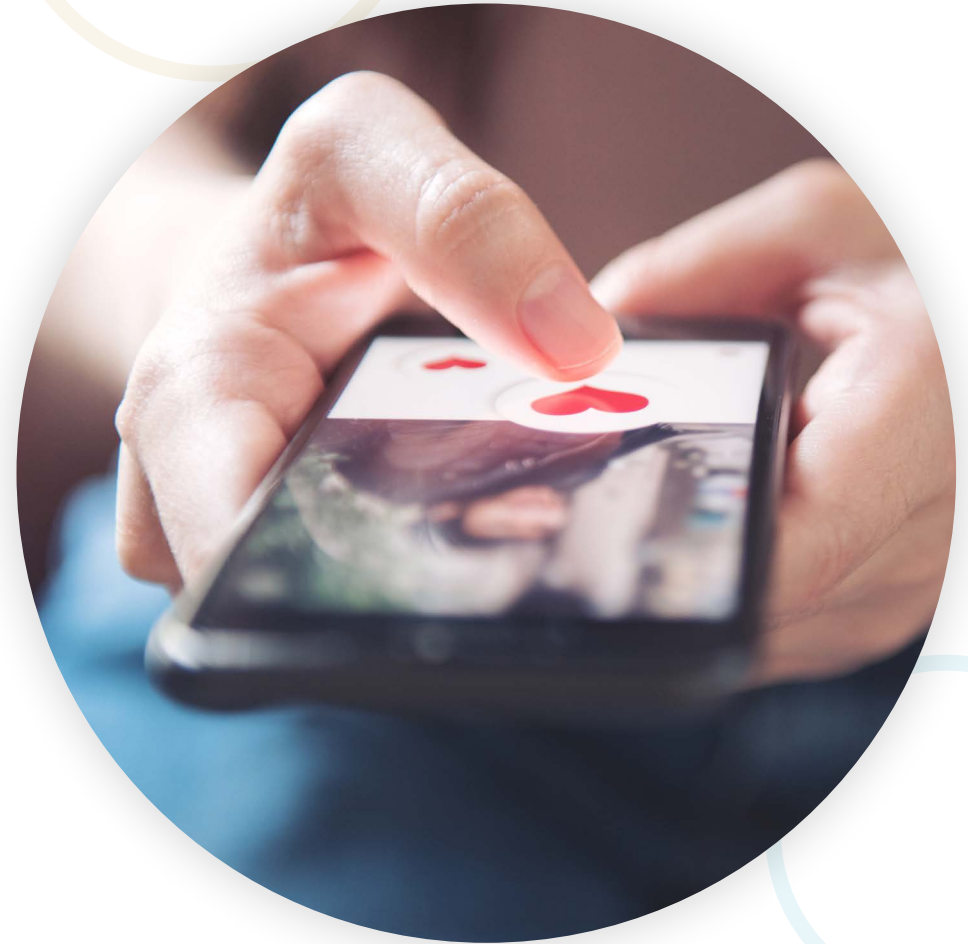




A Picture is Worth 1,000 Words

5 Tips for Making the Most of Instagram



Getting Started with Instagram

Who's using Instagram?

