



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

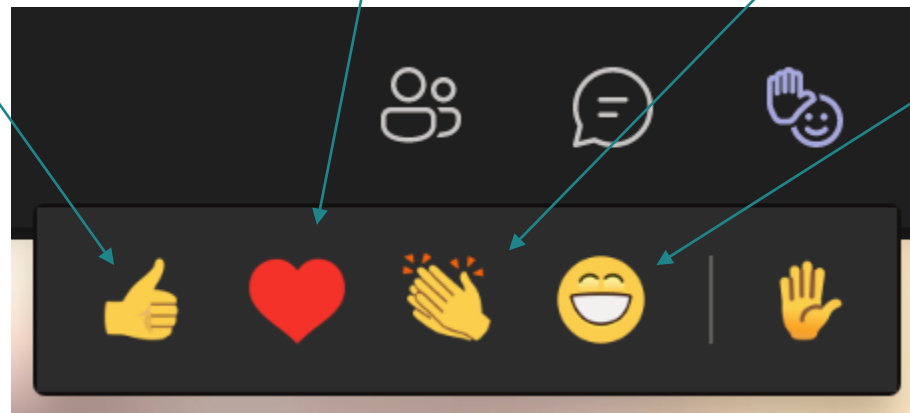
Do you use FB or IG privately?

- Facebook

- Instagram

- Both

- Neither



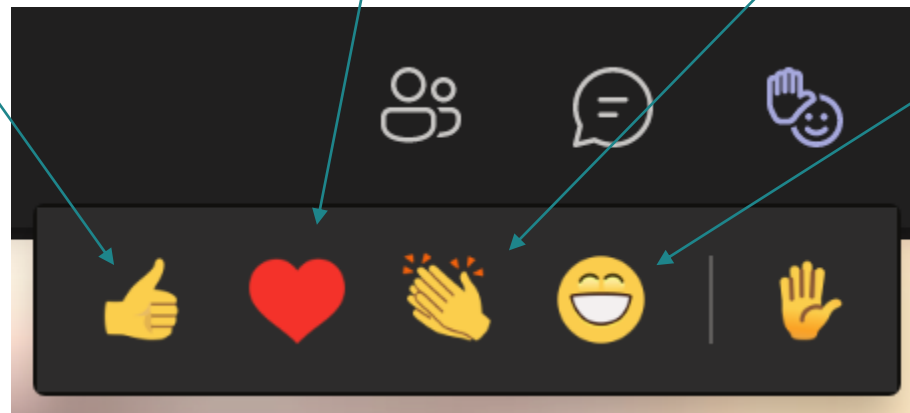
Do you use FB or IG professionally?

- Facebook

- Instagram

- Both

- Neither



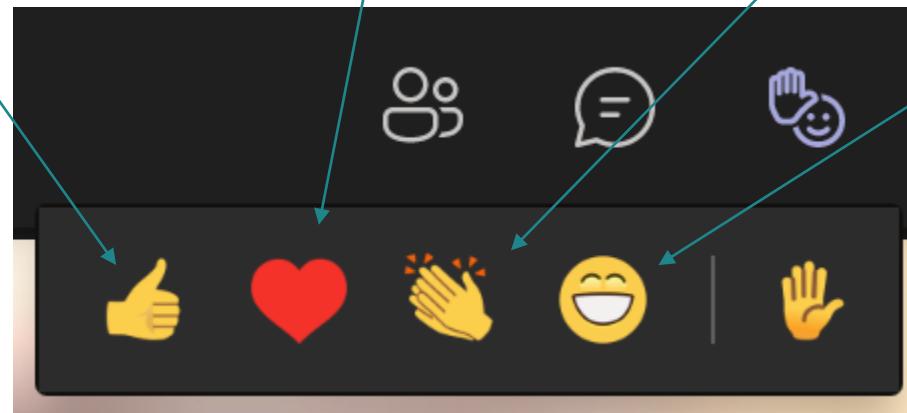
Have you used paid advertising on Facebook or Instagram before?

