



Instagram – Tips & Tricks

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On the agenda

1. Introduction + Goals of this training
2. Audience polls
3. A brief history of Instagram
4. How to use Instagram in an institutional/project context
5. Things to keep in mind
6. Paid activities
7. Inspiration
8. Conclusion
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Introduction + Goals of this training

Goals of this training

- After this training you should be able to answer these three questions:
 - What is Instagram?
 - How do I use Instagram in a project/institutional context?
 - When should I use it?

Audience polls

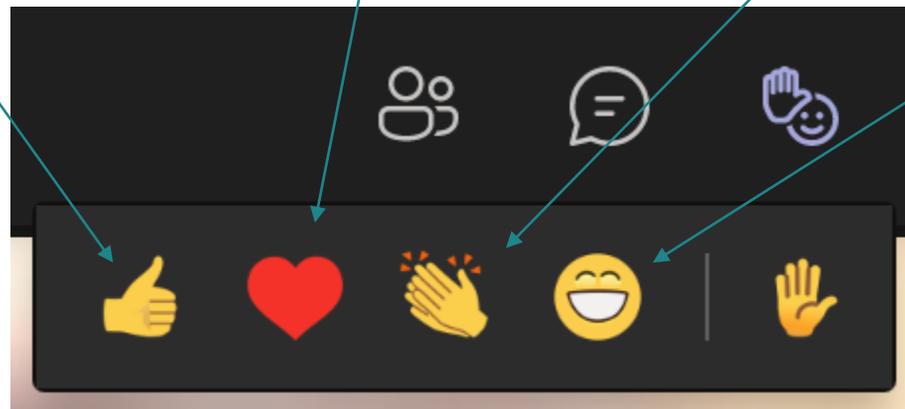
Do you use FB or IG privately?

- Facebook

- Instagram

- Both

- Neither



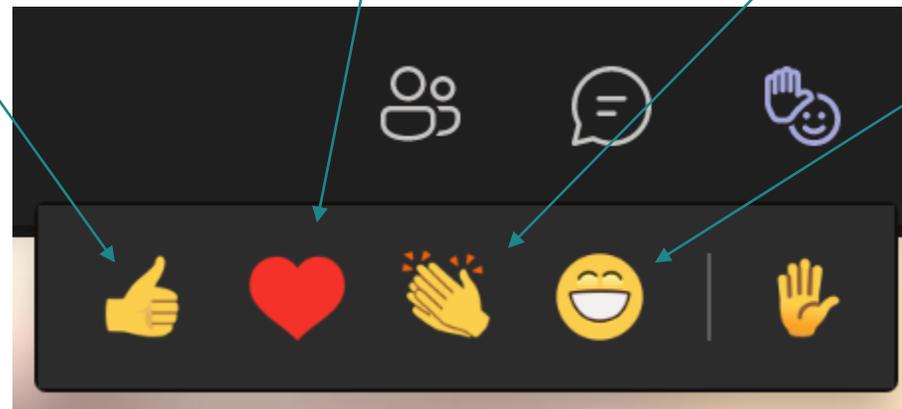
Do you use FB or IG professionally?

- Facebook

- Instagram

- Both

- Neither



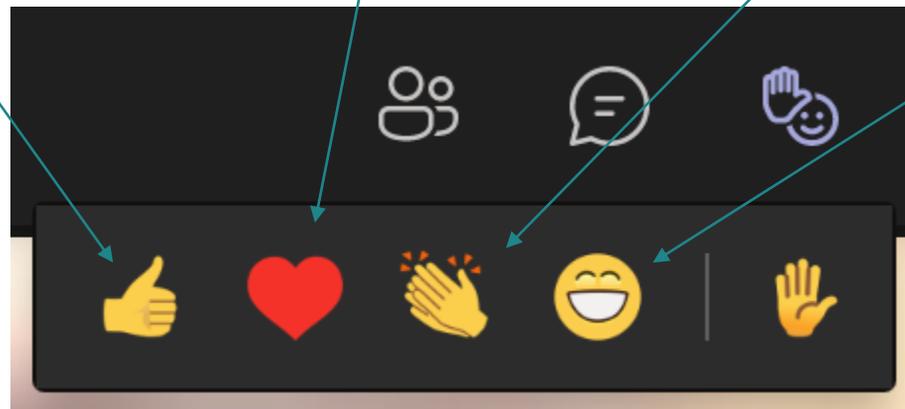
Have you used paid advertising on Facebook or Instagram before?

