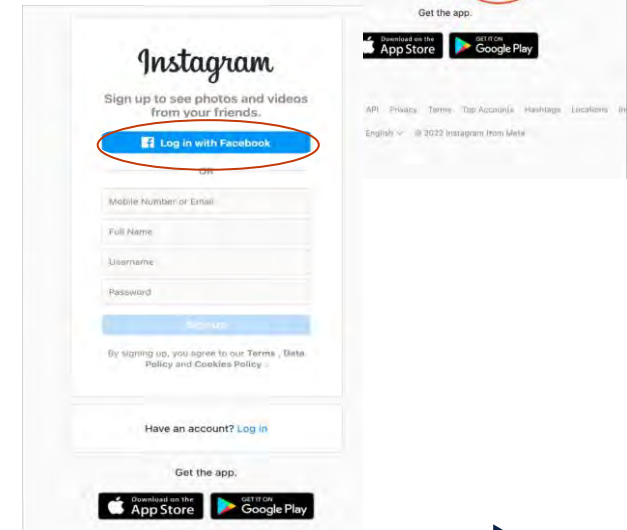Home (brings you back to this page)
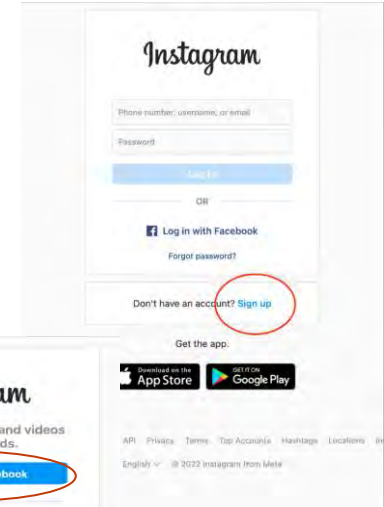
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Setting Up an Account

Setting Up an Instagram Account

1. Download the Instagram app or type "Instagram sign up" into your search bar.
2. Select "sign up" on the landing page.
3. Fill out the prompts or connect your Facebook account.

Personalizing Your Profile (Desktop)

Personalizing Your Profile (Mobile)

Q&A

Instagram Posts

What is an Instagram Post?

- Consists of a photo and a caption.

Mobile

Desktop

Making an Instagram Post

1. Click the "+" in the upper right corner and choose "Post" from the menu at the bottom.
2. Select the content you'd like to post.
   a. Content must be in your camera roll or loaded onto your computer.
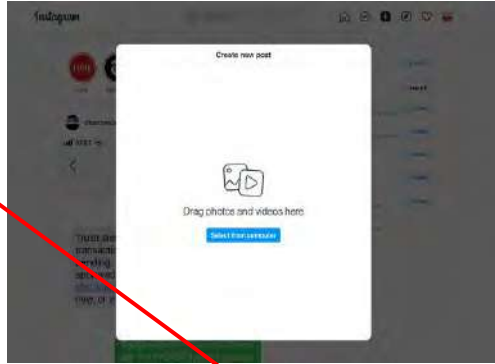
Making an Instagram Post

- Now you'll need to create your caption
  - Your caption is also where you'd want to add any applicable hashtags
- From this page, you can also post to any linked Facebook or Twitter page

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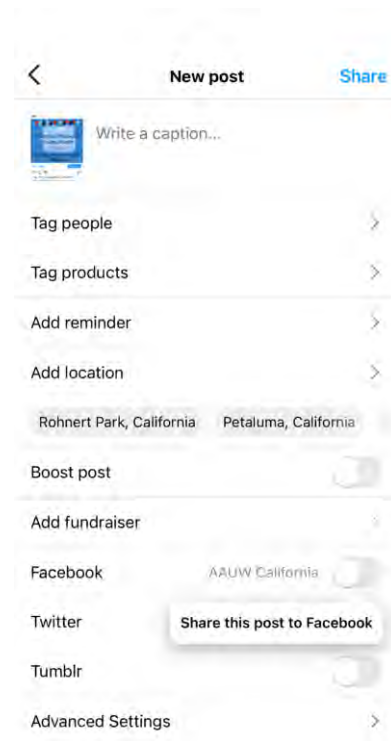
Instagram stories

What is an Instagram Story?

