INSTAGRAM TRAINING GUIDE
for County Office Faculty and Staff

Instagram is a useful tool for sharing photos and video taken in the field. The ways in which you can put it to use are unlimited. You might share photos of workshops; photos that help explain something, like how to tell when an apple is ready to pick; or photos that help people identify problems such as noxious weeds. Instagram is most effective when paired with a Facebook page.

Note: Instagram can be used only from a smartphone or tablet. To share Instagram video and photos to your county’s Facebook page, you will need to be set up as a content creator for the Facebook page.

STEP-BY-STEP

GETTING STARTED:
How to create your Instagram account

1. Download Instagram from the App Store or Google Play on your smartphone or tablet.
2. Install the app, then tap the icon to open it.
3. Tap “register.”
4. Create a username and password and fill out the profile information. For your username and profile name, use "UIExtensionYourlastname." Giving your actual name is optional.
   - Name: Your name (optional and visible)
   - Username: Same as profile name (used for login)
   - Profile name: UIExtensionYourlastname (visible)
5. To connect your Instagram account to your county’s Facebook page, first navigate to your Instagram profile.
6. Tap [ ] on an Android device and 📷 on an iPhone in the upper right-hand corner.
7. Select “share settings.”
8. Tap the Facebook icon and connect to Facebook using your Facebook login information.
9. Once Facebook has connected, return to “share settings” and tap Facebook again.
10. Select “share to.”
11. Select OK when asked if Instagram can manage your pages. Note: This feature is currently only available on iPhones and iPads.
12. You can now select your county’s Facebook page as the default location for sharing photos on Facebook.
13. You can also connect to Twitter via the “share settings” panel.

SNAPSHOTS:
How to take and post a photo

1. Open the Instagram application on your phone and select the camera icon at the bottom.
2. Either take a photo directly from the application (the blue button) or select a photo that is stored on your phone (the icon on the far left).
3. When you have taken your photo or selected one from your phone, you will be taken to the filter panel. Here, you can select one of a variety of filters at the bottom of the screen. You will also find some minor editing tools including tilt, frames, blur, and brightness/contrast. Keep in mind the intended use of an image when using filters and editing tools. For example, photos to be used for identification purposes will normally be altered very little. When you are satisfied with how your photo looks, select “next.”

LEARN THE LINGO

Hashtag. The # symbol is placed in front of words to mark keywords or topics. Hashtags are searchable. Use #UIextension to identify University of Idaho Extension.
Write a caption for your photo. Be sure to include information about who or what is in the photo as well as relevant hashtags (the # symbol in front of keywords or topic words).

Note: All children under the age of 18 should be identified by first name only. Be sensitive about what photos you post and about people’s expectations for privacy.

To share to Facebook or Twitter, select the appropriate icons at the bottom of the screen. Tap “share” and you’re done!

VIDEO:
How to take and post a video

1. Open the Instagram application on your phone and select the video icon on the bottom right.
2. Press and hold the button to record. Release the button to stop recording. You can start and stop recording as many times as needed, until the blue bar at the bottom is full.
3. Select “next” to go to the filters panel. Choose a filter for your video if you wish. When you are satisfied, select “next.”
4. Choose a cover frame from this panel. This is the frame that people will see before they press play on the video. Select “next.”
5. Write a caption for your video. Be sure to include information about who or what is in the video as well as relevant hashtags.
6. To share to Facebook or Twitter, select the appropriate icons at the bottom of the screen. Tap “share” and you’re done!

Tips for terrific Instagramming

• Highlight behind-the-scenes activities. Be creative with the photos you post to Instagram. Post photos and videos from events and classes and photos of employees and volunteers. Do very short instructional videos (how to tell when a melon is ripe).

• Use hashtags. Hashtags are the primary way you will build a following. Use hashtags that are relevant to what is in the photo or video. For example, if you post a photo from a Master Gardener class, you could use the hashtags #gardening #mastergardener #UIextension #greenthumb.

• Learn from established users. Follow other universities, Extension programs, and educational programs. Take note of how they use Instagram, which photos get the most “likes,” and what hashtags they utilize to represent their services.

• Use a collage maker. Pic Stitch is the go-to app for this. The purpose of a collage is to give users the ability to tell the “whole story” in only one image instead of in a series of images.

Further reading

Official Instagram help center
http://help.instagram.com/454502981253053/

University of Idaho social media policies and guidelines
http://bit.ly/1jhJ41I

Video tutorials on Instagram
http://bit.ly/1bdJanr

Other university Extension Instagram accounts
http://instagram.com/ucdextension
http://instagram.com/uaextension
http://instagram.com/4horangeco

NEED HELP?

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