Navigating Instagram

How-To Toolkit for the Regions

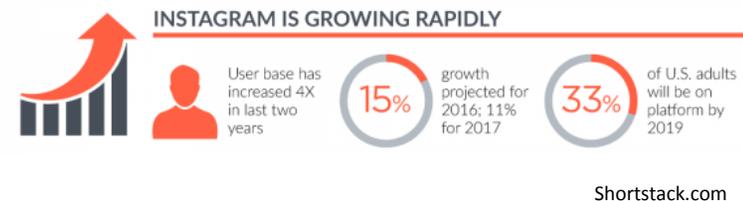# Table of Contents

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What is Instagram?

Instagram is a mobile photo and video sharing application, and social media platform. Users can take pictures and videos, and share them with their followers. Instagram can be accessed on a desktop computer with limited functionally, but is intended to be used on mobile devices.

The Facts

- Facebook owned
- 400 million monthly active users
- 2.5 billion photos are liked everyday
- 78 million photos/videos per day
- 49% of users check the platform daily
- 53% of Internet users 18-29 use Instagram

INSTAGRAM IS GROWING RAPIDLY

User base has increased 4X in last two years

15% growth projected for 2016; 11% for 2017

33% of U.S. adults will be on platform by 2019

Shortstack.com

Besides the Numbers, Why Is It Important?

Instagram is a perfect social media platform for **visual** brands, businesses and organizations. Let's face it—what is more visually appealing and beautiful than Maine?! Use Instagram to share:

- Fun/beautiful images
- Events
- Sneak peeks/behind the scenes
- Videos
- Tell a story/give your region personality

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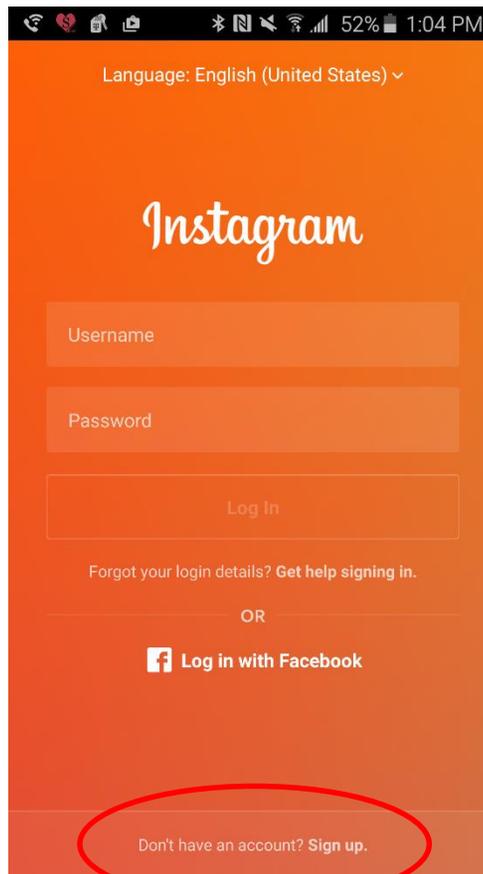VisitMaine.com

Setting It Up

Step 1:

Download the Instagram app from Google Play Store or Apple App Store.

Step 2:

Open app. Don't have an account? Sign up.

Step 3:

Enter your region's information.

Add image   *Full name of region*
Enter handle   *Enter password*
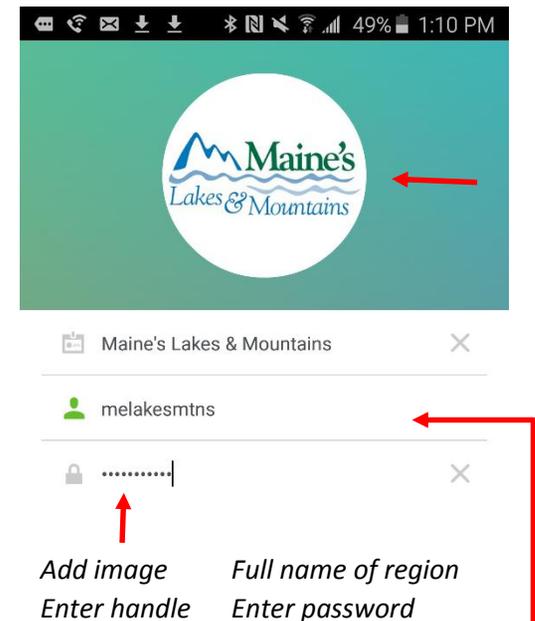
TIPS
1) Use your logo for the image—make sure it fits properly in the circle
2) If possible, keep your handle consistent with other platforms—green means it hasn't been claimed