- Similar to a normal post, except they only appear on your profile for 24 hours.
- They show up at the top of the landing page as an account's profile photo with a colorful circle.
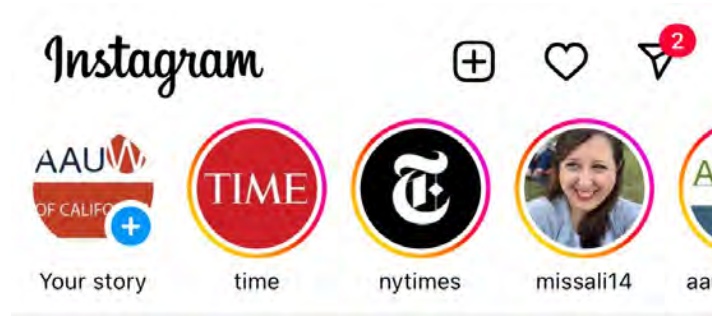
Why Make a story Instead of a Normal Post?

- Stories are arguably more versatile than normal posts.
- Stories help keep your feed clear from posts you'd need to post repeatedly, like advertising a webinar.
- You can access who has viewed your story.
- You can add little interactive details like a countdown clock, a poll, or a Q & A.

Making an Instagram Story

1. The first thing to know: You cannot make a story on the desktop version of Instagram.
2. Click the square plus button in the top right corner of the screen and select "STORY."
3. Snap a photo or select one from your camera roll in the bottom left.
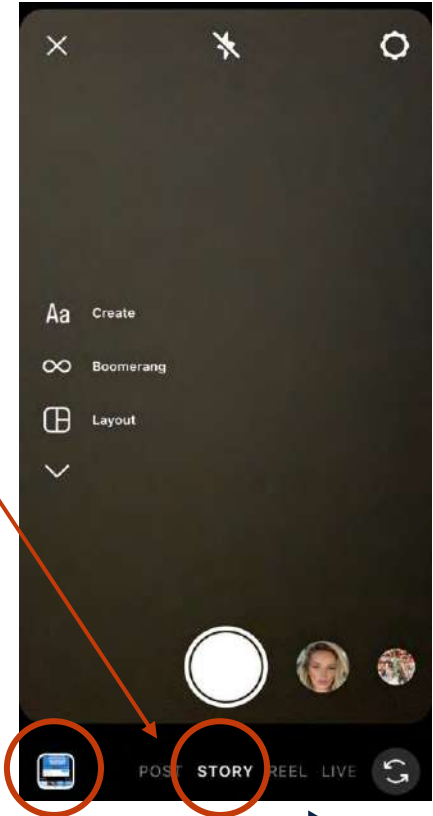
Adding Posts to Your Story

- Adding your own or someone else's post to your story helps boost engagement and reach more people.
- Share posts to your story by clicking the arrow next to the like and comment buttons.
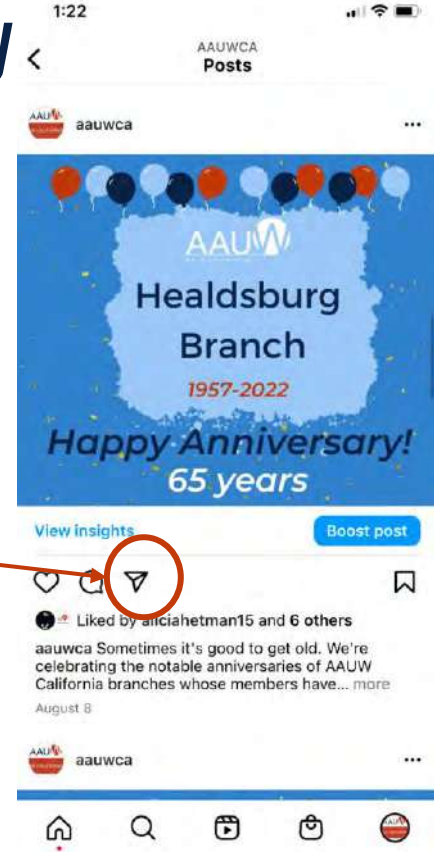
Adding Posts to Your Story

