



# Instagram for churches

Church of England Digital Team



# Instagram

- What is Instagram?
- How do you create a profile for your Church?
- What to include in your bio to give the best first impression
- How and what to post
- Hashtags
- Business features



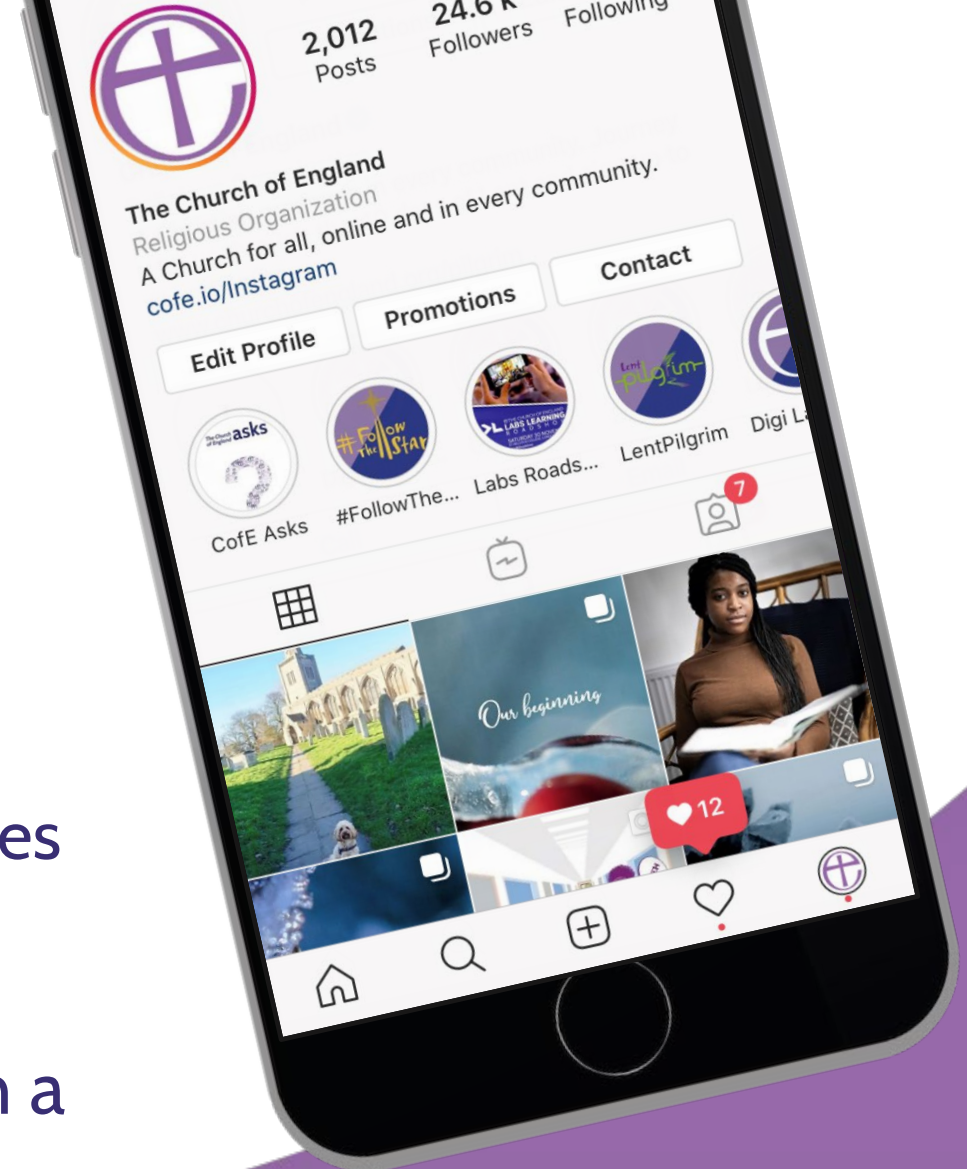
# Instagram

👉 1 billion active monthly users

👤 Popular with Gen Z and Millennials (13 – 38yrs)

