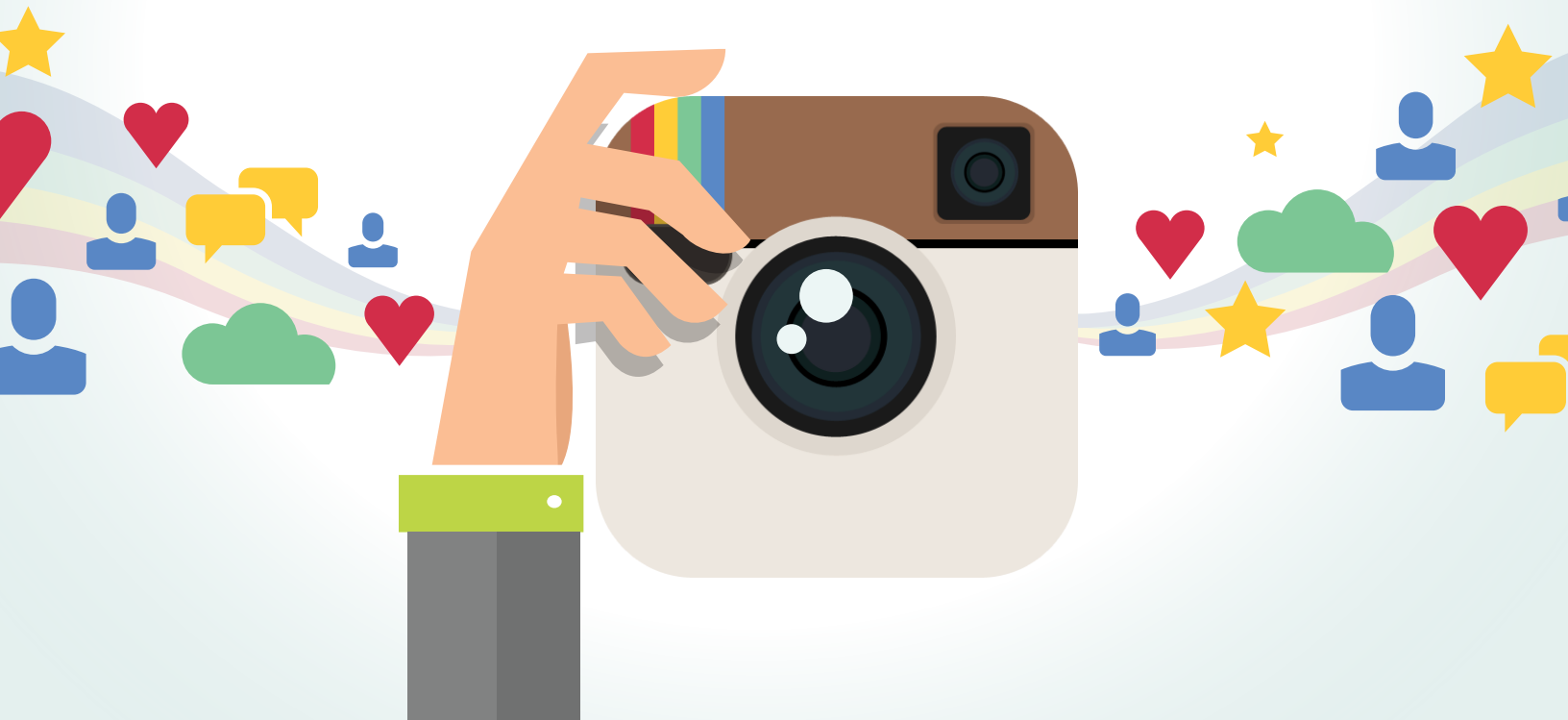


# The Ultimate Guide for Instagram

Learn how to use Instagram to connect  
and tell the story of the school



# Instagram for Schools Guide

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# Introduction

You've decided that your school or district needs to start using Instagram but aren't entirely sure where to start. Your students are busy snapping off photos from their phones and sharing them. Maybe some of your social media-savvy staff are doing the same.

Isn't it time your school get into all this sharing? Instagram embodies the way our culture is sharing stuff these days. The sooner your school or district embraces this medium, and adds it to your quiver of communications tools, your school messaging will begin resonating with students and your school community in very engaging ways.

The *Instagram Guide for Schools* is designed to help the school communications professional begin using this pervasive medium to **enhance engagement with students, staff, media, parents and the entire school community**.

