

## Instagram for Aging Advocates

### Access your Instagram Account

- If you have an existing account, log in before the workshop to make sure you can access your account.
  - **To access on Instagram mobile**, make sure you have downloaded the Instagram App and it's up to date.
    - [Instagram for iOS](#) (Apple Devices)
    - [Instagram for Android](#)
  - **To access Instagram on the desktop**, log in to your account at <https://instagram.com>
  - **TIP** - For this workshop, many people will be on zoom using their desktop. You can follow along on Instagram using your mobile device.
- Don't have an account? It's easy to [Create an Instagram Account](#).

### Profile Information

- We'll be reviewing and updating your Instagram profile. To get the most out of the workshop, have these items available on your desktop or mobile device:
  - A recent headshot or selfie to use for your profile photo.
  - Your logo, if using Instagram for professional use.
  - A 150 character description of you (or your business) so people can learn what your account is all about.

### Instagram for Social Activism Blog Posts

Check out these recent blog posts to provide more information on how to use Instagram for Social Activism.

- [7 Great Reasons to Use Instagram for Social Activism](#)
- [Facebook vs Instagram; What Every Activist Should Know](#)



## Introduction

Thank you for your interest in learning more about Instagram, and specifically how to use it to support social causes.

Here's a quick overview of how Instagram works:

Like most social media apps, Instagram allows you to follow users that you're interested in. This creates a feed on your homepage, showing recent posts from everyone you follow. You can like posts, comment on them, and share them with other people.

The best way to understand more about how Instagram works is to start using it for yourself.

Many people already have an Instagram account, but don't use it much, or set it up a long time ago. In this workshop, we'll get you up to speed on Instagram so you can participate in the Anti-ageism community on Instagram.

### 1 - Best Practices for Getting Started

- Set up **your profile**
- Review **important settings**
- Review your **type of account**

#### 1.1 Set Up Your Profile

Your profile is where you can find your photos, videos, and settings on Instagram. You can also view what you've shared, see a list of the people you're following and who's following you.

You can access your profile by:

- On mobile: tap your profile picture in the bottom right
- On desktop: log in to [instagram.com](https://www.instagram.com) > tap your profile picture in the upper right > tap profile

Your profile is the first thing people click on when you follow them, leave a comment, or send a direct message. It's a good idea to review periodically to make sure it's complete, and that you're leaving an accurate impression.

Select the 'Edit Profile' button so you can review and make updates:

- **Profile photo**



- For individuals, it's best to upload a headshot. The image is small, especially on mobile, so make sure people can recognize you.
- For businesses, you can upload either your logo or a headshot.
- **Name**
  - Help people discover your account by using the name you're known by: either your full name, nickname or business name.
  - Name must be 30 characters or less. You may have enough room to add both your first name and business name. For example; Jan | Age-Friendly Vibes
  - You can only change your name twice within 14 days.
- **Website**
  - You only get ONE link that is clickable, and it's this website link in your profile.
  - When you create a post, you aren't allowed to add links. Instead, if a link is essential to your post, you ask visitors to click the link in your profile.
  - Many people create a page on their website for Instagram links or use [linktr.ee](https://linktr.ee) or similar tools to create one page that displays multiple links.
  - **TIP** - You can add one link when creating a story.
- **Bio**
  - You can write a bio of up to 150 characters on your profile. Please keep in mind that anyone can see your bio, even if your account is private.
  - Your bio is important since it's where people learn about you and what your account is all about.
  - On mobile, only the first 4 lines of your bio are displayed, so choose your words carefully.
- **Username**
  - Your username will identify your account on Instagram; people tag you by using an @ sign before your username (@username).
  - You can use numbers, letters, and punctuation marks in your username.
  - You can change your username at any time, but there are some restrictions on changing it back.
- **Personal information**
  - Instagram provides quick access to update your email, phone, gender, birthday (used for verification you're over 18).
  - This personal information won't be a part of your public profile and can't be viewed by visitors.
  - You can also update your personal information in Settings > Account.
  - **TIP** - You can have up to 5 Instagram accounts for one email, so use your best email.



