Chapter Communications Training

Instagram

6/17/21

ICE AGE TRAIL ALLIANCE

What We're Covering

- **WHY INSTAGRAM?**
- **SETTING UP YOUR ACCOUNT**
- **TOOLS TO MAXIMIZE SUCCESS**
- **CREATING CONTENT**
- **HASHTAGS**
- **INSTAGRAM STORIES**
- **INTERACTING WITH FOLLOWERS**
- **COLLABORATION BETWEEN ALLIANCE AND CHAPTERS**

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Why This Training Now?

- Chapter member requests
- Succession planning
- Alliance capacity expanded with AmeriCorps VISTA members
- Expanded pandemic audience
- Desire to increase collaboration between the Alliance and its chapters
- Increased volunteer interest related to social media

Why Instagram?

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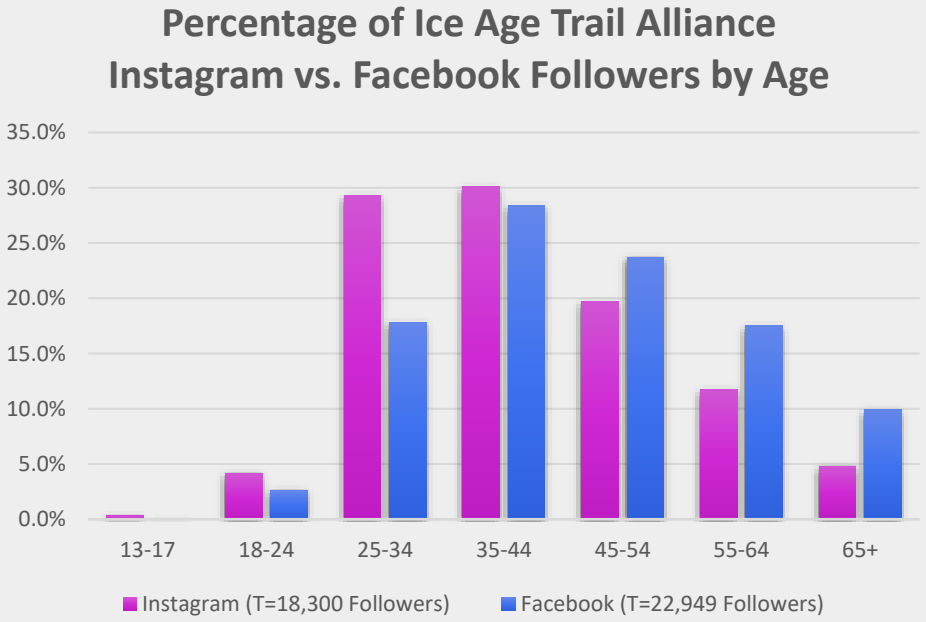
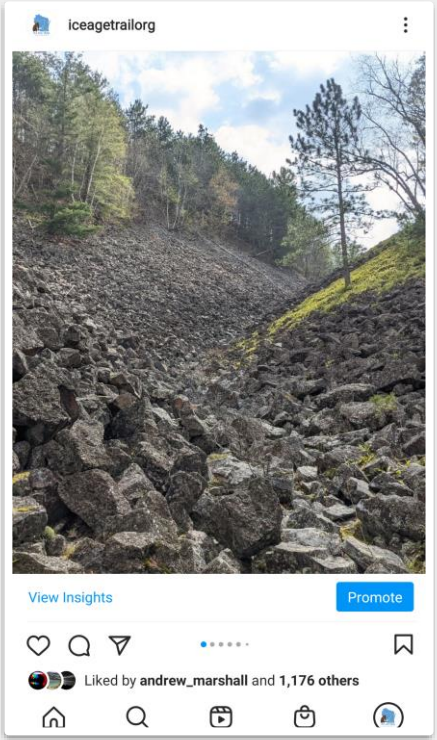
Expand Your Audience