- Facebook

- Instagram

- Both

- Neither

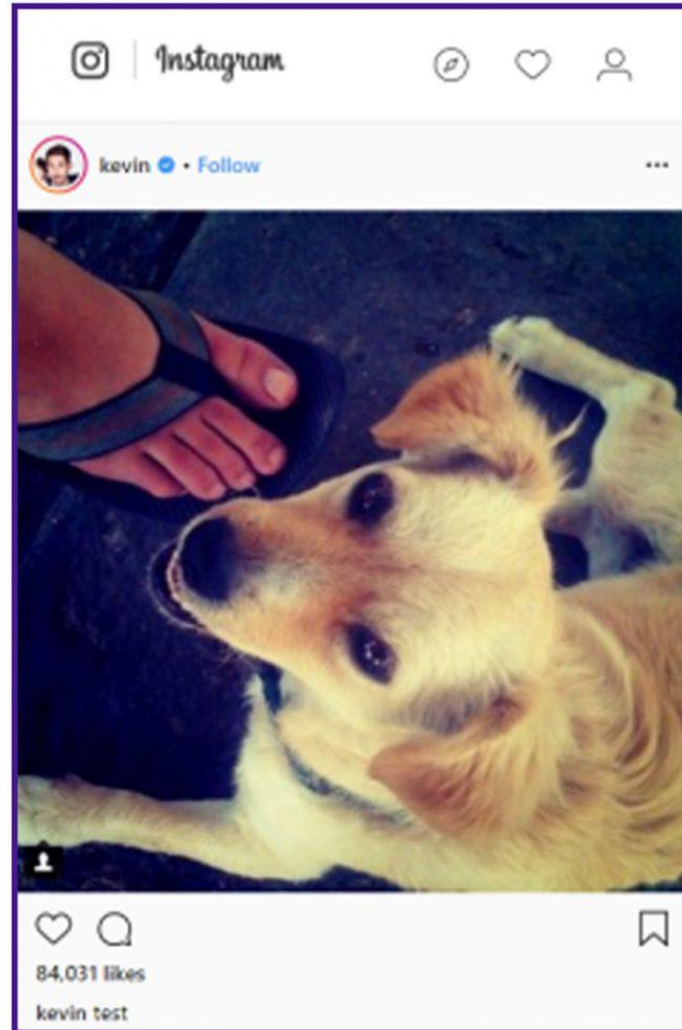


A brief history of Instagram

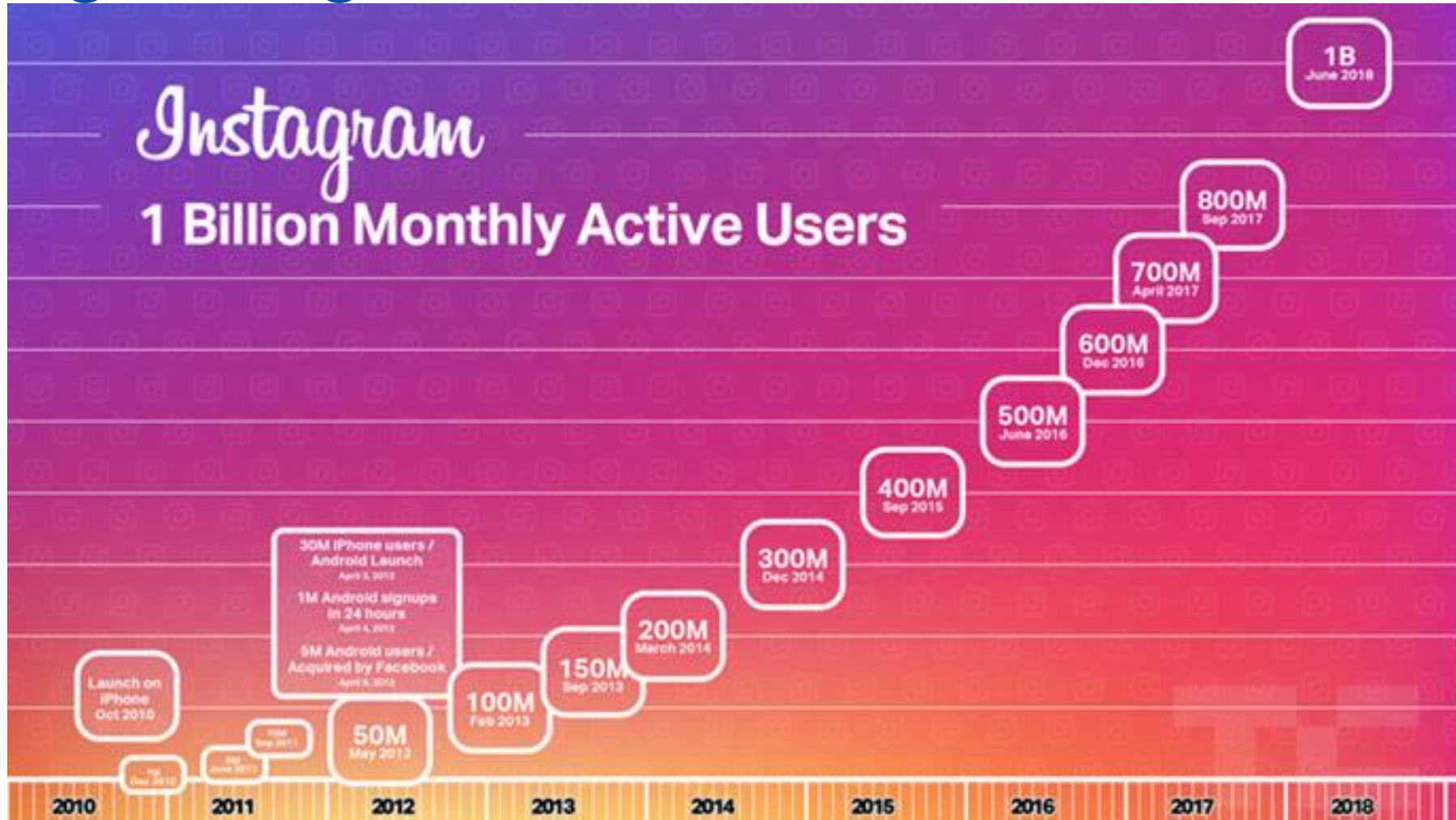
History of Instagram

- 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

Instagram








Search

Home, Search, Post, Heart, Profile icons

euinmyregion  [Edit Profile](#) 


550 posts 19k followers 989 following


EU in my Region
Government Organization
🌍 Ding Dong! Visiting the greenest initiatives in Europe.
👉 Share your green impact #DingDongEU
eu Regions growing sustainably. Together.
linktr.ee/EUinmyRegion


      

Take Action... Challenges ... Templates Climate Pact Belgium **BE** Germany **DE** Portugal **PT**

