

Instagram for churches

Church of England Digital Team

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Instagram

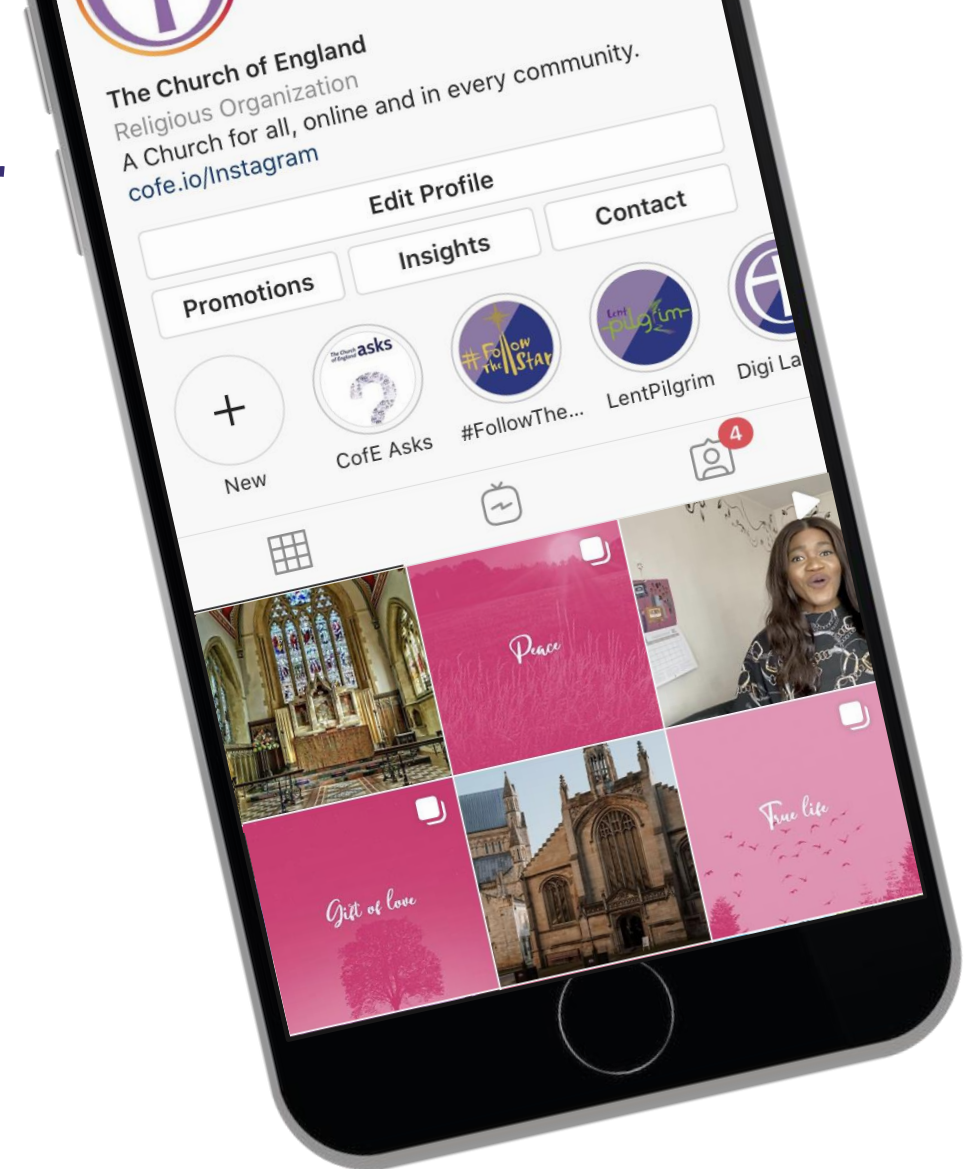
- What is Instagram?
- How do you create a profile for your Church?
- What to include in your bio to give the best first impression
- How and what to post
- Hashtags





Why Instagram for your church?

- 👉 1 billion active monthly users
- 👤 18-34 year olds are the largest age group on Instagram
- 🤝 Can make your community more relatable
- 🔍 Hashtags can help you reach new people



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What is it?