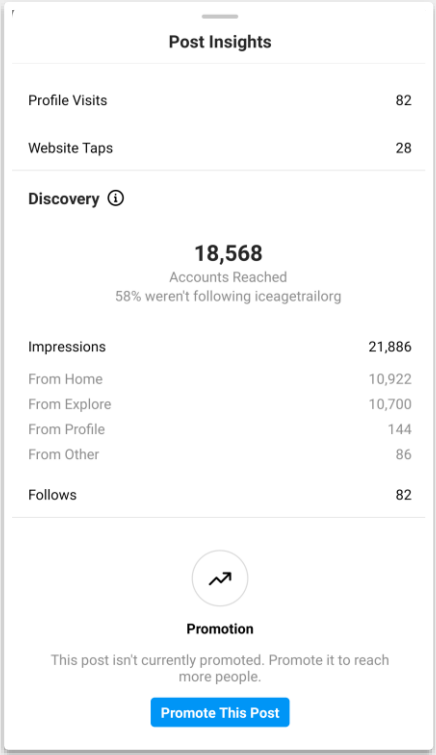
- Instagram typically attracts more users in the age range of 18-34
- **IATA SOCIAL MEDIA INSIGHTS:**
  - Instagram has a larger percentage of users age 18-44, especially in the age range of 25-35
  - Facebook has a larger percentage of followers ages 45-65+



Pros:

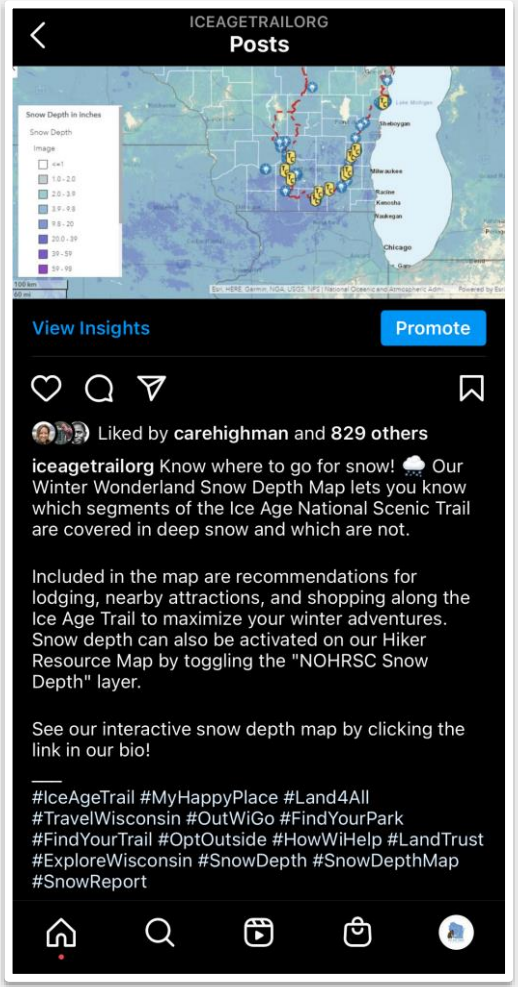
- **PHOTO-CENTRIC:** Instagram requires an image to post
- **HASHTAGS AND TAGGING:** more prominent and useful on Instagram
- **INSTAGRAM STORIES:** ease of resharing content and engaging with followers via stories
- **INSIGHTS:** This feature is useful in monitoring audience engagement and popularity of posts
- **NEW AUDIENCE**
- **CONNECT TO FACEBOOK PAGE**





Cons:

- **PHOTO-CENTRIC:** images are the focus rather than text
- **LINKS:** cannot share clickable links in the photo caption
- **NEED FOR CONTENT:** need to generate a social media calendar
- **SMART PHONE:** best functionality on phone app, limited capacity using Facebook creator studio



Creating your Account

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Setting up your Profile

NAME: IATA [Chapter Name]

USERNAME/INSTAGRAM HANDLE:

- @iceagetrail_walworthjefferson

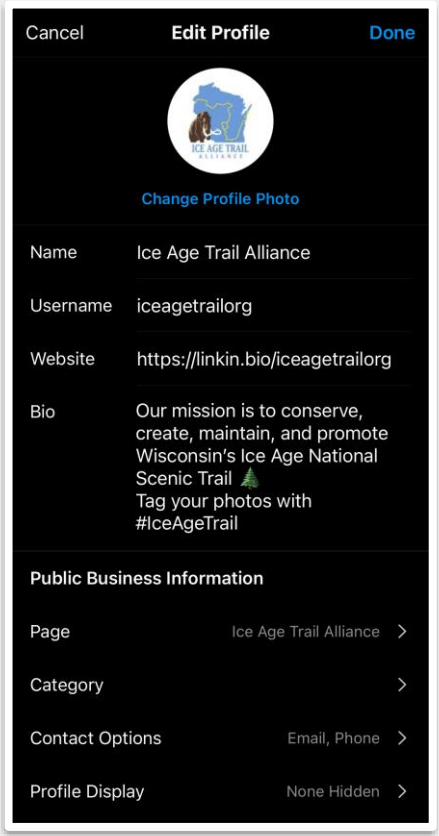
WEBSITE:

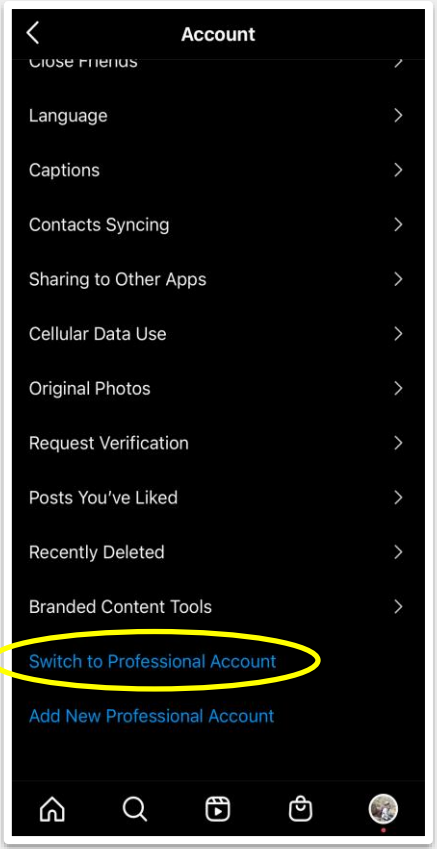
- https://linktr.ee/[Username]

BIO:

- [Chapter Name] of the Ice Age Trail Alliance.
- Can add short descriptive sentence about chapter's work.
- Tag your photos with #IceAgeTrail