- You'll be prompted to either add to your story or send to someone via DM. Select "Add post to your story".
- You'll see this page:
- Hit the arrow (bottom right).
- You're done!

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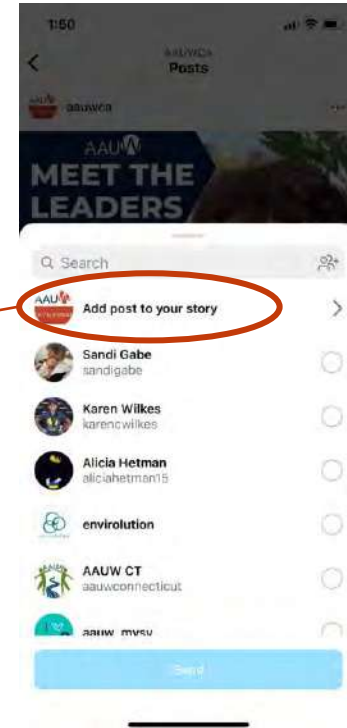
Q&A

Instagram Highlights

What are Highlights?

- Highlights allow your stories to last forever instead of disappearing after 24 hours.
- Highlights appear on your profile under the bio as little circles you can label and select a cover photo for.

How to Use the Highlights Feature
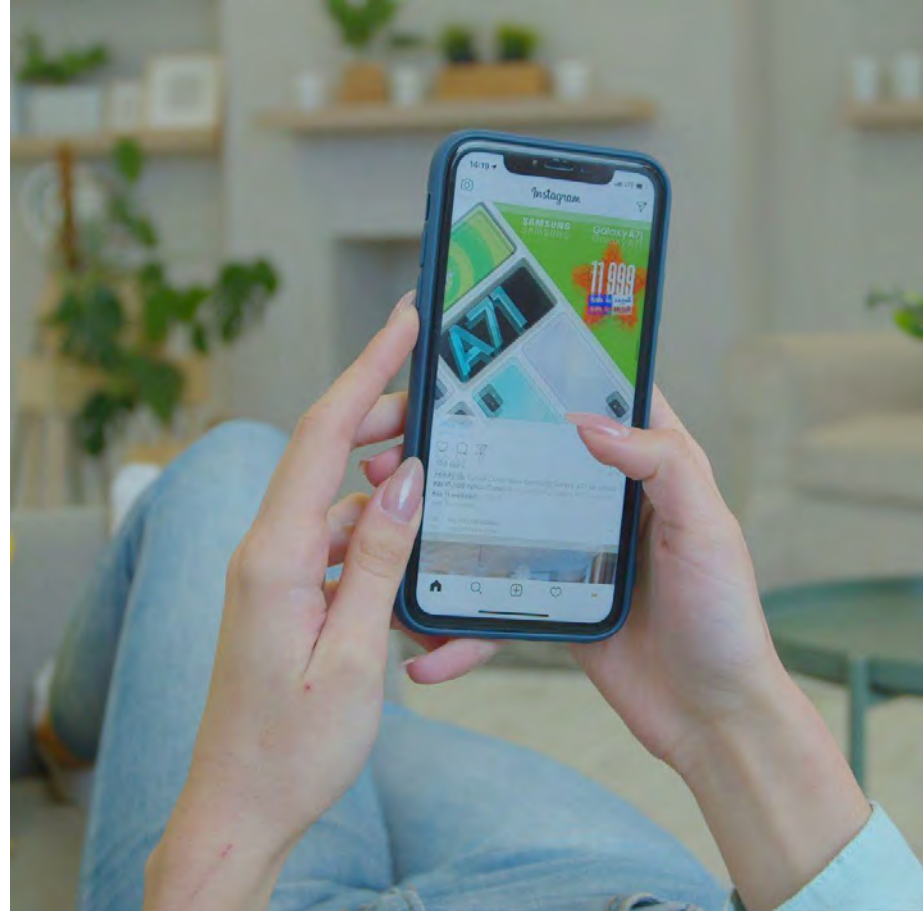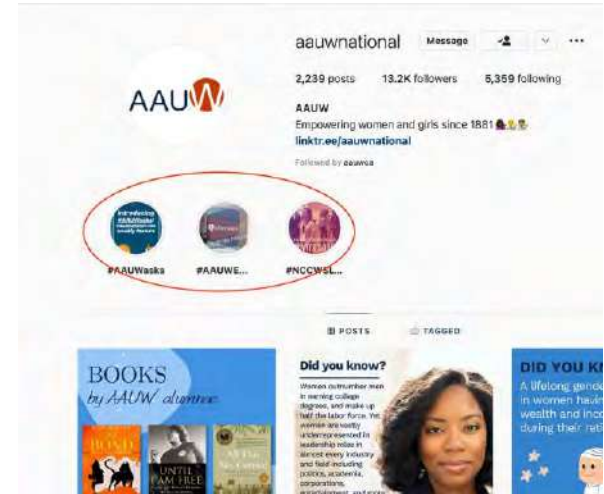
- When you post a story and would like to add it to a highlight, click on your story and see the bottom left of the page.

