



Instagram Training: Best Practices

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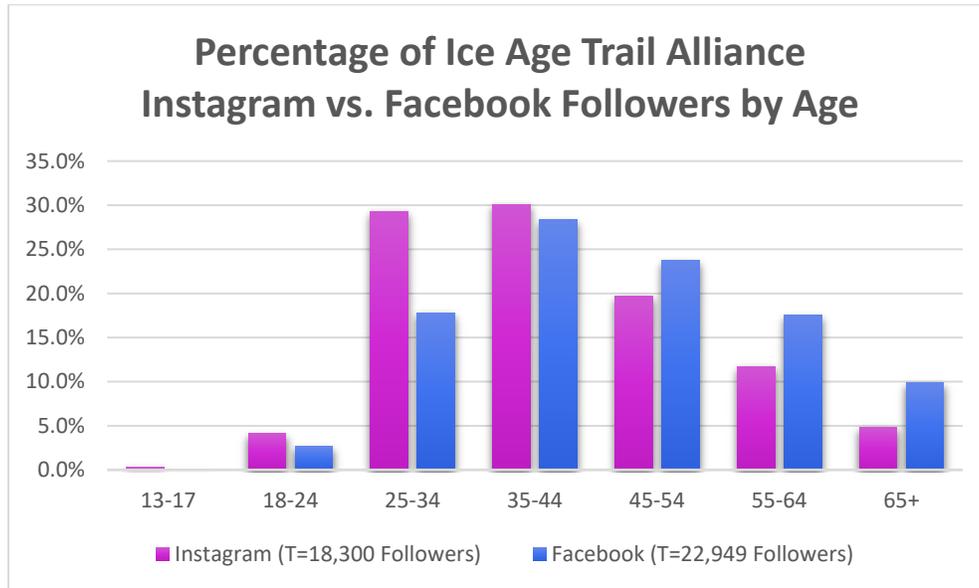
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Why Instagram?

REACH A NEW AUDIENCE

Age Demographics:



IATA Social Media Insights:

- Instagram has a larger percentage of users age 13-44, especially in the age range 25-35
- Facebook has a larger percentage of followers ages 45-65+

PROS AND CONS OF INSTAGRAM

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**
- **Schedule Posts:** Can connect to Facebook Page and Creator Studio

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 an Instagram Account

An Instagram page is a good compliment to a Facebook page or group, and it offers access to another audience of social media users. Instagram requires less maintenance than Facebook; however, it can be harder to share links and large amounts of information on the platform.

NAMING PROTOCOL

- **Name:** IATA [Chapter Name]
- **Username/Instagram Handle:** @iceagetrail_[Chaper Name]
 - Ex) @iceagetrail_walworthjefferson
- **Website:** [https://linktr.ee/\[InstagramHandle\]](https://linktr.ee/[InstagramHandle])
- **Bio:** [Chapter Name] of the Ice Age Trail Alliance
 - Can add short descriptive sentence about your chapter's work.
 - Tag photos with #IceAgeTrail
- **Why:** When people search for the Ice Age Trail and its chapters, we are easily found when searching.

LOGO USE

- **Instagram Page – Round profile image:** Please use Ice Age Trail Alliance logo
- **Why:** This usage helps people quickly identify which pages and groups belong under the Ice Age Trail Alliance umbrella. There are a number of Ice Age Trail fans who have created their own groups and pages, i.e. Women of the Ice Age Trail.

Note: Please make sure the logo fits within the area reserved for the profile image, otherwise, the integrity of the logo design could be compromised by missing letters or other features.

[Please visit this Dropbox link to download this logo.](#)

ASSIGNING ADMINS/CO-HOSTS

To connect an IATA staff member to your page, you will need to provide the login details to the person who is getting the shared access.

- **Additional admins:** Please share your Instagram login details with Brad Crary, Special Projects Coordinator and Lysianne Unruh, Communications Manager to be able to help access and administer your account.
- **Why:** If your social media coordinator quits, then we have a way to assign a new person the role.

EXTRA CONSIDERATIONS WHEN SETTING UP/MANAGING A PROFILE

Tips:

- Set up as Professional Profile, not a Personal Profile
- Frequency of posts (recommend 2 to 3 times a week, minimum)
- Create a Social Media Calendar for ready content
- Encourage followers to use hashtags, i.e. [#IceAgeTrail](#)
- Follow other organizations and Ice Age Trail users to share and engage with the community
- Create a “presence” – comment on IATA and IAT user posts
- Utilize Instagram Stories
- Use [Linktree](#) web address as profile URL to provide access multiple links in your profile (see more below)

Tools to Maximize your Success

INSTAGRAM SMARTPHONE APP

The Instagram smartphone app is the original format for using the Instagram platform. The application is the best way to navigate the app, see content from other users, create Instagram stories, and immediately edit and post content.

