



The Church of England  
in Essex and East London  
Diocese of Chelmsford

# Instagram Guidelines

Instagram is an online photo-sharing social platform. It's used mostly on smartphones because smartphones have cameras built into them. A user snaps a photo and then posts it to their network of friends and followers on Instagram. Initially used primarily by individuals sharing images with their friends, but today Instagram is used by businesses and non-profits all over the planet and with over 100 million users it's a great tool to reach people.

So let's get started.

## Why are we recommending Instagram?

The advantage of using Instagram is your readers get the benefit of eye-catching posts. Instagram is visual. With so many people on social media nowadays, the need has never been greater to get noticed and stand out from the crowd. Words will only take you so far. The human brain processes pictures considerably faster than words. So show them what you mean by illustrating your post. Fewer words and more pictures is the way to go. You can take photos and post images from your photo library. You can also create and use graphics. If you combine images and hashtags (#tags), you will build influential themes which will be recognised and remembered. See 'Post your first photo' below.

## Download the app

Instagram is different from other social networks in that it is primarily for use on mobile. Once your account is set up, you will be able to view your page on desktop, but the majority of what you do will be through the mobile app.

## Choose a recognisable username

You can sign up for Instagram with an email address or a personal Facebook account. Your username will be displayed to the public, and is what people will see when they find you on Instagram. It's important to make sure that it's as close to your church's name as possible, and is recognisable.

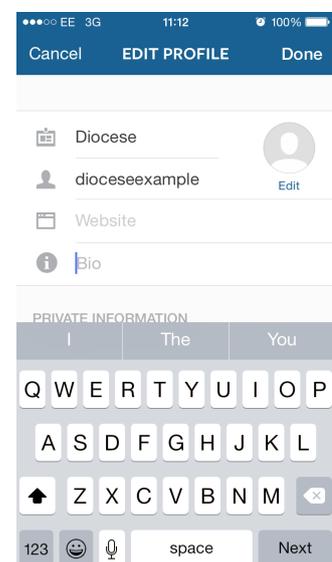
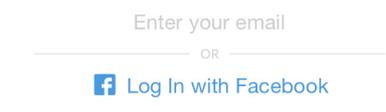
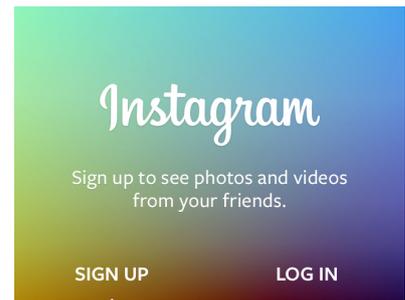
Instagram will also ask for your full name. Here you can just put your church name, which will make it easier for people to find you.

## Update your profile

Instagram allows you to fill out a 150 character bio for your profile. Because of the limited text, you need to be clear and concise about who you are, where you are, and what you do. You can also add your church's website, which users will be able to click to visit right from their mobile device.

To edit these sections go to the person icon on your app on the bottom-right on the image below. Then click the cog in the top-right of the screen. Here you will see the list of account settings. Click on Edit Profile.

This Edit Profile page will allow you to change your screen name, add a profile picture, add a website URL, add a phone number etc.



## Add a recognisable profile picture

The perfect Instagram profile picture will be 160×160 pixels. The photo you choose should be easily recognisable, so using your church logo is the best option. Your profile photo can only be updated on a mobile device. If you don't have your logo saved to your smartphone or tablet, you can import it from Facebook or Twitter.

## Get set up for social sharing

If you chose to import your profile picture from Facebook or Twitter, then your account will already be linked to whichever you chose. But if you haven't yet, you should take steps to link your Instagram account with your other social networks.

Click the gear icon in the top right corner and choose Share Settings. Once you link with church Facebook account, you'll be able to share your Instagram photos to your timeline, or to a Facebook page that you manage.

