

# Instagram for churches

Church of England Digital Team

MacBook

**digital**  
LABS



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# Instagram

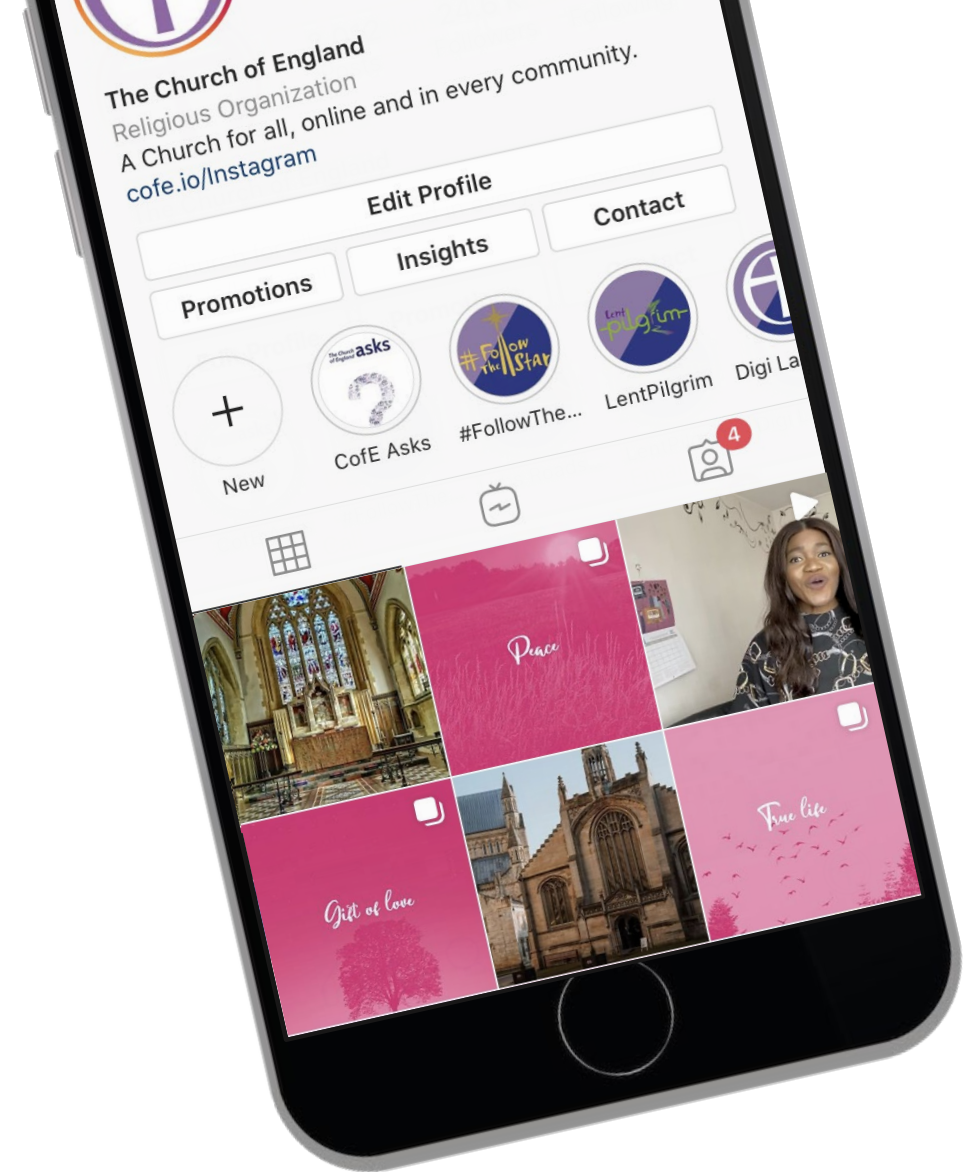
- What is Instagram?
- How do you create a profile for your Church?
- What to include in your bio to give the best first impression
- How and what to post
- Hashtags





# Why Instagram for your church?

- 👉 1 billion active monthly users
- 👤 Compared to Facebook, Instagram is a platform of younger users
- 👉 51% female, 49% male audience
- 🔍 4 in 10 will use social media to research a brand
- 🤝 Instagram users are highly engaged, making it an opportunity for churches to reach new people