This guide covers the Instagram basics, how to set up and optimize your Instagram profiles, examples from schools using this popular medium, and some useful tools that will help you get Instagram going for your school.

Share this guide and what you learn from it with your superintendent, principals and other key leaders, and start using the hottest social media going.

## About the Author

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## Why Instagram now?

Instagram is the fastest-growing social media channel, with an estimated 80 million users in the United States. Along with Twitter, Instagram is the mobile social media user's companion of choice when it comes to getting and staying in touch with the people and things that matter to them.

Digital marketing watchdog eMarketer's analyst Debra Aho Williamson cites that over half the U.S. population uses social networks regularly, and while Facebook is still the largest player, **mobile social networking is where all the growth is occurring.**

Facebook, in fact, is so convinced Instagram is becoming the preferred method of sharing pics and short videos, that it recently purchased Instagram for \$1 billion. It's the perfect complement to Facebook, which is becoming the domain of an older, adult population.

Unlike the other mobile juggernaut Twitter, which people depend on to get and share all kinds of pop culture, media and personal opinions, **Instagram is not a news feed,**

**rather a photo and video-clip sharing medium.** Simply that. And it's Instagram's simplicity that makes it so popular. Instagram continues to catch on with an expanding audience because of a culture of photo-centric messaging that is the undercurrent of not only social media, but mainstream media as well.

Face it: images rule. Check your own practices on how you scroll through Facebook or scan your news sites. Look at how network news, for example, has turned into little more than an image magazine, supplanting real news-gathering and analysis with a montage of short video and visual images to depict the world news.

As a communications tool for schools, **teachers have been the early adopters of Instagram to engage their students.** Some of your own teachers, in fact, are using it to extend the classroom and get students and parents to share in the school experience. What better, simpler way is there to chronicle all the great things happening in and around a classroom than to share photos and video clips of the school experience?

Very few schools, however, are using Instagram as a strategic communications tool. Isn't it time you look at how it can be part of your communications mix? It's easy. Download the app, snap a pic from your phone, then start sharing all the cool things happening at your school via the hottest social media channel going.

## Instagram basics

### It's simple.

Instagram is a mobile-only app for posting and sharing photos and quick-clip videos. It's extremely popular, especially among teens and young adults, because it's simple to use and it embodies the essence of social media – capturing moments and creating dialogue very quickly and simply. The real beauty of Instagram is in the simplicity of the medium.



Once the app is loaded onto your phone or other mobile device, snap a picture, or record up to 15 seconds of video and you're ready to share it. If you want, you can customize or enhance your 'Gram' with captions and special effects before you post it. You can also tag your post with hashtags, which help you increase the chances of your Gram being shared. More on [hashtags for Instagram](#) later.

You choose how you want to share your posts – public, private or direct to certain groups. For schools, you'd want to share your Instagram content with the public, for the goal is to extend your reach. You can also share it to other social networks like Facebook and Twitter. (Note: some classrooms opt to keep their account private, for access only by designated parents, for example.)

## **It's spontaneous.**

Another beautiful aspect of Instagram – and why it's so popular with today's younger generations – is the natural, unplanned nature of it. Many of the best images captured are those spur-of-the-moment, candid shots and clips that afford glimpses into the personal, human interest content everyone loves.

For the school communicator, who might be used to a regiment of cranking out letters from the superintendent, news releases, monthly newsletters, board meeting notes and the like, you're going to have to suspend your routine some (or add to it) to **embrace the beauty of capturing impromptu moments** with Instagram.

That's not to say Instagram cannot be used to support all of the above and then some, but think of it as a "photo first" kind of medium. A picture of your super or principal engaging with parents or students naturally in an unstaged photo goes a lot further than a posed shot. Think authentic.

## **It's public.**

While spontaneity in photos goes a long way with depicting the character of a classroom, the dedication of a teacher, or the joy of a student, there are still some guidelines school administrators need to keep in mind.

The personal nature of Instagram photos and videos requires users – both individuals and institutions – to **be sensitive to privacy issues**. A concern with any social media, bad taste or bad judgment on the part of user can create uneasiness at best, illegal harm at worst.

Always keep in mind what you're sharing is public, and likely will be shared and shared again. Remember, in many cases, you are dealing with teenagers. You have to be at least 13 years old to have an Instagram account. So avoid the negative content, extremely personal stuff, and certainly anything that smacks of bullyism or derogatory images or content.