- Facebook

- Instagram

- Both

- Neither

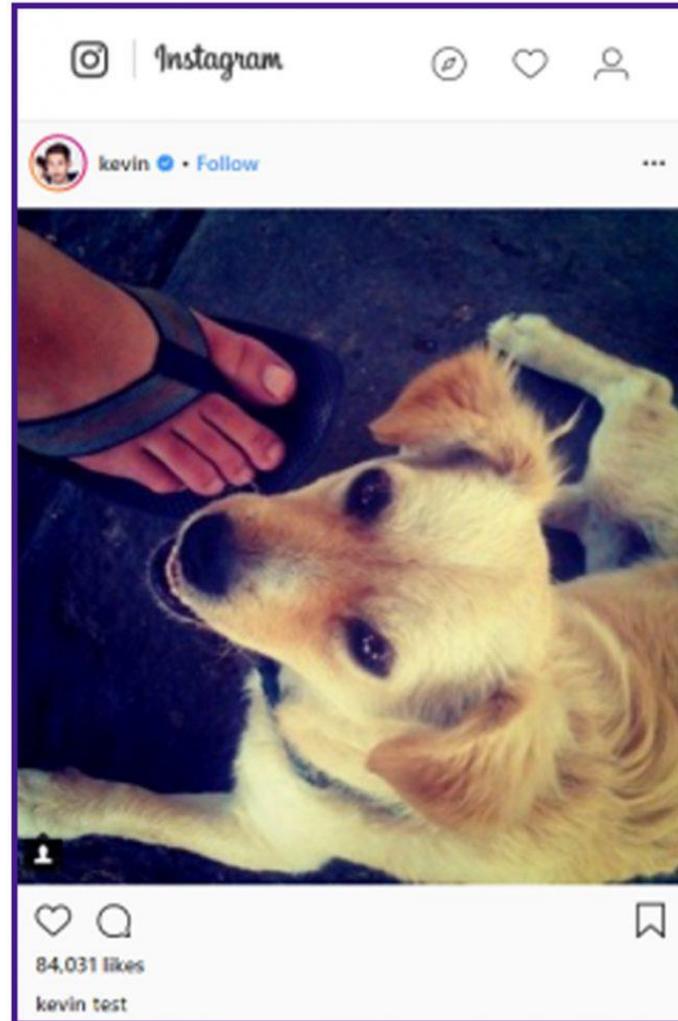


A brief history of Instagram

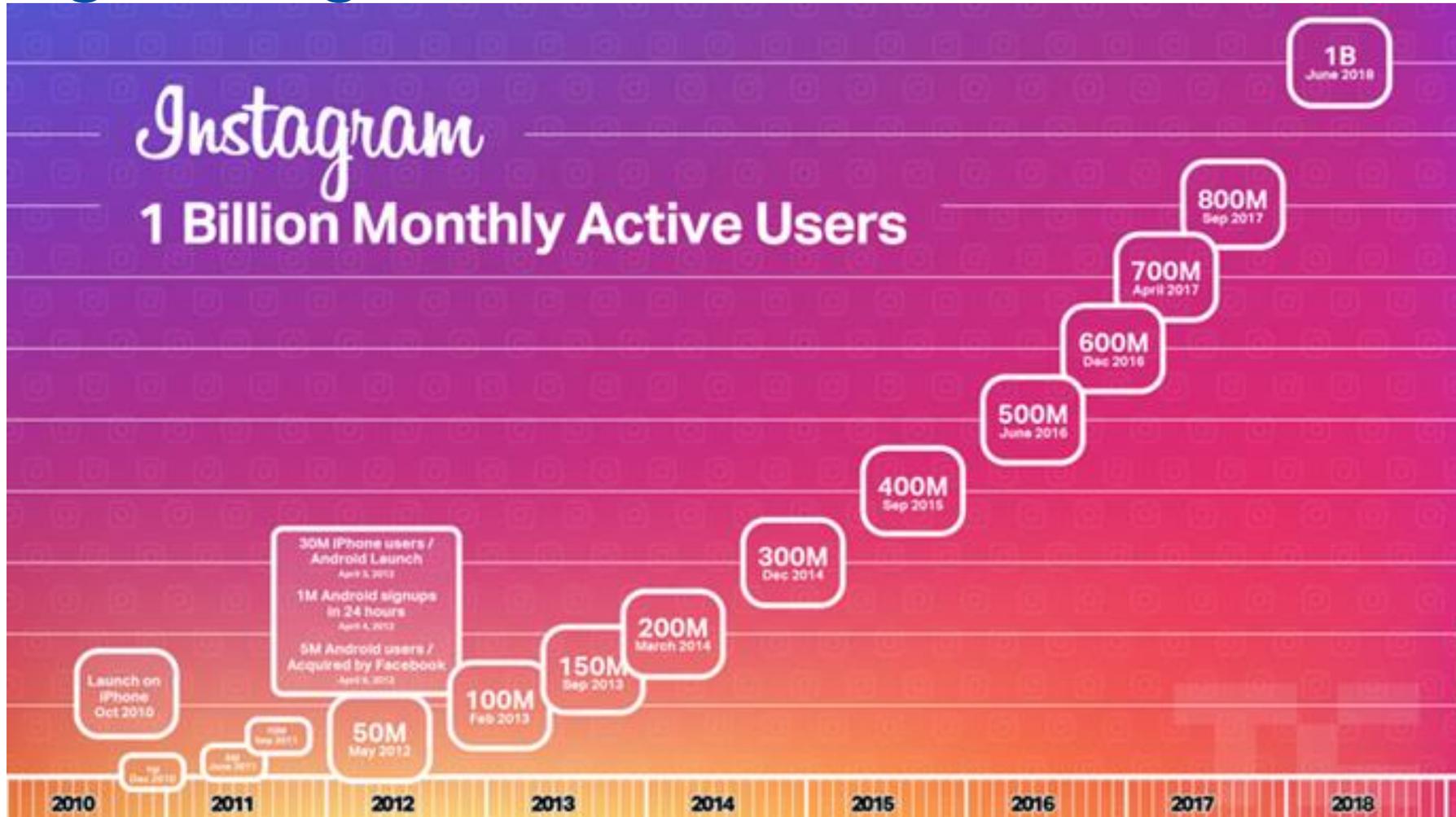
History of Instagram

- Founded in 2010
 - Early focus on visual content unique, very few social functions
- Acquisition by Facebook in 2012
 - More and more social functions added since
 - Full integration with Facebook's other networks
- 1.158 billion users in October 2020

First picture ever



Ever-growing user base



Today

The screenshot shows the Instagram profile for 'euinmyregion'. At the top left is the Instagram logo. A search bar is at the top center. On the top right are icons for home, search, activity, heart, and profile. The profile header includes the 'euinmyregion' name with a verified badge, an 'Edit Profile' button, and a gear icon. Below this, it shows '550 posts', '19k followers', and '989 following'. The bio reads: 'EU in my Region', 'Government Organization', 'Ding Dong! Visiting the greenest initiatives in Europe.', 'Share your green impact #DingDongEU', 'EU Regions growing sustainably. Together.', and the link 'linktr.ee/EUinmyRegion'. A row of seven circular icons represents different categories: 'Take Action...' (hands), 'Challenges ...' (globe), 'Templates' (calendar), 'Climate Pact' (leaf), 'Belgium BE' (map of Belgium), 'Germany DE' (map of Germany), and 'Portugal PT' (map of Portugal). Below the icons are tabs for 'POSTS', 'REELS', 'IGTV', 'SAVED', and 'TAGGED'. The 'POSTS' tab is active, showing a grid of images. The first image shows