

Getting Started on Instagram

Tutorial for Local Regnum Christi Marketing & Communications Coordinators



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What is Instagram?

Instagram is a social media platform that is best used for sharing images and short videos, and it is great for reaching an audience between the ages of 18 and 35.

A person consuming content would find accounts that they like and “follow” those accounts. When you follow accounts, Instagram aggregates all the posts from all the accounts that you follow and puts them into your “feed.” That way, you can see all the posts in one place and you won’t have to go to each individual account to see the posts.

How to Get an Instagram Account

1. Download and open the app.
 - a. iPhone users can download the app from the App Store.
 - b. Android user
 - c. s can download the app from the Google Play Store.
2. Once the app is open you can tap on “Create an account” at the bottom of the screen.
3. The simplest option is to sign up with your phone or email address.
4. Instagram will ask you to choose a name. A great way to identify your locality is by its location. Therefore, we recommend that you use the name “Regnum Christi” followed by your locality’s location. For example, “Regnum Christi Philadelphia”
5. Instagram will then ask you to choose your username, which is often called your “handle.” Your username cannot include spaces. We recommend that you use “RegnumChristi_” followed by your locality’s location. For example, “RegnumChristi_Philadelphia”
6. Next Instagram will ask you if you would like to add a profile photo. We recommend that you use the [Regnum Christi shield](#), which you can find on the [Regnum Christi Locatlity Assets folder](#) on DropBox.



Tips for Posting on Instagram

Instagram allows you to post an image, multiple images, or a video under one minute, and each of these can be accompanied by a caption. Instagram also has other features such as Instagram Stories, Reels, Highlights, and Instagram Television (IGTV), but we will address those in future units.

1. Stop Instagram from Cropping Your Image

When posting an image, Instagram's default setting is to crop the image into a square. If your image is horizontally wide or vertically long, and you don't want it to be cropped into a square, press the icon on the bottom left of the preview screen when you post the image. This is especially important if you have words on your image. Sometimes the words are close to the edges of the image and when Instagram crops the image, the words get cut off. This can easily be avoided by expanding the image.

2. Don't Use Links in the Image Descriptions

Instagram doesn't allow people to tap on links in descriptions or captions. Instagram doesn't even allow people to copy and paste links, so it's not very convenient for the user. A better way to use links on Instagram is to change the link in your profile to the page that you want people to go to, and simply tell people in the caption of the image to follow the link in the profile. This is the easiest way to use links on Instagram. There are more advanced methods, but we will touch on those in a future unit.

3. Use Hashtags

Using hashtags in your post is a great way for people to find your post and grow your audience. Hashtags are words with a number sign (#) before them and when you tap on a hashtag, it will show all the posts that have the same hashtag. For example, if you tap on #RegnumChristi, you will see all the posts from all the posts from all over the world, from different localities, from different accounts that uses #RegnumChristi in the description of the post. You can also follow hashtags, so that you can see all the posts that contain that hashtag in your feed.

Here are some hashtags that you should follow and use in your own posts so that you can see what others in the Regnum Christi family are posting, and they can find your posts as well:

- | | |
|-------------------------|------------------------------------|
| a. #RegnumChristi | e. #LCVocations |
| b. #WeAreRC | f. #ConscratedWomenOfRegnumChristi |
| c. #IAMRC | g. #CRCVocations |
| d. #LegionariesOfChrist | h. #RCDailyReflection |

4. Keep Videos Under One Minute

When posting a video on Instagram, it's best to keep it under one minute. In this less-than-one-minute video, you can give words of encouragement, share a reflection, invite others to an event, or you can share a joyful moment from an event or time of fellowship.