How to Use the Highlights Feature

- Choose a name for the highlight.
- Click "add" and the highlight will appear on your profile underneath your bio.
- Once you've created a highlight, you can edit the name and cover photo in your account settings whenever you please.

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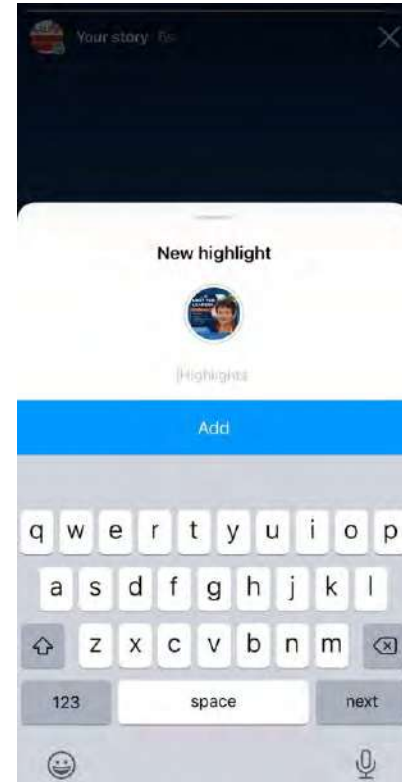
Hashtags

What are Hashtags?

- Hashtags are essentially hyperlinks used on social media platforms to categorize posts.
- They are commonly found in the caption of a post.
- If you click on a hashtag, it will take you to a page of every post that exists under that hashtag.
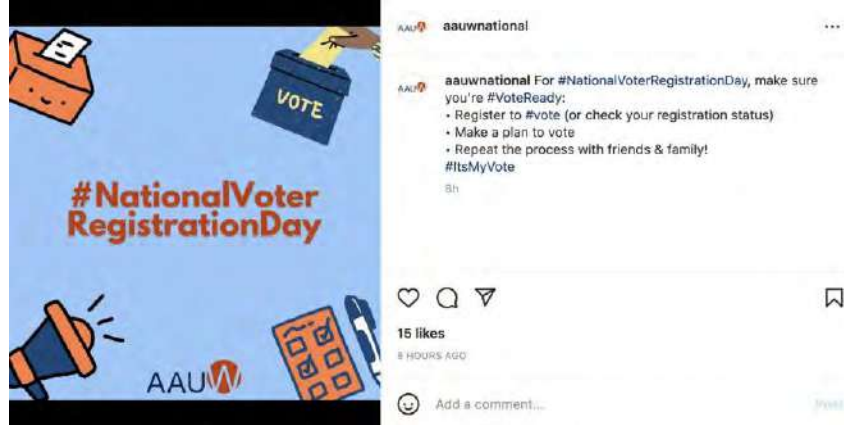
How to Use Hashtags