📺 500 million people watch Instagram Stories every day

🔍 4 in 10 will use social media to research a brand




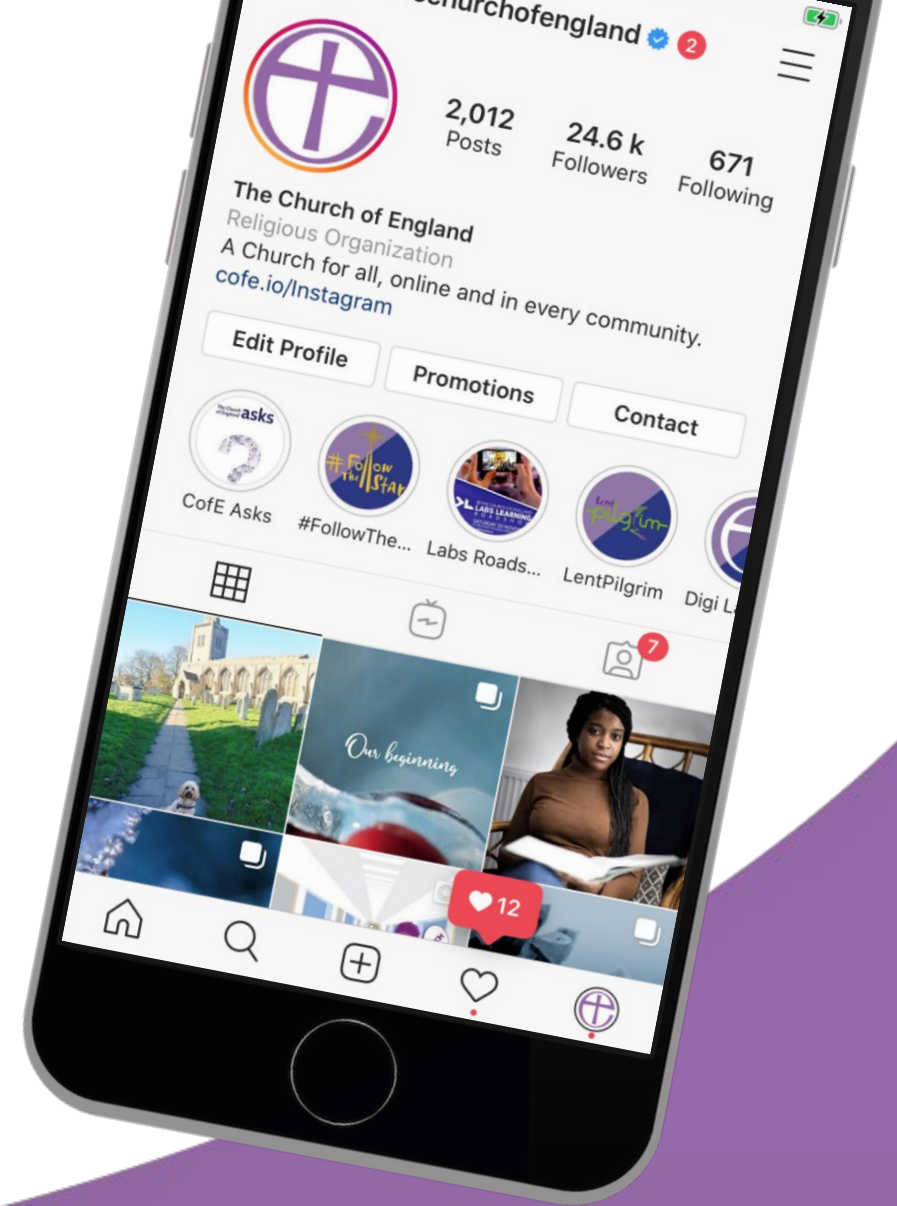


# What is it?

 Instagram is a photo and video sharing app owned by Facebook.

 You can **only** share photos and video, or interact with other profiles, by using the **app**.

 Your newsfeed will show photos and videos from people you follow, as well as content Instagram thinks you may be interested in.







# How to set up your profile

What do we need to know about you?