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Setting It Up [continued]

Step 4:

Continue going through the prompts.

- Choose to Find Friends (through Facebook) or skip
- Choose to Find Friends (through your phone's contacts) or skip
- For verification and security, link your account to an email or phone number

TIP

Use a general email for the region for the verification/security information, or the primary contact's email address. Even though the email won't show up for followers, it will ensure different people operating the account will be able to access/look up Instagram account information easily if needed.

Step 5:

Edit your profile.
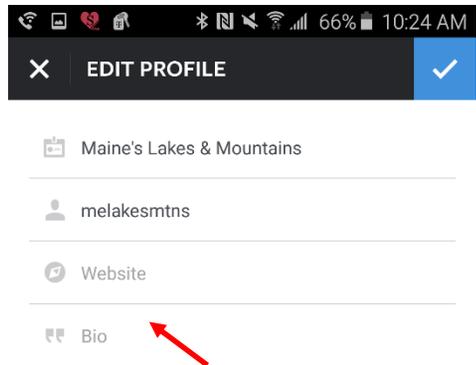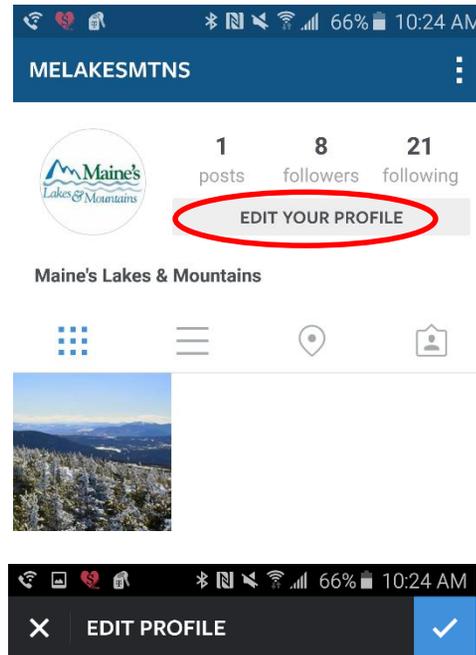
Enter in website URL
Add short bio

TIP

Add your region's official hashtag in the bio. It will show up on your Instagram account like the Visit Maine example below:
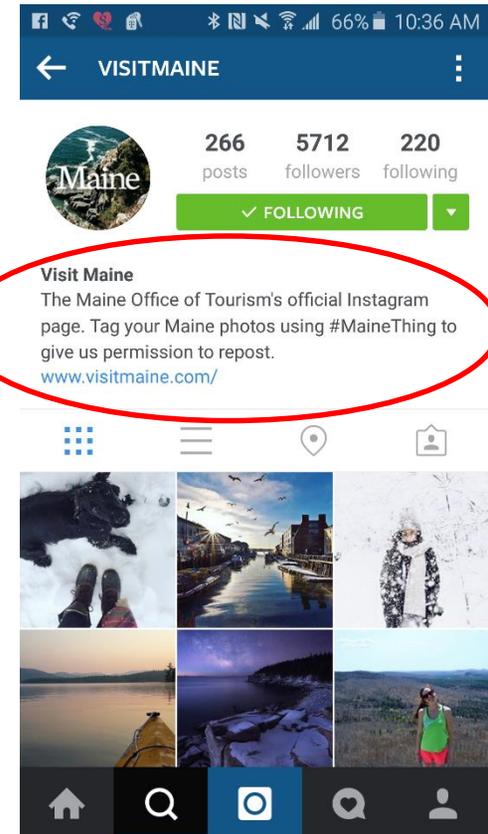
Adding a Photo

How To

Select photo/video from your gallery or take photo directly from app.

