

TIPS FOR INSTAGRAM COMMUNITY PAGES

A guide to using Instagram to market your services, engage the community and add value to your organisation.

Developed by Mosman Council to Support Local Community Groups



Optimise your profile

It is important to give the public a good first impression of your organisation as your Instagram page can often act as a key avenue for engaging the public or for the public to discover you.

Use the bio to summarise your organisation in a single statement

- Very briefly **summarise your purpose** or what your key objective is. As you only have 150 characters it's best to get this down to a single statement.

and/or Highlight your next big thing

- If you have space or if your purpose is self explanatory use the bio section to **highlight the next big thing** coming up for your organisation. This might be an event or activity that you're wanting to promote.

Add a link - to your website or next big thing

- Utilise the option to add a link. Many pages will use this to drive traffic to their website, but if you have an event or activity coming up that you want to drive bookings to, then make use of this option and keep it updated.

Use a Business Profile for more options

- Switching from a personal profile to a business profile will give you access to **extra options** for optimising your profile page.



308 posts

2,400 followers

1,063 following

Follow

Mosman Art Gallery

Art Gallery

Destination Sydney: Re-imagined 8 December 2018 - 17

March 2019

bit.ly/2E70XmA

1 Art Gallery Way, Mosman, New South Wales, Australia

Call

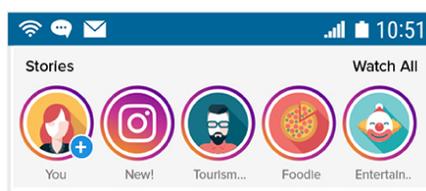
Email

Directions

Use Stories to Engage your Audience

Stories are short posts of photos or videos that appear in a bar at the top of your followers feed and on your profile, **lasting only 24 hrs**. They are useful for engaging your audience on a regular basis in your organisations day-to-day activities.

To create a story, tap on your profile pic in the feed section of Instagram or swipe right to access the camera to shoot your first story.



Use stories for behind the scenes action

- Stories are a great way to show your followers what your organisation does on a day to day basis, or provide them with exclusive access to behind the scenes at events or activities.

Create stories that reflect your mission and highlight members

- Use stories to tell a story! Use multiple story posts throughout the day or at an event to share with your audience what it is you do or what they may be missing out on!

Normal stories only last 24 hours on your followers feeds, but you can also **save stories as a highlight** visible on your profile for page visitors to view at their leisure.

Hashtag & Mention in your stories

- Hashtagging and mentioning other pages in your story posts are just as important as using them in your general posts. They will **make your stories discoverable** to non-followers depending on the specific hashtags or mentions you use.

#hashtagging If you hashtag #mosman in your story, it will appear on the discoverable page for that specific hashtag, and people searching for #mosman will likely see your story

@mentioning If you mention @mosmanart in your story (the username of the Mosman Art Gallery Instagram page), they will be notified of your posts and more likely to interact with your page or share/re-post your story in their own Instagram story for their followers to view.

#Hashtags & @Mentioning

Hashtags

Hashtags are a word or phrase preceded by a hash sign (#), used on Instagram (and other social media platforms) to **tag/link your posts to specific topics**. People can search for hashtags via the *Tags* section of the Instagram search field

Unless someone is specifically searching for your organisation on Instagram, they are unlikely to come across you without the use of hashtags (#) which makes it important to include them in all posts on the platform.

There's no exact number of tags that work for everyone

- As a general rule, 5-10 hash tags is a good number to include on your posts however you can include up to 30. See what works for your page and monitor your likes/engagement

Narrow your Tags

- Broad tags like #community or #event are less likely to get you relevant engagement due to the millions of posts there competing for attention. On the other hand using very specific tags like the name of your organisation are also unlikely to get engagement as people won't be searching for your name (unless they are looking for your page which won't be done via tags).

Instead **look for a middle ground** - tags that might be **location specific** are good as people in your community may be searching for them. Or **activity specific** so you can engage like minded people.

Do your research and find a model organisation

- If you're a community organisation just starting out on Instagram, it's safe to say that other organisations already have hashtagging down to an art form. Find an organisation similar to yours (same services provided etc.) that you respect, with a solid following and see what they are tagging. For example if the Mosman Art Gallery were starting a page it would be a good idea to research other Council gallery pages or bigger players like the Art Gallery of NSW.

Mentions @

Mentioning is a way to tag other Instagram pages to your posts. This tool is useful to engage others in your community and increase your exposure on the platform.

Increased likelihood of being shared/re-posted

- Mentioning other pages (especially pages with large followings) is a great way to **increase your chances of being re-posted** to their page - provided your post is providing something of value and relevance

Start a conversation and collaborate

- Engage with other pages or people by mentioning them in relevant posts to start a conversation. If your post is relevant to them it may **lead to other collaborative opportunities**

Mention & tag people in your photos/posts

- If your posting a photo from a recent event of participants or guests (with their permission of course), tag them in the image and mention them in the post to link to their page. You can also encourage your followers to do the same if they are posting images from a recent event or activity that you have held to **create a link between their post and your profile**

View the accompanying guides on *Facebook Marketing* and *Tips for Creating Online Content* for more information on maximising your impact on Social Media

FOR MORE RESOURCES VISIT

www.mosman.nsw.gov.au/community/mosman-connects