CONNECT TO FACEBOOK PAGE

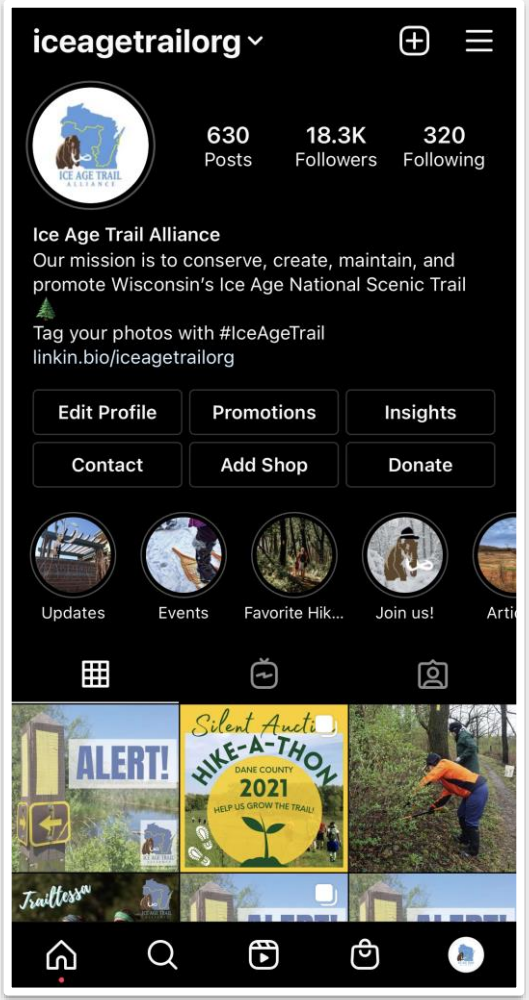




Establishing Consistency

- **Name of Instagram Handle:**
  @iceagetrail_[chapter name]
  i.e. @iceagetrail_danecounty

- **Name of Instagram Profile:**
  IATA [Chapter Name]
  i.e. IATA Rock County



Logo Use

Instagram Profile Photo:

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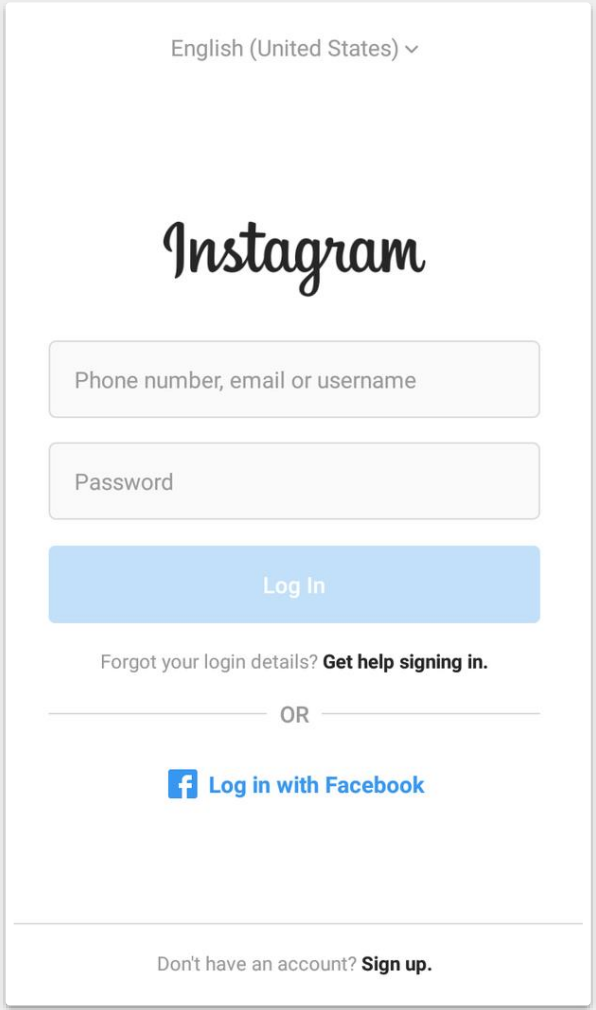
Why: This usage helps people quickly identify which pages and groups belong under the Ice Age Trail Alliance umbrella, versus fan pages.

Admins

Additional admins:

Please share your login information with IATA staff for shared access (Brad Crary and Lysianne Unruh).

Why: If your social media coordinator quits, there is a way to assign a new person the role and to remove the previous individual.



Tools to Maximize Success

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Smartphone App

- Original format for Instagram – Smartphone used to be the only way to post
- Robust in-app editing tools
- Convenient when posting images from phone photo library

Creator Studio

- Connected to **Facebook Page**
- Can schedule and post content from the desktop computer using Creator Studio
- Must resize and edit photos prior to uploading content

Canva

- A desktop tool to edit photos and create graphics
- Free graphics and templates
- Convenient when posting photos saved to computer
- Can create simple infographics

Linktree

- Provide access to multiple links on your Instagram profile
- Easy access permanent links via “Link in Bio”