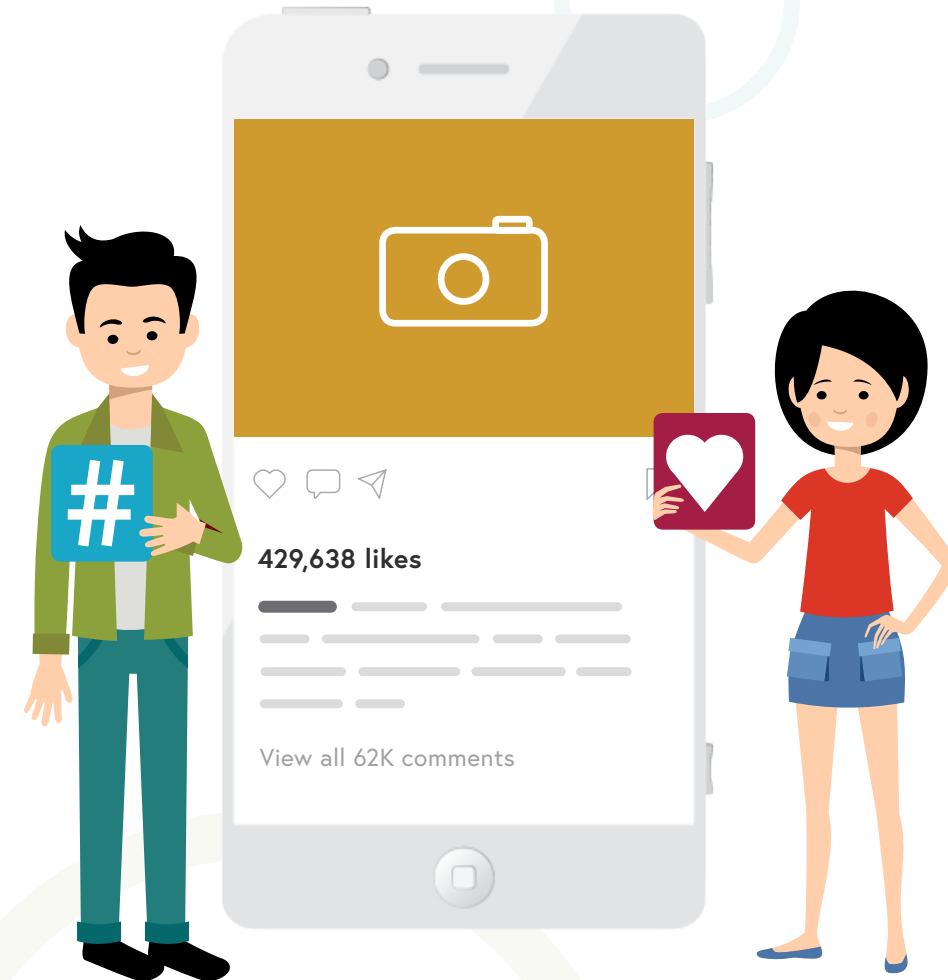
1 billion

[monthly active users](#)¹
(71% under the age of 35)

+60%

of users log in each day, second only to Facebook for the most engaged daily users

- According to their results, people under the age of 25 spend an average of 32 minutes on the app per day. That's more time than most people spend showering, eating or doing other daily activities.
- Very importantly, Instagram has a very high user interaction rate. According to a [2016 Forrester report](#)², Instagram has a 2.2 percent per-follower interaction rate. That beats the other social networks – including Facebook with its 0.22 percent rate.



How can you use Instagram?

Just like great photographers frame the perfect shot, a high-level content plan can bring the value of Instagram into focus. Have a specific goal for the photos and videos you share on Instagram. Do you want to:



**Grow your awareness
with a particular
audience?**



**Drive fundraising
for a campaign?**



Build your new brand?



Here are some ideas if you're getting started or looking for new inspiration:



Give a Behind-the-Scenes Look

Share pictures of your staff and board members in action to make your organization feel more accessible.



Prove your Value

Use Instagram to educate the public, reinforcing the value of your profession/industry, and/or increasing the awareness of your impact in supporting your cause.



Drive Non-Dues Revenue and Other Activities

Instagram is a great stepping stone! Drive attendance by sharing event-related photos, extending your reach to members unable to join and showing prospective attendees what they can expect. You can also use Instagram to drive traffic to your website and online community.



Engage your Members!

Visit your followers' accounts, like and comment on their photos to make your supporters feel valued and recognized. Member or donor "take overs" can also build credibility, strengthen relationships and create context for existing and prospective constituents!