a woman in a kitchen with a 'DING DONG THE FUTURE OF FOOD' overlay. The second is a green graphic with the text 'NOTHING IS LOST, EVERYTHING IS TRANSFORMED -MORANE @EUinmyregion'. The third shows two people in a field with a 'DING DONG THE FUTURE IS IN YOUR HANDS!' overlay.

How to use Instagram in an institutional/project context

Three main considerations

- Visual content first.
- Audience interaction is crucial.
- Diversify your content.

Visual content first

- The thing drawing your audience to your content is the quality / uniqueness of your visuals.
- Find your own style.
- Be consistent.



Audience interaction is crucial

- Comments need to be reacted to / answered.
- Tagging is a main part of the experience.
- Re-share user generated content whenever possible (UGC).

Diversify your content

- To keep your audience interested, your content needs to be as diverse as possible
- Employ a mix of content that is appropriate for your purpose but do use all content types available to you such as:
 - Stories, IG Live, Videos, IG TV, Reels etc.

Things to keep in mind

The bad

- No link sharing available in a feed post
 - One link can be added to the bio of a profile
 - Only other options are swipe-up posts (available to verified profiles) and paid promotions
- Posts (especially feed posts) cannot be easily shared
- Audience fatigue is a real thing – lots of content needed to stay relevant
- Resource investment into a new platform is significant, especially in the beginning
- Limited functionalities (no events etc.)

