Guide to Using Instagram for Libraries
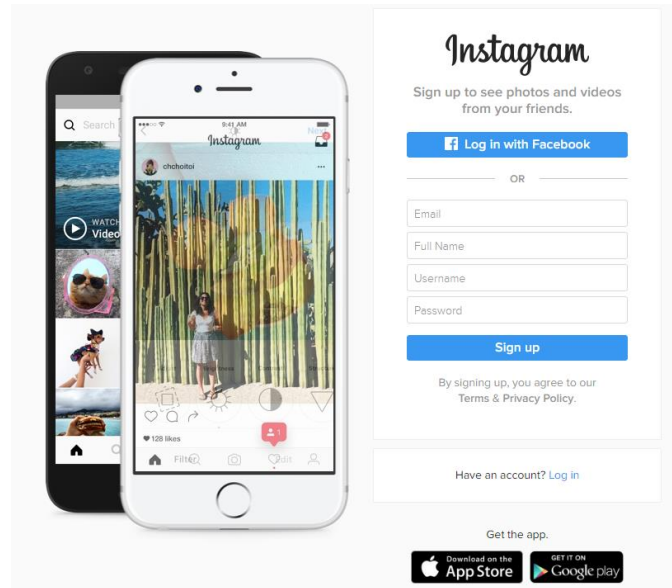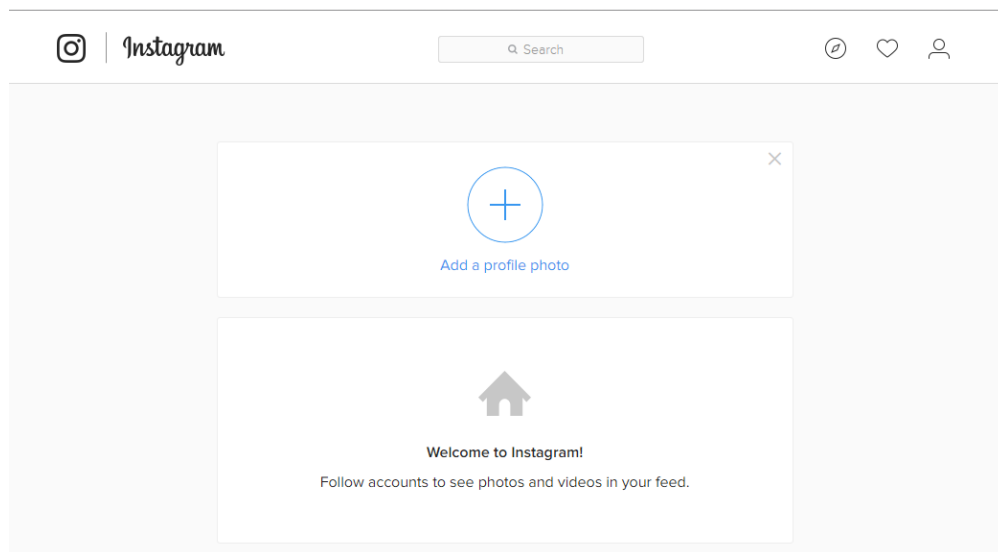
Contents

GETTING STARTED

Instagram is a primarily mobile app based social media platform, however, it can be easier to set up the initial account online, which these next pages will guide you through.

1. There are two ways to register on Instagram. First go to http://instagram.com
   a. The easiest is if you already have a Facebook account. Simply click "Log in with Facebook" and log in with the library account. Follow the prompts and it is easy to set up. Go to the basics to link the Instagram account with the library's Facebook Page.
   b. The second way to register is by filling in the fields below and pressing sign up.

2. Excellent you now have an Instagram account! The page below is what you see on the first log in. Add a profile photo from your computer.

3. Clicking the person icon ⚇ will bring you to the settings page. Enter the library website in the "Website" field and some information about the branch into the "Bio" section.