- Download the Instagram Phone Application:
 - [iPhone](#) App
 - [Android](#) App
- Use the Instagram phone app to:
 - Set up your profile
 - Search and follow other organizations and users
 - Edit and post content to your profile
 - Share content from other users via your Instagram Story
- If you would like assistance setting up your Instagram account and navigating the app, contact Communications Support Specialist Justine Kapitzke at justine@iceagetrail.org

CONNECT TO FACEBOOK PAGE: CREATOR STUDIO

If you have a Chapter Facebook Page, you will have the opportunity to connect your Instagram profile to your Facebook page. This will give you access to making posts to your Instagram page via [Facebook Creator Studio](#).

- Connect your Instagram profile to your Facebook page in your Instagram settings. Login to your Facebook page, access Creator Studio, and click on the Instagram tab to make edits to your Instagram page.
- In **Creator Studio**, you will be able to:
 - Create Instagram posts from your computer desktop
 - Use many of the same Instagram features as the phone app, including writing the caption, tagging photos, adding location, and posting the Instagram post simultaneously to your Facebook page
 - Creator Studio also allows for post scheduling, so posts can be created and scheduled ahead of time
- **Note:** Photos must be resized and edited prior to uploading them to your post on creator studio.

CANVA

Canva is a user-friendly graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. The app also includes templates for users to use.

- Create a free Canva account: <https://www.canva.com/>
- Canva can be used to:
 - Create a design with specific dimensions
 - Add text to images
 - Resize photos to specific sizes for your social media platform(s)
 - Create posters, infographics, and so much more!
- **Recommended fonts:**
 - Compliments standard IATA website and logo text:
 - Alegreya SC (regular and bold)
 - Alegreya Sans SC Regular
 - Clean lines, readable:
 - Bebas Neue Cyrillic
 - Pathway Gothic One
- If you would like a more in-depth, one-on-one training on Canva, contact Communications Support Specialist Justine Kapitzke at justine@iceagetrail.org

LINKTREE

It isn't possible to post web addresses in Instagram captions. **Linktree** allows you to share multiple links using a single web address that appears in your Instagram profile bio. Instagram users are prompted to "see the link in bio" in order to view webpages and event links that are referred to in the caption.

- Create a free Linktree account: <https://linktr.ee/>
- **Permanent websites to add to Linktree:**
 - Chapter Webpage
 - IATA Homepage/Events Calendar
 - NPS Volunteer Agreement Form
 - Other commonly referred to webpages and resources. i.e. Hiker Resource Map, Volunteer Resource Center, etc.
- Add Linktree web address to Instagram profile bio url
- Share Linktree login details with IATA Staff (Lysianne Unruh and Brad Crary)

Creating Content

CONTENT PLANNING: BUILDING A SOCIAL MEDIA CALENDAR

Considerations:

- **Volunteer Events**
 - Share details and registration link for upcoming event opportunities (add link to your Linktree)
 - Post event recaps, accomplishments, and photos of events that take place
- **Trail Community Events**
 - Share details and links for events taking place in nearby Trail Communities
 - Tag the Trail Community Chamber of Commerce and/or Tourism Organization
- **Chapter Volunteer Spotlights**
 - Photo, description, and quotes from a chapter volunteer
 - Could be styled as a Q+A with the volunteer:
 - What is your favorite volunteering activity? What is the most rewarding aspect of volunteering? What is your favorite IAT segment?
- **National Day Calendar**
 - National Day Calendar is a hub to search for any upcoming days of celebration
 - Example: May 1 is [#MayDay](#)
 - “May Day ushers in a traditional celebration of flowers and spring. In many ancient calendars, May 1st welcomed the first day of summer.”
 - A Facebook post for this event could feature spring flowers on a nearby Ice Age Trail segment, a reference to May Day, and the best nearby segments to look for spring/early summer wildflowers.

SELECTING PHOTOS

Photo Quality

- Preferably high-quality images (at least 1,000 KB or 1 MB)
- Photos are often too large to share via email
 - File applications that preserve photo quality
 - [Dropbox](#)
 - [Google Drive](#)
 - (Chapter Dropbox/Google Drive account?)

