**INSTAGRAM 101**

Instagram is a photo-sharing social media application. It allows organizations to easily apply a face and personality to their brand.

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**DO’S**

1. **Do tell stories with creative images and captions.** Use captions strategically to reinforce your company voice.
2. **Do use filters effectively.** Part of the beauty of Instagram is the ability to instill beauty and polish on average photos.
3. **Do hashtag posts.** Maximize your discoverability by using a minimum of 3 hashtags in your post to boost engagement.
4. **Do engage with your followers.** Comment, follow back and like things. Be an active brand.
5. **Do create themes.** Companies can take a huge array of photos. Stand-alone photos aren’t as powerful as ones that are part of a collection.

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**DON’T’S**

1. **Don’t go on posting sprees.** Post a maximum of once a day or twice a day and space out your updates. Instagram isn’t like Twitter.
2. **Don’t hashtag overload.** Hashtags are what make Instagram so engaging. Use ones that are specific to your brand.
3. **Don’t overdo it on branding and product shots.** Actively engage and cultivate community with imagery that reinforces core company values subtly.
4. **Don’t be sloppy.** Only post high-quality images of compelling content. Be aware of angles and lighting and blurry shots.
5. **Don’t be inappropriate.** Avoid photographs that contain nudity or profanity. Be aware of how images reflect the company.

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**HASHTAG GLOSSARY**

#repost: A photo that another Instagram user took.
#shoutout: When you give someone a shoutout in your photo. Usually tagging their Instagram handle.
#tbt: This stands for Throwback Thursday. Used to share images from the past.
#l4l: Stands for like for like.
#f4f: Stands for follow for follow.
#fslc: Stands for follow, shoutout, like, comment. Urges Instagram users to carry out all four social actions. Don’t overuse this.