These are the basics on the website. To go further you will need to download the app on either iOS or Android.
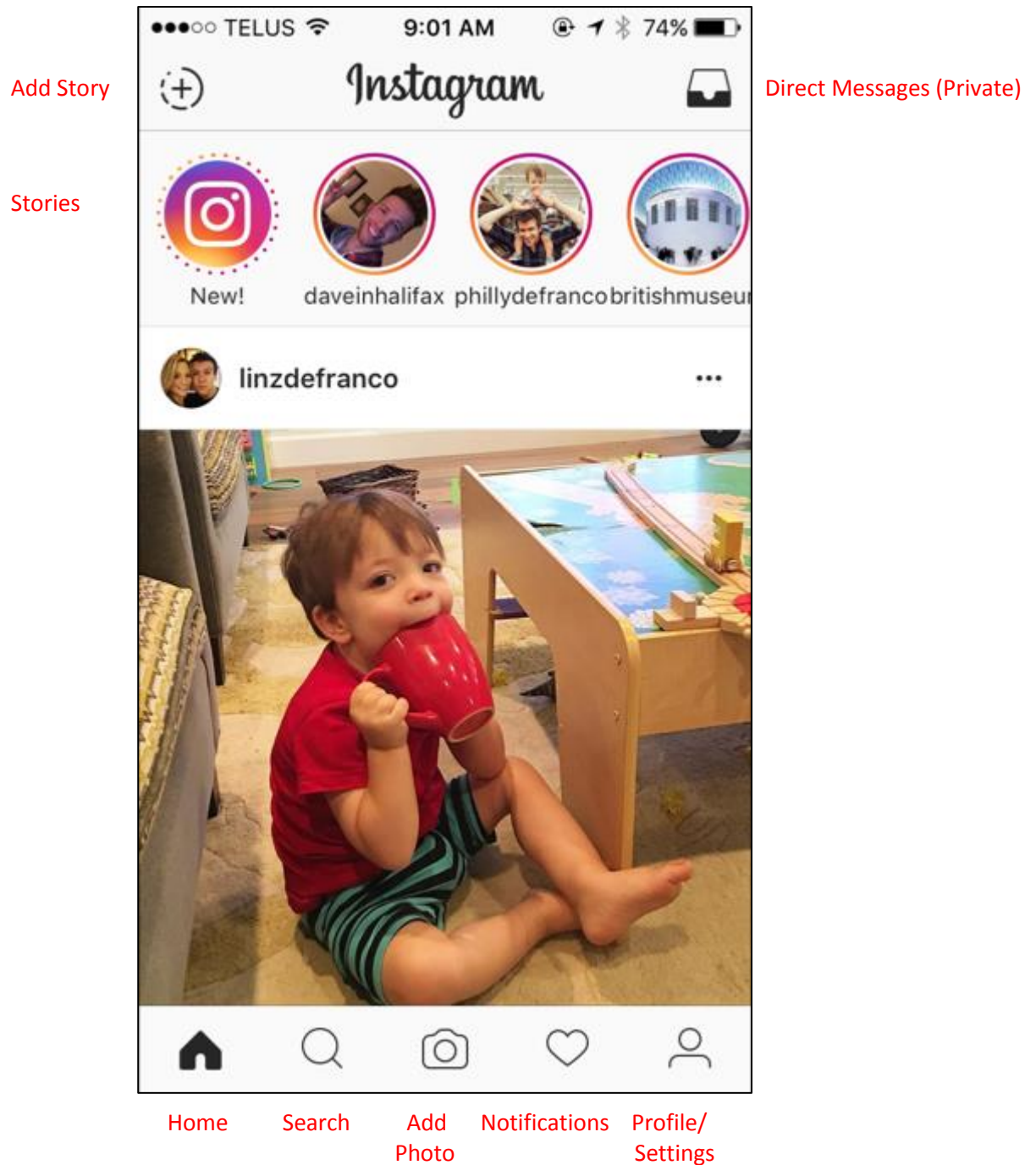
LINK INSTAGRAM WITH THE LIBRARY FACEBOOK PAGE

The following steps will link Instagram account to the Facebook Page – this means that anything posted to Instagram can then be shared with your Facebook audience as well.

1. Go to your profile by tapping ⬤ in the lower right hand corner.
2. In the top right hand corner tap ⚙ (**Android** has this symbol in the same location: ⋮)
3. Then "Linked Accounts" > "Facebook"
4. Here the app is linked to the Facebook timeline by default to change this to the Page tap "Share To" and then choose the Page so a check mark appears beside it.

Now anything posted on Instagram can be choosen to be shared to the page. How to do this is shown in detail in **How to Post**.

OVERVIEW OF APP

Add Story

Direct Messages (Private)

Stories

Home   Search   Add Photo   Notifications   Profile/ Settings

- **Home** is where you will find all your followers
- **Search** to find new people/libraries to follow or search tags (also called hashtags)
- **Add Photo** – this is where you will create your posts.
- **Notification** – this will have a dot underneath when someone new has followed you or liked a photo of yours.