Logo

A short bio

Service times

Website





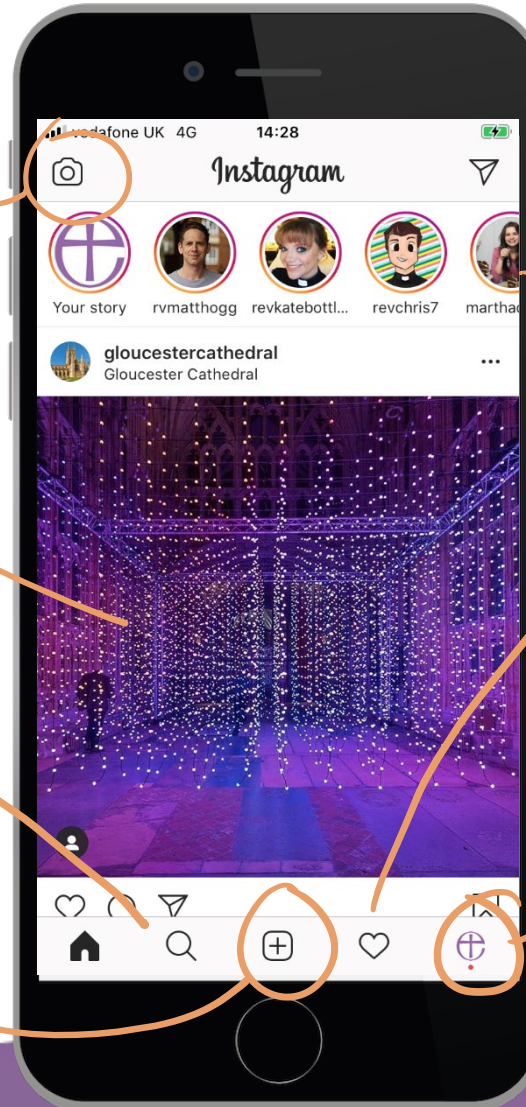
# Find your way around the app

Post to your stories feed here

Scroll down to view photos and videos shared by people you follow

Search for other people, locations and hashtags

Post to your news feed here



Look through others stories here

See your notifications

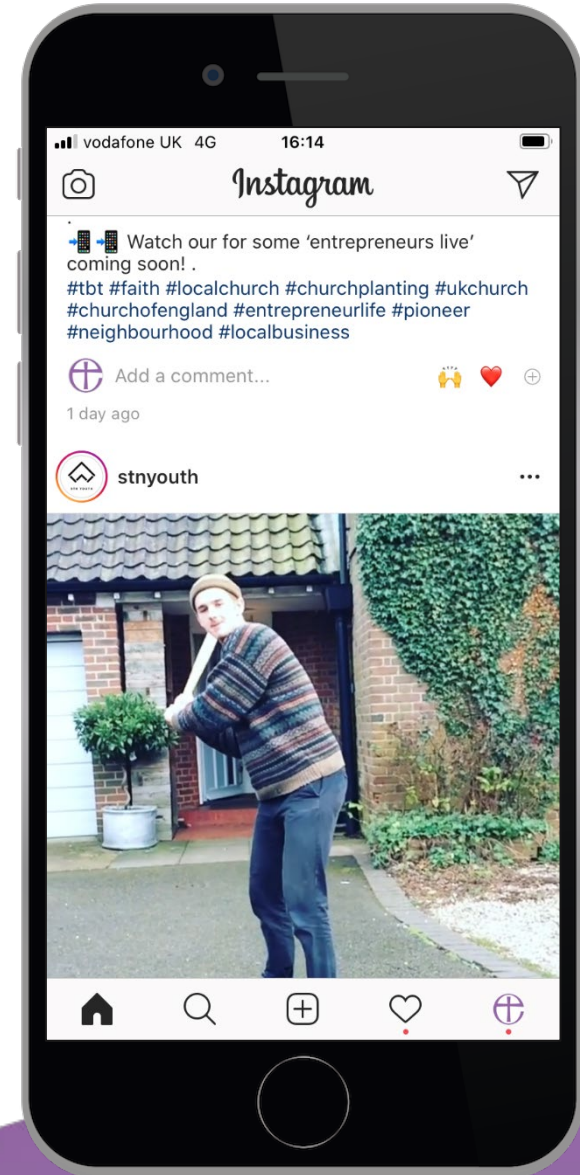
View your profile and posts



# Two ways to find and share content

## ▼ Scroll down for the newsfeed

- Find photos and videos with captions from people you follow.

