SOCIAL MEDIA TIPS

INSTAGRAM

1. Vary your content. Photos are tops, but you can also post graphics, videos and other content on Instagram.

2. Be social! Follow back, comment and tag other organizations and users in your posts.

3. Use hashtags so people find you and your content. Check out which hashtags are most popular and use them on your posts where appropriate.

4. Start a trend! Use Instagram to promote an event or photo contest. Create a hashtag for your activity and encourage others to use it in their posts.

5. Check your stats. Keep track of your likes, followers and number of posts. Note which posts are most popular and set goals for growth.

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