Instagram is a photo and video sharing app owned by Facebook



It's free and anyone over 13yrs can create an account



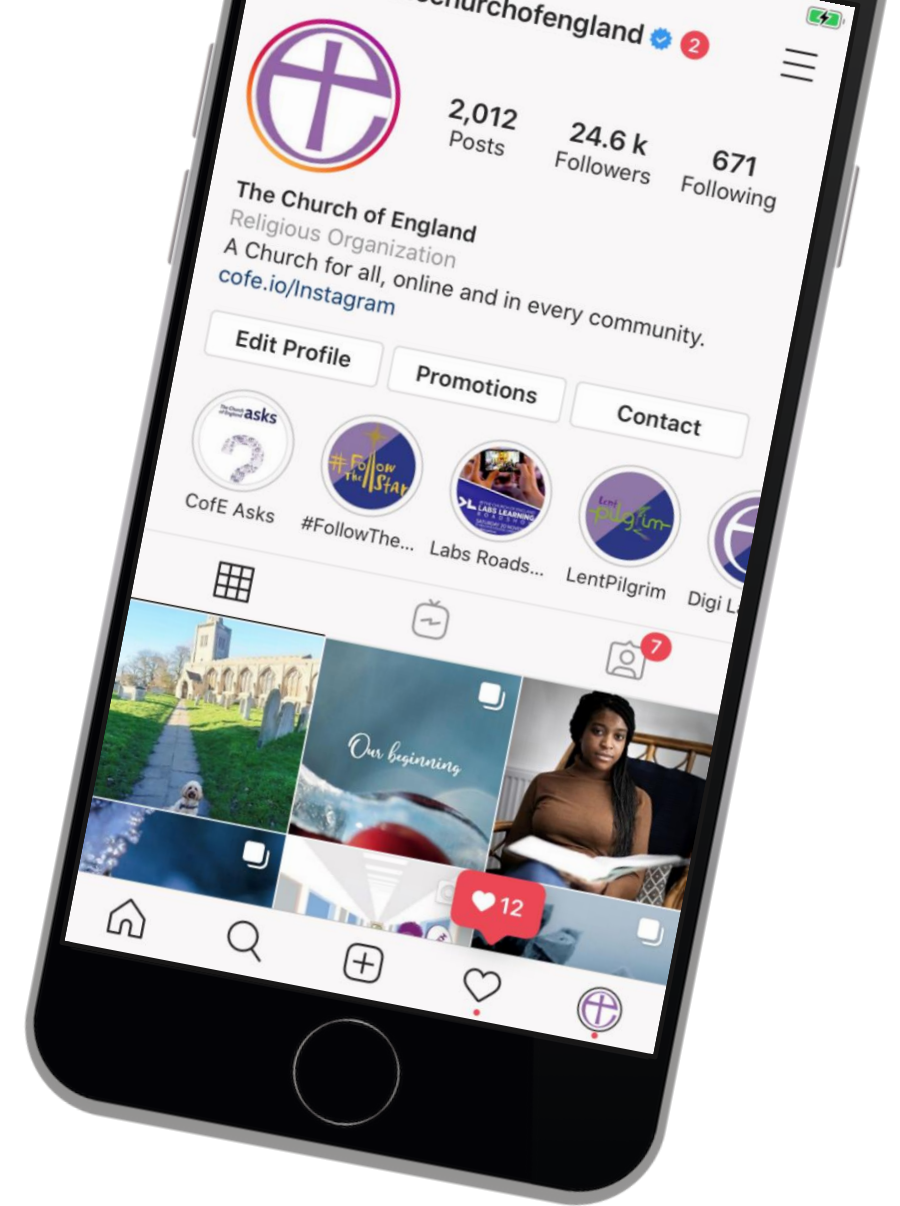
Share photos and video, or interact with other profiles, by using the app or in your browser



You can follow accounts and others can follow you



Your newsfeed will show content from accounts you follow, and content you may find interesting.