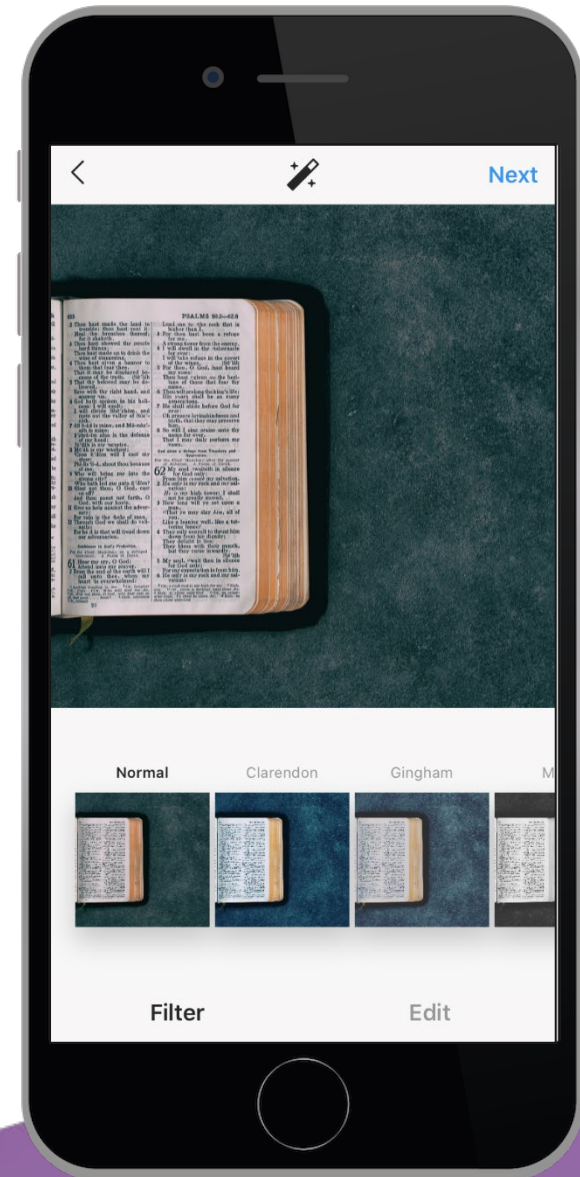




# Two ways to find and share content

## ⏮ Scroll down for the newsfeed

- Find photos and videos with captions from people you follow.
- Press the + button at the bottom of your screen to post a photo or video.

