



## 2017 Instagram Guidelines

Instagram is a photo-based social media platform done exclusively on a mobile device. Unlike our other platforms, like Twitter and Facebook, where messages can be posted with or without a picture, all Instagram posts must be picture-based. However, the goals of our Instagram account are very much in line with our other platforms. Instagram can be used to promote work done by the organization or individual members, engage with followers and supporters, and find new audience members.

### LWV Instagram Goals

- Promoting the good work that your League and other Leagues across the country are doing
- Sharing information on priority issues
- Engage with other people or organizations focused on the same policies
- Reach new audiences and increase engagements with new and existing supporters, *including a new youth-centric audience*
- Highlight our history and our engagement in multiple significant moments in our last 97 years as an organization.

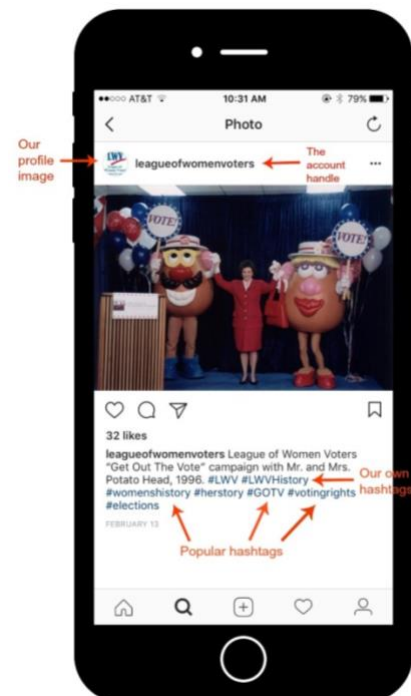
### Handle and Bio

An Instagram handle is the name of your account. All local League handles should denote the organization and your location (*ex: @LWVHartford*). The Instagram bio is the short description on homepage and can elaborate the organization, our goals and your location. It is recommended that your Instagram handle and bio are similar and/or the same as the one used on your Twitter account.

### Content

Instagram's main focus lies in pictures. All posts must include a photograph to be able to be shared on your page and with your followers. The type of pictures that can and/or should be posted is as diverse as the type of content shared on any other social media platform. Here, we can revert back to our goals and think: what types of pictures will help us achieve them? Posting a photograph of an event you or other League members are attending will help to raise our public profile. Creating or finding an easy graphic regarding one of our centric issues will notify our followers of our positions on policies while encouraging them to participate. Sharing a picture from the League's history will solidify our place as a vital organization, both in past, present, and future.

With every post, it is encouraged to also write a caption (*note: pictures can be posted without text on Instagram, though we dissuade you from doing so*). Unlike Twitter, there is no



character limit to captions, though it is still important to keep your message concise and let your picture do the talking. Captions can be used to provide context to the picture, reiterate the importance of involvement, or promote members and/or other organizations fighting alongside us.

## Hashtags

Instagram uses the same hashtag format as most other social media platforms. Hashtags are used to compile likeminded pictures together into one organized section. When you click on a hashtag, it will bring you to page with all the other posts that are tagged with the same hashtag. It is important that the hashtags used are ones that popular. For example #votingrights #votingrightsforall; the former is not only simpler and easier to read, but is used more often than the latter, so the picture will have a larger audience.

On the national League of Women Voters account, we have already used some existing hashtags in our posts, like #vote, #votingrights, #womensrights, #GOTV and #elections. However, we also created some of our own hashtags, such as #LWV and #LWVHistory that we encourage all local leagues to use so that when clicked upon, all content related to and posted by our accounts will be organized together.

Tips for using hashtags-

- Hashtags cannot utilize spaces or punctuation. However, they can have numbers.
- You can only add hashtags to your own posts, not anyone elses.
- There can be up to 30 hashtags on one post. After 30, the content will not post.

## Regrams



Regrams are to Instagram what retweets are to Twitter: a way to repost another account's previously posted content onto your own. Unlike Twitter, however, regrams cannot be done through the Instagram app, but rather a third party app called Repost. Once downloaded the app syncs to your Instagram account and lets you directly post someone else's content onto yours. You can add to their caption with a message of your own, or simply let their post speak for itself. Appropriate regrams are other League members and local accounts or organizations with similar content and goals to ours.

