Instagram (IG) Webinar
Questions and Answers

The webinar, Instant Noodles? Nope, It's Instagram, held on October 11, 2022, resulted in many questions from attendees. Here are highlights of the questions posed during the session with responses from the presenter, Emily Cripe.

Accessing Instagram

Q. Can more than one person in the branch use the account on behalf of the branch - i.e., scholarship committee might post one sort of thing, program chair might also post?

A. Yes, as long as everyone has the login info, multiple people can use and post from one account.

Q. How would someone "stumble" on my profile?

A. Instagram's algorithm can sometimes cater content to an individual's interests based on their previous usage of the app. So, if someone is really into social justice and feminism, we may show up as a suggested profile for them to follow. If you use hashtags, that's another way people often stumble upon profiles.

Q. I often see a link in an email which turns out to be Instagram (IG) which I can read. Is putting a link in an email communication a good way to copy nonusers to your posts since they would not see them otherwise?

A. This is a great way to expose non-users and encourage them to try Instagram out. Another good way is to promote your Instagram page on your Facebook (find out more on our Instagram!).

Adding links

Q. How are you able to include a link in the bio of your Instagram account/profile so that each image is hyperlinked to a separate site? I've seen this done and used it in other accounts many times but haven't figured out how to do it myself.

A. This can be done through a website called Linktree, which I personally love. Linktree allows you to list multiple hyperlinks you'd like your followers to see, so when you put the hyperlink to your Linktree in your Instagram bio, that Linktree page will list multiple website links of your choosing. This eliminates the tedious task of constantly changing the link in your bio if you have multiple events going on and want to link them all on your profile.

Hashtags

Q. So, a hashtag would be like a keyword or phrase that might be used to search for the post or similar ones?

A. Exactly!

Q. How and why would we use a @ in Instagram?

A. The @ symbol is used when you want to tag someone. Typing @ followed by the person's Instagram handle (ex: @aauwca) will turn the text blue and create a hyperlink to that person's account. Whoever you've tagged also gets notified that you've done so.

Q. So, if we put a bunch of hashtags for groups that might be interested in AAUW, is that sort of like spam? How is it different?

A. Hashtags are not spam in any way. They are essentially keyword search terms. If someone were to type "women's rights" into the search bar and we had #womensrights in the caption of one of our posts, they would see our post on the #womensrights search page. Hashtags organize posts into categories, essentially.

Q. There are so many branches. Can you send to all with one hashtag?

A. Hashtags do not allow you to send things, they're more like hyperlinks. If you want to send things to different branches, you can use direct messaging and create a group chat.

Instagram vs. Facebook

Q. Isn't Instagram supposed to be a safer account? If so, why connect it to our Facebook account?

A. Instagram and Facebook are owned and run by the same company, Meta, so neither one is safer than the other. As always, please be wary when using either platform, and make sure your personal info is only shared with people you trust.

Q. I just set up an IG 'professional' account since I use my maiden name on my FB account. I did not connect to the FB account.

A. This is fine, you don't have to connect to Facebook.

Profile set up and changes

Q. How do you change the email associated with an Instagram account? Can it be changed in the profile?

A. You'll want to go to edit profile, then select personal settings. There, you'll be able to change the email and phone number associated with the account.

Q. If I am no longer in charge of my branch's social media, how do I transfer the branch account to another member?

A. You'll want to go to edit profile, then select personal settings. There, you'll be able to change the email and phone number associated with the account.

Q. Please explain "Link in Bio" that seems redundant in a majority of most IG posts.

A. When someone says this, they're referring to a hyperlink they've added on their profile underneath their bio. Their bio is a short mission statement that appears underneath the follower count.

Setting up an account

Q. Can I set up an Instagram account if I don't know my FB Password?

A. Yes, you'll just want to proceed to making an account through the "sign up" option as opposed to the "sign up with Facebook" option. If you want to connect your Facebook to your Instagram account, you will need to know your Facebook password.

Q. I have a personal account on the app on my phone. How can I then set up an account for my branch on the same app?

A. You'll need to sign out of your existing account and when you get to the login page, select "sign up" and you'll be able to create your branch account. You'll then be able to easily switch between the two without needing to log in and out.

Using Instagram

Q. Does there always have to be a picture, or can you just post text? If the latter, how is it different from Twitter?

A. On Instagram, you cannot just post text like you can on Twitter. You can create a photo with just text on it and post that, but you do always have to have a photo.

Q. This is a bit off topic. Am curious to know if you use email to be notified about events and such - or do you only use social media like IG? Am assuming you do use email / sub stack for your job - but am asking about your personal interests/ hobbies/ groups.

A. Personally, I do use Instagram to be notified of events most of the time, but I do still use my email as well. I would say most people in the younger age bracket use Instagram to get news about events and such much more frequently than email.

Q. Can you put a link in your story?

A. To put a link on your story, click the smiley face in the box in the upper right corner and select the sticker that says "link" and paste your link into said sticker.

Q. How can I expose a non-user to IG?

A. I would say the best way to do this is promote it on your other social media platforms and in your email communications.

Q. What are the privacy rules for using a picture of a public meeting on Instagram? Can I take a picture and use it?

A. If you took the photo, it is technically yours to do with what you please. I would recommend getting permission from each person in the photo before posting it. Also keep in mind anything you post on social media becomes public domain, so anyone can use it.

Q. How can we reach you (the presenter)?

A. Emily will be attending upcoming Technology peer group meetings and could answer questions there. You can also reach her via email at emilyycripe@gmail.com.