- **Profile** – this is what other people see when they search you. Also available here is the options to modify your settings – including linking to your Facebook profile and changing your profile picture.
- **Add Story** – similar to a post these are a collection of photos with text or drawing.
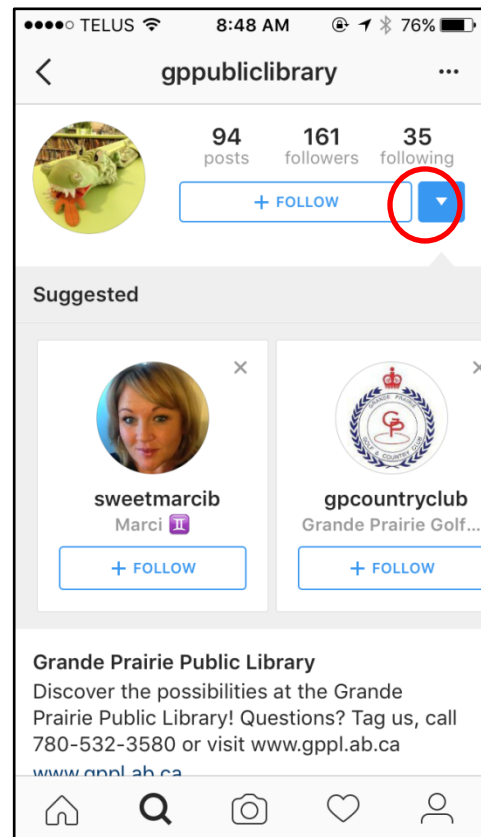- **Direct Message** – Private messages between accounts – not seen by public.
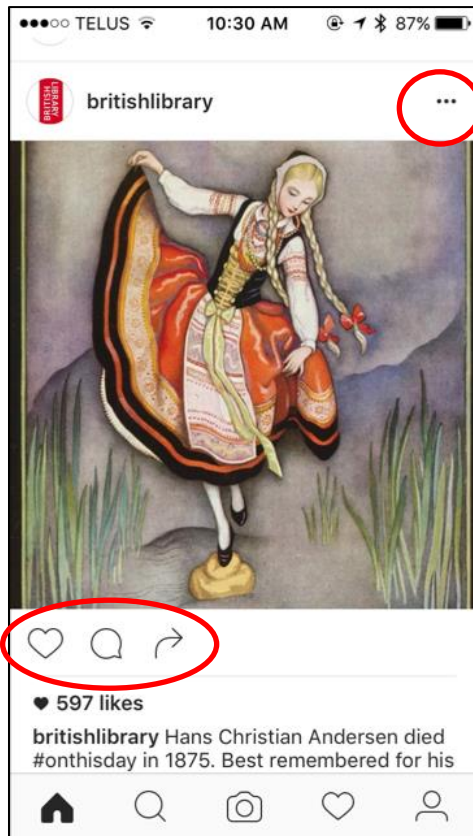
HOME

On this screen photos added by the people or organisations you follow will be shown here in chronological order.

FOLLOWING PEOPLE

To follow a person/organisation search using the magnifying glass and search under people. On the account page press **+ FOLLOW** to follow. Now any pictures posted by this account will appear on your Home page.
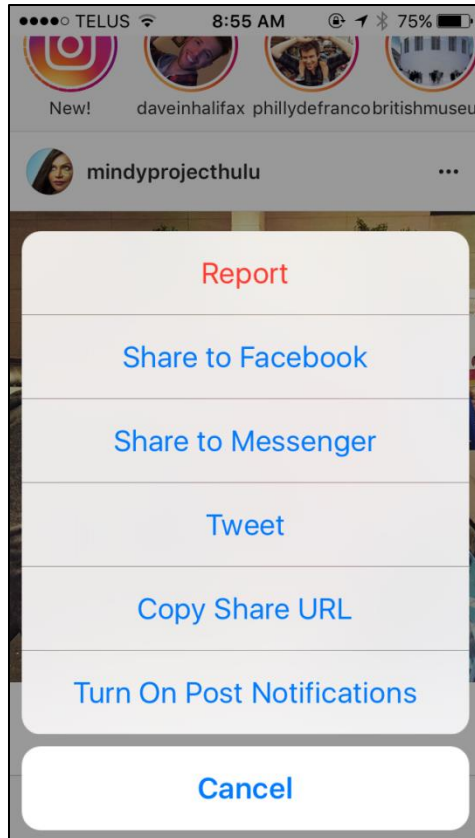
Beside the follow button is an arrow, tapping this will bring up suggestions of similar pages you may wish to also follow.