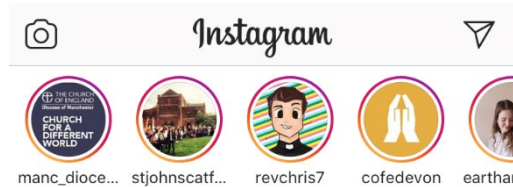




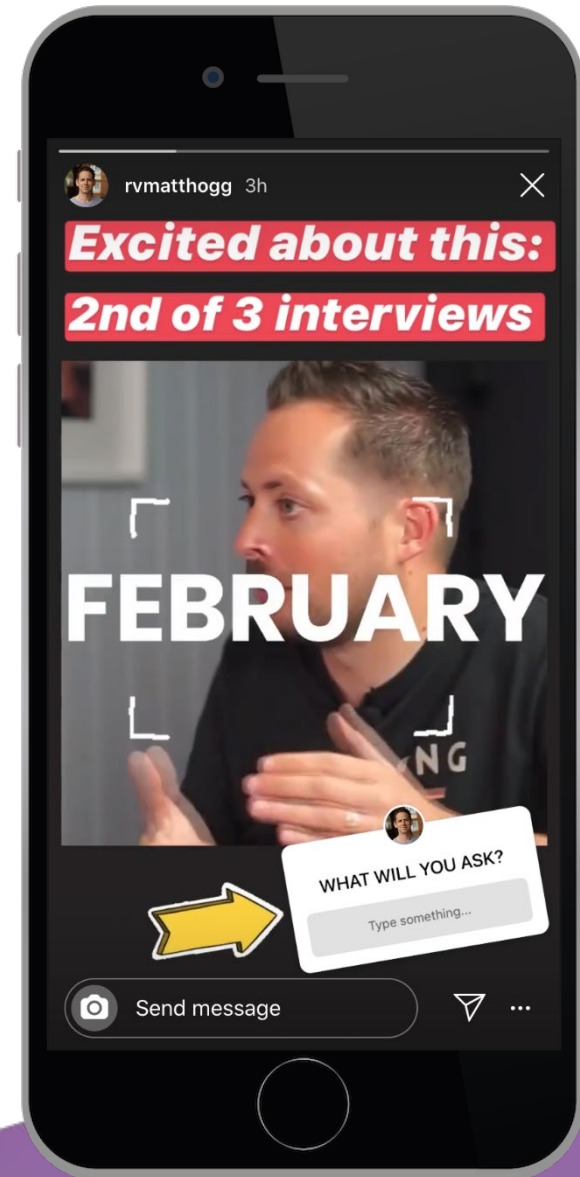


# Two ways to find and share content

○ Press a circle profile images at the top of the newsfeed to see Stories from people you follow



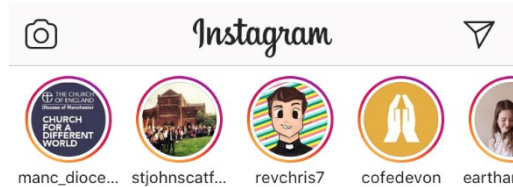
- Instagram Stories is a feature within the app where users can capture and post images and videos in a slideshow format.



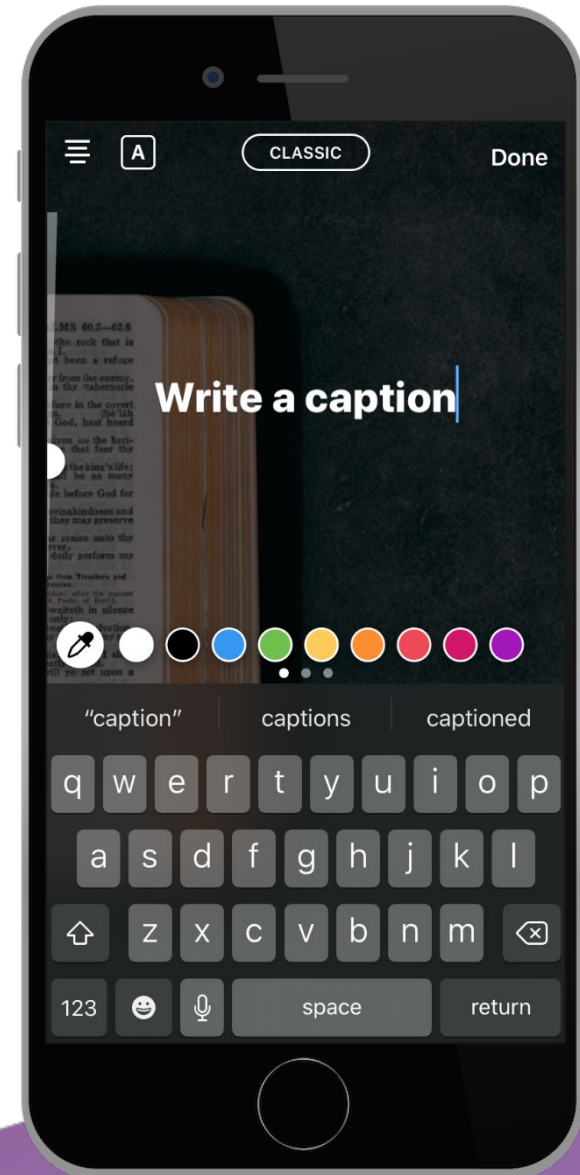


# Two ways to find and share content

- Press a circle profile images at the top of the newsfeed to see Stories from people you follow



- Instagram Stories is a feature within the app where users can capture and post images and videos in a slideshow format.
- Press the camera icon in the top left to open your camera and post a story.





# Content ideas





# What should a post look like?

First line

Ask questions

Help people find you

You are unique!

**Caption**

Tell a story

Call to action -  
Use link in bio!

