



# INSTAGRAM 101

Instagram offers users the ability to take and share pictures, 15 second videos, and tell a story through images. Users can also apply digital filters to their images and videos. Images and videos can then be shared directly on Twitter or Facebook. Similar to Twitter and Facebook, Instagram allows users to use hashtags. The # symbol, called a hashtag, is used to mark specific themes or content in an Instagram post. The health center community often uses #FQHC. There are over 200 million active users on Instagram. Instagram just launched their story feature. According to Instagram, stories "lets you share all the moments of your day, not just the ones you want to keep on your profile. As you share multiple photos and videos, they appear together in a slideshow format: your story."

## Getting Started

- **Cultivate a following.** Connect your Twitter and Facebook accounts. Cross-post. Let those who follow you on other social media networks know that you also have an Instagram account and encourage them to follow you.
- **Use relevant, popular hashtags.** Find those hashtags that are relevant to your audience. NACHC uses #FQHC. When planning a new campaign, program, or hosting an event consider creating a unique hashtag that supporters and event attendees can use when tweeting about that specific topic.
- **Engage.** Follow others and like other's photos. Don't forget to also follow your followers back.
- **Capture images** that speak to your brand and are interesting to your audience.
- **Share** your organization's distinctive world view.
- **Find a balance.** Share fun images along with health center marketing images.
- **Be active.** Share at least one image daily to build a following.

## Post Ideas

- **Inspire** potential supporters, donors, and patients with photos and videos that are relevant to your health center brand.
- **Introduce** your employees. Photos of employees at work give a behind-the-scenes view of your health center. It's also a good way to celebrate staff.
- **Integrate** images that show your human side, such as fun times at the office. These will help foster connections with followers.
- **Be exclusive.** Share something exclusive or new. Give your Instagram followers a sneak peek.
- **Regram.** Share inspiring content from supporters and other industry Instagram users. Make sure to use #regram and tag the original poster to denote that it is not an original post. There are also regram applications now, such as Regram.me.
- **Showcase** direct impact. Post a photo of a patient and their health center story. Make sure to ask permission and get a photo release from the patient first.
- **Crowdsource** images. Ask supporters to share a photo of what health centers mean to them using a specific hashtag.

Don't forget to follow @NACHC on Instagram. Questions? Email us at [communications@nachc.org](mailto:communications@nachc.org).