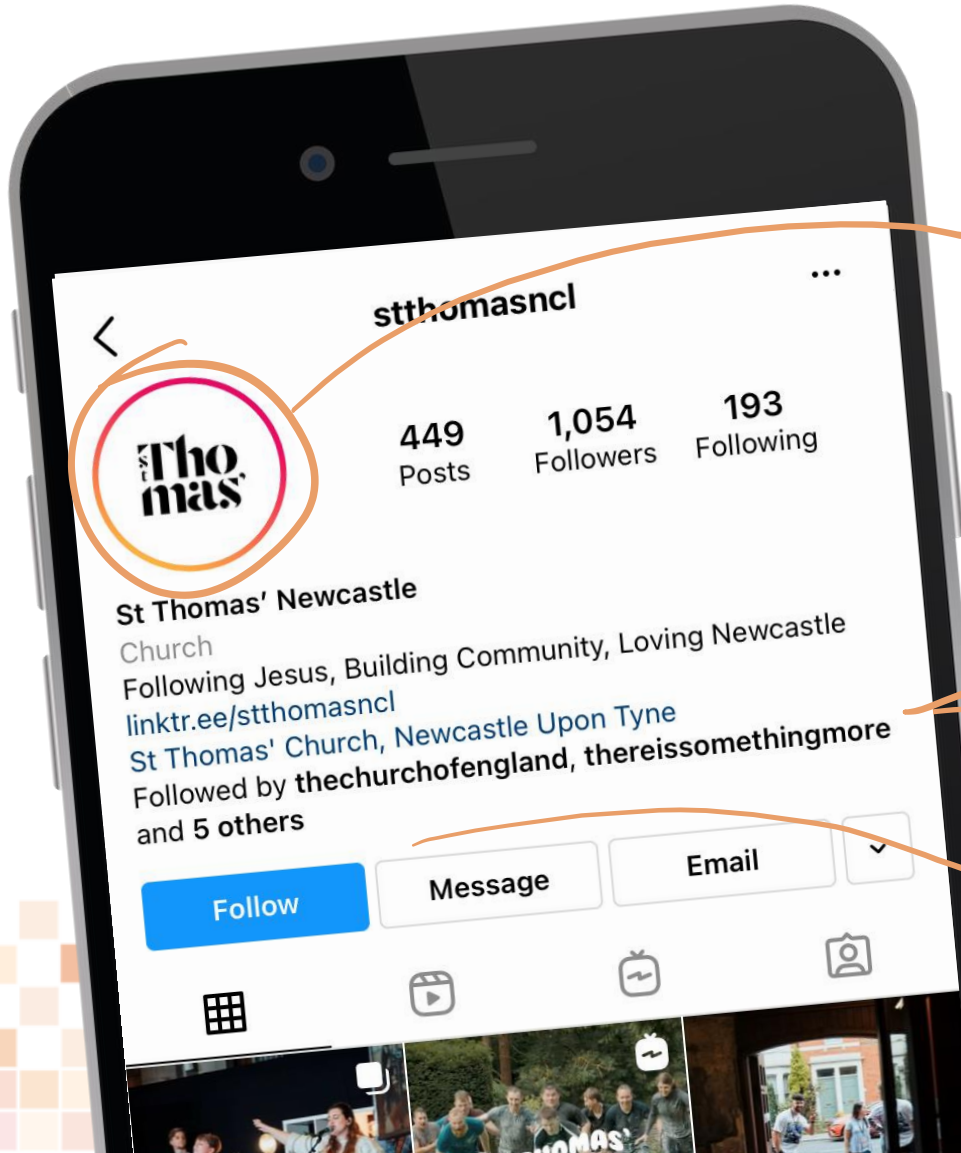
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How to set up your profile



Logo

A short bio

Service times

Website

What do we need to know about you?