## Frequency

Though each League can decide how often to post on Instagram, we recommend about 3-4 posts per week (*Monday-Friday*). This can change based on the amount of content available or if there is a particular event going on that can be highlighted.

Oftentimes, Instagram posts can also be posted to Twitter by linking the accounts together. On your Instagram settings page, click "linked accounts" to simultaneously post both platforms at once. Whatever is posted onto Instagram will be posted on the Twitter feed with an abbreviated caption and a link to the post.

## Engagement

All public interactions on Instagram are done through the comments section on posts. If there is a comment that you wish to respond to, write their handle preceded by the “@” symbol (*ex: @leagueofwomenvoters*) to reply to them. If you prefer the messaging to be private, direct messages can be sent between accounts by clicking the paper airplane icon in the top right hand corner of the homepage. There, you can draft and sending messages or pictures to other accounts, even ones that you are not following and/or being followed by.

You can also engage with other users by tagging them in your posts or by being tagged in theirs. When you go through the process of uploading a photo, the app will ask you to type in the handles of any other users in the picture. When you tag someone in a photo, it will show up on a tab in their profile page as “photos of you”. If someone tags your League account in their photo, make sure to “like” their post!

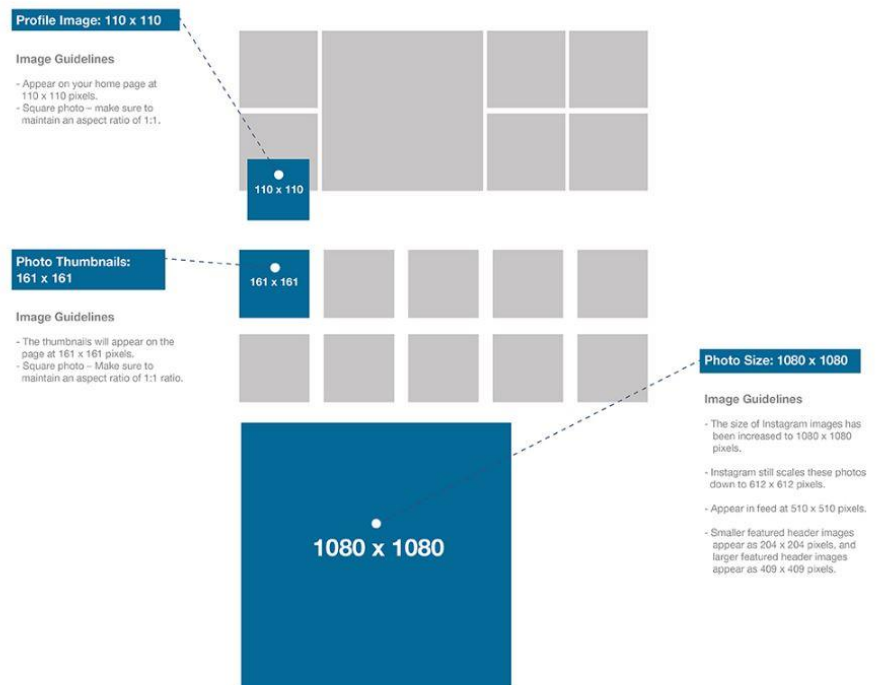
## Photo Dimensions

Making sure the photo chosen for a post is the correct dimensional width is vital to having the best content possible. The profile image will appear on your home page as well as next to your handle on the main feed, so having the right dimensions is important. The thumbnails dimensions listed below show what size your image will be listed with your other posts on your profile page, whereas the photo size refers to the post itself.

**Posts:** The picture that you are posting to your feed. Instagram photos are always displayed as square, so it is common for photos to get cut off. Make sure that the picture does not exceed 1080 x 1080 for the best quality content.

**Thumbnail:** This is how your post will be shown on your profile page when mixed in with all of your previous posts. It will show up as 161 x 161.

**Profile image:** Your profile image will appear next to your handle when you post and on your profile page. The size of the image is 110 x 110.



**Have any questions, concerns or comments? Please do not hesitate to contact [scourtney@lww.org](mailto:scourtney@lww.org)**