POSTS REELS IGTV SAVED TAGGED







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

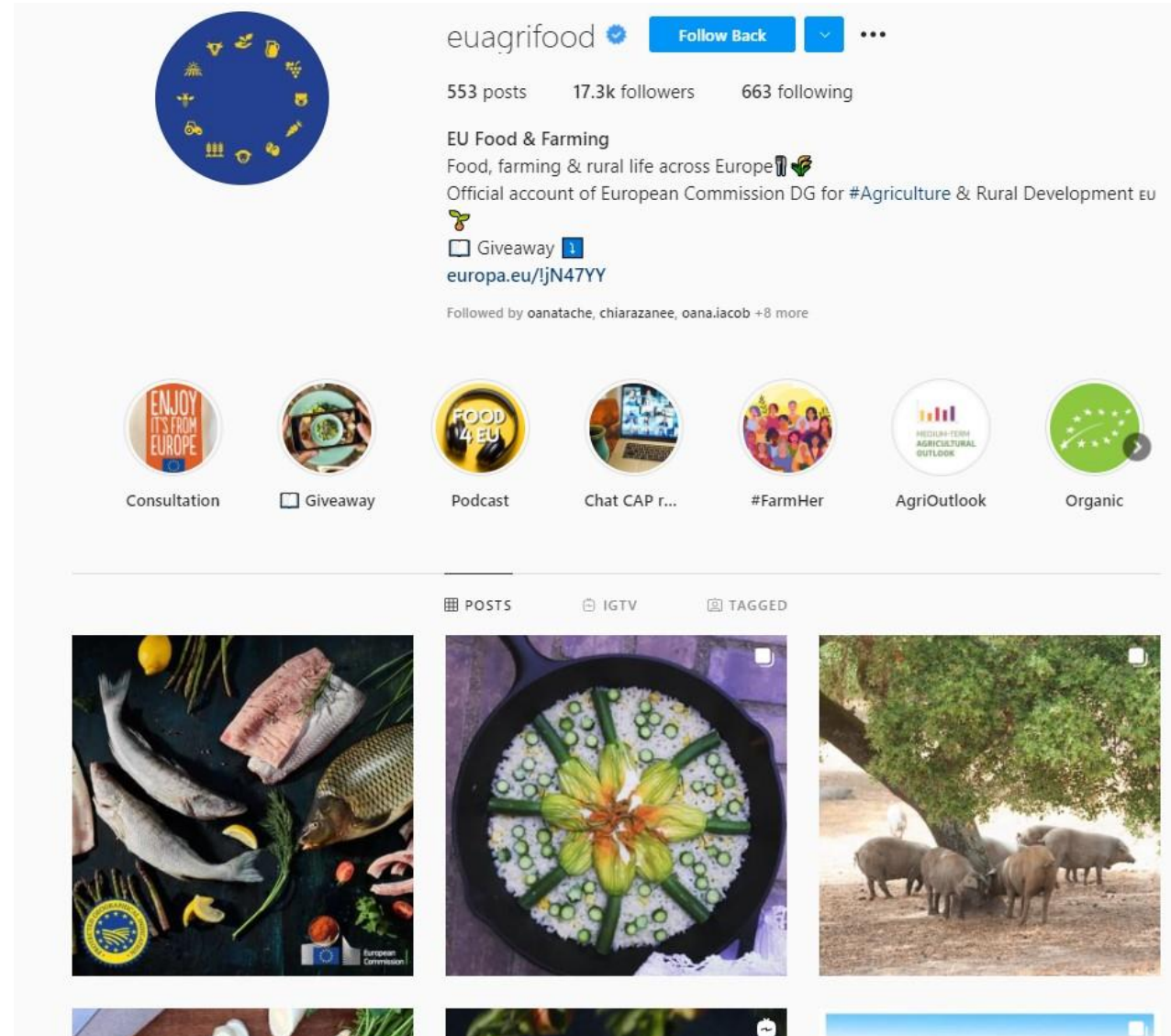
POSTS REELS IGTV TAGGED

NonHazCity
VIELEN DANK
für die Unterstützung unserer
#NonHazPlastikDiät Kampagne!




NonHazCity
Bioplastik gibt es auch
auf der Basis von Bambus!