Creating Content

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Content Planning

- **REGULAR CONTENT**
  - Upcoming Chapter/MSC Events
  - Event Recaps and Photos
  - Trail Community Events
  - Volunteer or Segment Spotlights
  - Ice Age Trail Photography
  - National Day Calendar Celebrations
    - **Examples:** Federal Holidays, Hallmark Holidays, Endangered Species Day, National Poetry Day, National Cookie Day, etc
- **2-3 TIMES A WEEK**

Social Media Calendar

- **CALENDAR TEMPLATE**
  - **Mondays:** Upcoming Events
  - **Tuesdays:** #TrailbuildingTuesday or land stewardship event recaps
  - **Wednesdays:** Volunteer or Ice Age Trail Segment Spotlights
  - **Thursdays:** Photography or Event Reminders
  - **Fridays:** #FunFactFriday sharing knowledge related to the Trail, WI, nature, geology, etc.

Photo Selection

PHOTO QUALITY MATTERS!

- Photos around 1000 KB (1 MB) or larger are preferred

PHOTO DIMENSIONS

- Square/Profile Grid: 1080 x 1080 (1:1)
- Landscape: 1080 x 608 (1.9:1)
- Portrait: 1080 x 1350 (4:5)
- Story: 1080 x 1920 (9:16)

PHOTO SELECTION

- Eye-catching, high quality photos
- Looks good when cropped to square
- Remember photo credit!

📸: A hiker takes in a scenic vista along the Milwaukee River Segment. Photo by Jessica Featherstone.

Create a Post

ADD PHOTO

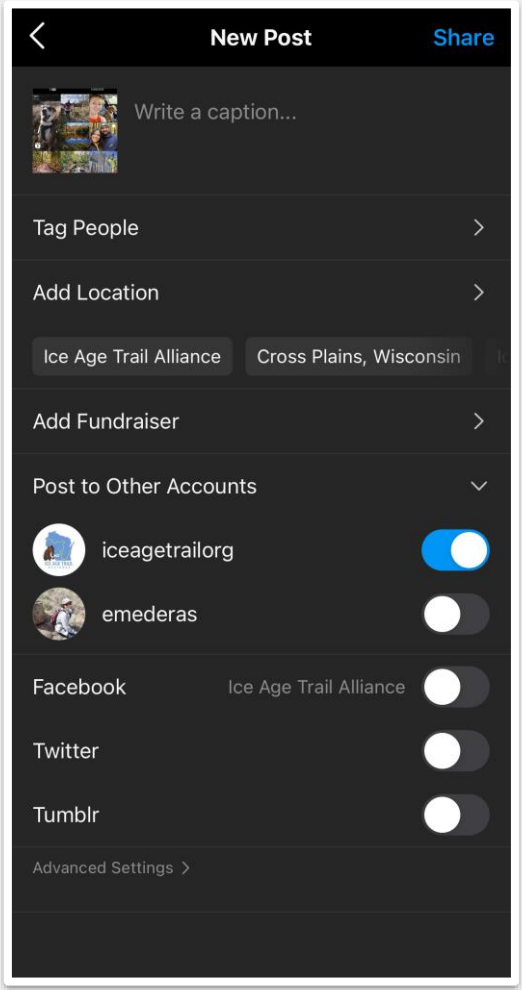
- Photo Selection: at least 1 MB

WRITE CAPTION

- Simple description: who, what, when, where, why
- “See our link in bio to learn more”
- Photo credit
- Hashtags