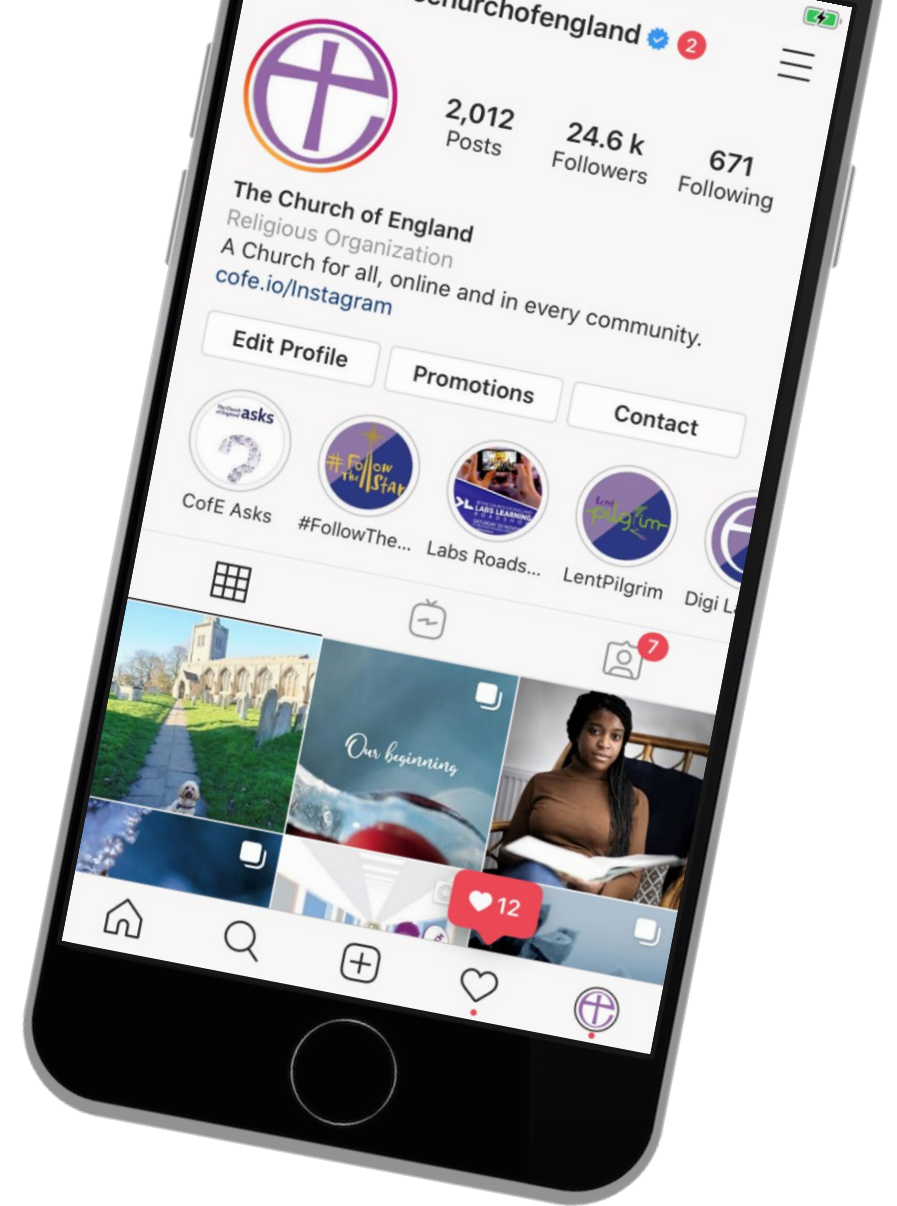


# What is it?

 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



Logo

What do we need to know about you?

A short bio

Service times

Website



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# Find your way around the app