NonHazCity
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: a variety of fresh fish, a pan of rice with vegetables, and a group of 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

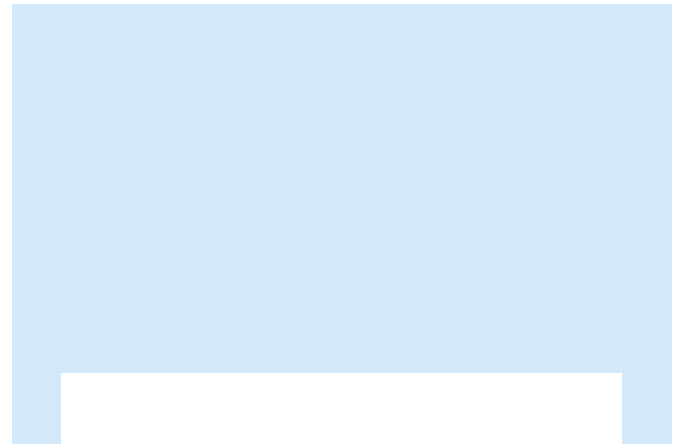
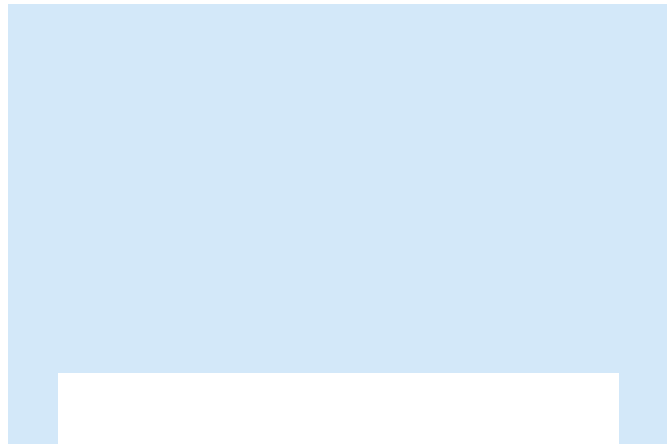
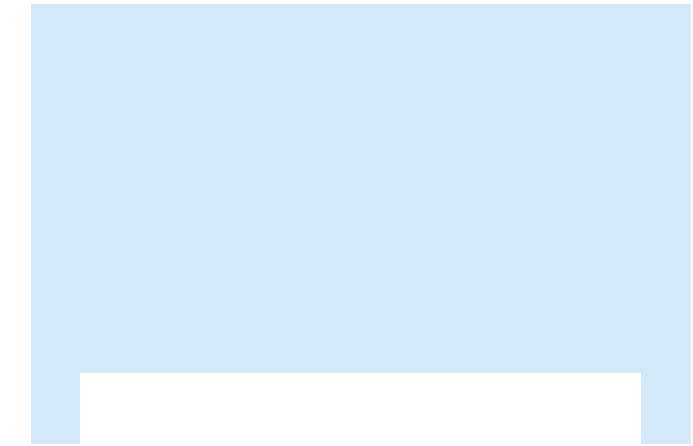
- <https://www.facebook.com/gpa>
- <https://en.wikipedia.org/wiki/Instagram>
- <https://www.npr.org/2018/01/02/562887933/instagram-kevin-systrom-mike-krieger>
- <https://about.instagram.com/politics>
- Other great sources: Hubspot, Hootsuite, etc.