MORE FEATURES

- Tag organizations/people
- Add Location
- Post to Facebook

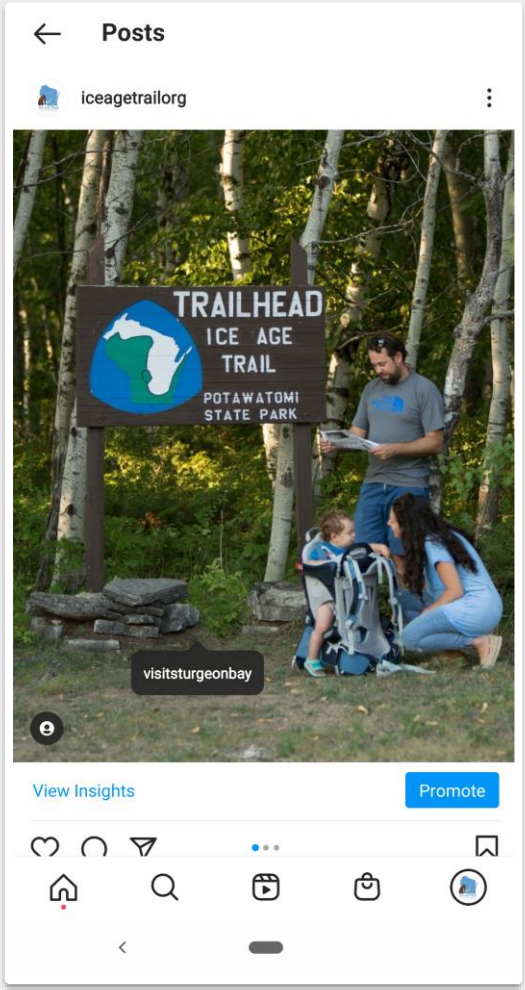


Tagging

@Instagram Handle

Why: Tagged organizations will have the opportunity to be notified and share the post with their audiences. Instagram users can learn more about event sponsors by visiting their profiles.

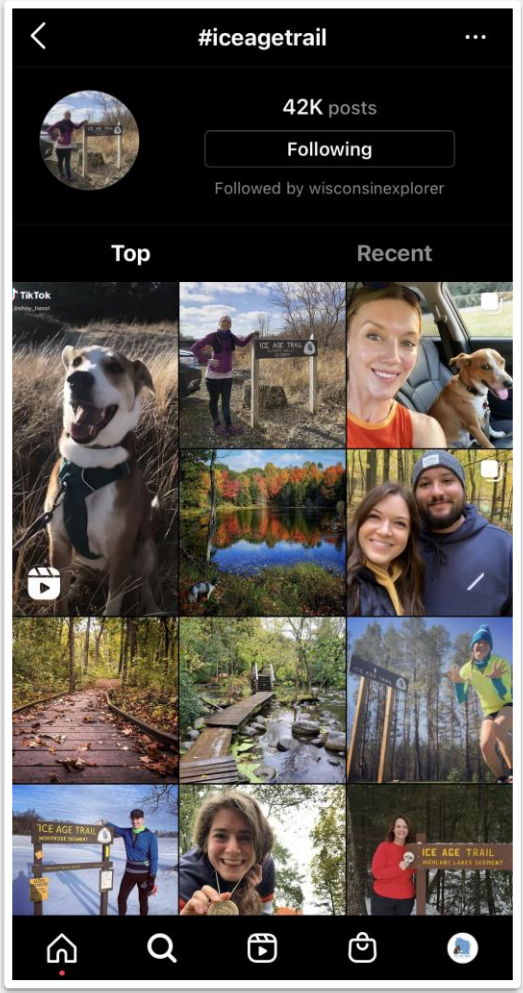
EXAMPLE:
@visitsturgeonbay



Hashtags

Why: Hashtags are a way for social media users to search for related content.

#IceAgeTrail #MyHappyPlace #Land4All #TravelWisconsin #OutWiGo #FindYourPark #FindYourTrail #OptOutside #HowWiHelp #LandTrust #ExploreWisconsin #GetOutside



Tips:

- **USE HIGH QUALITY AND VARIED IMAGES:** showcase all activities and beauty of your Chapter segments
- **CREATE INFOGRAPHICS:** mix images and text by making easy-to-read infographics
- **“VISIT THE LINK IN OUR BIO”:** Share multiple links via Linktree
- **TAG PARTNER ORGANIZATIONS:** both in caption and in image
- **HAVE FUN!**