The good

- Heavy integration with Facebook for paid activities – spill-over effects
- Great to enhance your Facebook presence as well
- Sharing of stories and audience interaction are comfortable and relatively easy to manage
- New content types keep on coming

Inspiration

Finnish Tax Administration



verohallinto In Finland we have this thing called Torille = To the marketplace! Finland has the most EPIC taxpayers in the world: 1,35 million people revised their tax returns and most did it online 🙌 Thank you!

We have a VISION: Now that the EUROS are in order it's time to support Finland @blindchannel in the EUROVISION song contest. Put your 👍 up!

#eurovision #eurovision2021

3w

ottometalkake 3w 1 like Reply

16,308 views
MAY 20

Add a comment... Post



verohallinto George Michael • Careless Whisper

verohallinto Will You Be My Taxentine?

Huolettoman kuiskauksen ja muita päivään sopivia pehmeitä lauluja löydät Spotifystä: uusi soittolista, linkki biossa 📻

17w

kri_bert On taas jollain hyvin välähtänyt 😊❤️🍷. Juu säännöllinen taxentine olen. 17w 1 like Reply

annamarilaine 17w Reply

1,751 likes
FEBRUARY 14

Add a comment... Post

BEF.Deutschland

bef.deutschland Message ✓ ⌵ ⋮

520 posts 1,005 followers 304 following

Baltic Environmental Forum
Non-Governmental Organization (NGO)
BEF Deutschland
NGO mit Sitz in #Eimsbüttel #Hamburg 🌐
📌 Für einen gesunden, nachhaltigen Lebensstil 🌱🌍
#NonHazPlastikDiät #ThinkBeforeYouBuy
www.bef-de.org/ig-bef