**Location**

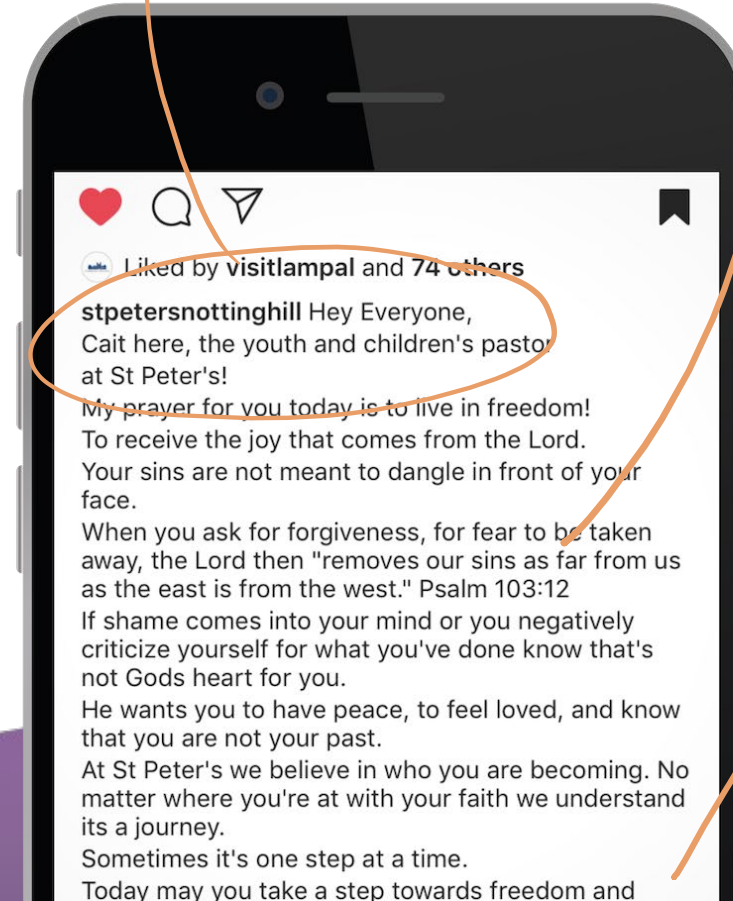
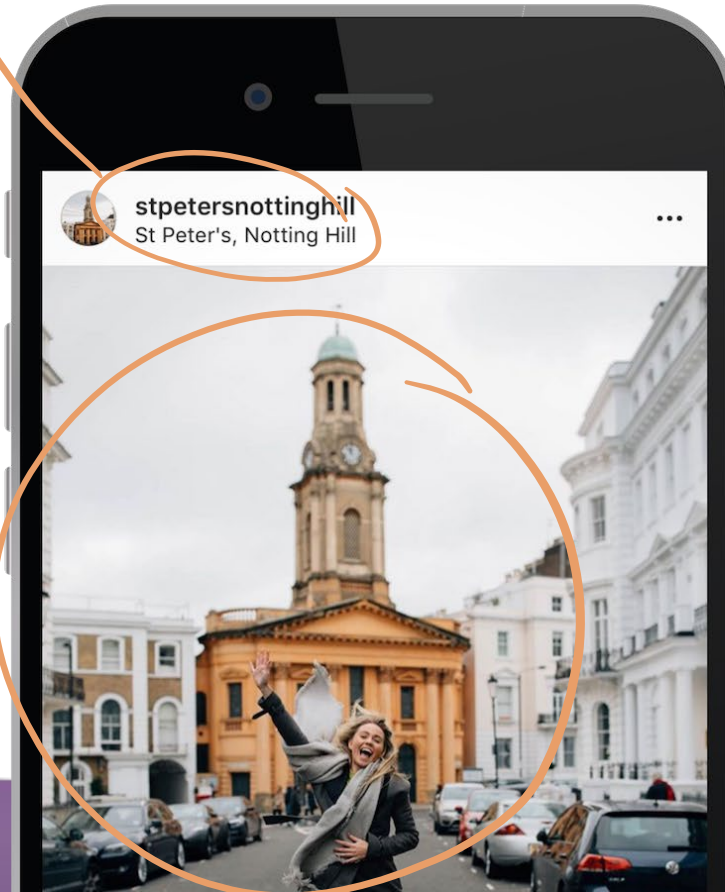
**Personality**

Use filters

Stop the scroll!

**Image**

Portrait!