Instagram Tool Bar

Instagram feed   Search   Add photo   Notifications   Profile
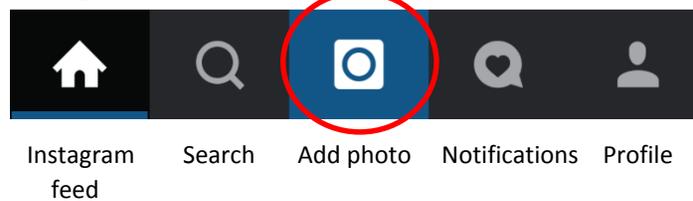
Filters

Keep the original version, or select a filter for a different look.

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Adding a Photo [continued]
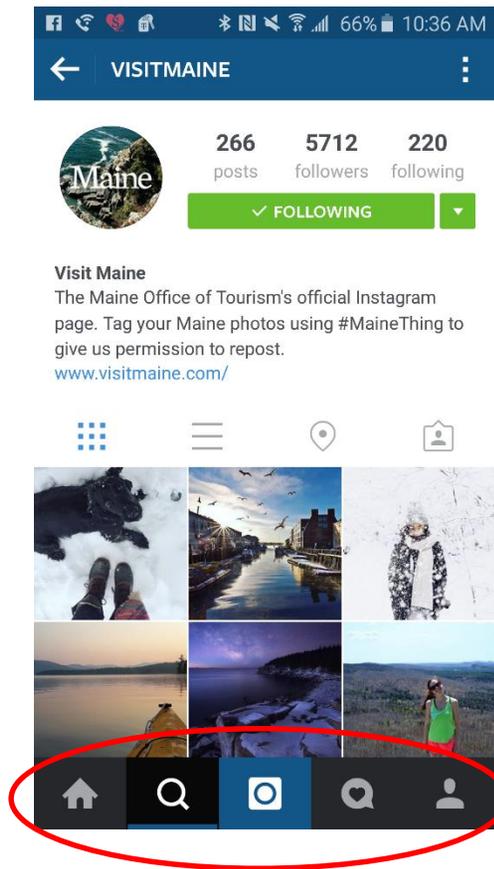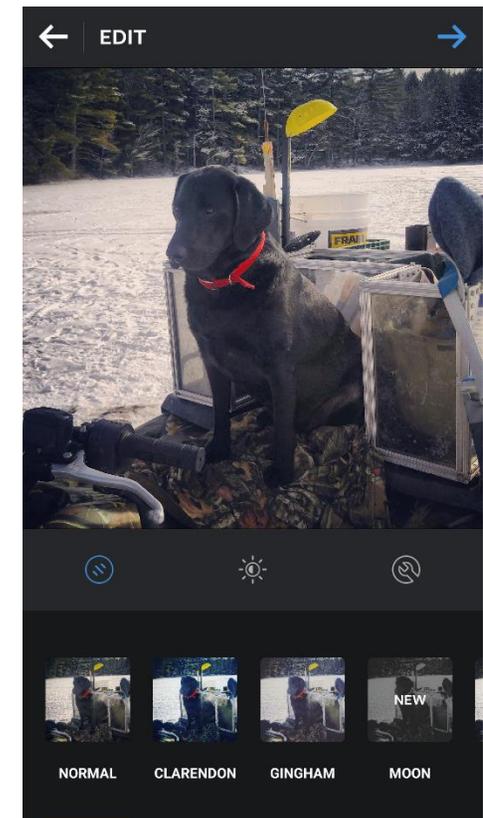
Creating Captions

Write captions with keywords.