NonHazCity **QUIZ** **WIR** **EVENTS** **AskREACH** **SUMBA** **ENERGIE**

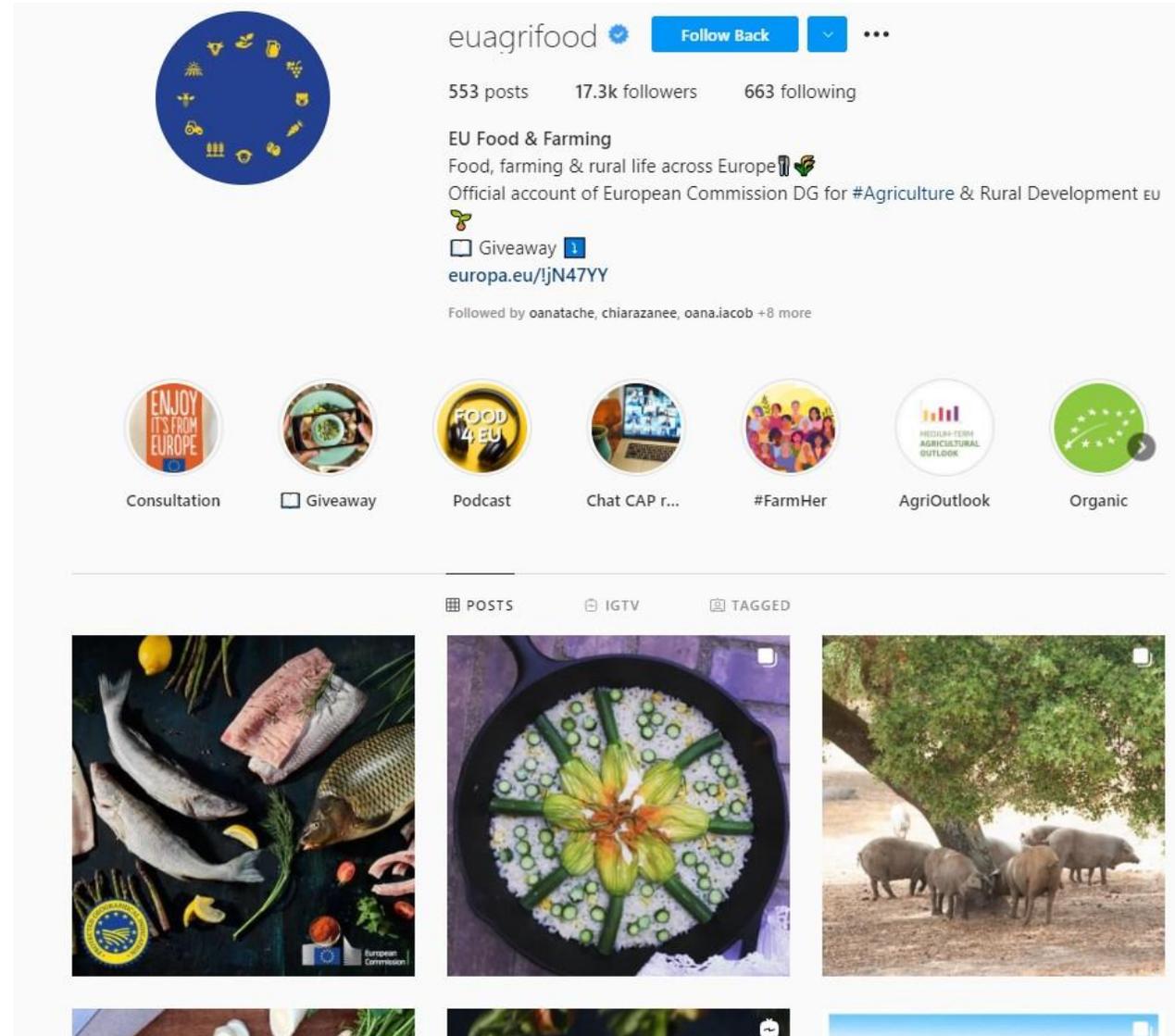
POSTS **REELS** **IGTV** **TAGGED**

Post 1: **VIELEN DANK**
für die Unterstützung unserer
#NonHazPlastikDiät Kampagne!

Post 2: **Bioplastik gibt es auch**
auf der Basis von Bambus!

Post 3: **Wie kann ich Take-Away**
Verpackungen vermeiden?
Mehrweg. Mehrweg. Mehrweg!!

EU Agrifood



The screenshot shows the Instagram profile for 'euagrifood'. The profile picture is a circular logo with various agricultural icons on a blue background. The bio includes the text 'EU Food & Farming', 'Food, farming & rural life across Europe', and 'Official account of European Commission DG for #Agriculture & Rural Development eu'. There are 553 posts, 17.3k followers, and 663 following. A 'Giveaway' link is provided: europa.eu/!jn47YY. Below the bio are seven category icons: Consultation, Giveaway, Podcast, Chat CAP..., #FarmHer, AgriOutlook, and Organic. The main content area shows a grid of posts, with the first row containing three images: fresh fish, a decorated dish, and sheep under a tree.

euagrifood  [Follow Back](#)  

553 posts 17.3k followers 663 following

EU Food & Farming
Food, farming & rural life across Europe 🌿
Official account of European Commission DG for #Agriculture & Rural Development eu 🐔

Giveaway 
europa.eu/!jn47YY

Followed by oanatache, chiarazanee, oana.iacob +8 more

Consultation Giveaway Podcast Chat CAP... #FarmHer AgriOutlook Organic

POSTS IGTV TAGGED



Conclusion

Conclusion

- Instagram **can** be a valuable tool to reach out to younger audiences in a fun and engaging way
- The platform is still growing and with its Facebook integration the potential communication value is very high
- **BUT** only works for visually appealing themes as visual content is key
- Carefully analyse your communication needs and capabilities (inside-out strategy): Never half-ass two things, always full-ass one thing 😊