Many schools use a **blanket model release** form that students and parents must sign. For a great User Acceptance Guide, check out what Jennifer DiBella at Stevenson High School (Chicago) did. She created a social media 'registration form' <http://bit.ly/1Fec85X> on her website that gets agreement for anyone participating in the district's social media.

For concerned parents, direct them to this handy Instagram guide: <http://bit.ly/1F2FF1e>

## Getting started

When it comes to schools using social media, Instagram is usually third in line behind Facebook and Twitter. If you don't already have a social media mission statement in place, create one for each channel. It is important to **put social media in context of your larger communications goals**. Create a mission statement that lays out what it is you're trying to accomplish with Instagram.

This is important so that when a parent or anyone asks why your school has an official Instagram account, you can simply point to the mission statement. It is essential to **get buy-in** from everyone in the school leadership – namely the superintendent, school board and principals – to make Instagram and your other social media support all your communications.

### **SAMPLE INSTAGRAM MISSION STATEMENT:**

---

*East Central School district will use Instagram for sharing great visual content about its schools and people to foster positive engagement with the school community.*

---

All the key stakeholders in your school communications need a clear idea of how Instagram fits into your larger communications strategy, including other social media, websites and non-digital tactics.

## Build a team.

Next, put together a small team of people who can help you **manage the process and help promote Instagram** at your school. Having others involved in finding and creating social media content is a good start to the user-generated content network that will build as your social media program gets rolling. A team approach also helps share the burden of generating and managing your Instagram content.

Your team will serve as champions for not only Instagram, but for social media and web communications in general. **Surround yourself with social media supporters:**

- **Teachers, other staff.** Reach out to some social media-savvy colleagues. If you're lucky enough to still have art teachers or photography instructors in your school, these folks are natural partners in the Instagram cause.
- **School yearbook staff.** This group of communicators, including the yearbook staff supervisor, is your readymade bunch that can help you accelerate use of Instagram to help you share your school's stories in pictures.
- **Clubs and extracurricular groups.** Students are the ones most familiar with using Instagram, so call upon the club leaders and supervisors to start sharing their respective subject matter.
- **College intern.** Social media jobs are among the hottest jobs available, so check with a local college to find a student or recent graduate looking to gain some valuable experience and have them jump start your Instagram activity.

How you structure the Instagram process at your school is up to you and the resources you have, obviously, but don't try to do too much too soon. **Start small, and get some early successes** (reGrams and followers!) No need to get overwhelmed.

## Instagram account set up

After determining who's going to be posting pictures on behalf of your school, you need to **set up your Instagram account**, or in some districts, multiple accounts.



In many cases we realize the task of managing the official Instagram account(s) will be driven by the communications lead in your district. So start with a district-level or high school account. Typically, schools don't 'dive in' with lots of accounts, but even if you're looking to **simply start with one Instagram account**, give some thought as to how you want to establish the framework for multiple official school accounts when you start fully realizing the power of Instagram.

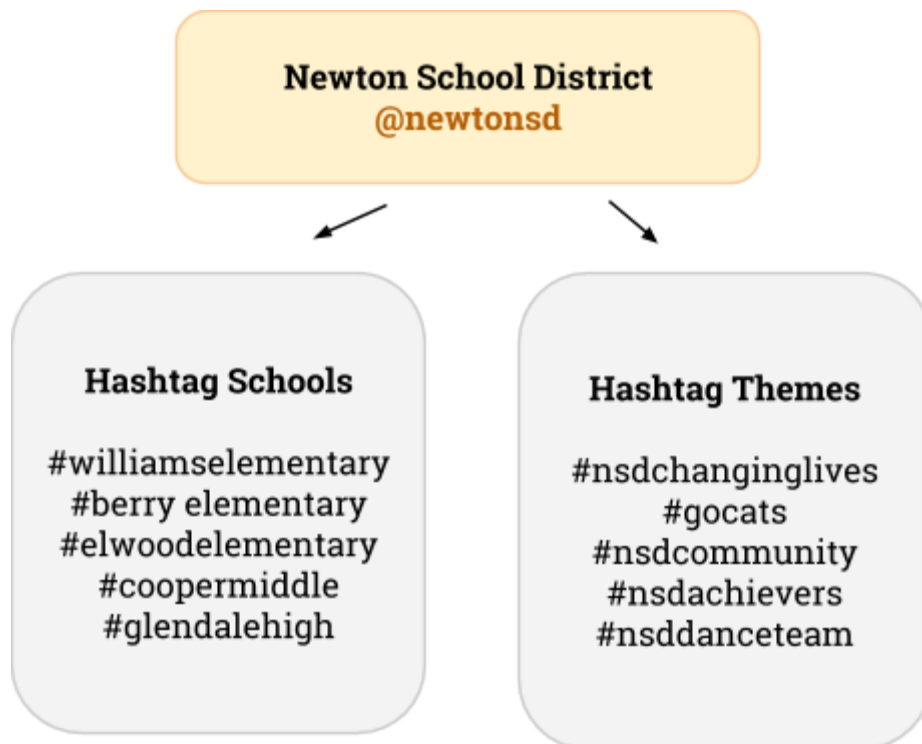
One way to organize your user groups and broaden your Instagram presence with messages to targeted groups is through the use of hashtags.