TIP
App easily allows you to share the photo on other social networks.
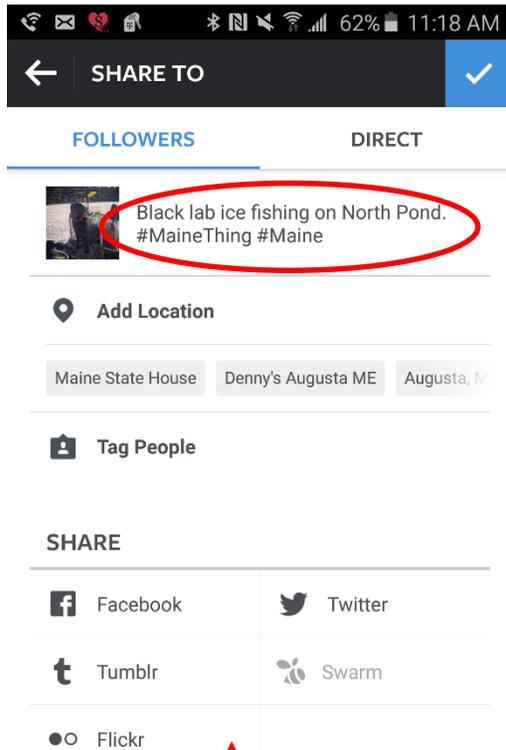
Using Hashtags

Include the region's official hashtag and others as appropriate.

TIPS
1) It's important to use keywords and hashtags in captions because Instagram is searchable.
2) Use **#MaineThing** to call the Maine Office of Tourism's attention to your photos.

Tagging and Places

Use the tagging and places features.
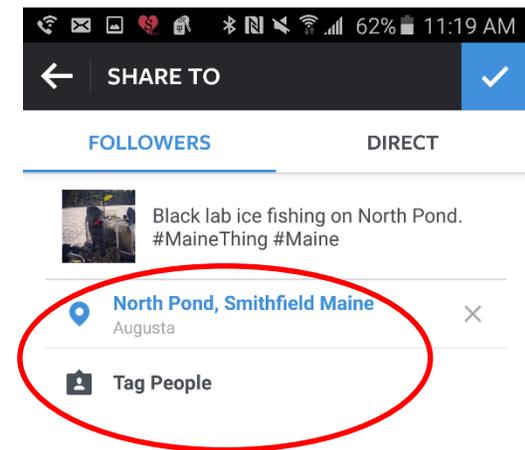
TIP
Click on Add Location or Tag People to add either (or both) to your post. Just start typing the location and individual/brand/business that you'd like to tag and it will pop up so you can select it.

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Engaging With Your Audience

Like, Comment and Share

Similar to other platforms, users can like, comment, and share.
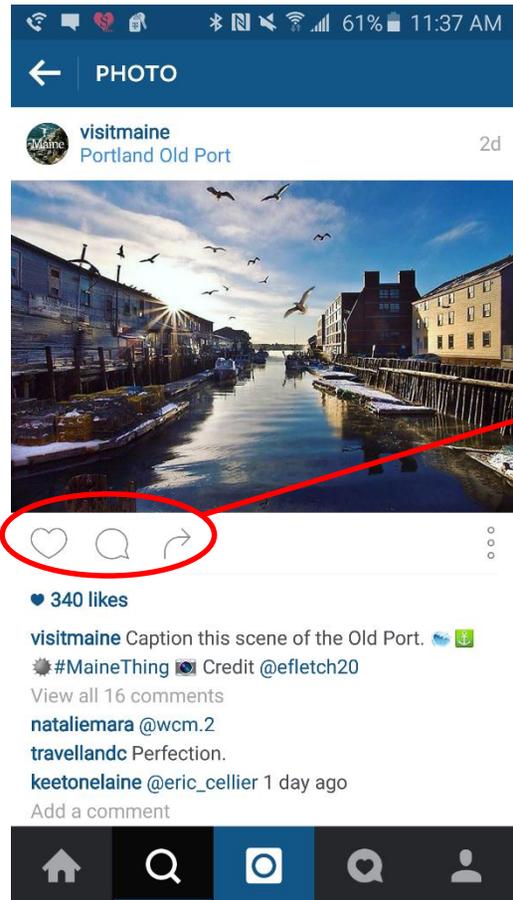
Like   Comment   Share

> **TIP**
> A red heart indicates you've liked a photo.