Q&A

Sources

Sources

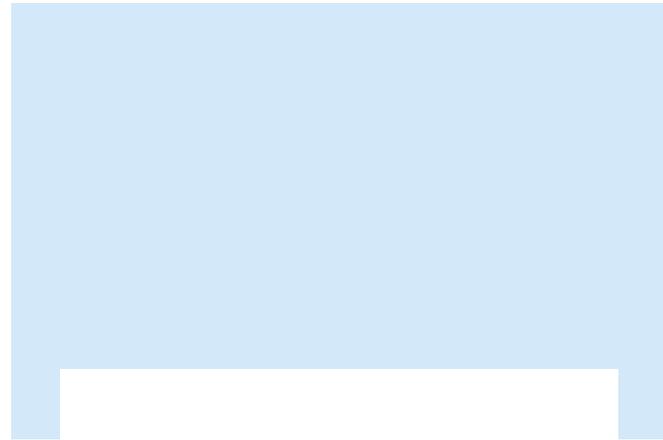
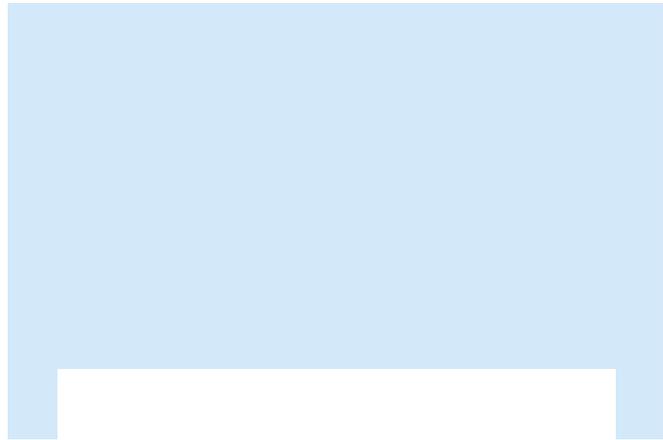
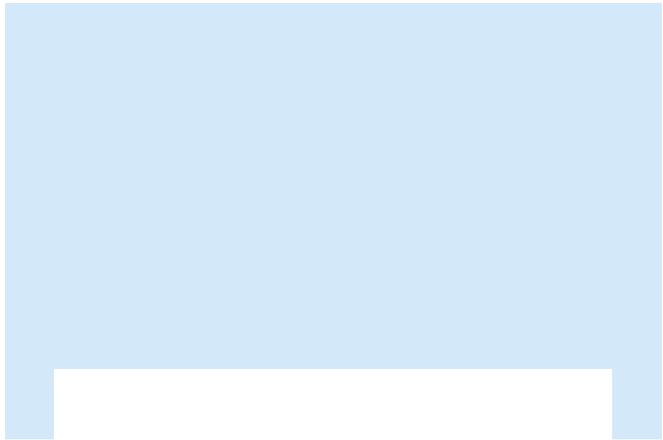
- <https://www.facebook.com/gpa>
- <https://en.wikipedia.org/wiki/Instagram>
- <https://www.npr.org/2018/01/02/562887933/instagram-kevin-systrom-mike-krieger>
- <https://about.instagram.com/politics>
- Other great sources: Hubspot, Hootsuite, etc.

