Instagram Best Practices

Instagram is a wonderful way to engage with your audience. According to Hootsuite, Instagram boasts more than 500 million daily users and when used correctly this platform is key in forming relationships with your target audience.

DO'S

- Establish a Business Profile

- The picture has to be high quality (not blurry, pixelated...etc.)

- If you are posting a graphic, make it the second picture (no graphics on the grid)

- If you are posting a video either make it the second slide or add a cover image by making it an IGTV Video. If you embedding captions in the video, please include a YouTube link to a captions file.

- If the picture is not from the UF/IFAS Database credit the source

- Tag accounts when possible

- Don't use more than 3 hashtags in the picture (if you are going to post more put them in the comments, it serves the same purpose)

- The main UF/IFAS account has a theme going (vivid imagery of agriculture and nature). Please find your own theme and stay within the boundaries.

- Expand your reach by using geotags (locations)

- Engage your audience by utilizing Instagram stories. Encourage participation using posting question stickers, polls, and more...

DON'TS

- Use pictures without crediting the source

- Post photos of students without them consenting to be photographed first

- Use a graphic on the grid without rephrasing it on the caption because it is not accessible.

- Use overly edited/filtered pictures

- Post anything that might be considered controversial (have a second pair of eyes look at everything before you post)

- Do not post videos that don't have captions or at least a link to a captions version.