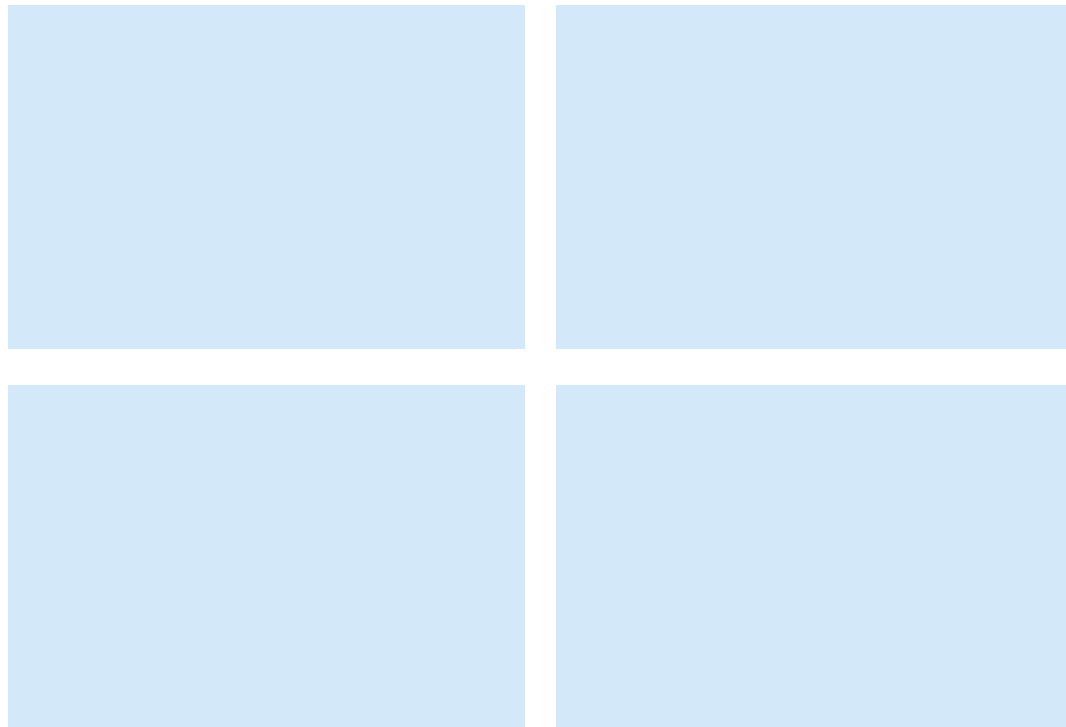


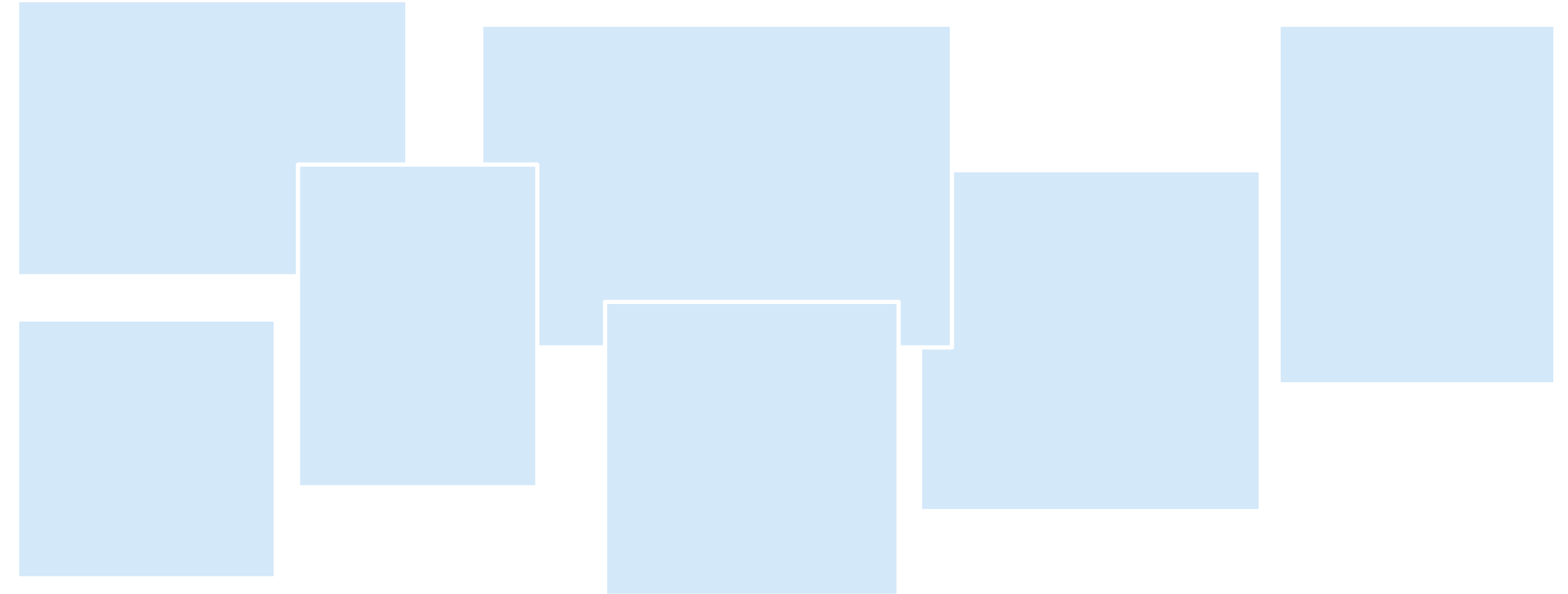


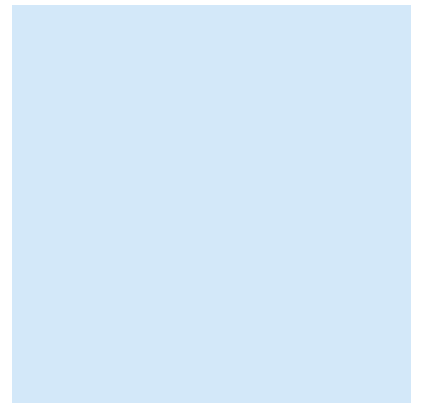
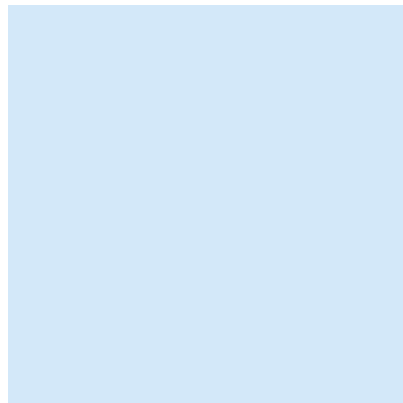