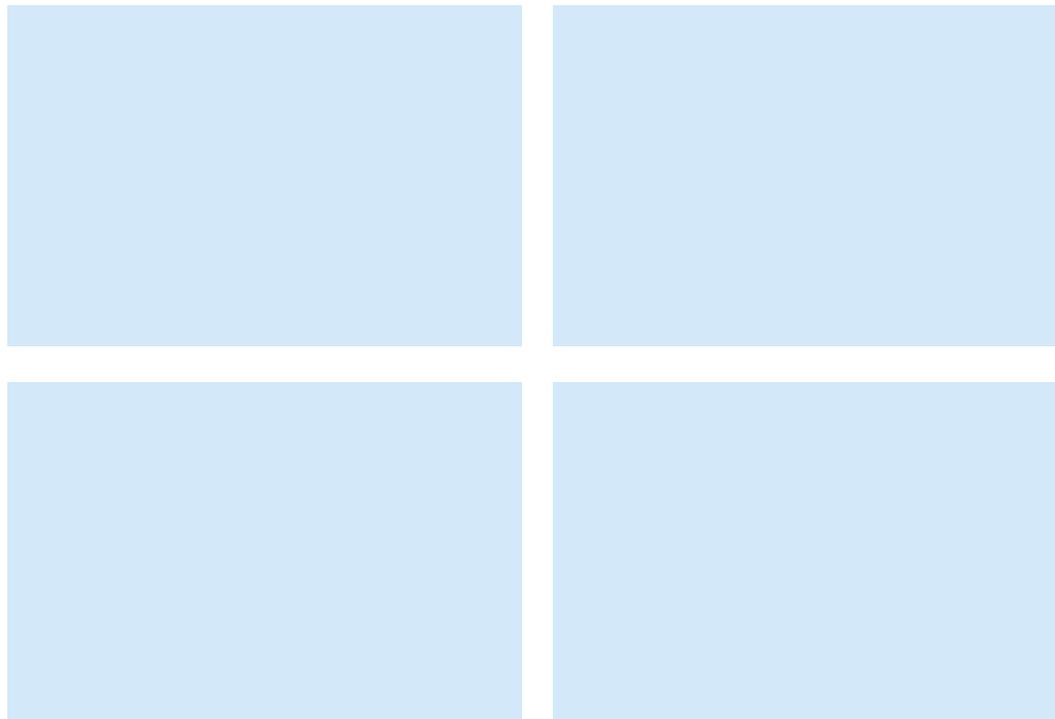


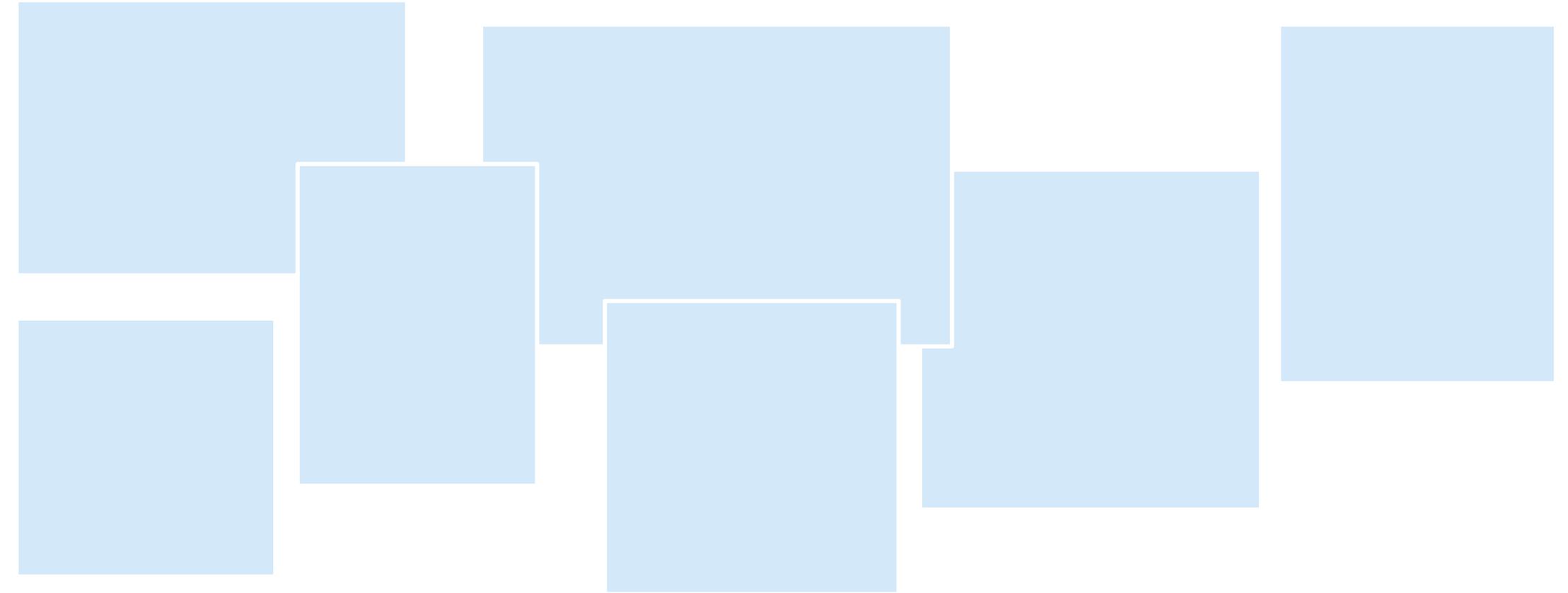


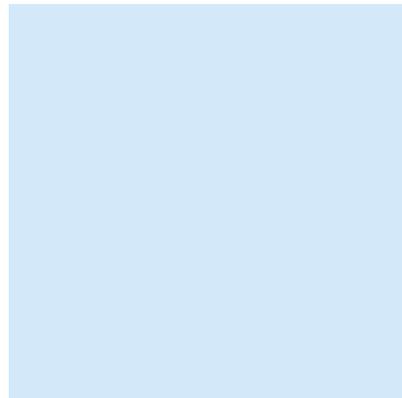
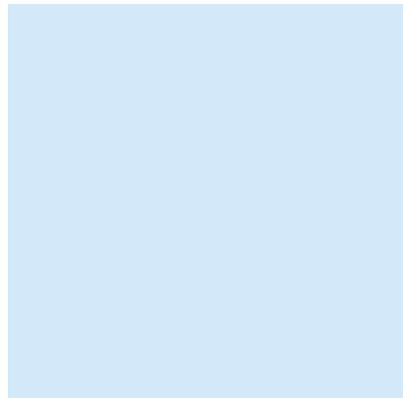
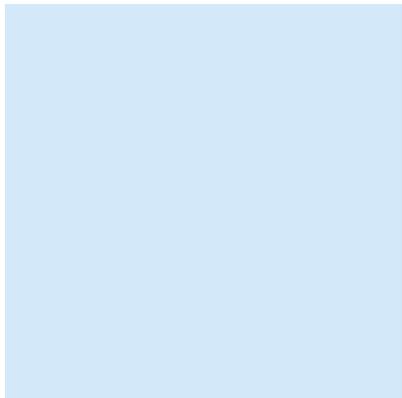
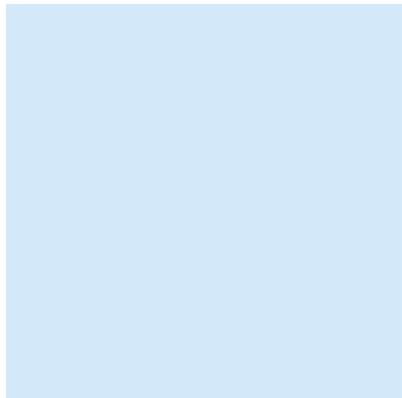
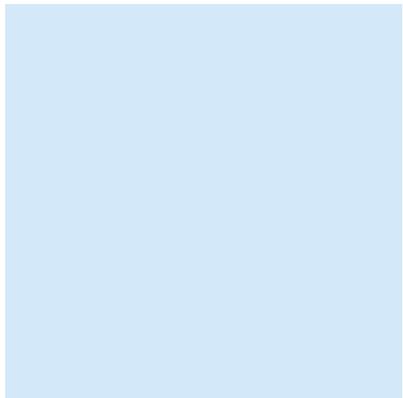
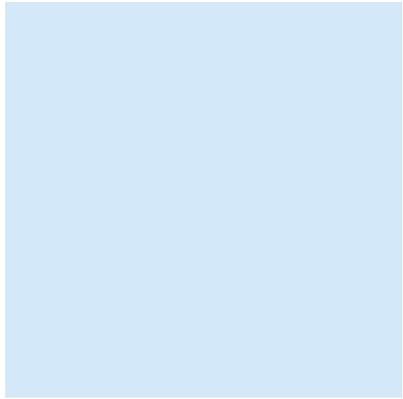