Post to your stories feed here

Look through others stories here

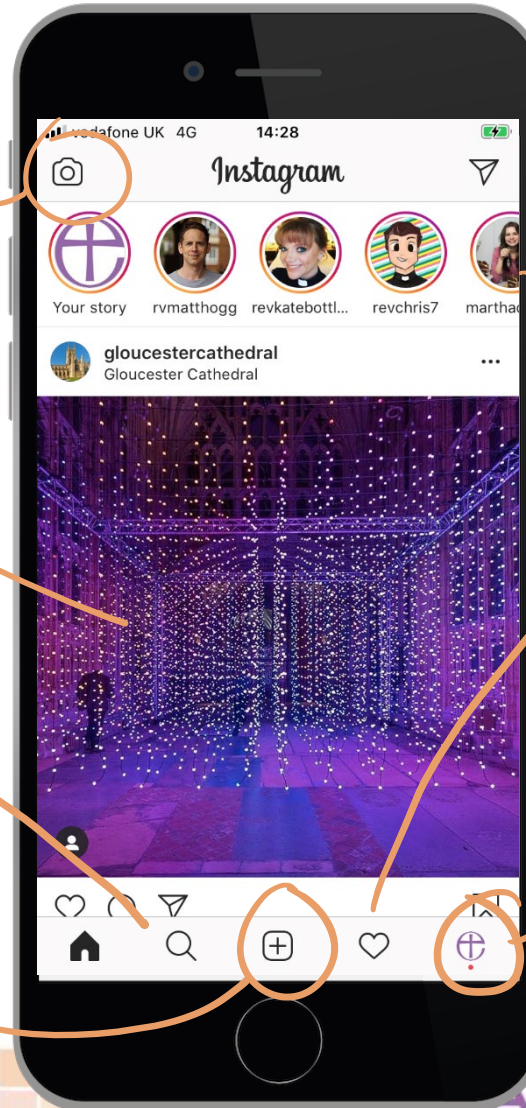
Scroll down to view photos and videos shared by people you follow