For more help on setting up an Instagram account, check out this guide:  
<http://bit.ly/1zTtTai>

## Structuring your Instagram accounts

Rather than setting up multiple accounts, you can opt to create one account (e.g., district or high school) then use hashtags to denote the distinct groups.

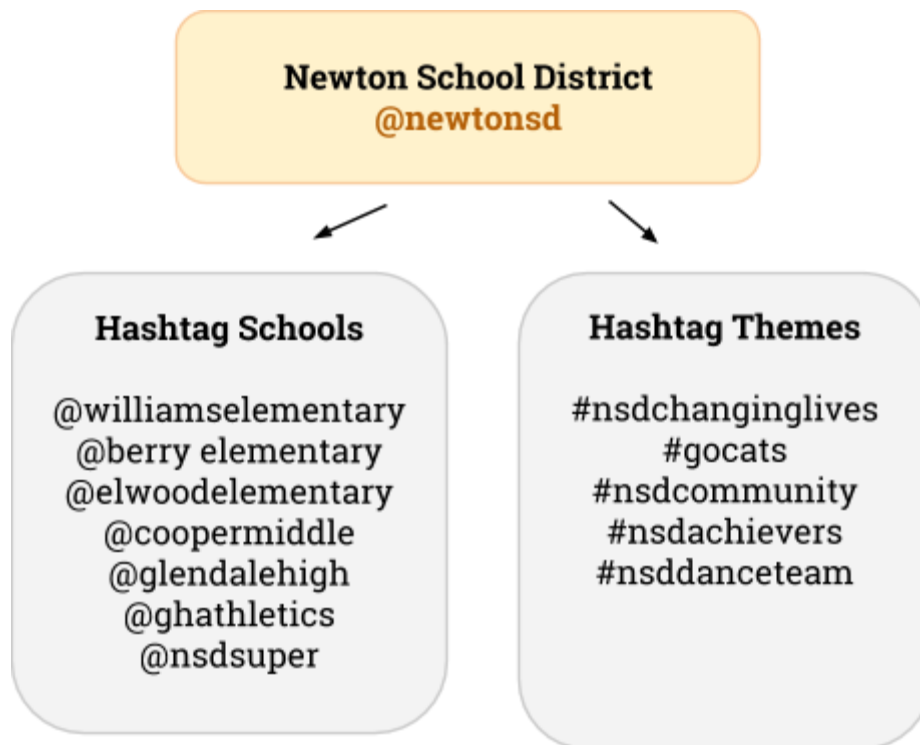
### SAMPLE INSTAGRAM USER GROUP SETUP:



## Advanced set-up

If your Instagram and social media development is to the point where you want to establish multiple accounts, then give some thought as how to best organize it. Certain departments and people could each have dedicated accounts. (e.g., athletic teams, drama club, cheer squad, etc.).

One key best practice you'd want to put in place is to give your **superintendents and/or principals** their own account. This is a great way to both personalize the school experience for your Instagram followers and depict your school through the eyes of schools' leaders.



