



Taking Instagram to the Next Level

Tutorial for Local Regnum Christi Marketing & Communications Coordinators



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Instagram Stories

Instagram Stories is a feature that allows users to post images and videos that is only available to be viewed for 24 hours. The way it works is that people consuming content on Instagram would go to their feed and see circles along the top of their feed that represent accounts of users who have recently posted to their stories. If you click on a circle, it will take you to their stories.

Why should you post to stories?

1. Stories disappear after 24 hours, so they won't clog up your feed. They are really good for announcements that won't be relevant after 24 hours.
2. The way Stories is designed is that it encourages users to share what's going on in the moment. If you are at an event, you can grab your phone and open up Instagram Stories, take a video or photo, and post it, and people following you can view your stories in real time.
3. It's more likely that your followers are going to see your stories over your grid posts because of it's location on your feed. And because Stories are only available to be viewed temporarily, users are more likely to view stories first to ensure they see them before they disappear.

Why should you post to the grid?

1. The grid is a more permanent place. If I were to check out other profiles, I go to the grid to see what kind of content they are consistently posting. It gives viewers a sense of what the organization is about versus what they are doing at the moment.



2. Grid posts can be accompanied by a caption, so you can have more information there if needed.

How to Create an Instagram Story

1. Open up the Instagram App. On the Instagram feed, there are two ways to enter the story creator mode.
 - a. Tap the blue circle with a white cross on it on the top left, next to your profile image.
 - b. Tap the icon with the plus sign on the top right. This will take you to grid post creator mode. You can cycle through the different creator modes on the bottom of the screen by swiping left and right on the menu.
2. Take a photo, video, or choose a photo or video from your camera roll.
 - a. Before taking a photo or video, you can apply filters or change the format of your photo or video. The filters are located to the right of the white circle and the formatting options are located along the left side of the screen.
 - b. To take a photo, press the white circle.
 - c. To take a video, press and hold the white circle.
 - d. To choose a photo from your camera roll, tap or click on the photo icon on the bottom left.
3. Edit your photo or video. Once you've taken or chosen your photo or video, there are more options along the top of the screen where you can apply other filters or add stickers, drawings, or text.

Save Your Story as a Highlight

Although Instagram Stories are meant to disappear after 24 hours. There is a way to save your stories so people can view them on your profile at a later time.

1. On your profile, you will see highlights above your grid. If you have no highlights, there will be a circle with a plus sign in the middle.
2. To save a story to a highlight, create a new highlight by tapping the circle with a plus sign in it. Instagram will then show you all the stories that you've posted, and you can choose the ones to add to that highlight. Then tap "next" on the top right of the screen.



3. Next, Instagram will prompt you to edit the cover and add a title. The cover is the thumbnail that appears above your grid. Once you've chosen your cover image and title, tap "Add" on the top right of the screen.
4. Your highlight will now be visible to anyone who visits your profile.

Instagram Television (IGTV)

Although there is an IGTV app, you won't need to download it because Instagram does a good job of integrating all the IGTV features into the regular Instagram App.

Instagram Television is for videos longer than 1 minute. If you try to post a video that over 1 minute, Instagram will ask you if you want to post it as short video. If you choose "short video," Instagram will take the first minute of the video and post it onto your grid. If you choose "long video," Instagram will post a 15 second preview of the video onto your feed. If a viewer watches the preview, Instagram will ask if the viewer to click on the video to watch the full video. When clicked, Instagram will take the user to an IGTV player, where the user can watch the full video.

IGTV is best used for long form interviews or longer promo videos. Its best to try to keep most of your videos under 1 minute.

Advanced Ways of Using Links

You may have seen on the Regnum Christi English Instagram account that the link in the bio takes you to a webpage with a grid that looks similar to the Instagram grid, but each of the images link to a unique URL. This is because we are using a service that allows multiple links. There are many companies that provide a way to have multiple links on your bio. The most common one is link.tree, and it is great if you have multiple links that don't change, but if you frequently have new links, a service called linkin.bio would be a better fit.

Posting Tips & Best Practices

1. *Schedule Posts in Advance*

Let's say you want to give up social media during all of Lent. You can actually post weekly or even daily during Lent without opening up your social media apps. You do this by scheduling posts in advance.

There are some really helpful tools that will allow you to schedule posts. The most common ones are Hootsuite and Buffer. You can explore them more if you like, but either of them should do the trick. They allow you to schedule on the most popular platforms, which are Facebook, Instagram, Twitter, and sometimes Pinterest, YouTube, and LinkedIn. Since these are third party service providers, they don't always work seamlessly.



Facebook also has its own scheduling tool, which is called Creator Studio. You can find it in your Page Tools.

Each service has its features and limitations, so because of that, we use a combination of Buffer, Later, and Facebook Creator Studio.

2. *Customize Your Posts for Each Platform*

No matter which scheduling service you end up using, there's a best practice that we recommend you follow, and that is that when you post to multiple platforms that the text isn't exactly the same for each platform.

For example, when you want to share a link, the way to share the link differs on each platform. On Instagram, you would tell people to click the link in the bio. On Facebook, you would paste the link in the status, let Facebook generate a link, and then delete the link that you pasted. And on Twitter, you would just paste the link into the tweet. When you schedule your posts, we encourage you to make sure that you're not telling people on Facebook to click the link in the bio (as you would on Instagram) or pasting links in Instagram (as one would on Twitter).

This is easily done on Buffer. When you create a post on buffer, you can choose the platforms that you'd like to post to, then create the text once. On the bottom right, you can click on "Customize for each network", which will allow you to alter the post for each platform individually. This way, you can just change the part of the post that needs to be changed to be more fitting to the platform, while keeping the most of the text the same.