Search for other people, locations and hashtags

See your notifications

View your profile and posts

Post to your news feed here

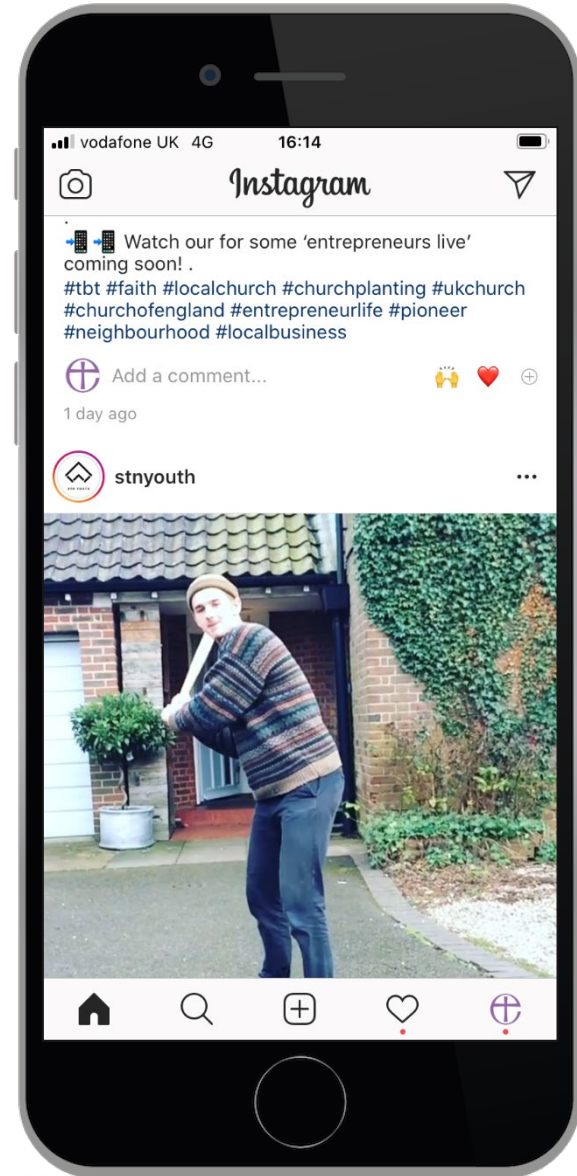




# Two ways to find and share content

## ☑ Scroll down for the newsfeed

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



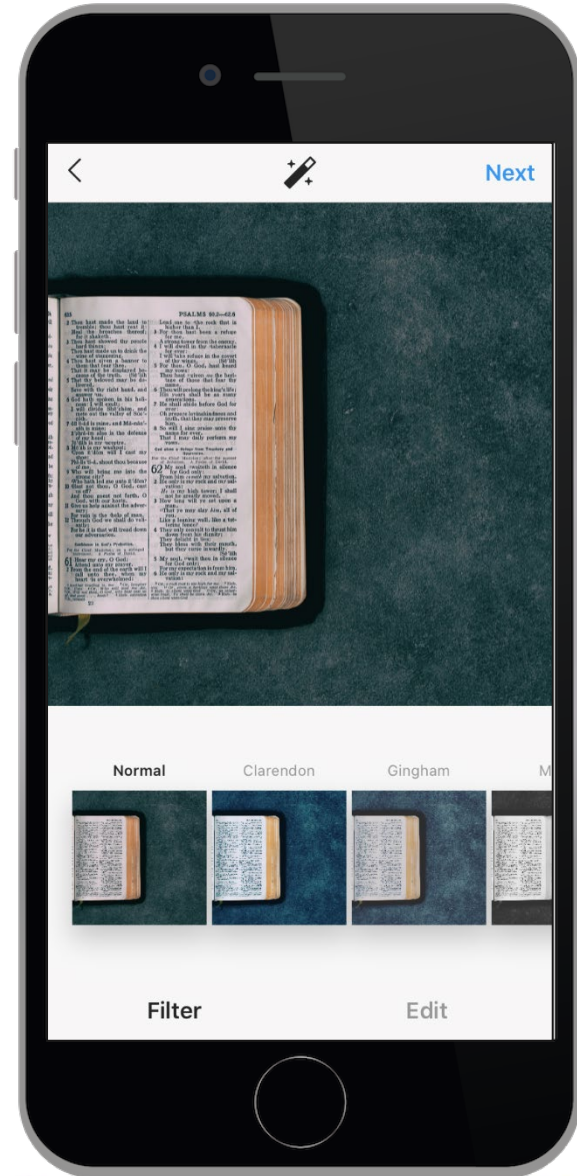




# Two ways to find and share content

## 📄 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.

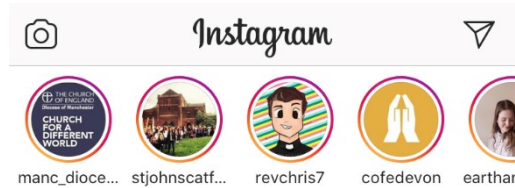




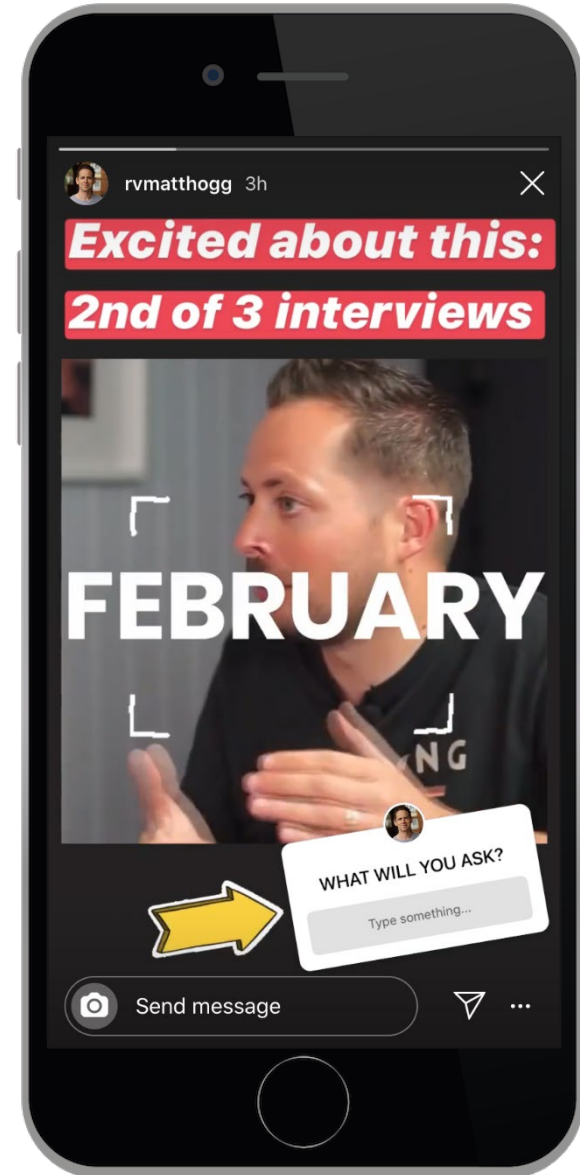


# Two ways to find and share content

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



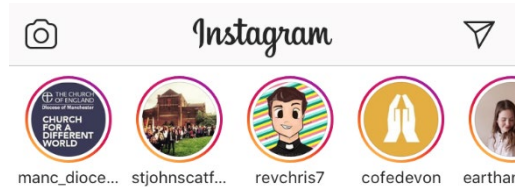
- Instagram Stories is a feature within the app where users can capture and post images and videos in a slideshow format.



