



# Instagram

Below is a formatting tool for the social media outlet of Instagram. It is simply a guideline tool; one must formulate a post and add a unique picture. Many different fields will be outlined so follow the steps to make a post.

## 1. Pictures/Videos

- a. Choosing a picture/video that pertains to the subject is key. If it is a post pertaining to an event, the picture must be of the event. It can either be taken on camera or from a phone. Approval must be received from the band or the people coming out to make sure that any content captured can be shared among this social media platform.
- b. Choose a filter – This must be a creative yet effective decision. Not too many filters but not plain. No major effects or borders should be used, just simple filters.

## 2. Post Information + Hashtags

- a. The information underneath the picture should do several things,
  - i. If there is a concert or live performance
    1. Thank those who came out + the organization they came from.
    2. Identify those who played and in what venue you used.

**Ex:** “Thank you to @band for playing last night on the rooftop! You guys/galls were awesome. #bandname #jolietmuseum #rooftop

- ii. Informational Event
  1. Identify what was talked about and what was the call to action or the crafts produced.

- b. There should be no more than 5 hashtags used per posting.
- c. Add the museums location.

## 3. Distribution Channels

- a. Once steps 1 & 2 are complete, the last step is to decided where to spread your image. You can choose to move it between Facebook and Twitter BUT this should not be a normal event, posting to all 3.
  - i. Coordinate photos specifically for Instagram.
  - ii. Rarely for Twitter
  - iii. Occasionally for Facebook

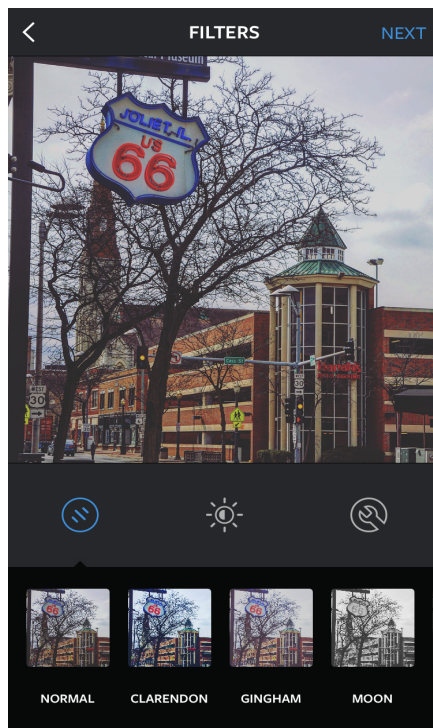
- b. The only time all 3 media outlets can be utilized with 1 Instagram post is for a specific historical event like Thomas Jefferson’s birthday or TimeFliesTuesday/WayBackWednesday.

### Photo-by-Photo Steps

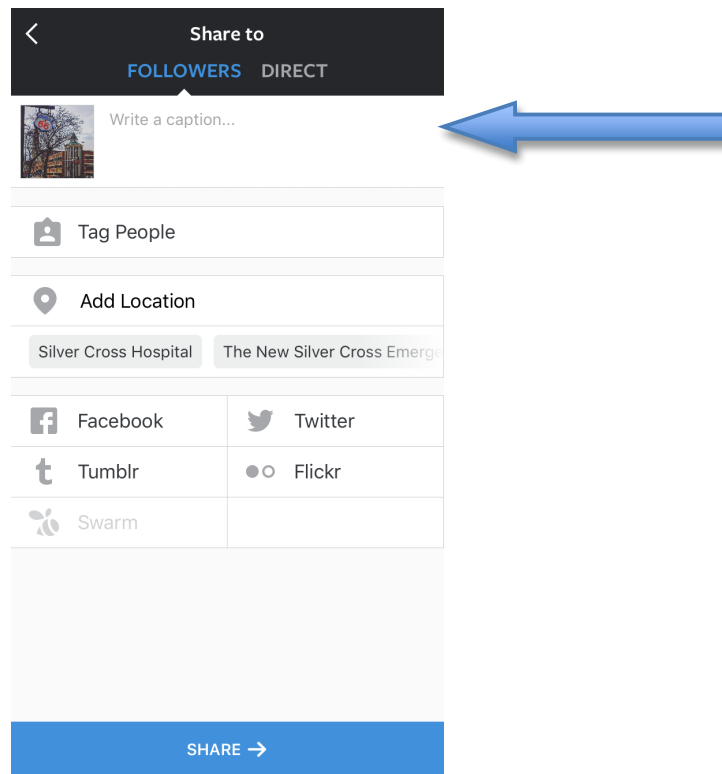
- 1. Pick the picture/video



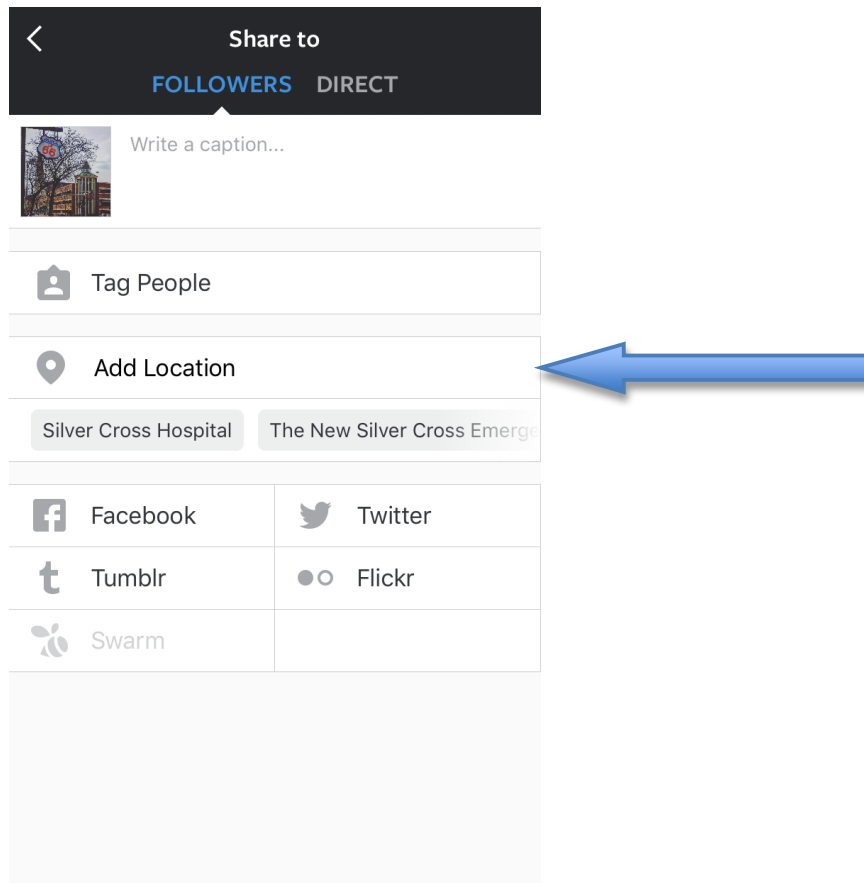
- 2. Re-size + edit



### 3. Create posting copy + hashtags



### 4. Tag location



5. Post!

●●○○ AT&T 9:00 PM 47%

< PHOTO ↻



**jolietmuseum**  
Joliet, Illinois



♥ 6 likes

**jolietmuseum** Enjoy this beautiful day by having a walk down to the museum! Just don't get blown away

#sunshine #blueskies #jolietmuseum #route66

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