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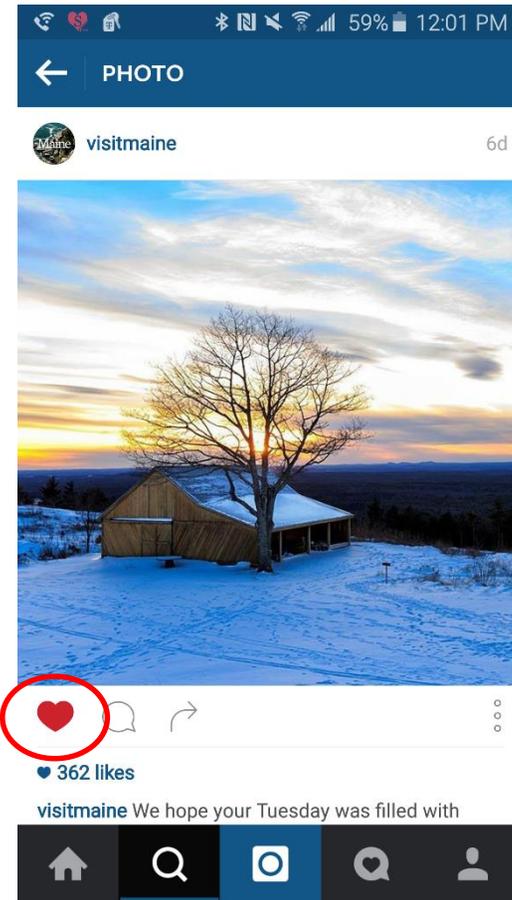
Engaging With Your Audience [continued]

Searching

Use the search tool to find influencers,
your region's businesses, other regions, etc.

Followers/Following

To monitor who the region is being
followed by, or who you're following,
click on the areas below.
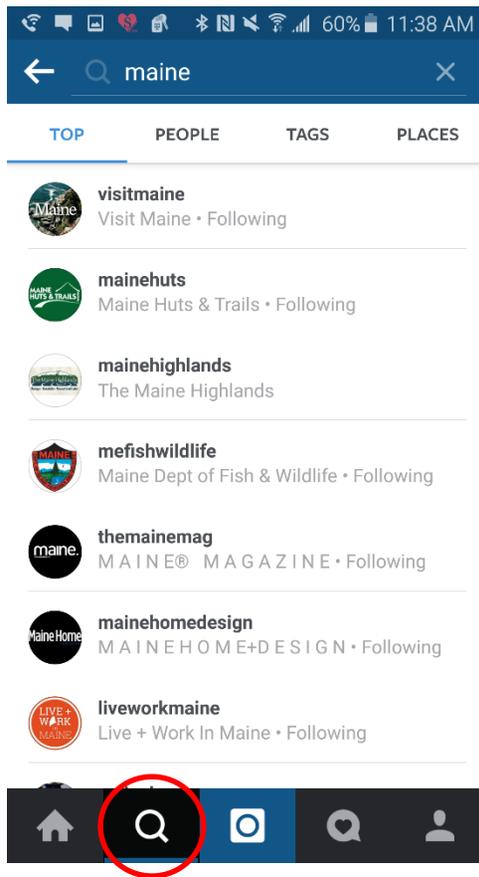
> **TIP**
> Use the search tool to view posts from
> people using your hashtag and posting
> about your region, and then engage with
> them.