The 3 buttons below each photo are "Like" "Comment" and "Send To." Most frequently used are the Like and Comment buttons.
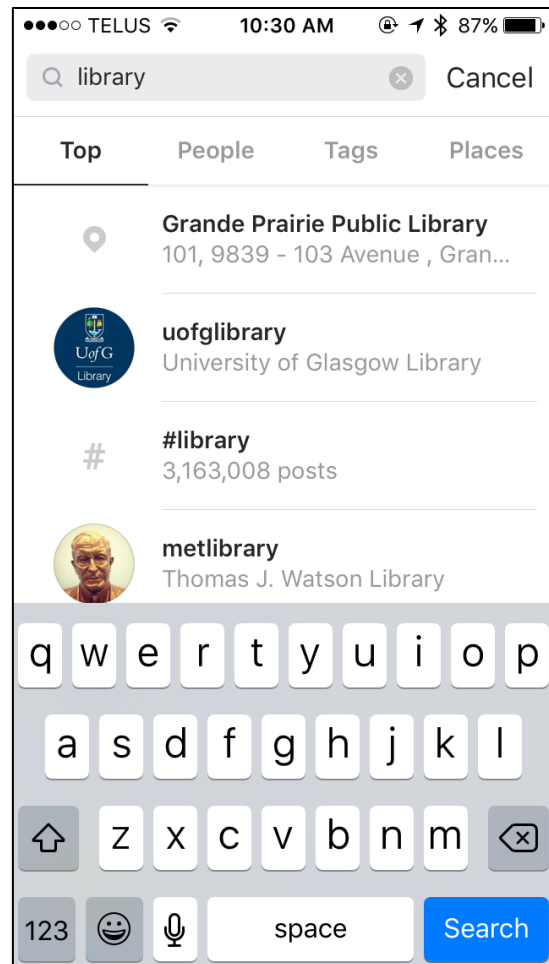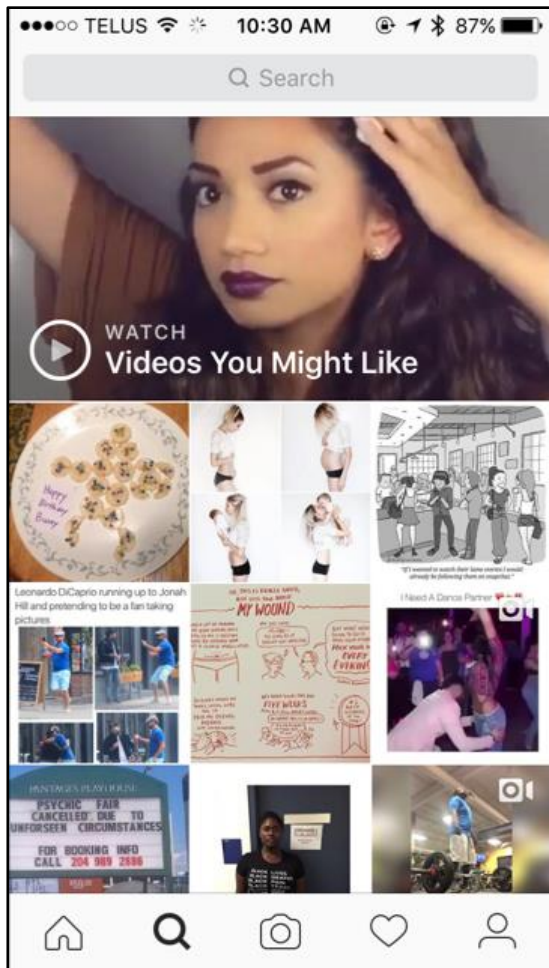
The ellipses on the top right corner of each photo will bring up a series of options.

- **Report** - if inappropriate content.
- **Share to Facebook** – photos from other pages can be shared to Facebook.
- **Share to Messenger** - this is Facebook messaging service.
- **Tweet** – share to Twitter.
- **Copy Share URL** – this copies the URL address of the photo.
- **Turn On Post Notifications** – if you would like an alert whenever this account posts a new photo.