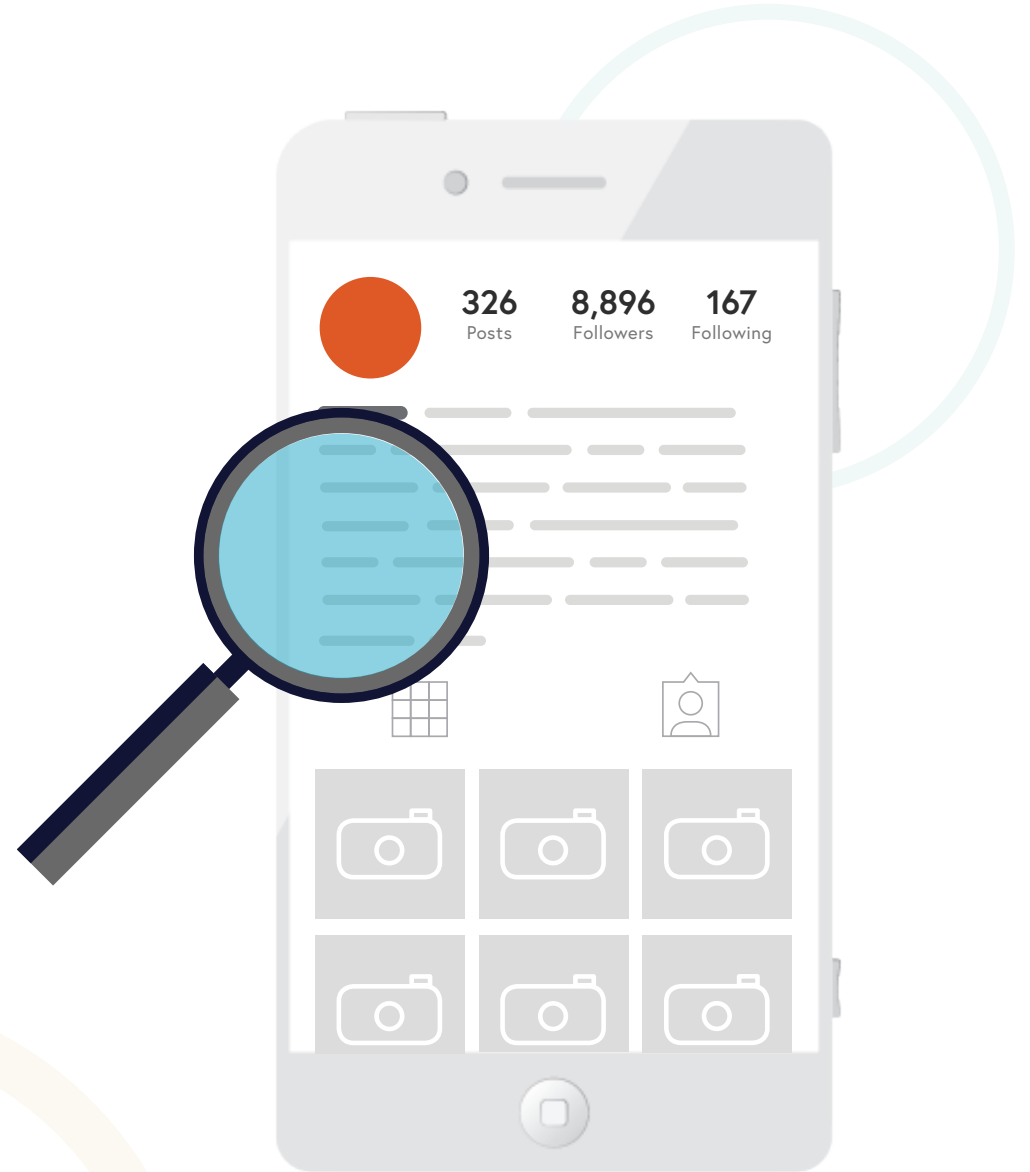


Top Tips for Added Insta-impact

1. Breakout Bios

Many organizations have a static bio – they write it once, and then leave it alone. That's OK, but you have an opportunity to get creative in this section and to change it up! Consider updating your bio to include links to:

- Direct calls to action such as forms allowing viewers to join your association, donate to a cause or register for an event
- New content, such as research or powerful case studies from existing members
- Your online community where followers can become part of the conversation



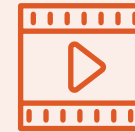
2. Mix-Up your Content

When you're a small organization with limited resources, it can be hard to come up with fresh content on a regular basis but it's important. It's helpful to think about content in two ways:



Topic

You've got your strategy but think about what else your members or donors want to see from you. Draw from the list of ideas above or consider a #TBT (Throwback Thursday) to provide a quick burst of nostalgia.