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Find your way around the app

Post to your stories feed here

Look through others stories here

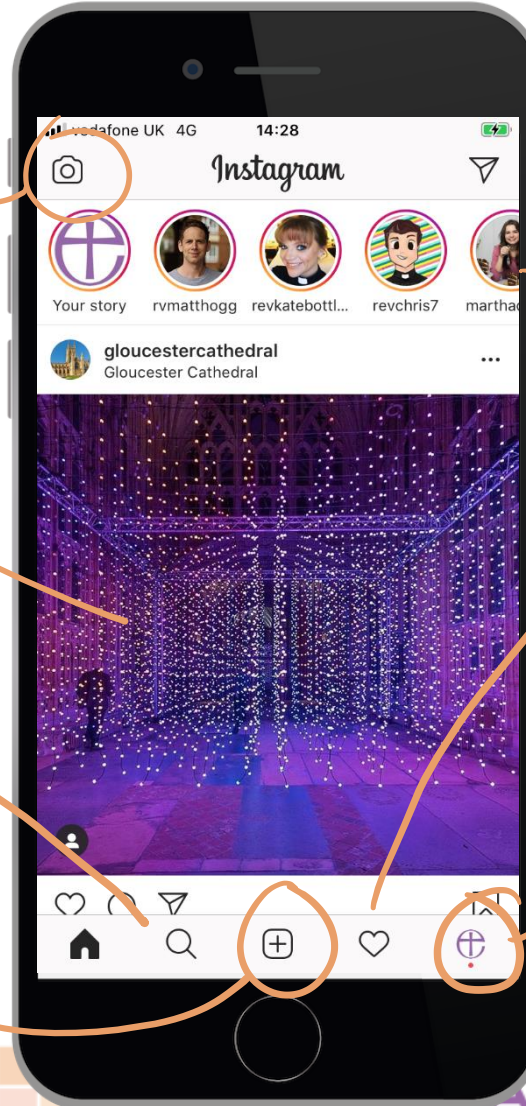
Scroll down to view photos and videos shared by people you follow

Search for other people, locations and hashtags

See your notifications

View your profile and posts

Post to your news feed here



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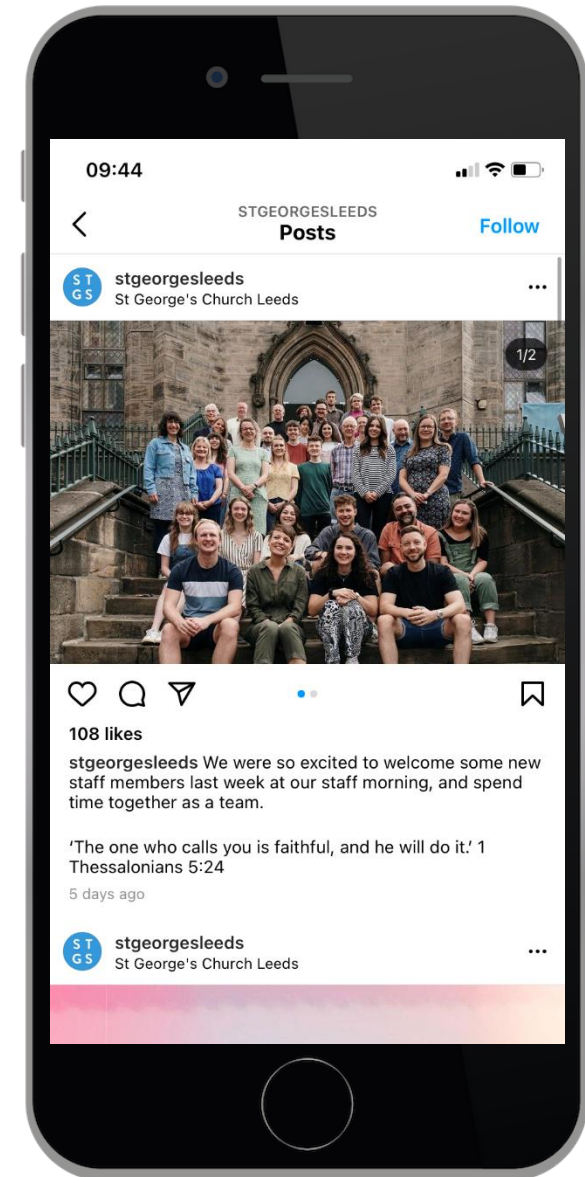
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Your newsfeed