# Optimizing your profile

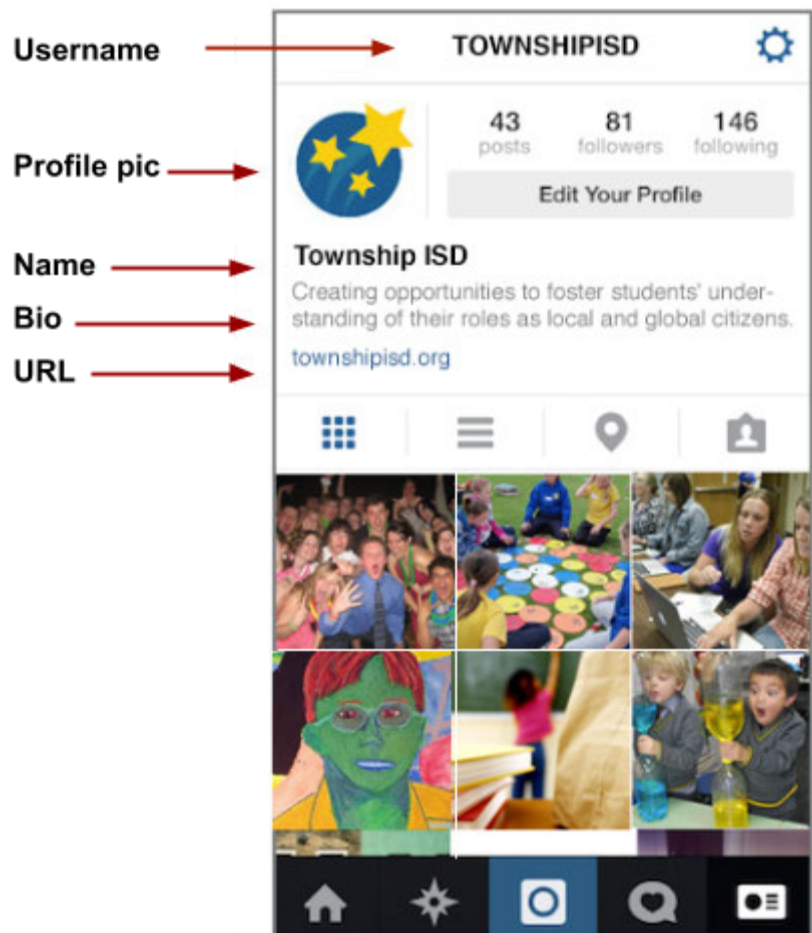
After determining how many accounts, and who has privileges and access to those accounts, be sure to optimize your account profile. Make the most of the information you provide in the profile, which includes images and descriptive biography information. Size of images, links and length of copy come into play here.

## Username

- Try to use the same username across social networks. This makes it easier for your community to find, follow and communicate with you.
- Make it concise and easy to spell
- Your username automatically becomes your URL address: [www.instagram.com/eastcentralhigh](http://www.instagram.com/eastcentralhigh)
- Avoid numbers and underscores (no special characters allowed)
- Always displayed in either all caps or all lowercase

## Profile picture

This is the image in the upper lefthand corner of your profile. It displays as a small circle in the mobile app, and a rounded square in the web app. When sizing your profile photo, upload one at 180 x 180 pixels, so that resolution is maintained in both the mobile and web versions. Some schools and organizations like to use a logo here. If you do, make sure it's centered.



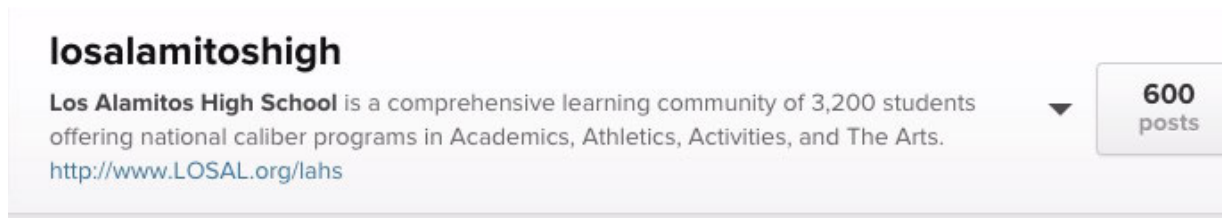
## URL

Include the link to your website. This is an opportunity to drive traffic to your school website. If you try to place a link in a caption or comment, it won't work. Your viewer will get the '404 Error' message. You can instead use this spot to direct them to your school's Facebook page or Twitter feed, but a your school or district URL is your best bet in the event those channels are a little light on content.