**NOTE** - Don't forget to save your profile changes!

## 1.2 Important Settings

It's a good idea to get yourself familiar with the settings that control your Instagram account. For the most part, you can leave settings at their default values, but here are a few settings you should review.

You can access your settings by:

- On mobile: tap your profile picture in the bottom right > tap 3 lines in upper right > tap settings
- On desktop:
  - tap your profile picture in the upper right > tap settings
  - OR select edit profile from your profile
- **NOTE** - Settings are the same on mobile and desktop, but the screens look very different!

Here are the settings you should review:

- Notifications (Push Notifications)
  - You can select the type of notifications Instagram will push to mobile or desktop.
  - You must also allow notifications on your mobile devices and the browser you are using on your desktop.
  - Many people don't turn on notifications. Instead, they schedule time to check their Instagram account a few times a day.
  - **TIP** - You can also set notifications for a single account by visiting the account profile, and tapping the bell icon in the upper right (mobile only).
- Privacy and Security
  - **Private account** status is available for personal accounts. This means only people you approve can see your photos and videos on Instagram.
  - **Activity status** allows you to see the last time someone was active. If you turn it off, you won't be able to see the activity status of other people.
  - **Security settings** on your mobile devices allow you to do a Security Checkup, making sure you're up to standards.
- Link Instagram to Facebook
  - Connecting your Instagram account to your Facebook profile means you share content, like stories and posts, directly from Instagram to Facebook.
  - Keep in mind that you can only connect your profile from the Instagram app for Android or iOS devices.



- To connect your accounts on mobile, select Accounts Center at the bottom of the settings screen, tap Add Facebook account and log in or select the account you want to connect, then tap Yes, finish setup.
- **NOTE** - In sharing options, you'll see the option to Share to Facebook

### 1.3 Types of Accounts

There are three types of Instagram accounts, organized into two categories: personal and professional.

#### Personal

- Personal accounts are geared for use by individuals.
- You won't have access to business features, like analytics, the API, or sales features.
- For people who create Reels, access to music is important. With a personal account, you get full access to the music library.
- Personal accounts can be set to a Private Account
  - Go to Settings > Privacy > Private Account > Turn ON
  - A private account allows you to review follower requests before accepting them.
  - Only your followers will be able to see your posts and stories.
  - If your account is private, anyone can message, tag, or @mention you.
  - **TIP** - Instagram won't let the follower know you didn't approve their follow request, and they won't notify the person if you unfollow them later.

#### Professional Accounts

- **Business Account**
  - Business accounts are geared toward a business entity that's making money or selling something.
  - Business accounts have access to the API, which includes the Facebook Creator Studio, scheduling through Instagram, and the ability to use third-party analytics.
  - Most business accounts take advantage of built-in sales tools, making Instagram a powerful marketing tool.
- **Creator Account**
  - Creator accounts are intended for influencers: people aligned with a brand, but not selling their own products.



- Creators have access to all music in addition to business features like analytics and branded content.
- Creator profiles don't have API access but do have access to some sales tools.
- **TIP** - Not sure which type of professional account to use? Don't worry, you can change account types at any time.

### **Managing a Personal and Business Account**

- Most people who are managing a business account also have a personal account, similar to their Facebook personal account, and Facebook business page.
- You can set your personal Instagram account to private, and only approve followers that you know.
- You can also indicate in your personal bio to follow your @businessaccountname and put your business website on your personal page.

**TIP** - You can easily switch between accounts by tapping your profile picture; double tap your profile on mobile to toggle between two accounts.

### **YOUR TURN; Best Practices for Getting Started**

- Review your profile
- Review important settings
- Verify your account type

## **2 - Exploring and Engaging**

- Finding accounts to follow
- Hashtags
- Tips for engagement and growth

### **2.1 Finding accounts to follow**

This is the fun part! To find accounts to follow on Instagram, click on the looking glass and type in keywords in the search bar at the top.

Start with ageism, age, aging, and other words you can think that would be associated with the anti-ageist movement.