## Post your first photo

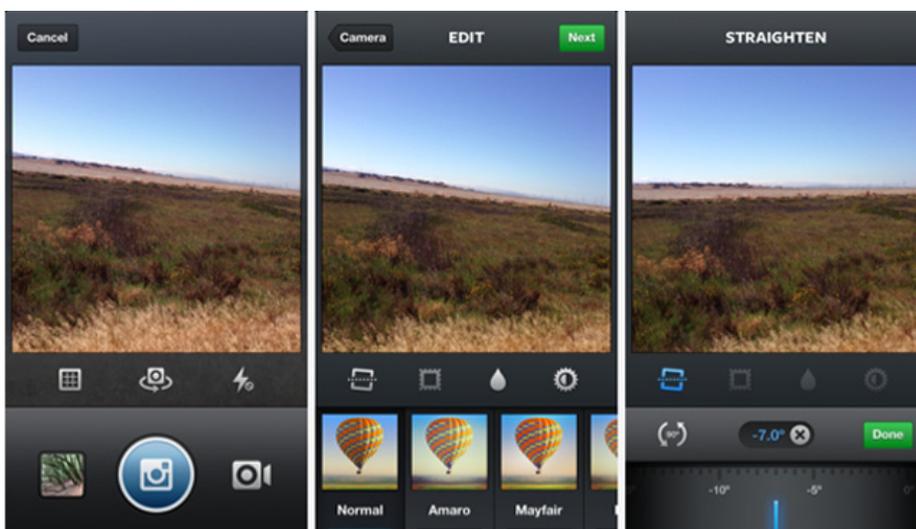
Now that your profile is set up, you can upload your first photo or video to share with the world. As well as posting photos you can create great graphics - for example, with a free app called 'wordswag'. It is free from the App Store. Give it a try.

If you want people to find you, you must add your location. This is vital if you are promoting an event in a church or elsewhere. But if you don't want to be found, leave it out.

### Here's how Instagram works:

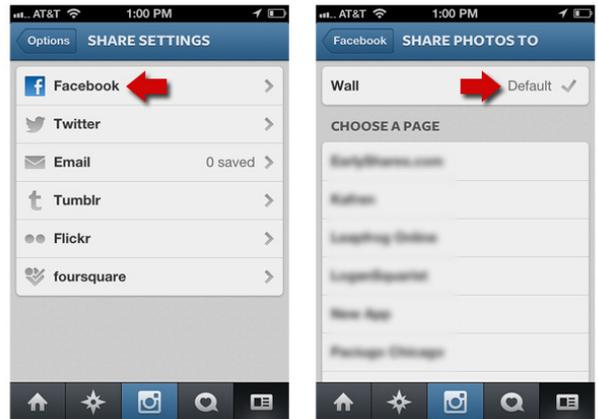
The blue button in the bottom middle of the screen is how you upload a photo or video. Press this and it will open up Instagram's

You can choose from a wide selection of filters that scroll across the bottom of the app. (Double tap the filter to add a border or change the strength of the filter.) You can also alter the brightness, or if you click on the tool icon, you can access a range of different editing features so you can make the image look exactly how you wish.



Once you're happy with your photo, press "NEXT" in the top right of the screen. Here, you'll be able to add a caption, which can include #tags, and @usernames. You can also include a location, tag people in the post, and share it on your social media.

Before you hit Share, consider adding your location.



## Setting up your location

When you click, **Name this Location** you will see a list of previously used locations in your general area. If you can't find the one you're looking for, then you can name the location yourself. This can be your actual church, the specific location of where you are (e.g. Chelmsford High Street), or just your general location.

Once your photo is posted, you will see the location name in blue. When you click on it, you'll be able to see every photo that has been tagged there. This can be a way of seeing what people are posting in your area, and about your church.

## Tell people you're on Instagram

Let people know that you're on Instagram by posting about it on your other social networks with a link to your profile, or by simply sharing a post straight from Instagram.

If you have an email list, you can send out an email letting your members know and asking them to follow you.

To invite friends go to the person icon on the bottom-right, then click on invite friends as On the user profile you have searched there will be a follow button, click the button to follow the user. Instagram also has badges that can easily be added to your website or church blog.

## Follow others

Instagram's search function makes finding people to follow very easy. You can search by username, or choose a hashtag that is relevant to your church. Following more people and churches is a great way of building connections and finding inspiration for your posts. On the user profile you have searched there will be a follow button, click the button to follow the user.

## Get social

The last step is interacting with your followers, and people that you follow.

When someone comments on or likes your post, it will appear in your notifications. You can respond within the comments of a photo by including the "@" symbol, followed by their username. You will also receive notifications when someone tags you in a post. You can view the photos you've been tagged in on your profile.

On the notifications page, you can view your notifications, and also view the activity of people that you follow. You can see what recent photos they've liked, and who they have recently followed. This is another good way of finding people to follow, and getting inspiration.

**The important thing to remember is to have fun and engage with your followers.**

## Contact

For information, advice or assistance please contact Internal communications

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