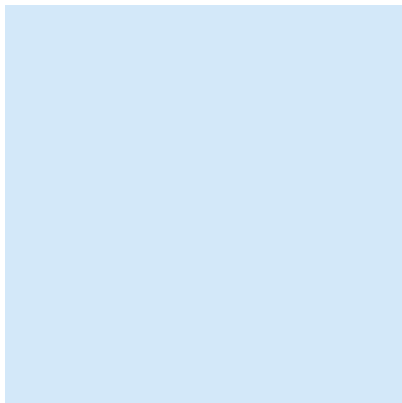
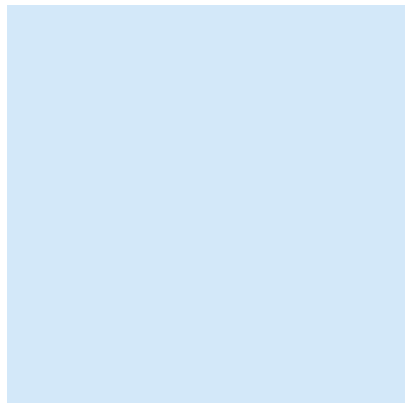
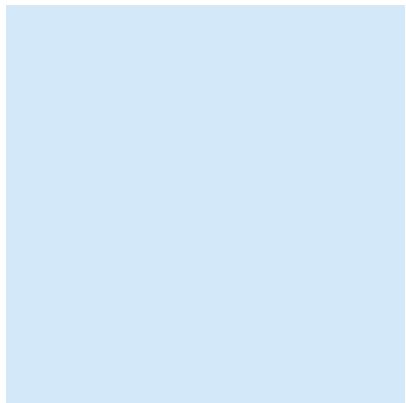
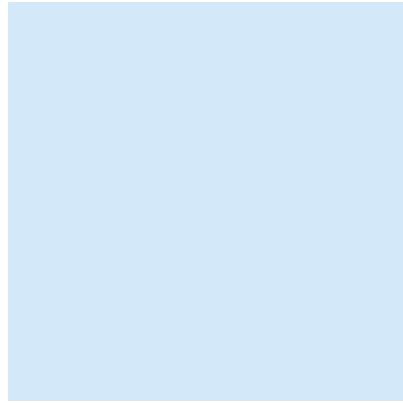
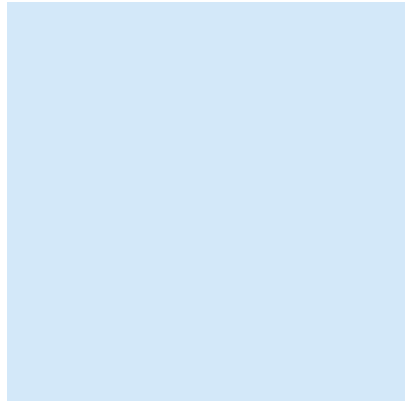