Here are some anti-ageist accounts to start with:



[@HelpAgeInt](#) (an NGO that advocates for older adults)

[@oldschool\\_info](#) (resources on ageism and the anti-ageist movement)

[@gero\\_what](#) (a gerontologist and blogger)

[@thischairrocks](#) (Ashton Applewhite's account)

[@thedementiaguru](#) (a gerontologist who posts about dementia care as well as ageism)

These are some of the more influential and interesting accounts to follow on Instagram. But we need more accounts to spread more awareness of the issues -- which is why we need you to get on IG and grow your own account -- or at least follow others and like, share, and comment!

## 2.2 Hashtags

"A hashtag is a word or phrase preceded by the pound symbol. On social media, it serves as an indication (for users and algorithms) that a piece of content relates to a specific topic or belongs to a category. Hashtags help make content discoverable in on-platform searches and, effectively, reach more people." -Hootsuite blog

They always start with # but they won't work if you use spaces, punctuation or symbols.

Make sure your accounts are public. Otherwise, the hashtagged content you write won't be seen by any non-followers.

Don't string too many words together. The best hashtags tend to be relatively short and easy to remember.

Use relevant and specific hashtags. If it is too obscure, it will be hard to find and it won't likely be used by other social media users.

### Why Use Hashtags?

Nearly all Instagram users follow hashtags and/or use them. Hashtags are a way to connect social media content to a specific topic, event, theme or

They help you track what users are interested in and the content they are posting.

Hashtags are a powerful way to help your posts reach your target audiences, attract followers, and boost engagement.



They are also one of the best and most effective ways to see the culture, reach it, and challenge it.

Many social change movements have started or been amplified by the use of a hashtag: think #metoo or #likeagirl

#EachforEqual and #IWD2020 were used across social media platforms, including LinkedIn, on International Women's Day.

Search (and use) these hashtags to get an idea of what's relevant to anti-ageism issues and to see what types of content are being posted relevant to the hashtag and topic.

- #endageism
- #exposeageism
- #agepositive
- #loveyourage
- #agewell
- #instagramover50
- #proage
- #positiveaging
- #agingredefined
- #embraceaging
- #agingequalsliving
- #agingisliving

The following hashtags are ageist and should get less exposure on Instagram but are, sadly, highly popular. For example, #antiaging has 13 million posts. These are likely beauty and skincare products and brands that promote anti-aging.

The hashtag #wrinklefree, which has 342,000 posts, is another ageist one.

These are troublesome compared to the anti-ageist hashtags on the previous slide.

- #antiaging: 13 million posts
- #foreveryoung: 6.3 million
- #antiagingskincare: 1 million posts
- #antiagingproducts: 296,000 posts
- #wrinklefree: 342,000 posts
- #stopaging: 10,800 posts
- #wrinkleremover: 10,600 posts
- #agingsucks: 5,000 posts
- #oldpeopleproblems: 58,100 posts
- #youthtothepeople: 64,400 posts





## 2.3 Tips for engagement and growth

If your goal is to grow your account, there are some key ways to do this:

Start by liking and commenting on posts you follow, and share them when you feel they are compelling enough to do so.

Follow accounts/people. This is one of the best ways to get them to follow you back.

Post consistently: 3 to 5 days per week if possible

Engage with those you follow.

A word about algorithm: Instagram's algorithm calculates how likely someone is to interact with a post, known as a score of interest, which ultimately determines the order in which posts are displayed in their feed.

The algorithm on IG also takes into consideration the likelihood of five important interactions, which help it determine feed ranking:

- Time spent: Are you going to spend time on the post?
- Likes: How likely are you to like the post?
- Comments: How likely are you to comment on the post?
- Saves: How likely are you to save the post?
- Taps on Profile: How likely are you to tap on the profile after seeing the post?

Respond to ALL comments on your own posts, as well as like them.

Go to the top posts on hashtag pages, engage with them: like, comment, and follow them.

Some marketing experts swear by this rule to growing your account faster:

- As above, go to the top posts of the hashtags we suggested you use and/or follow
- Click on one of the top posts
- Like it and comment on it (using either an emoji or a few words)
- In some cases, and depending on how well you like the post, share it on your story or in a new post.

How to use hashtags to advance a movement:

Add them to every post and Instagram story. The optimal number of hashtags to use on Instagram is 5 to 10.



Include hashtags after writing your caption. You can also include hashtags in the comments section when engaging with your followers.

