

Social Media Platform Best Practices: Instagram

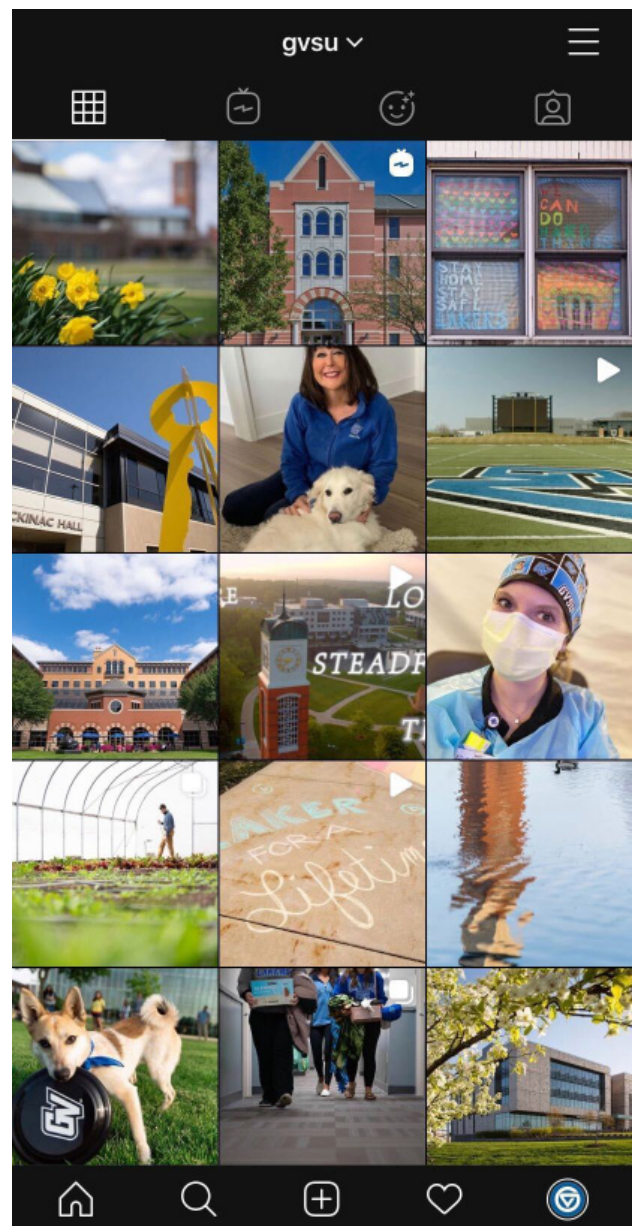
There is more to Instagram than posting visually appealing photos. To grow your account and see success, here are some must-follow tips.

Adhere to GVSU and your department's brand by using a GVSU-approved logo for your profile image. Complete your bio by including a short description and a link to your department's website.

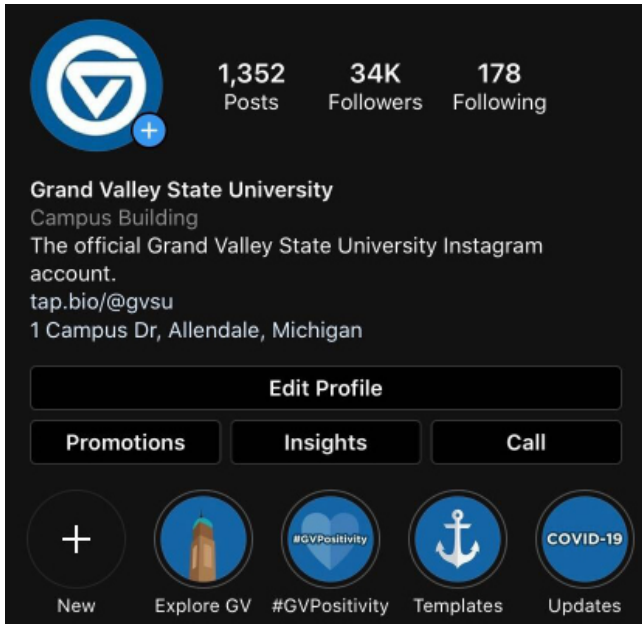
Captivate your audience with photos and/or videos that tell a story. Use a content calendar to plan how your posts will look in your feed and maintain your aesthetic. Your Instagram feed is not the place to post "fliers." Instead, that content should be shared in Instagram Stories.

URLS do not create a clickable link in Instagram post captions, so you may use the website space to direct followers to a different URL. Web tools such as TapBio and Linktree allow you to associate images in your feed with a URL. A URL is created that you include in your Instagram bio.

See GVSU's profile for an example.



Social Media Platform Best Practices: Instagram Stories



Instagram Stories offer a way to tell a story to your followers. They can view and engage with content that is different from what they would see in-feed. Instagram Story content is only available for a short period of time, but can be “highlighted” to your profile.

Limite Instagram stories to 3-6 slides. Instagram Stories are popular in part because of the unique features they offer: gifs, filters, etc. Profiles with 10.000+ followers can include a Call-To-Action “swipe up” link on stories.

Get creative by and learn what your audience engages with most by sharing a mix of takeovers, quizzes, etc. and review your analytics. To review analytics, your Instagram account must be set as a business page.

