



Hi, I'm JJ!

# Instagram for Beginners

with JJ, the Friendly VTLIBee!

Need help? Email JJ at: [jennifer.johnson@vermont.gov](mailto:jennifer.johnson@vermont.gov) ... and follow JJ on Twitter @VermontLib!

## Your Instagram Feed



### STAY ORGANIZED

- Don't follow accounts en masse
- Check notifications/DMs frequently
- Only follow people/topics/trends that are relevant to your library, your patrons, or your professional development
- Use "Collections" (your collections are private)



### PAY ATTENTION TO NUMBERS (BUT DON'T OBSESS)

- Followers are great - but engagement is better
- Use analytics to inform your account activity

## Your Instagram Profile



### USE CONSISTENT BRANDING ACROSS PLATFORMS

- Username ("@" )
- Profile picture
- Bio
- Tone/personality



### THINK ABOUT AESTHETICS

- How do my Instagram posts look as a whole on my profile?



### BE DELIBERATE (& AVOID OOPSIES!)

- Your library's Instagram profile should be public, so...
- ...be careful about who you follow

## Your Instagram Helpers

**R**epost

App Store/  
Google Play  
Sharing

**B**itly

[www.bitly.com](http://www.bitly.com)  
Links

**C**anva

[www.canva.com](http://www.canva.com)  
Graphics



## Your Instagram Posts



### JJ'S TIPS

- Adhere to your library's social media policy/guidelines when posting (ask someone else to proof your post if you're unsure!) - Ask yourself, "Does this post make my library look good?"
- Post things that are relevant to your organization and to your audience (your followers especially love seeing people they know!)
- Post every day to your Story as much as you'd like; post to your feed once per day (or, no less than 3x per week)
- Post video if you can! (especially to Stories)
- Use graphics sparingly (images are better)
- Use filters sparingly
- Utilize hashtags
- Keep links in your bio using Linktree ([www.linktree.com](http://www.linktree.com))
- Tag organizations & people as applicable



### CYS (COVER YOUR STINGER!)

- Be mindful of copyright issues
- If Reposting, always give credit by tagging the original poster in your caption
- Obtain a photo release from anyone featured in your images (especially minors)
- Be prepared to remove any images that folks may request be taken down, even if they have signed a release

### Don't forget about accessibility!

- Use high contrast text in graphics
- Use alt text to describe images and graphics
- Don't hide important details in your graphic
- Capitalize your hashtags