INSTAGRAM

A platform designed for

EXPERIENCES

ABOUT
Instagram

The algorithms on Instagram are more forgiving than on Facebook. Newsfeeds are organized by top posts and newest content; meaning your organic content will be seen.

Instagram should be perceived as a style-worthy magazine with pictures that depict your program better than the words in the post caption.

Video and photography capture the attention of many millennials.

CONTENT
Top Performing

- Instagram Stories
- IGTV
- Video
- High quality photography

INSTAGRAM

How to capture your audiences'

ATTENTION

VIDEO
Keep under 2-3 minutes.

Instagram automatically allows a video to play. Add subtitles to keep your follower engaged when the sound is not on.

#HASHTAG
Common interests and terms.

Include up to 10 #hashtags in your post caption. Create a branded hashtag i.e., #RugbyOhio to build social conversations online.

PHOTOS
Avoid placing text on your in-feed posts

A photo speaks a thousand words. Keep the text off of your photo and place it in the post caption to increase likes.

LINK IN BIO
To more information.

Instagram does not allow hyperlinks within the post captions. Make sure you update your biography link to more information for your audience. Explore platforms like **Linktree** to upload multiple URLs to one link.

INSTAGRAM

Enhance your Instagram

STORIES

CONTENT

Do's & Don'ts

Instagram Stories are the most powerful tool on the platform. They last for 24 hours and are always at the top of the viewer's feed. They are anticipated to be seen 3x more than an in-feed post.

Do
- Share your in-feed post to your story
- Use fun GIFs and #hashtags
- Record live video of practice or games
- Tag players or relevant IG accounts

Don't
- Share someone else's content without asking. Ask via DM for permission first.

HIGHLIGHTS

Archive past stories to your profile.

These spotlights last for 24 hours and always remain at the top of a follower's feed. This can beat any Facebook algorithm organically (unpaid content).

INSTAGRAM

PHOTOGRAPHY

Keep it simple and clean.