SEARCH

Tapping on the bottom magnifying glass will bring up the search function which includes a text box and some suggestions from Instagram for accounts or photos/videos you may enjoy.
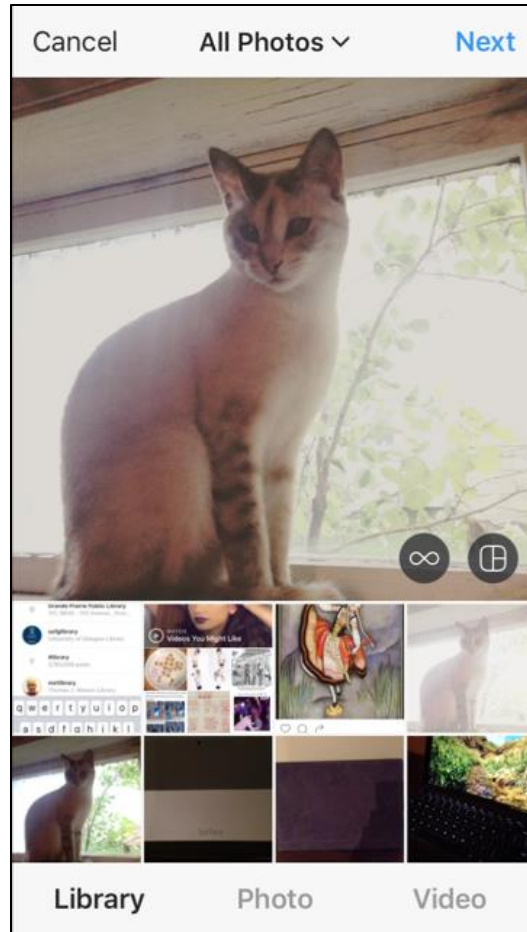
Tapping the search text box on the top of the screen brings up a screen with various sorting options for searches: Top, People, Tags and Places. Tap the one most appropriate to what you are looking for.
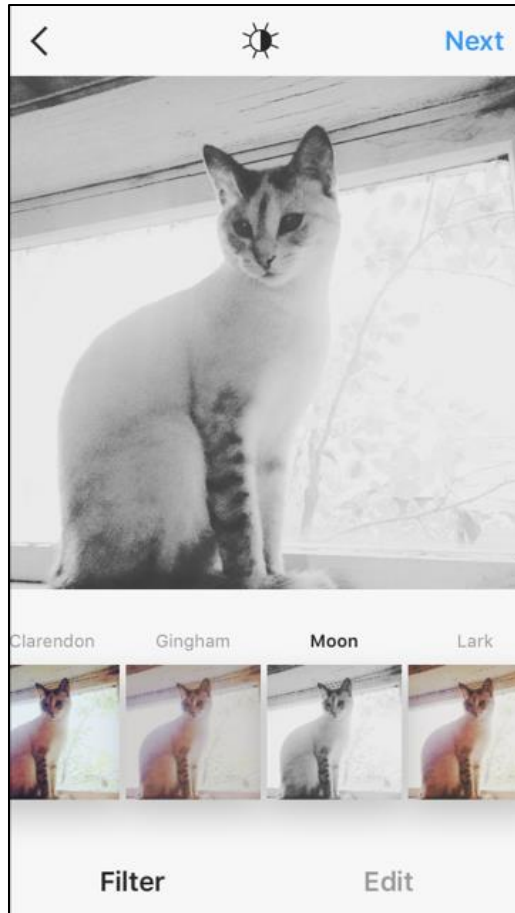
Tags are anything with a hashtag (#) in front of it.
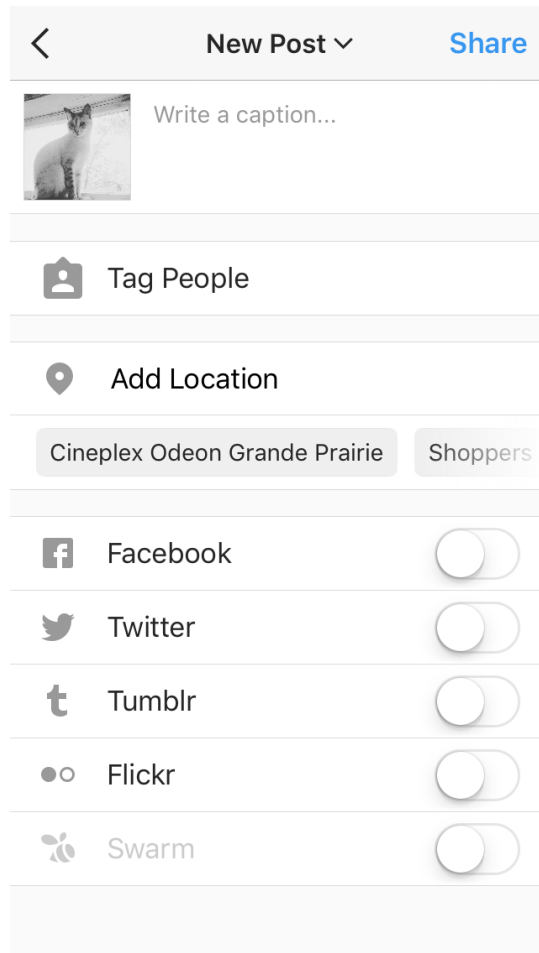
ADD PHOTO

HOW TO POST

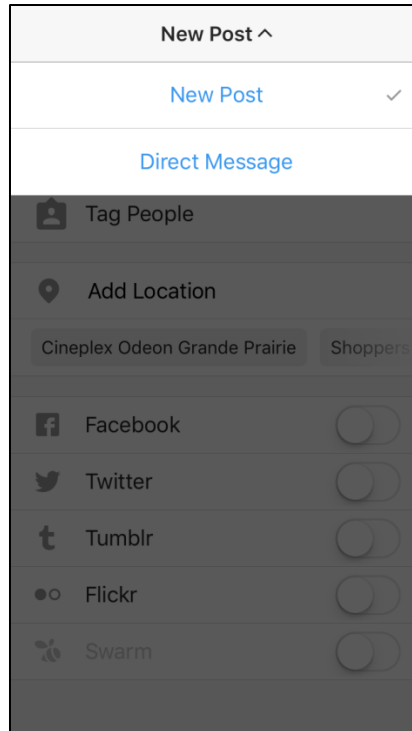1. Tap the Camera icon in the middle of the bottom row of buttons.

2. Select a photo from the phone's library or take a new photo or video by tapping "Photo" or "Video" on the bottom row.
3. Tap the blue Next at the top right hand corner to continue.