⏮ Scroll down for the newsfeed

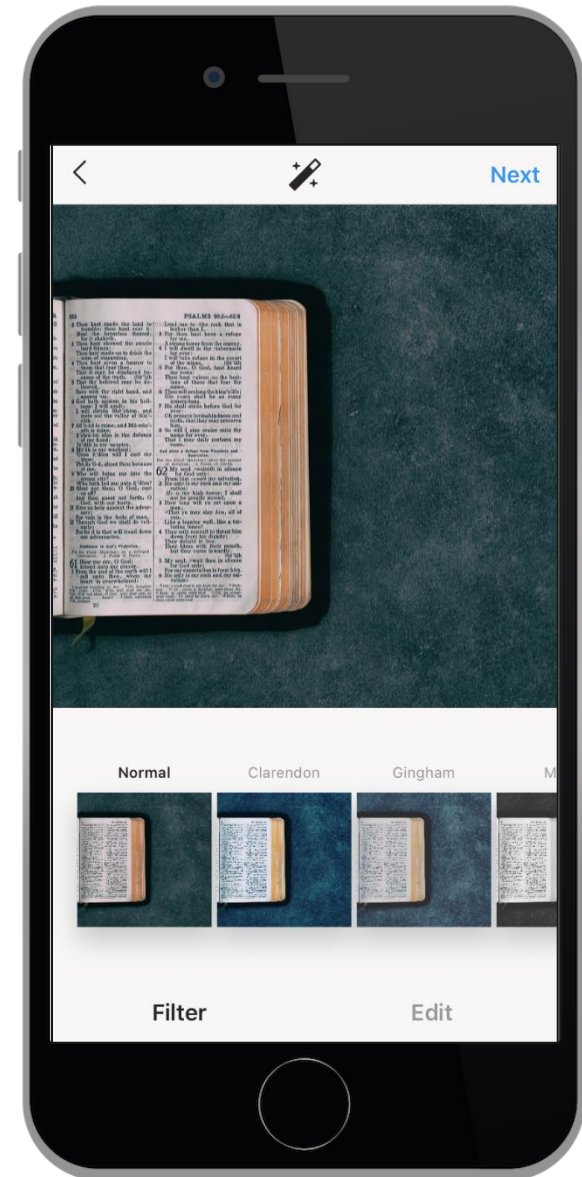
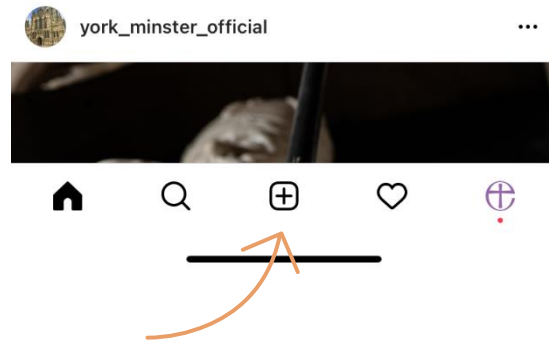
- Find photos and videos with captions from people you follow.
- Interact by pressing  to show your appreciation or  to write a comment
- Save a post to view again later by pressing 





Post a photo or video to your newsfeed

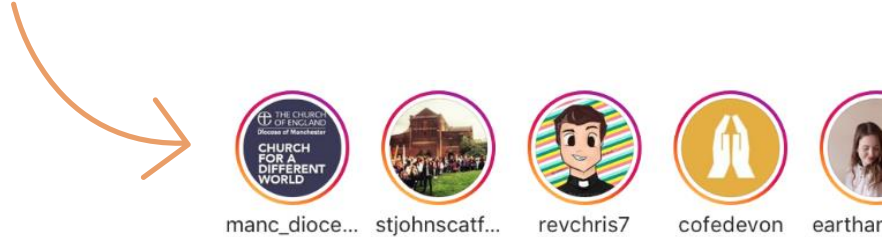
+ Press the  button at the bottom of your screen to post a photo or video.