Resharing Content

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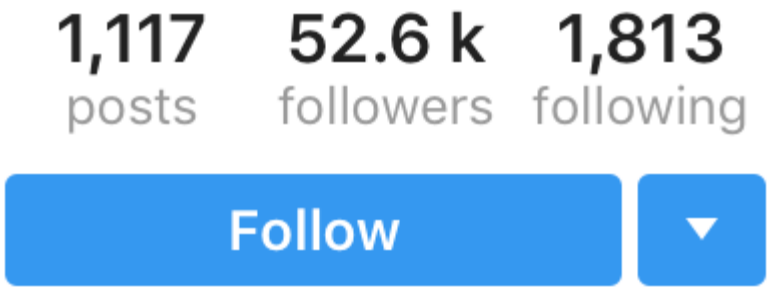
List of potential profiles to follow:



Local Partner Organizations

- @iceagetrailorg
- @WI_DNR
- @TravelWisconsin

Wisconsin-based Organizations

- @DiscoverWisconsin
- @AldoLeopoldFoundation
- @Nature_Wisconsin
- @NelsonInstitute
- @Groundswell.WI

National Organizations

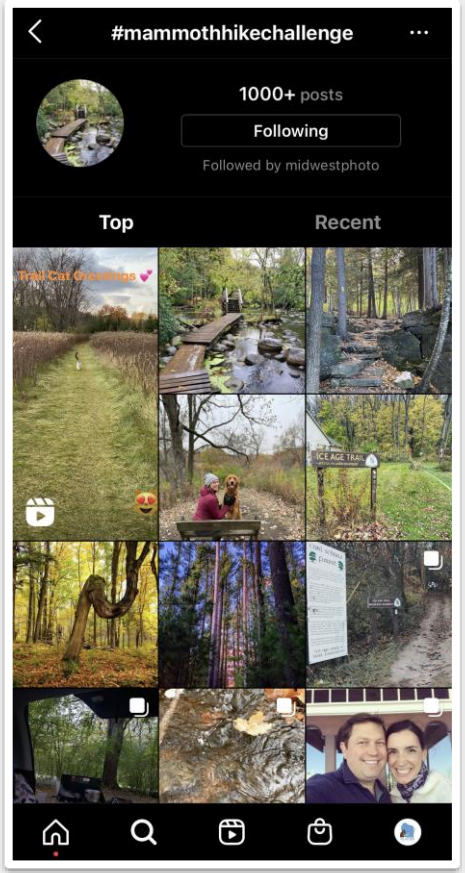
- @AmericanHiking
- @NationalTrailsSystem
- @NationalTrailsNPS
- @BackpackerRadio

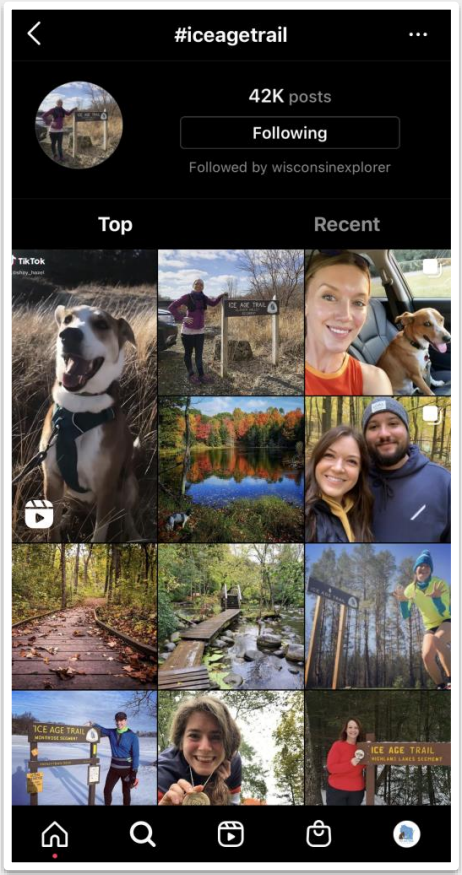
Additional sources:

- Local/National News Outlets
- WI Universities
- Trail Community Chambers of Commerce and Tourism Organizations
- Local Nature Centers