4. Choose a filter if desired for the photo/video and edit attributes of the photo.
5. When happy with the photo tap "Next"

6. Write a caption, add people or locations if desired. Tapping the button beside social media accounts will also share with your other accounts.
    a. When adding a caption it is important to use hashtags so other people can find your photos, for example for the above #kitten #Siamese. For a library - #gppl #prmlibrary #bookfacefriday etc. Look at how other accounts use them for examples.
7. When happy press "Share" to post.

When posting you will see an arrow next to "New Post" – it can either be shared publically or as a private "Direct Message."
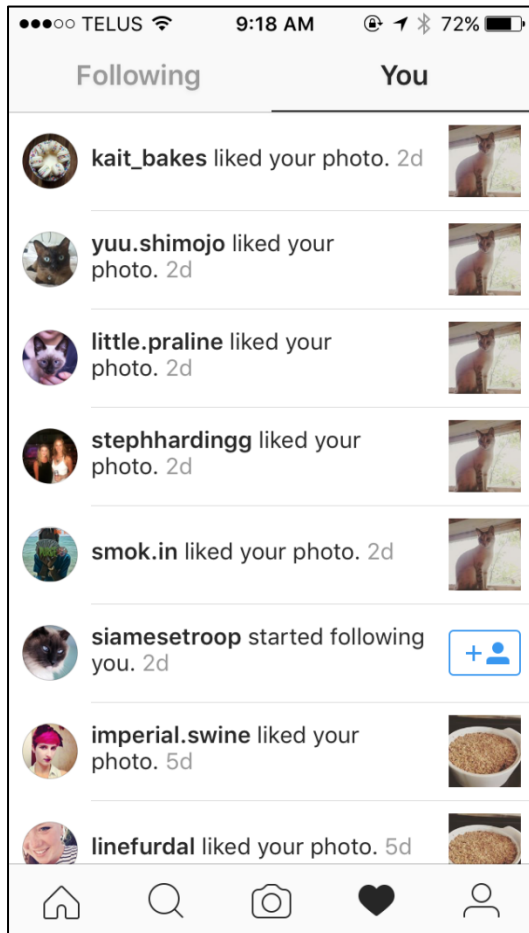
IDEAS FOR POSTING

- Bookface Friday
- Around the Library
- Behind the Scenes
- New in the Library (books, fixtures, etc)
- Quotes
- Travels – representing the library at a community event – share photos!
- Make up sentences with book spines
- Questions
- Photo contests

Have fun! Encourage interaction and don't forget to tag it with #!
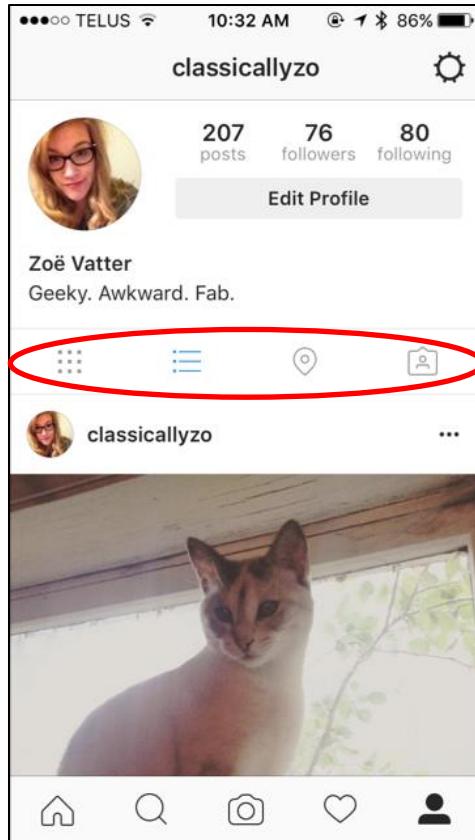
NOTIFICATIONS

