Instagram Tips for Instasuccess

from Jess Bacon (Marlborough Public Library) and Garrett Pinder (Jones Library)

1) **Hashtags are IT**. They are so important for people to find your content and very integrated into the way people use Instagram.
1. Make a hashtag for your library and use it consistently
2. Look up hashtags of your city/town and see what's most popular. Also, check out the users and see if any are teens that you could follow/like.
3. Check out www.5minlib.com for a list of hash tags to get you started (coming within the next few months)

2) Put most of your hashtags in your comments AFTER you post so it disappears when people respond, but are still searchable for people to find you.

3) You don't have to follow your teens, but try to like some of their photos!

4) You cannot switch between accounts easily, but you can download an app for your desktop so that you can upload images directly from your computer to IG. We use Gramblr (http://gramblr.com/).

5) Follow people who post about generic YA literature content and repost their beautiful images on your account for more content with little work on your part! Jess uses Iconosquare to do this (http://iconosquare.com/)

6) Pay attention to your Instagram Statistics to see what resonates well with your followers. Iconosquare mentioned in #5 will tell you what times of day people responded, your filter impact, and the top tags on IG.

7) Always use your library as a location (Place on Map) so people can find you.

8) Due to IG's API, you are NOT allowed to have an app schedule posts for you (though there are programs out there who will do it but they caution you of the risk upfront…) however, you can use apps like Latergramme (http://www.latergram.me) which you can put your posts into a queue to later post yourself. (It only sets up a reminder, it does not publish.)

9) Connect your account to your Facebook Page. It'll create a new tab (next to pictures) so they can see all of your photos. Do you want to see your Instagram Feed on the menu WITHOUT clicking on the "More" button? When you click the "more" button, you'll see the option "Manage Tabs" and you can arrange their order. (Who needs the review tab on the visual menu?)

10) If you can choose between Android or iOS, go with the later for IG. The image quality is very poor on Android:
http://www.reddit.com/r/Android/comments/219suw/instagram_for_android_has_significantly_lower/