Type

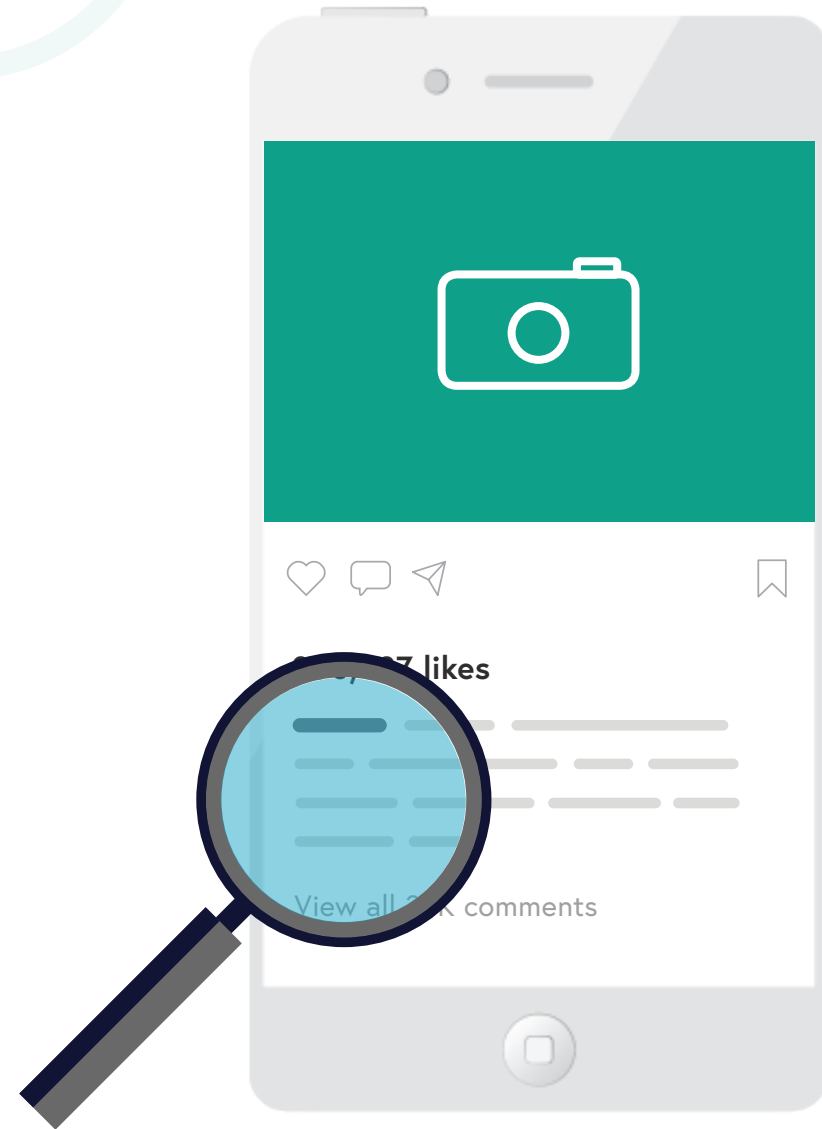
It's not just about photos but videos as well! According to [Social Times](#)³, Instagram's photos get 36 percent more likes than its videos, but videos get 2.1x more comments.



3. Compelling Captions

Your content is important, but there's an additional opportunity to share your story via captions. Captions can be as long as 2200 characters!

- Start your captions with the important facts to ensure they're not truncated.
- Bring the picture to life with detail. If you're sharing impact, introduce the people that you're helping. If you're showing your organization in action, share who the people are in the photo and what they are working on.
- Conclude with a clear call to action like a link in your bio to give the viewer the opportunity to do more!



4. High-Impact Hashtags

With around 95 million photos posted on Instagram every day it can be hard to get the right content to the right people. Hashtags help your post get discovered by viewers most interested in seeing it.

How many hashtags?

More than zero! Instagram posts with at least one hashtag get 12.6% more engagement than posts without one. The maximum number hashtags for your caption is 30 but experts suggest the best practice is 5 or 6.

Which hashtags should you use?