And you can include up to 10 hashtags in your Instagram Stories. (Note that Instagram Stories are no longer featured on hashtag pages or shown to users who follow a tag. This means that hashtags won't necessarily help get your Stories in front of new audiences, but you can still use them to add context to your content.)

It's also possible to include hashtags in your brand's Instagram profile bio.

When you tag someone on Instagram, it triggers a notification for the person/account you tag (except when a private account tags someone who isn't following them.)

There are several ways to tag someone in a post. Here is an article that describes how to do that: <https://www.businessinsider.com/how-to-tag-someone-on-instagram>

How to share content/photo from another account:  
<https://blog.hubspot.com/marketing/how-to-repost-on-instagram>

This is a new age-positive image library (that is free!) created by the Centre for Ageing Better: <https://ageing-better.org.uk/news/age-positive-image-library-launched>

## **YOUR TURN; Exploring and Engaging**

- Follow 3 new accounts
- Explore hashtags
- Find one post to like and comment

## **3 - Making Sense of Instagram Content**

When exploring Instagram, it can be confusing to make sense of the content you're seeing, much less creating on your own. After all, Instagram is known for providing a wide variety of content, and multiple ways to engage.

There are 3 main types of Instagram content you should know when starting out:

- Posts
- Stories
- Direct Messages

Instagram also has Reels (similar to TikTok videos), Live Video (similar to Facebook Live), and IGTV (longer videos similar to YouTube videos). This workshop does not cover creating these types of content.



### 3.1 Posts

Posts consist of images (or videos) and text that are created to inspire, educate, and inform your followers.

If social media is part of your marketing strategy, you're familiar with posts. Posts on Instagram are a great way to:

- Gain followers with sharable and saveable content.
- Build authority with educational posts using 10-image carousels.
- Strengthen the mission and values of your cause.

**TIP** - When people discover you, they'll often check out your most recent posts. Posting 3-5 times per week with a variety of strong, relevant posts will gain loyal followers.

#### To create a post on the desktop:

- Tap on the + symbol in the upper right.
- Drag or select photos or videos from your computer
  - You can resize or zoom
  - If you select multiple, you can re-order them
  - You can also add filters
  - When done, select next
  - **TIP** - Although you can resize photos on Instagram, posts are designed to display square photos.
- Add a caption
  - The caption is 200 characters and is displayed below your photos/video.
  - When discovering your account, many people will read older posts to get an idea of the type of content you share, so make sure your posts are relevant.
  - When creating a post, follow these guidelines:
    - The first line is important. It should hook the viewer into reading further.
    - Add a few additional sentences to tell your story or expand on the reason for the post.
    - End with a call to action, like tag someone, share this post, or visit the link in my profile to sign up for this event.
  - Add relevant hashtags so your post can be discovered by others on Instagram.



- You can add hashtags to the end of your post or in the first comment of your post.
- The number of hashtags you use is up for debate by Instagram experts. Some say use no more than 5, while others say you can add up to 30.
- However many you decide to use, make sure they are relevant.
- **NOTE** - Editing on mobile is tricky, since you can't use the spacebar. Many people format the caption on Notepad with proper spacing for readability, and then copy and paste it into the Instagram app.

### To create a post on mobile:

- Tap on the + symbol in the bottom left.
- Select photos or videos from your computer
  - You can resize or zoom
  - If you select multiple, you can re-order them
  - You can also add filters
  - When done, select next
- Follow the caption instructions above.

### Repurposing Facebook posts for Instagram:

- There are a few minor changes that need to be made to repurpose the content you post on Facebook to Instagram:
  - Mentions: Find the correct Instagram username to @mention.
  - Links: Remove links from Facebook posts and move them to the Instagram profile if appropriate.
  - Call to action: Make sure the action steps at the end of your Facebook post make sense for Instagram.
- You can also share your Instagram content to Facebook.
  - On your Professional Account, set up Facebook sharing to your business page.
  - Edit the post on Facebook to update mentions, add links, and review the call to action.
  - Instagram stories can be easily shared to Facebook, adding engagement and interest on Facebook.
- Types of posts that do well on Instagram
  - Quotes; that are shareable and include context on why they are relevant.
  - 10 Image Carousels; mini-slide shows that highlight your cause.
  - Images of you; including a story to provide context.