Topical

Relevant

**Hashtags**

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**S LEARNING**





# How to use hashtags on Instagram



## What are hashtags?

- Hashtags are ways to group topics and are searchable
- Use the # symbol, followed by one word or more i.e. #BibleVerse
- Include at the end of your caption
- Instagram allows up to 30 per post

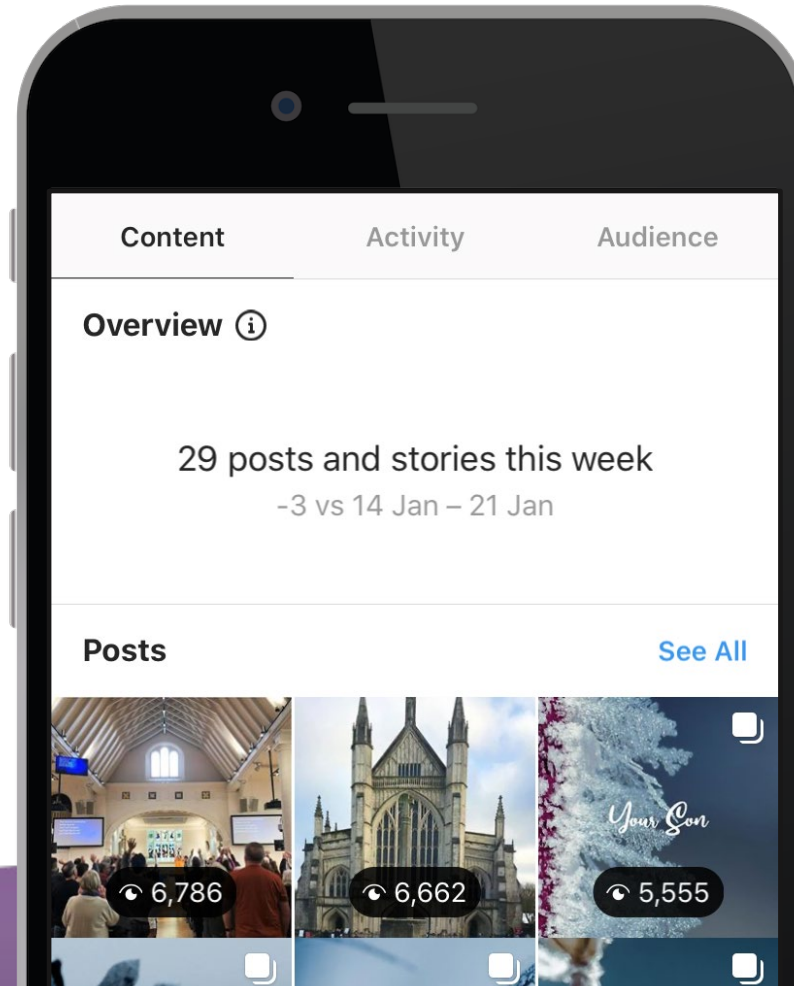
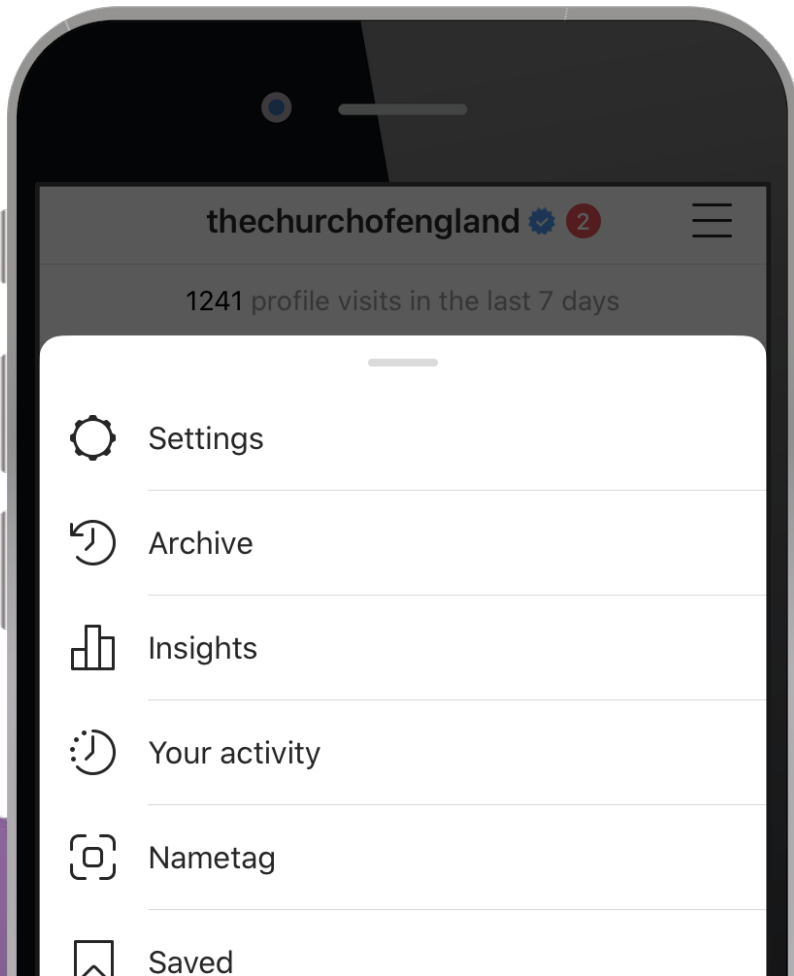
## Three different types of hashtags to use