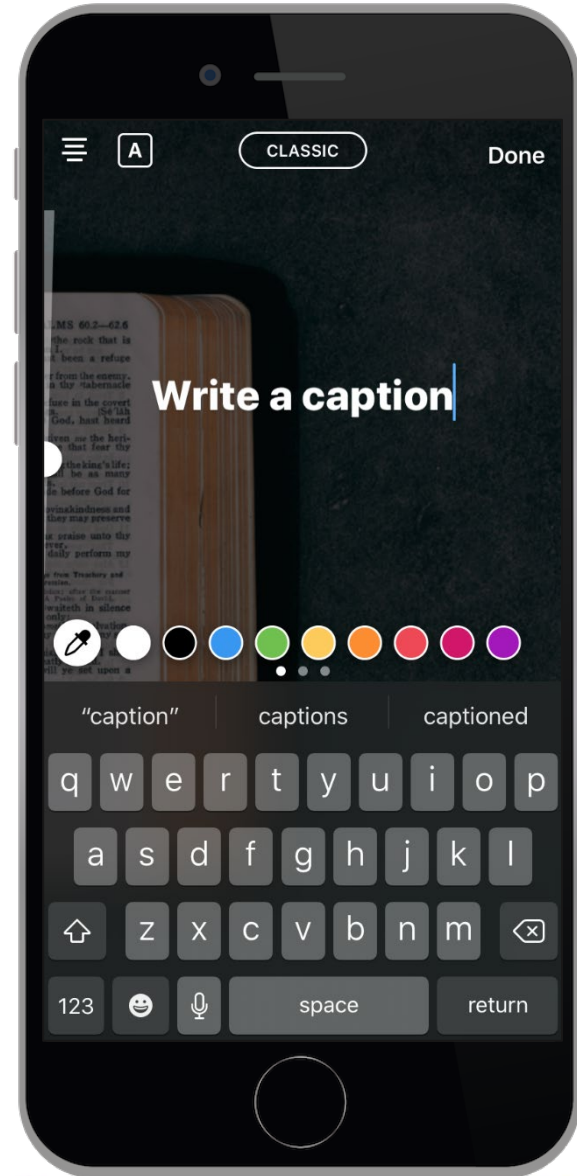


# Two ways to find and share content

○ 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

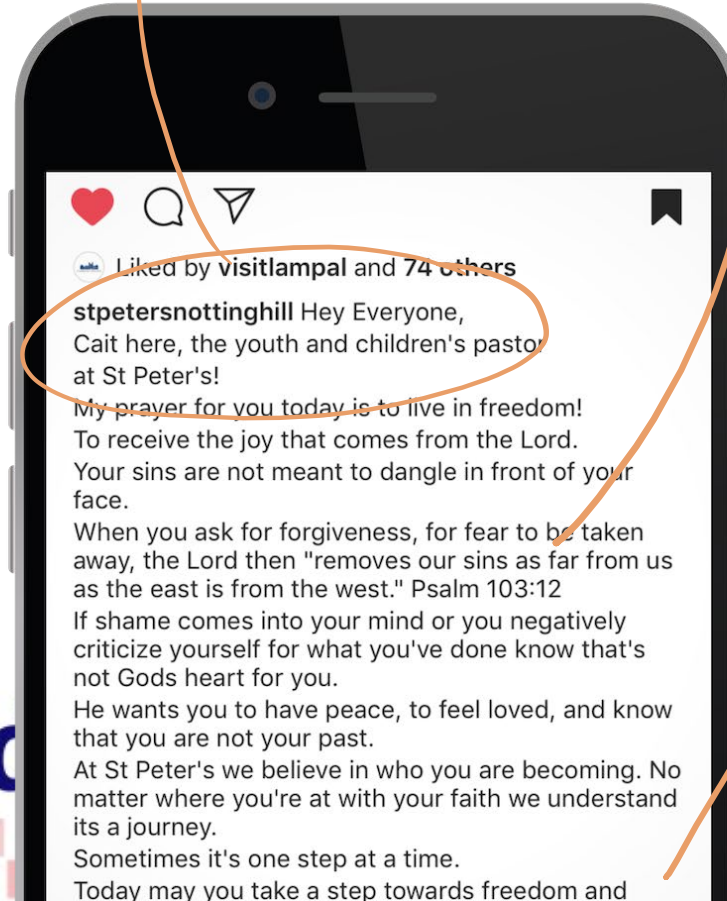
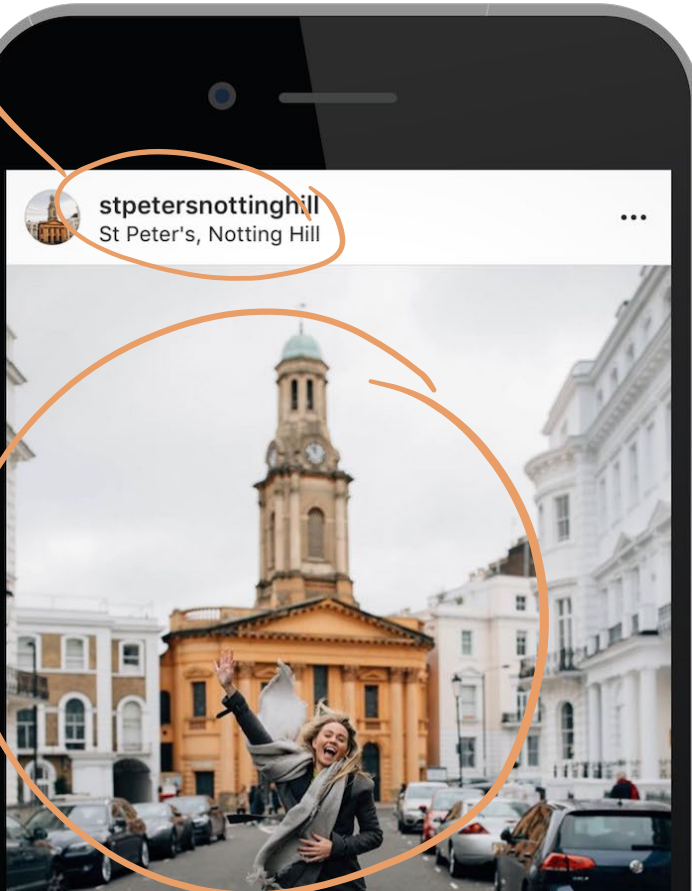
Tell a story

## Location

## Personality

Call to action -  