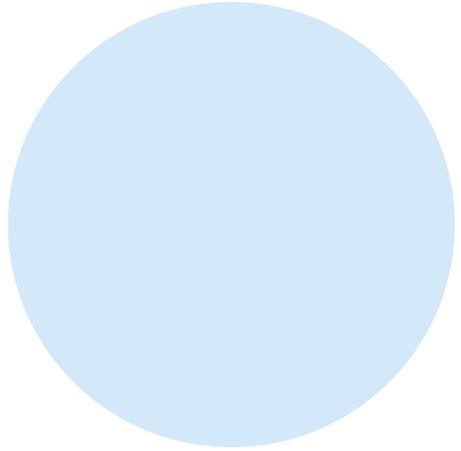
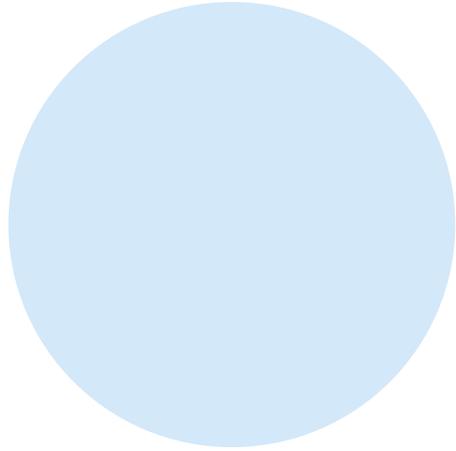
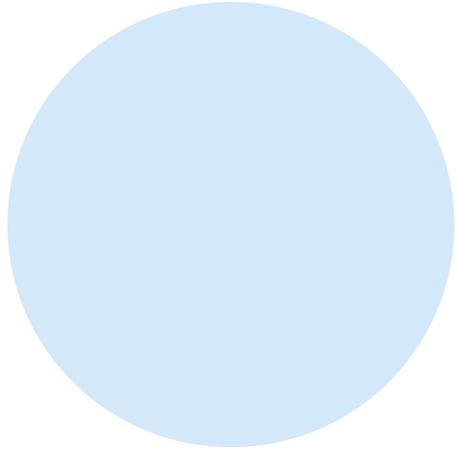
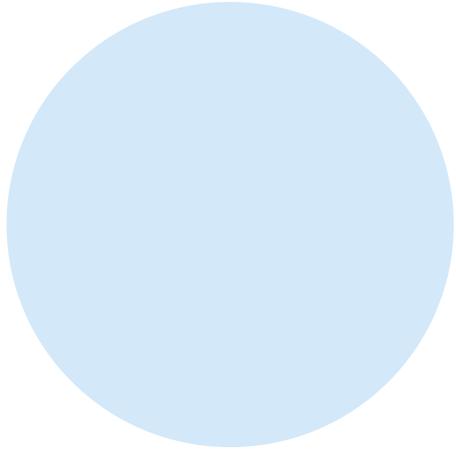












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Thank you



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