1. Location based
2. Topic based
3. Trending (popular)



# Turn your profile into a **business profile** to see Instagram Insights

Go to > profile > edit profile > Set up business account



# Useful tools – Photography and design

[www.canva.com](https://www.canva.com)

[www.spark.adobe.com](https://www.spark.adobe.com)

[www.unsplash.com](https://www.unsplash.com)

[www.pixabay.com](https://www.pixabay.com)


[www.pexels.com](https://www.pexels.com)


[www.freepik.com](https://www.freepik.com)



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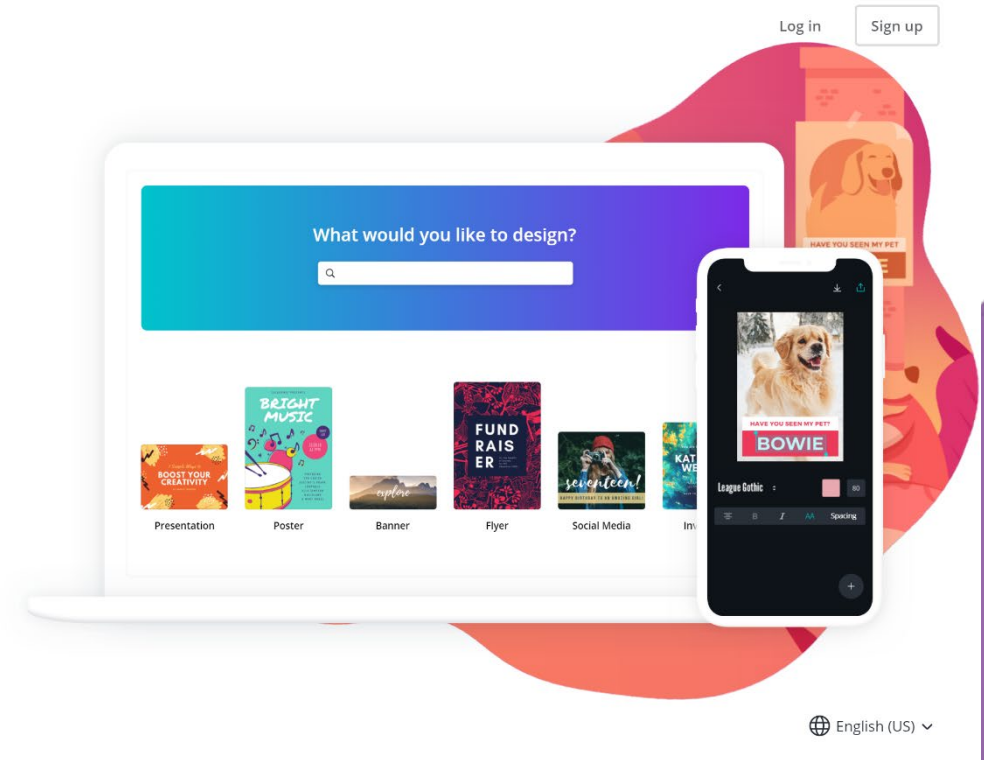
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