Use link in bio!

Use filters



Topical

Relevant

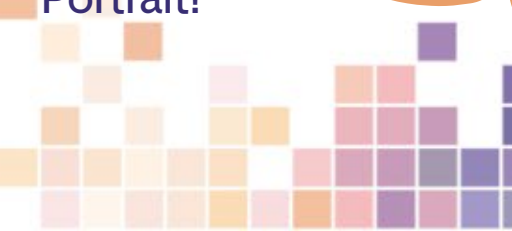
## Hashtags

CHURCH  
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Stop the scroll!

## Image

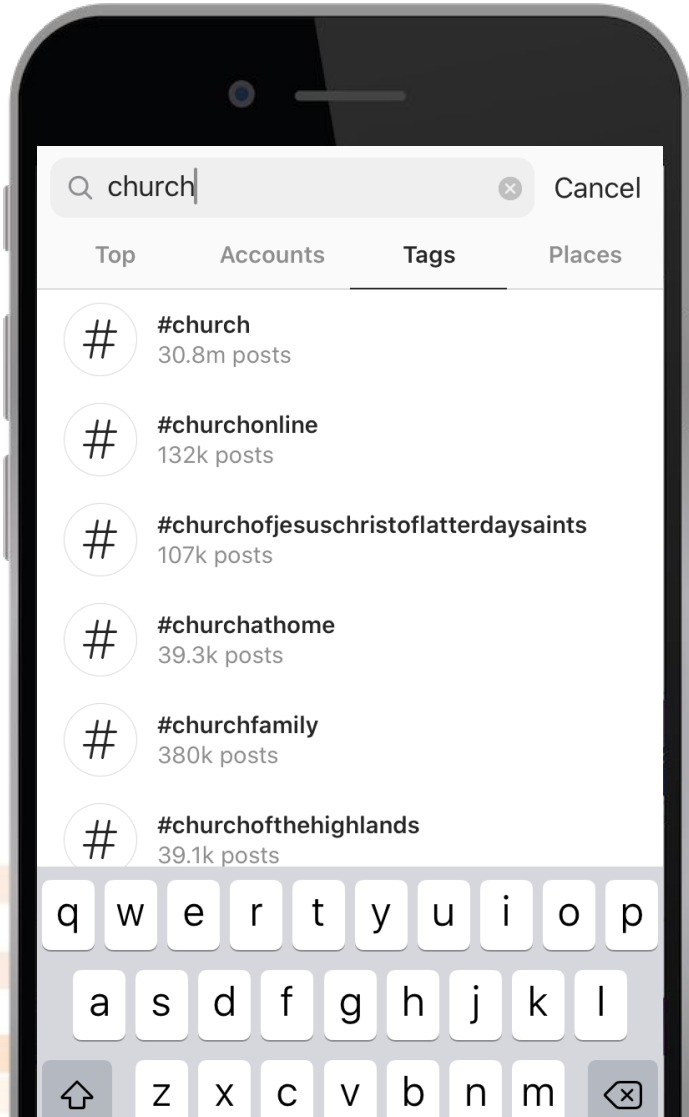
Portrait!