Instagram stories

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



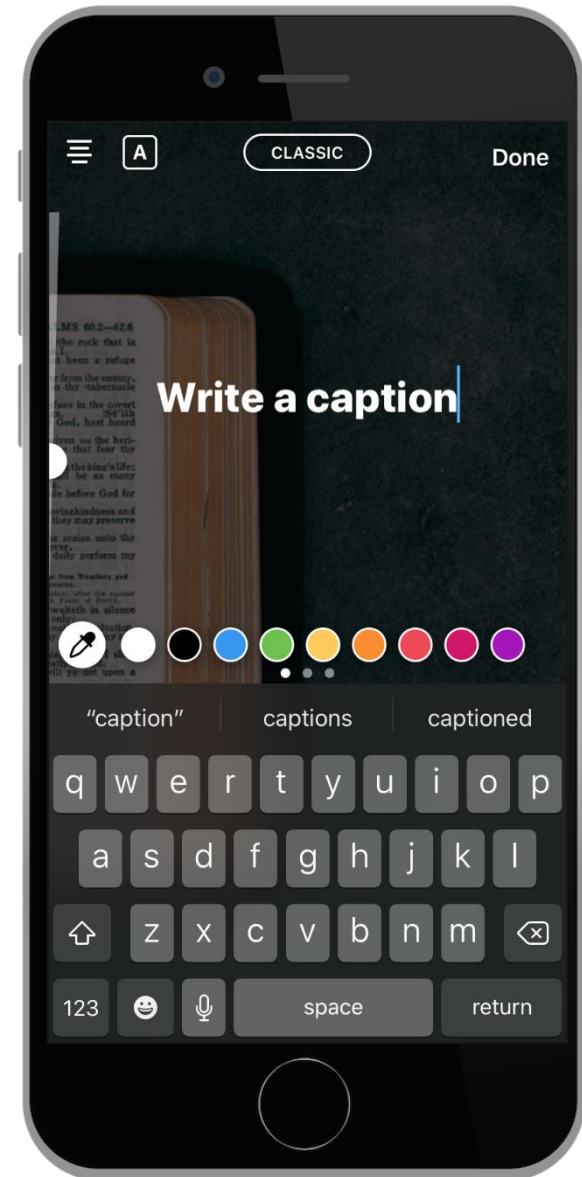
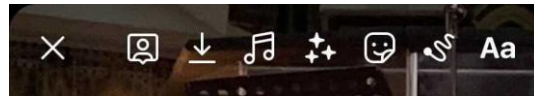
- Instagram Stories is a feature where users can capture and post images and videos in a slideshow format.
- They are visible for 24 hours.
- Show behind the scenes and candid photos.





Instagram stories

- Swipe to the right to create a Story post
- Use the toggle menu at the bottom of the screen to select Story
- Take a photo or video or select one saved on your phone
- Use the menu to add music, filter, stickers, draw or add a caption
- Press X to cancel or Your Stories to post





Content ideas

Answer questions
What do we believe?

Share faith
Prayers and
reflections – Join
national campaigns

Invite to
events and services

Get to know
your
community

How can we add value
to our community?

Raise awareness
with news
and stories

80:20 content rule
80% conversational
20% broadcast

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Best practice

Help people find you

Location

Use filters

Stop the scroll!

Image

Portrait!

You are unique!