Here you can see notifications for when someone has liked or commented on a photo shared by yourself. In this section new followers will show up – tapping the icon will follow if you wish or tap the notification to see their profile.
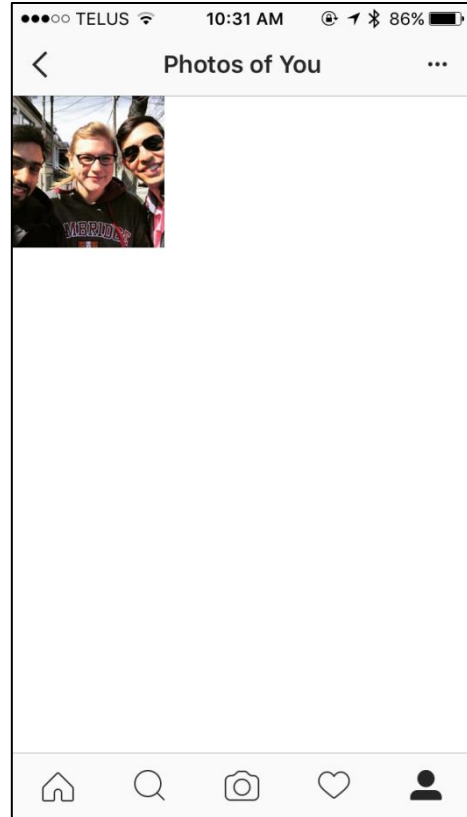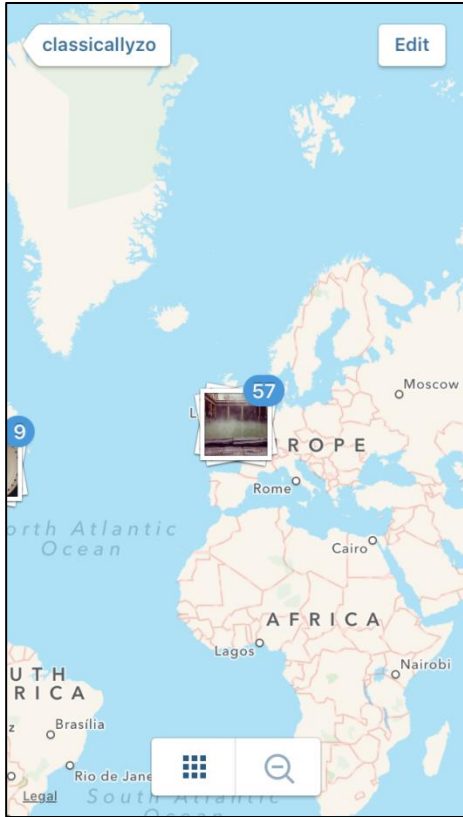

"Following" includes all the activity of those profiles you follow. Check out what other people are up to and discover new accounts to follow.

PROFILE

This is what other people see when they search for your account. This is a collection of all the photos shared, a section for information and where settings can be modified.
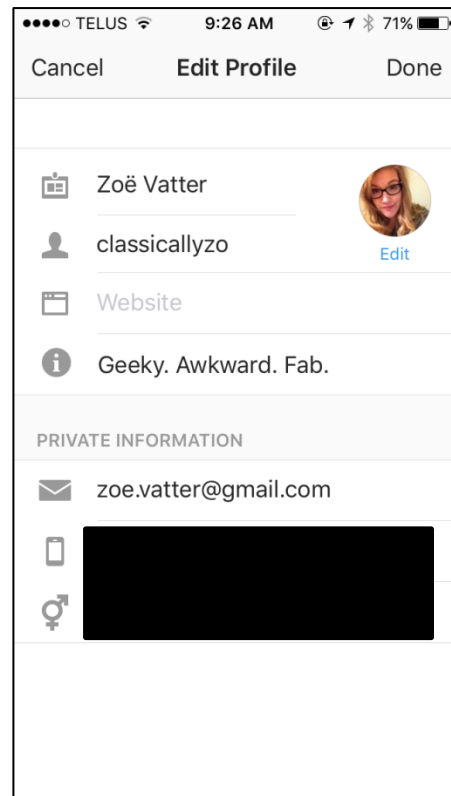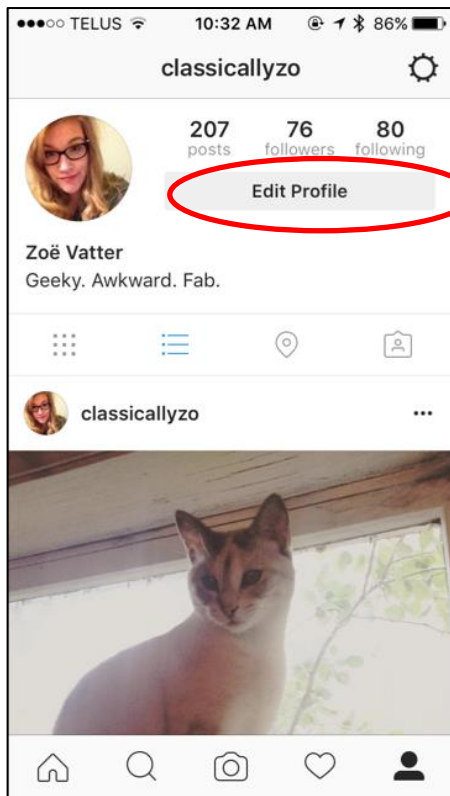
The buttons underneath the description have different sort options. View photos by a grid or list are the first two options.