# 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
- Use the search to find out how often these hashtags are used and avoid hashtags that are in the millions!

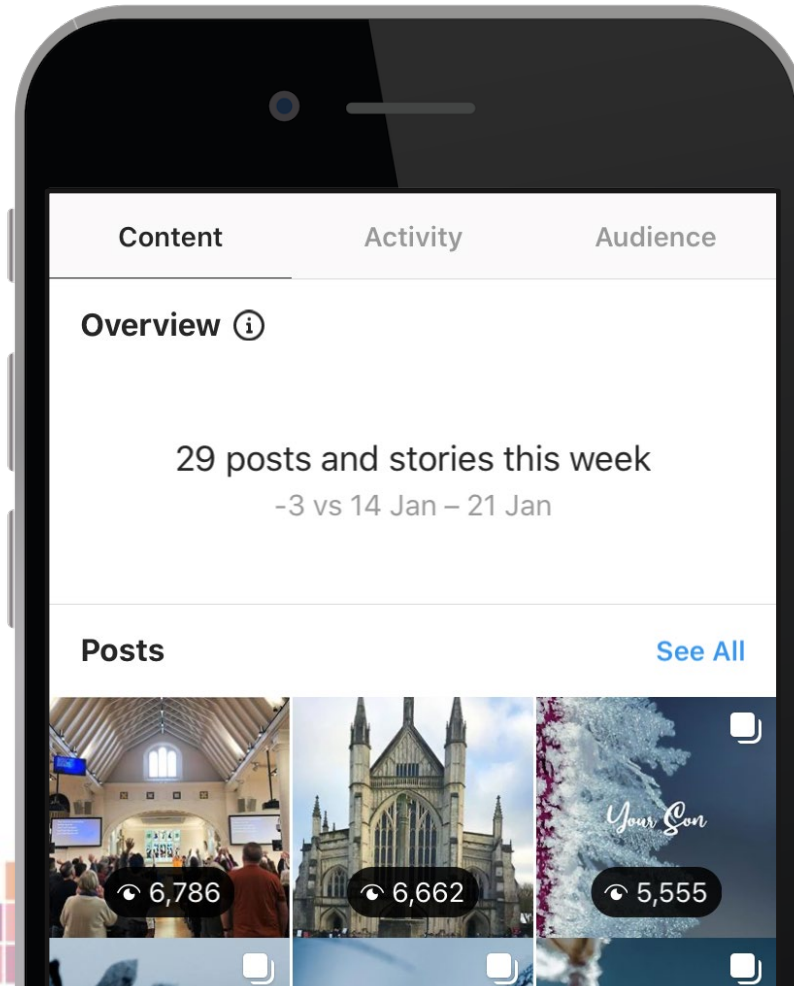
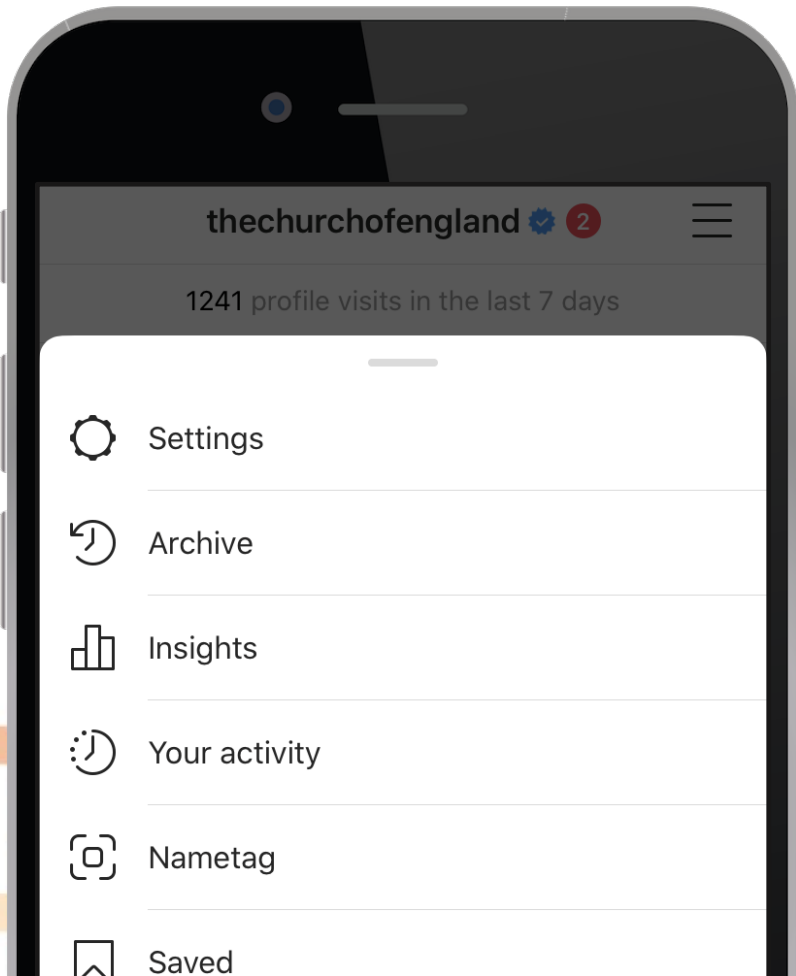
## Three different types of hashtags to use