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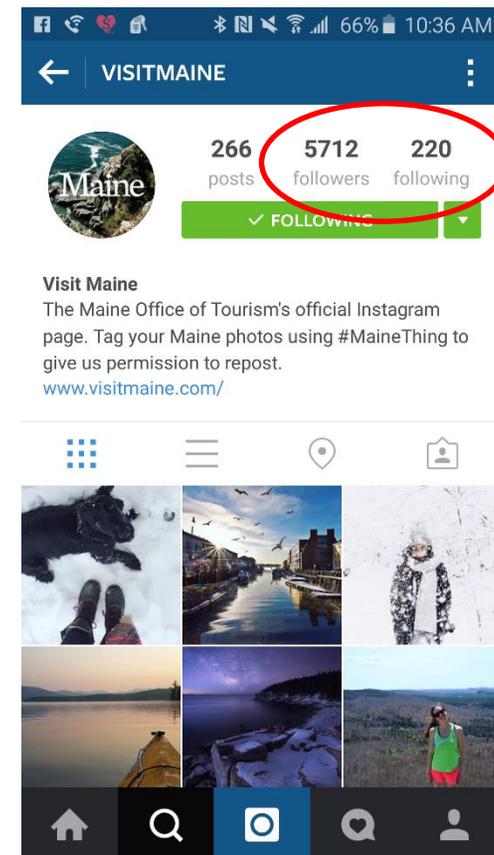
Sample Posts

Here's a look at four VisitMaine Instagram posts, all using user generated content.

Post 1:

●●●○○ Verizon 📶   1:53 PM   🔋 59% ▭

←   **PHOTO**   ↻

visitmaine   3w
Cape Elizabeth, Maine

♥ **287 likes**

visitmaine Happy Friday! What are your plans for this weekend? Share your #MaineThing photos with us for a chance to be featured on our website, link is in our bio. 😌

📷 by: @adventuregirl229

View all 10 comments

adventuregirl229 @visitmaine Thank you! I look forward to visiting again. 😊 #home

wwcruises Love this area

lindseyandrews_wanders I like this one a lot!!!! 🙏👏 I'd submit it to @adventure_culture

Post 2:

●●●○○ Verizon 📶   1:51 PM   🔋 60% ▭

←   **PHOTO**   ↻

visitmaine   4d
Acadia National Park

♥ **351 likes**
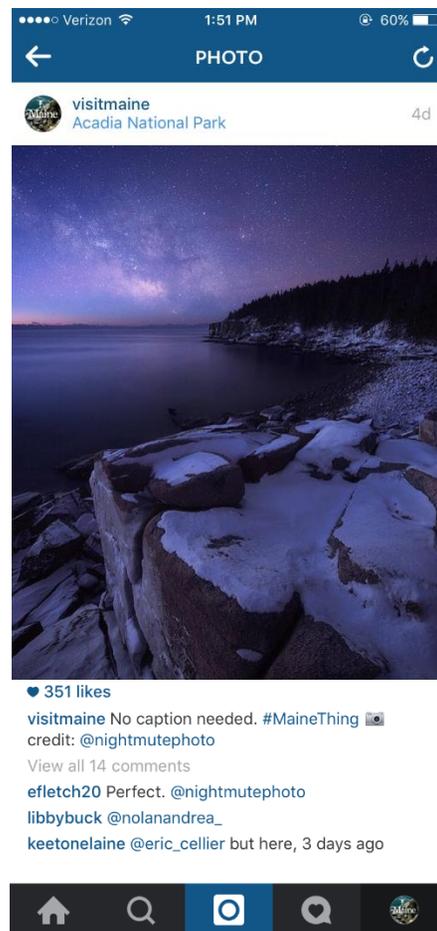
visitmaine No caption needed. #MaineThing 📷 credit: @nightmutephoto

View all 14 comments

efletch20 Perfect. @nightmutephoto

libbybuck @nolanandrea_

keetonelaine @eric_cellier but here, 3 days ago

Post 3:

●●●○○ Verizon 📶   1:53 PM   🔋 59% ▭

←   **PHOTO**   ↻

visitmaine   4d

♥ **372 likes**

visitmaine Who's ready for a #kayak adventure?! Tag someone you want to go kayaking with this summer. #MaineThing #tbt #summer #adventure #travel 📷 credit: @jjoeking23

View all 18 comments

mom2lizandgray It's on @rennyjenzo ! Can't wait :)

jkrelyea @hay_rel

redearthredhead @majk2186

Post 4:

●●●○○ Verizon 📶   1:52 PM   🔋 59% ▭

←   **PHOTO**   ↻

visitmaine   3w
Freeport, Maine

♥ **268 likes**

visitmaine What Sunday adventures do you have planned for today? 🏃 #MaineThing 📷 credit: @nickibstudio

ruffnyc @megbatterson

nickibstudio Thanks for featuring my image @visitmaine 😊🙏

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Final Tips

- If you have your own personal Instagram account, you can now add other accounts so you don't have to sign in and out of the region's Instagram account (works the same way as admin on Facebook). Add this feature in Settings, Add an Account.