- Keep it simple and to the point by using your name.
- Use hashtags for your organization's area of focus or mission #ecoliving #endcancer #nextgennursing.
- Create a hashtag for your campaign (try to keep it short and make sure it includes your nonprofits' name).

Other hashtag hacks:

- Save your hashtags into a note on your mobile device, so you don't have to type them all every time.
- Ask your followers to take pictures using your branded hashtags and follow your instructions on the types of images you want them to share.
- Make sure to regularly engage with hashtags that you yourself use by commenting on other's posts.

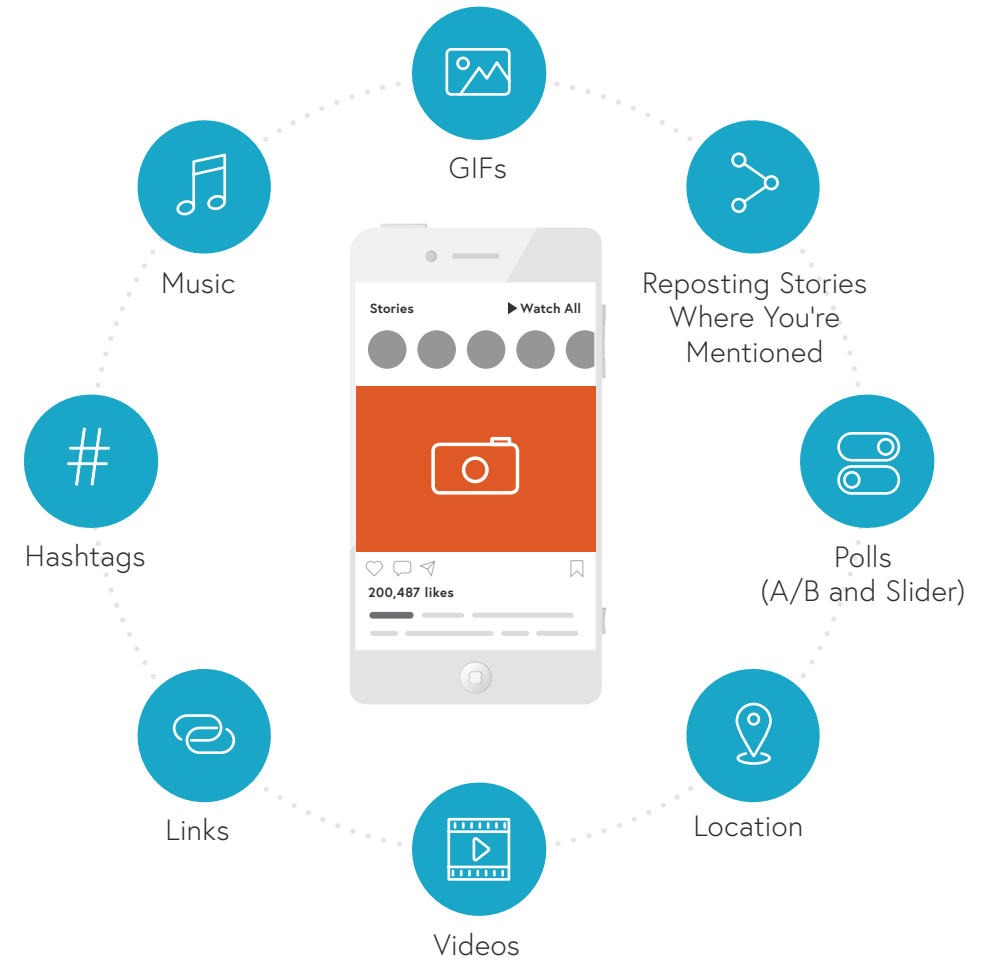


5. Super Stories

Instagram Stories offer a Snapchat-like feature that creates photo and video sequences that disappear 24 hours after being posted. They are a real-time, highly credible and authentic way to:

- Update your followers
- Share live 'behind-the-scenes' activities from events, community impact or even just daily life at your organization
- Hold challenges or contests
- Give shout outs to followers

Take your stories to the next level with:



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References

- ¹ Hootsuite, 2019.
- ² Forbes, 2016.
- ³ AdWeek, 2015.



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