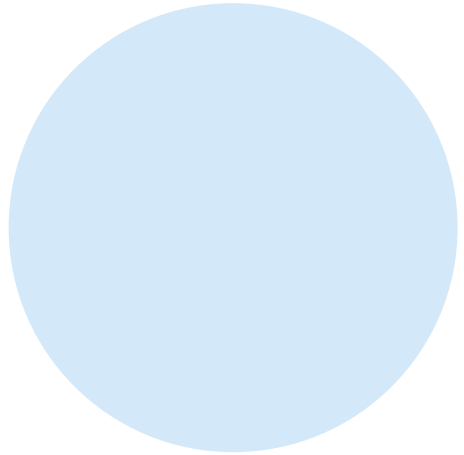
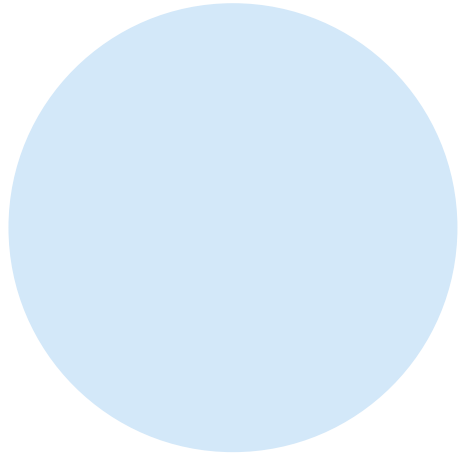
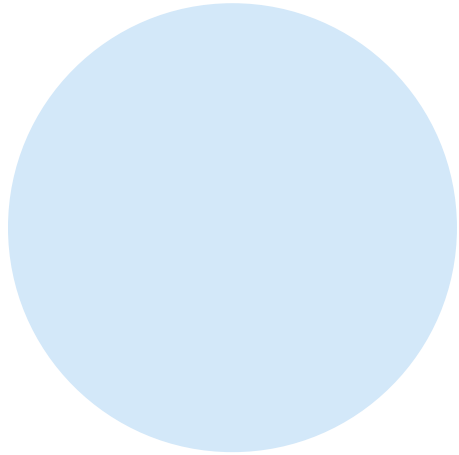
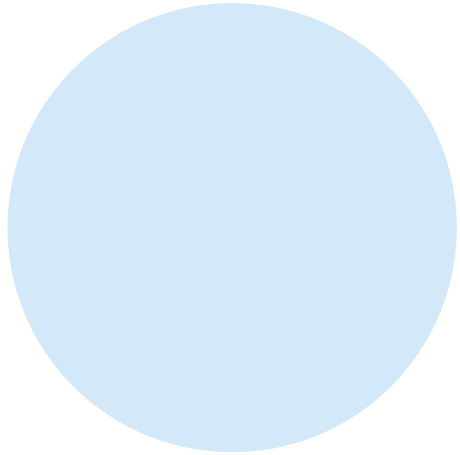












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europa.eu/



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[europeancommission](https://www.instagram.com/europeancommission)



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[EU Spotify](https://www.spotify.com/eu)

Thank you



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