Personality

First line

Ask questions

Caption

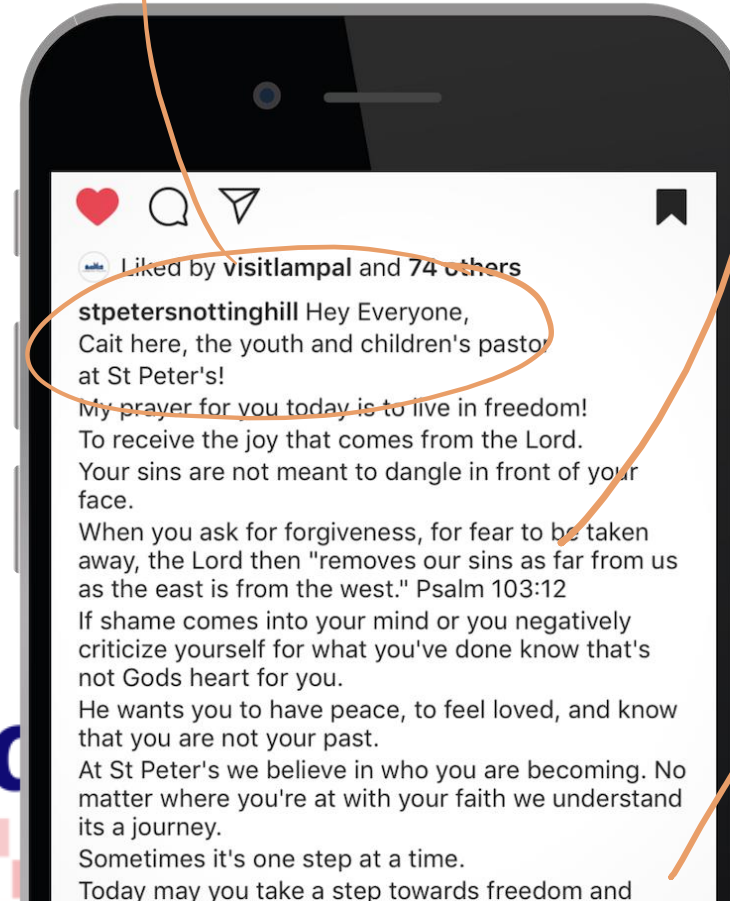
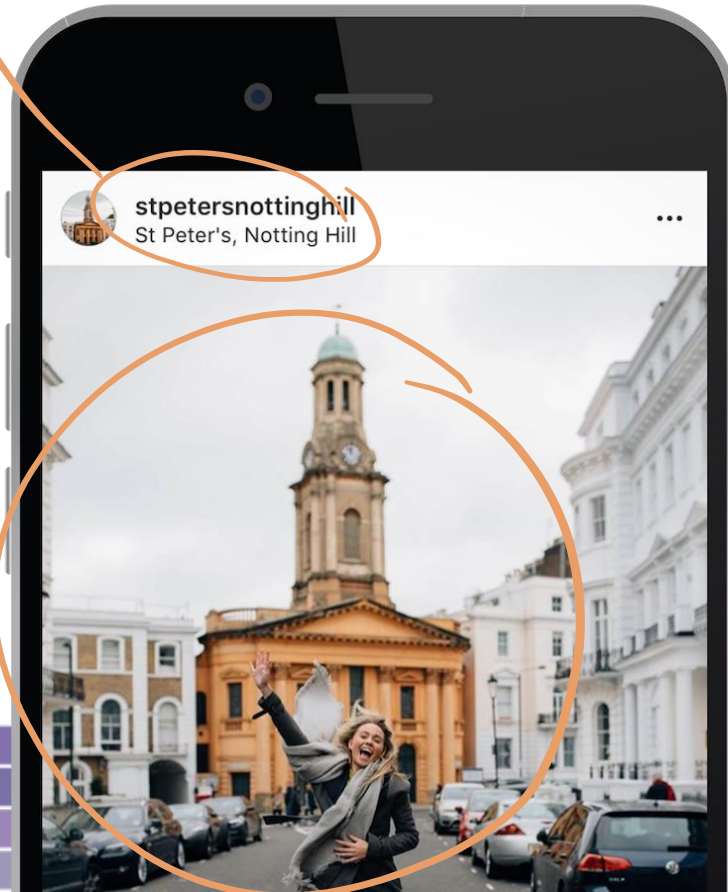
Tell a story

Call to action -
Use link in bio!