## 3.2 Stories

Stories were introduced in 2016 with features similar to the widely popular Snapchat.

Stories allow you to share moments of your day through photos and videos, accessible as a slideshow by tapping your profile image in the story section. The stories you create are available for 24 hours, making this type of content more spontaneous, personal and engaging.

Instagram provides tools that make adding creativity to stories easy, including ways to mention accounts, add hashtags, share links, and add animated stickers.

Stories are a great way to connect with followers, establish trust, and call your followers to action.

**NOTE** - The story creator tools are only available on mobile. You can't create Instagram stories on your desktop.

### To share a post to your Instagram Story (mobile only)

- When you are reviewing posts from people you follow, an easy way to engage is by sharing their post to your story.
- Tap the airplane icon, and tap 'Add post to your story'.
- A basic story is created, with the ability to add your own text, or stickers. Some useful stickers include:
  - Adding location, hashtags, @mentions, or links.
- **TIP** - If you have Facebook sharing turned on, this story can easily be shared to your Facebook stories.

### To create an Instagram Story (mobile only)

- Stories can be intimidating to create when starting out, but they are a great way to let your followers get to know more about you and your cause.
- The easiest story to create starts with a photo you've taken on your phone.
  - Tap the + sign to start your story
  - Select a photo from your phone
  - Add text and/or stickers
- **TIP** - Looking for story ideas? Make note of the stories that catch your eye or are helpful.


## 3.3 Direct Messages (DMs)




Instagram lets you send messages directly to one or more people, whether they follow you or not.

These messages can include text and photos or videos you take or upload from your library. You can also send links, posts and Instagram profiles.

### **To access Direct Messages:**

- Tap the  Direct Message icon in the upper right on mobile or desktop.
- “Unread direct messages” will show a red badge with the number of messages unread.
- You’ll see a list of the conversations you’ve had with accounts on Instagram. Tap on the account to continue the conversation.

### **To create a new Direct Message Conversation:**

- Tap the  pencil icon in the upper right and search for the person you want to message (anyone on Instagram).
- Type your message, optionally adding video, photos, or stickers.
- Tap Send to send your message.

Here are some of the most common Direct Message activities you should be aware of when you’re starting out.

- Responding to people who mentioned you in their story. Double-tap to send a heart response or press and hold to send other emojis.
- Responding to people who liked or commented on your story. You can simply double tap and they will receive the reply.
- Any messages sent directly to you. You’ll be surprised at the conversations started in Direct Messages on Instagram.
- **TIP** - Quickly reply by double-tapping to send a heart response or press and hold to send other emojis.

**NOTE** - Messages from people you don’t follow will appear as message requests. You can delete the message or respond.

### **YOUR TURN; Making Sense of Instagram Content**

- Find a post you like and share to your stories using the airplane icon.
- Send a ‘thanks for following’ direct message to someone who has recently followed you.



- BONUS - create a post by repurposing Facebook content

## Next Steps

- Support your favorite anti-ageism accounts Instagram!
- Comment, share, and like the content that resonates with you.
- Call out ageist language and posts when you see them.

## Resources

- Changing the Narrative
  - [Guidelines for Age-Inclusive Communications](#)
  - [7 Great Reasons to Use Instagram for Social Activism](#)
  - [Facebook vs Instagram; What Every Activist Should Know](#)
- Instagram Training
  - [Instagram Help Center](#) accessible through settings
  - [Senior Planet](#) has virtual Instagram classes; check their website
  - [Skillshare](#) has a variety of Instagram classes
  - Follow these accounts for Instagram tips and inspiration
    - [@\\_socialsam](#)
    - [@theinstagramexpert](#)
    - [@jasminestar](#)
- Canva Training
  - Free training by [Canva](#)
  - Follow [@canva](#) on Instagram for tips
  - The [Complete Canva Course](#) on Udemy
- Instagram Hashtag Tools
  - Instagram Hashtag Tool by [Later](#)
  - [Social Sprout](#) hashtag tool
  - [Flick Instagram](#) hashtag tool