- Access Settings for all account information, logging out, etc. See images below.
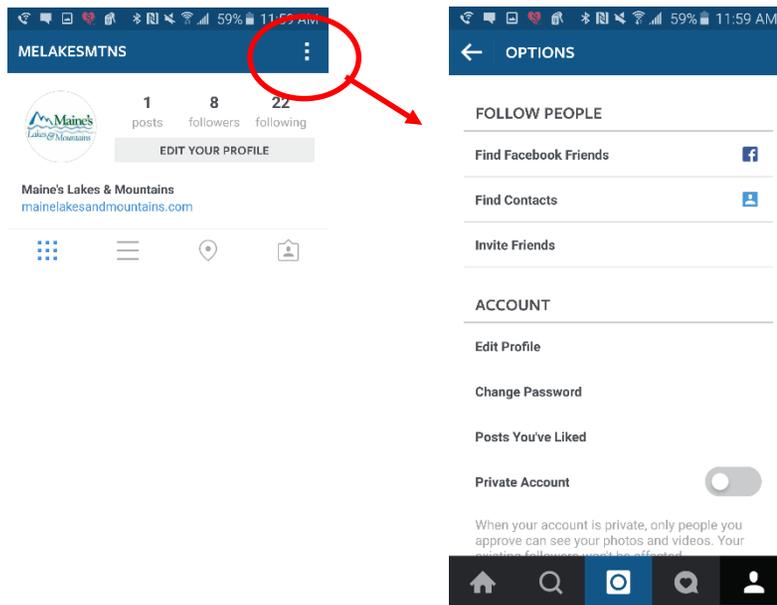
- To see your home feed, notifications, and your own region's profile, please reference page 6 where it shows the icons on the Instagram tool bar.

Final Tips [continued]

- Add a line similar to the bio below used on VisitMaine. It grants permission to you to share photos from your region posted by others who have used your hashtag. User generated content is a great way to start growing your fan base. Be sure to tag users when you repost their image.
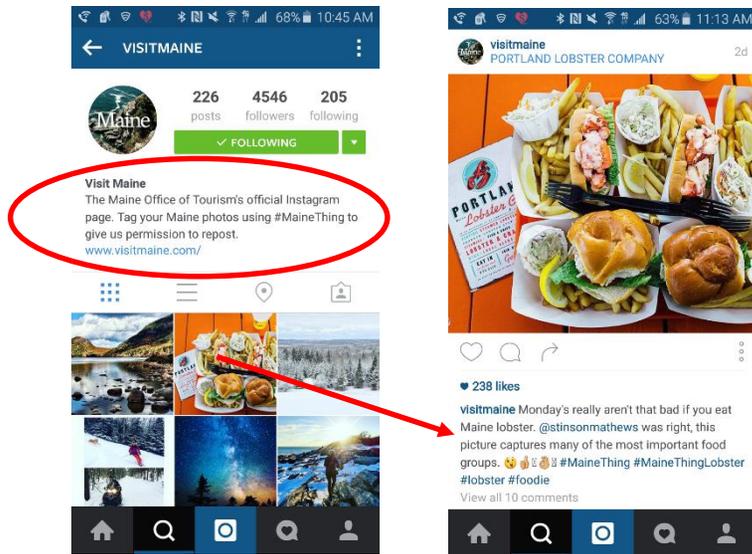
- Remember to promote your Instagram account on your website and collateral materials like travel guides, brochures, and business cards, when and where appropriate.

- Have fun with it! ☺

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