Follow Hashtags

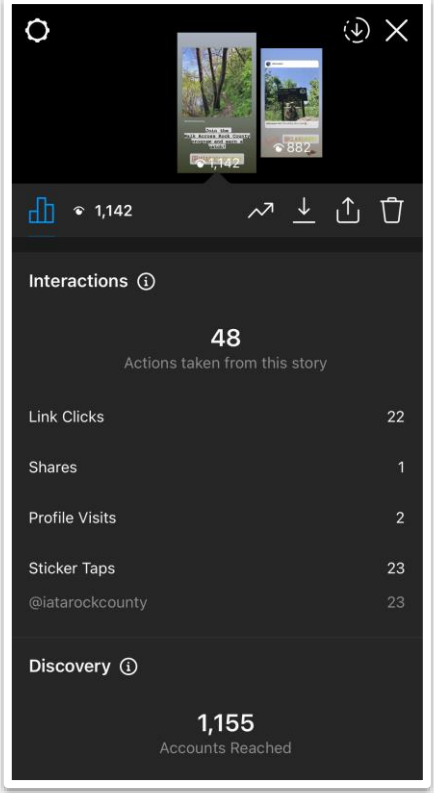
- **#MAMMOTHHIKECHALLENGE**
- **#ICEAGETRAIL**





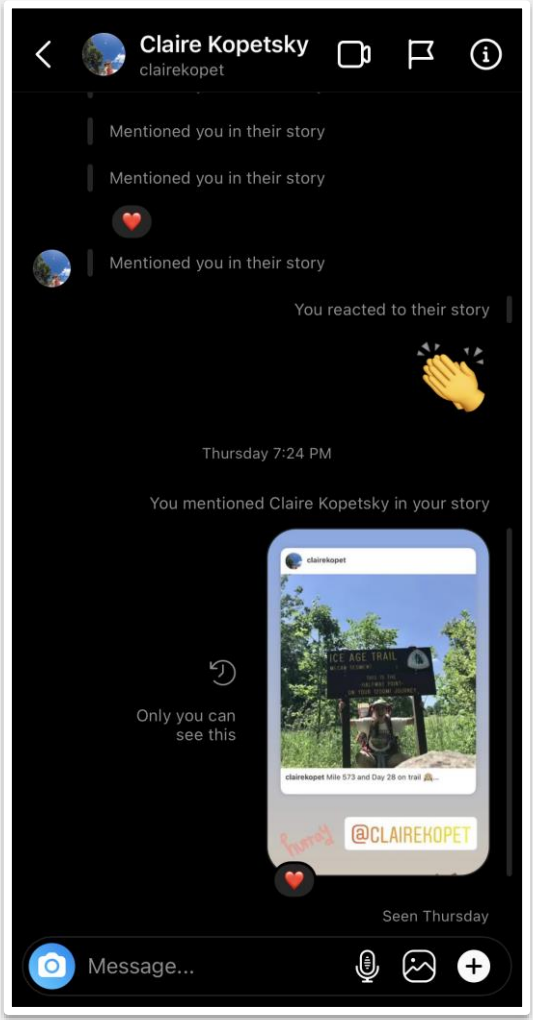
Instagram Stories!

- Share content from other Instagram users and organizations
- Engage with users through polls, questions, mentions, and other features
- Quick and easy information sharing that can augment posts



Interact with Instagram Followers

- Follow Ice Age Trail users and like + comment on posts
- Reshare IAT user content in Instagram Stories
- Respond to questions in Instagram inbox
- Encourage followers to tag you in their photos



We're in This Together!

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Chapter Assistance

- One-on-one training/brainstorming
- Bi-monthly or quarterly social media coordinator meetings
- Connecting chapters to interested volunteers
- **GOAL:** Develop album of stock images for chapters to use on flyers
- **LONGER-TERM GOAL:** Seasonal evergreen posts

Questions or Comments?

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Thank You for Joining Us!

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