- In the caption of your post, type in the pound symbol (#).
- With no space in between, type the word or phrase you'd like to use.
  - Ex: #womensrights, not # women's rights.
- Important Tip: Be sure to check the hashtag before you use it, sometimes trolls give normal words twisted meanings.
  - You can search by hashtag by selecting the magnifying glass in the bottom left and typing in the word.

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Why are Hashtags Valuable?

- Increases engagement on posts.
- Makes post visible to anyone who searches the topic of said hashtag.
- Increases the likelihood of someone stumbling upon your profile when searching for topics related to your content.
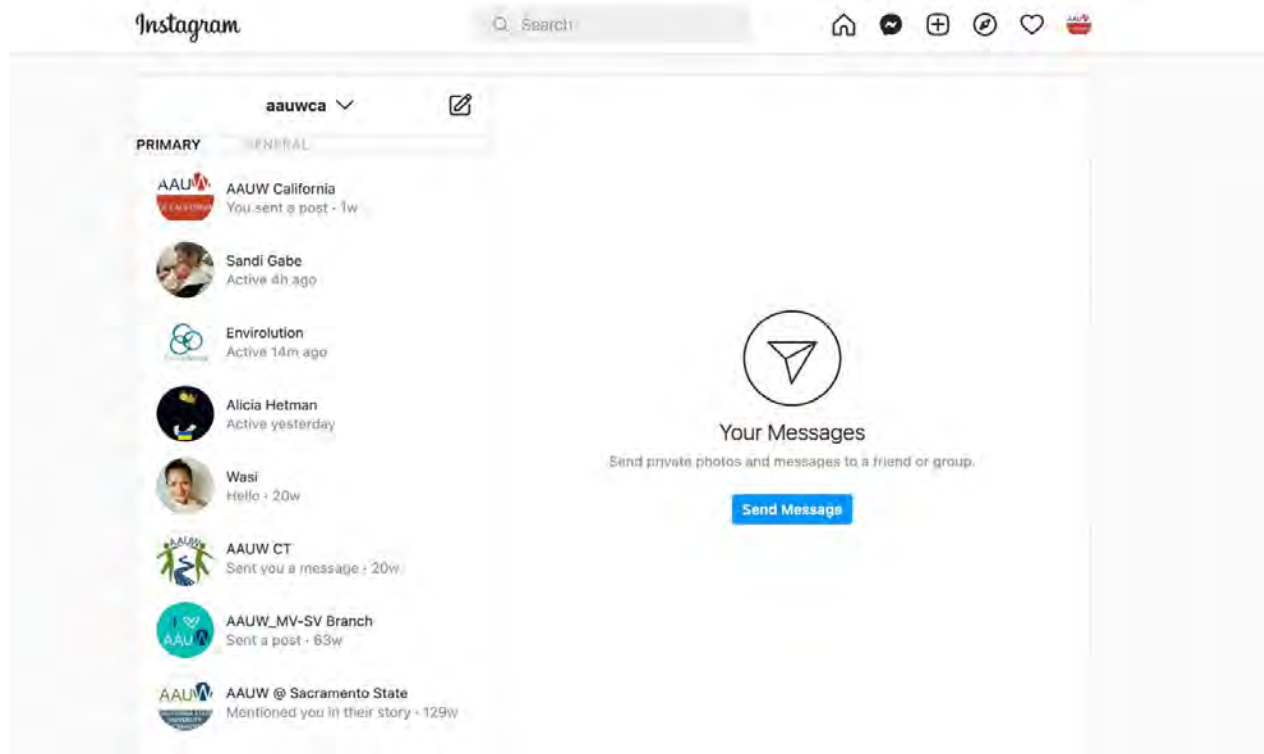
Direct Messaging (DM)
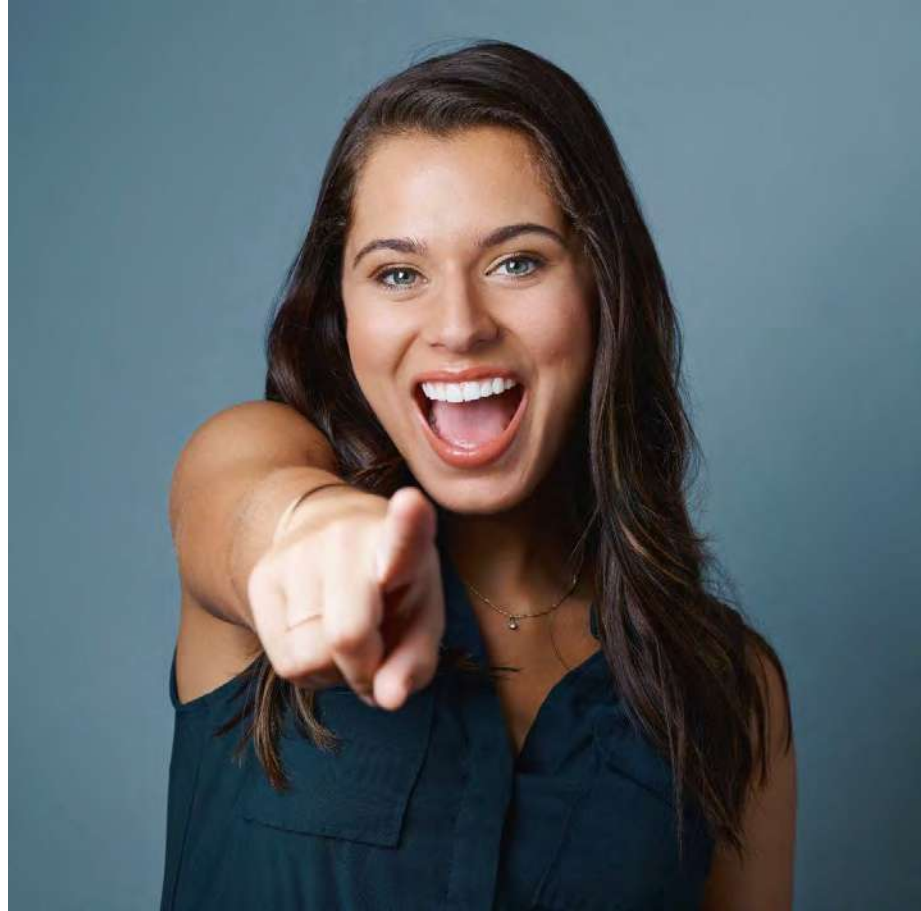
How to Use DMs on Instagram

- Instagram has a direct messaging feature, much like Facebook does.
- To find this feature, select the speech bubble in the upper right corner.
  - You can also DM someone by clicking on their profile and selecting the "message" button.

This is What the Direct Messaging Page Looks Like:

Now It's Your Turn!

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You Have the Tools, Now Use Them!

- Now that you are acquainted with Instagram, you can use it to benefit your branch!
- Practice using features in this presentation that you rarely use and become familiar with them.
- Step up your Instagram game- use one of the features you've never tried before and see how it goes.

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Q&A