The final two buttons are a location map of where the photos were taken and photos of which you have been tagged in by other people.
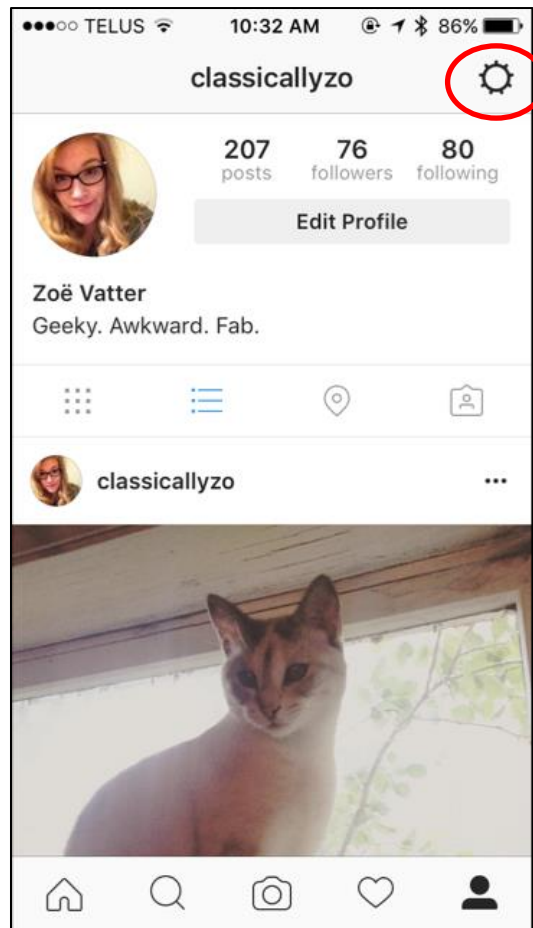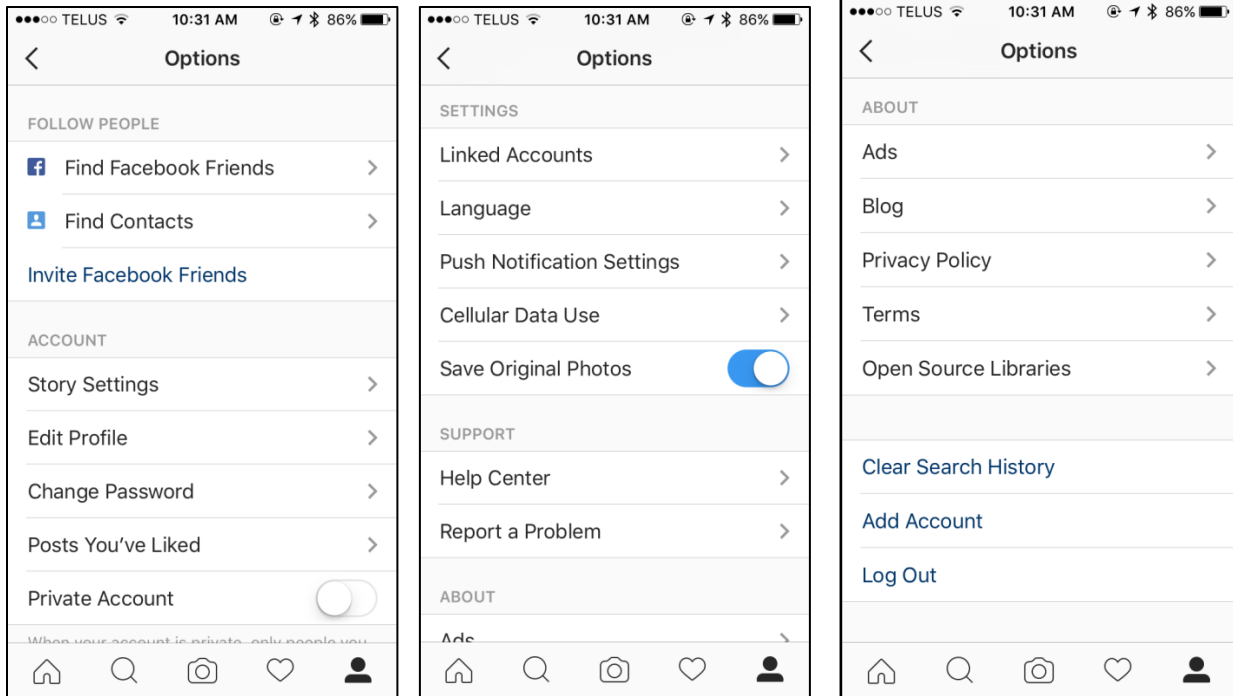
EDIT PROFILE

Tap Edit Profile on the Profile page to edit your name, username, website and information section. Anything in the private information will not be publically shown. Make sure to have a contact number in the information section for ease. See the below for an example.

SETTINGS

The settings or options are found in the cog icon on the Profile page in the top right hand corner.

To connect to your Facebook page under "Settings" – Linked accounts will allow you to manage this.

HELP

Under the Profile > Options you will find a Help Center or go to
https://help.instagram.com/