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](http://www.canva.com)

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

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

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

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

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



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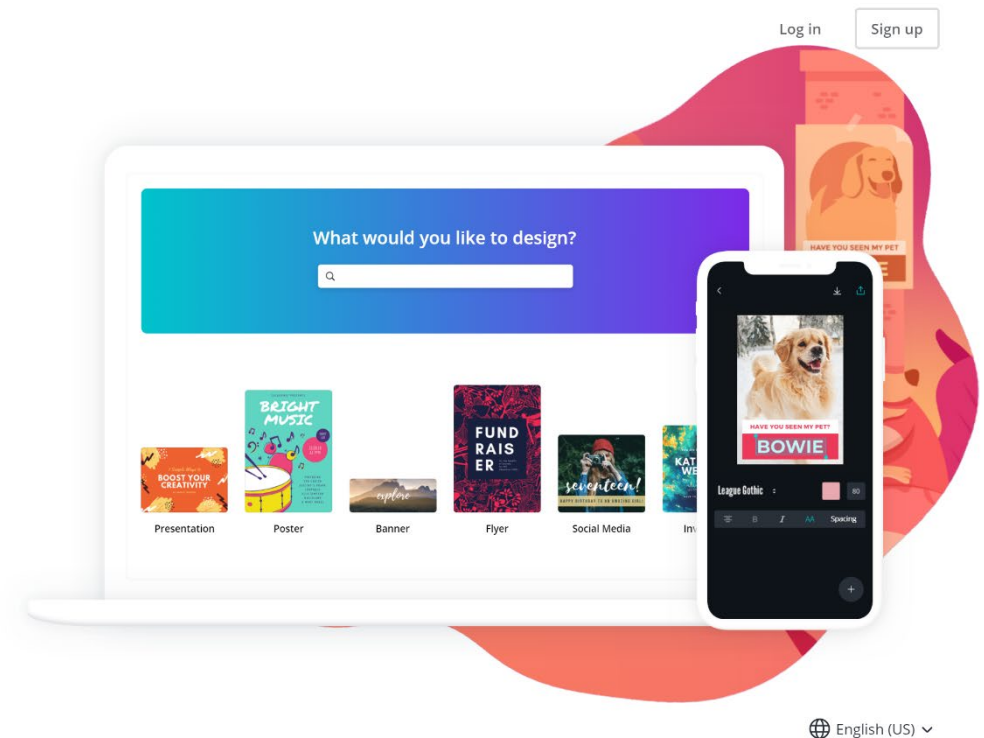
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English (US) ▾

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