Topical

Relevant

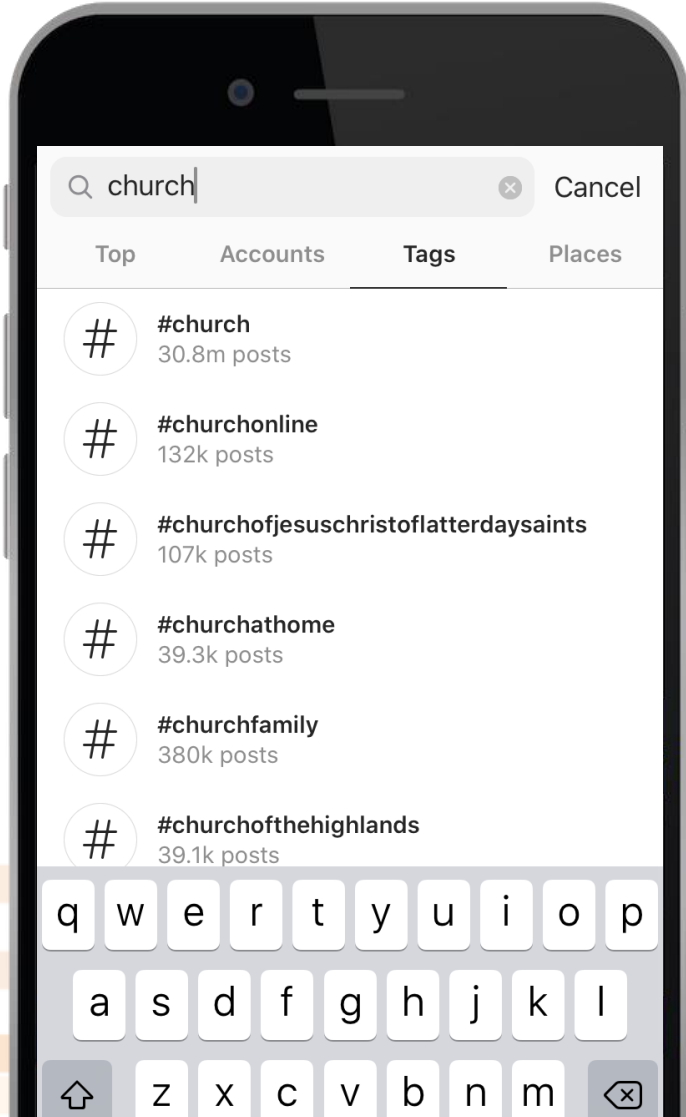
Hashtags



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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)

Useful tools – Photography and design

www.canva.com

www.spark.adobe.com

www.unsplash.com

www.pixabay.com


www.pexels.com

www.freepik.com



**Design anything.
Publish anywhere.**

Create an account, it's free. Canva is loved by beginners and experts, teams and individuals.

 Sign up with Facebook

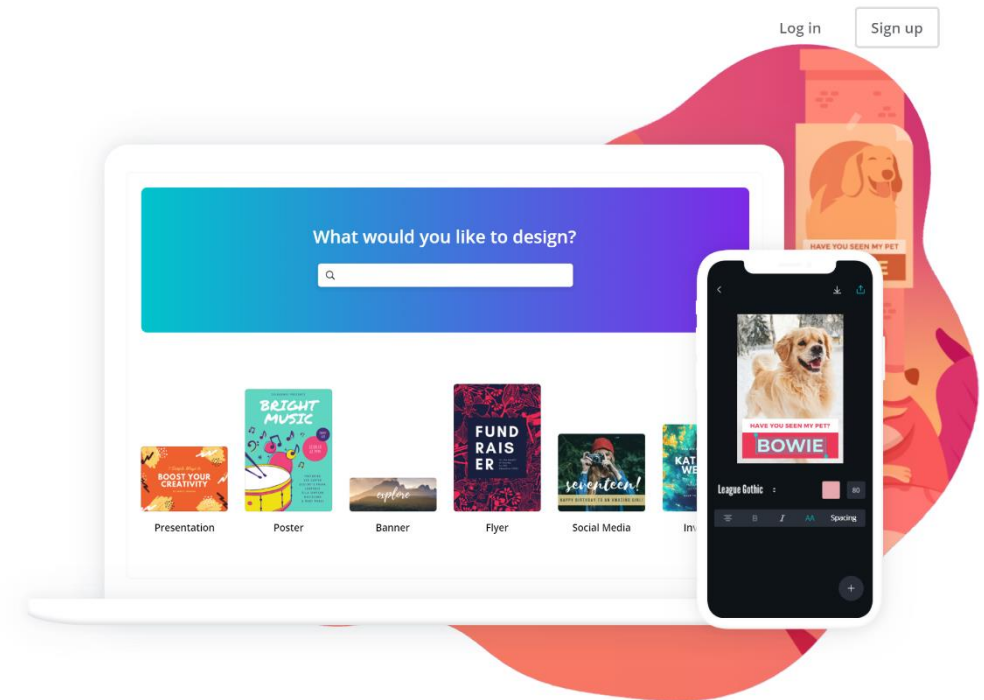
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