- Request chapter volunteers and members to share photos using a file sharing application
- Be sure to add photo credit (name of photographer) to the post

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)

Note: Portrait and Landscape display on newsfeed, but they appear as a square on your Instagram profile grid. Photo dimensions are easily set in the Instagram app, but they must be changed prior to uploading when using Creator Studio.

HASHTAGS

Best Practices:

- Add hashtags to your post to boost their visibility
- Etiquette for hashtags
 - Place (most or all) hashtags at the bottom of the post to improve readability
 - Commonly used hashtags by the Ice Age Trail Alliance:
 - [#IceAgeTrail](#) [#MyHappyPlace](#) [#Land4All](#)
[#TravelWisconsin](#) [#OutWiGo](#) [#FindYourPark](#)
[#FindYourTrail](#) [#OptOutside](#) [#HowWiHelp](#) [#LandTrust](#)
[#ExploreWisconsin](#) [#GetOutside](#)
 - Additional hashtags are added according to the topic of the post. For example a post about Arbor Day would include the hashtags [#ArborDay](#) or [#ArborDay2021](#) and/or [#PlantATree](#) within the post
- **Why:** Hashtags are a way for social media users to search for related content. For example, by clicking on the hashtag [#IceAgeTrail](#), Instagram users will be able to locate other posts that have the hashtag [#IceAgeTrail](#)

TAGGING

- Tag partner organizations in the photo and mention them in your caption.
 - You will have the opportunity to tag Instagram users in your photos when creating your post.

- Use the @ symbol to tag others in your caption. Ex) “The [@iceagetrailorg](#) will be hosting a day of trailbuilding and stonework workshops in partnership with the Lodi Valley Chapter.”
- **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.

FORMATTING EXAMPLES

- **Event announcement example:** [Dane County Hike-a-thon Speaker Series, Lodi Valley Chapter Trail Improvement Day](#)
- **Event Recap/Highlight example:** [Blue Hills Trail Layout and Design](#)
- **Volunteer Spotlight example:** [High Point Chapter – Buzz Meyer](#)
- **“National Day Calendar” example:** [National Audubon Day](#)
- **#FunFactFriday/Informational post examples:** [Ticks Infographic](#), [Aldo Leopold Week](#), [Advocacy: Knowles Nelson Stewardship Program](#), [Tallgrass Prairie Article](#)

Sharing Content from Other Pages

FOLLOW OTHER INSTAGRAM ACCOUNTS

- **Local Partner Organizations**
 - @iceagetrailorg
 - @WI_DNR
 - @TravelWisconsin
- **Wisconsin-based Organizations**
 - @DiscoverWisconsin
 - @AldoLeopoldFoundation
 - @Nature_Wisconsin
 - @NelsonInstitute
 - @Groundswell.WI
- **National Organizations**
 - @AmericanHiking
 - @NationalTrailsSystem
 - @NationalTrailsNPS
 - @BackpackerRadio
- **Additional Instagram profiles:**
 - Local/National News Outlets
 - WI Universities
 - Trail Community Chambers of Commerce and Tourism Organizations
 - Local Nature Centers
 - Thru-hikers/Ice Age Trail enthusiasts

INSTAGRAM STORIES

Use your Instagram Story to engage with Instagram users and amplify your own posts!

- With **Instagram Stories**, you can:
 - Share related posts from other Instagram users and organizations
 - Share posts and other stories you are tagged in
 - Engage with users through polls, questions, mentions, location tags, and other features
 - Share your own post to your story with a short caption for easy information sharing and to ensure users who miss your content on their feed can find your recent posts

Assistance from IATA Communications Staff

- Tagging and sharing content from the IATA Chapters on our Instagram
- One-On-One training/brainstorming with Alliance Communications staff regarding social media.
 - Please ask us! We're excited to schedule time with you.
 - Contact either lysianne@iceagetrail.org or justine@iceagetrail.org to set up an appointment.
- Assistance in brainstorming social media calendar.
- Making consistency updates (as long as IATA staff is an admin).
- Acquiring social media coordinators from the VSII and training for the SMC to orient them to best practices, etc.
- **GOAL:** develop "stock" images for each chapter. Sized for FB, Instagram, Events Calendar, banner images for their webpage, etc.
 - Scenery
 - Hiking
 - Volunteering
- **GOAL:** Seasonal evergreen posts that chapters can plug and chug.