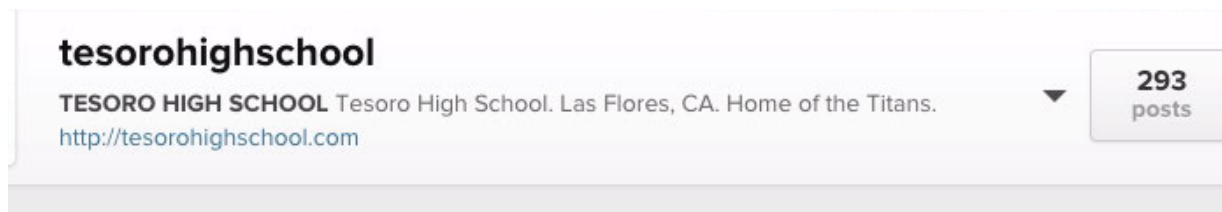
## Bio

Most schools play this pretty straight. You don't want to get too clever here, and above all you want the viewer to be able to quickly know just who's behind this account. Don't be bashful, however, about inserting some of the personality of your district, school or individual, whatever the case may be. This is part of that all-important first impression, so make the most of the allotted 150 characters.

Here are two different takes on how schools handle their own bios:



**losalamitoshigh**  
Los Alamitos High School is a comprehensive learning community of 3,200 students offering national caliber programs in Academics, Athletics, Activities, and The Arts.  
<http://www.LOSAL.org/lahs> 600 posts



**tesorohighschool**  
TESORO HIGH SCHOOL Tesoro High School. Las Flores, CA. Home of the Titans.  
<http://tesorohighschool.com> 293 posts

# Creating Instagram content

There is a variety of subject matter to share, but keep in mind you don't want to try to do too much with an Instagram post. If you can't get the message across with a picture or video clip and a snappy caption, don't bother. Details and longer treatments of content are better left to other media.

There's really no limit to the kinds of posts that can either directly or indirectly promote your school. Photos and images can be about **news, events or any human interest** pertaining to your school.



Photos are a **powerful, easy way to recognize individuals** in your school community – students, teachers, staff, parents and others. Images can drive action too, such as promoting an event, encouraging people to donate, finding volunteers, or even getting voters out to support a tax levy.

Images can also simply **serve as a photo or video record of an event**, an impromptu school happening, or quick glimpse in the day in the life of a student, faculty member or staffer. The right Instagram post can also be used to 'tease' or preview stories and other interactions with the school.

While content being pushed out through other social media (Twitter and Facebook) can be more detailed and comprehensive, (ideas, full stories, thought-provoking dialogue) Instagram's content wheelhouse is the personal, warm-and-fuzzy look at your school.

Josh Constine, writer with *TechCrunch*, speaks to the personal nature of Instagram: "It's the most vivid way to let someone, no matter how far away, feel like they're standing right beside you. If Facebook is the heart, and Twitter is the head, then Instagram is the eyes, and the eyes are the window to the soul." So show everyone your school's soul.

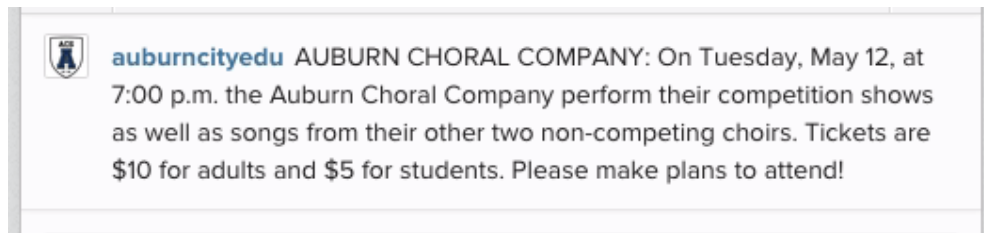
# Cool Instagram ideas

Coming up with good content might seem difficult at first, but if you keep in mind the variety of kinds of content you can use, you'll find the sky's the limit. Keep it light, keep it visually engaging.

## A few words about captions

We all know Instagram is all about the image, but you should always caption your Instagram post. Take this golden opportunity to elaborate or connect the image to a school message. A 'beauty' or art shot can stand on its own and speak for itself, but in *just about* every case, take the time to add some detail, include names, or crack wise. The character limit count for captions is actually quite high, but keep it under 150 characters. No one takes the time to read long captions anyway. Think short, snappy.

A solid example of effective use of caption:



## Ideas for posts

1. School picture of the day
2. Photos of athletic teams practicing
3. Scoreboard photos that show your big wins
4. Photos and videos of new teachers and staff
5. Video clips of pep rallies
6. School cancellations and any emergency notification
7. Behind-the-scenes of dress rehearsal for a school play
8. Upcoming events reminders
9. New additions to your library
10. Video greetings from staff members

See the following pages for examples of real posts from real schools.

## Preview upcoming events at your school.



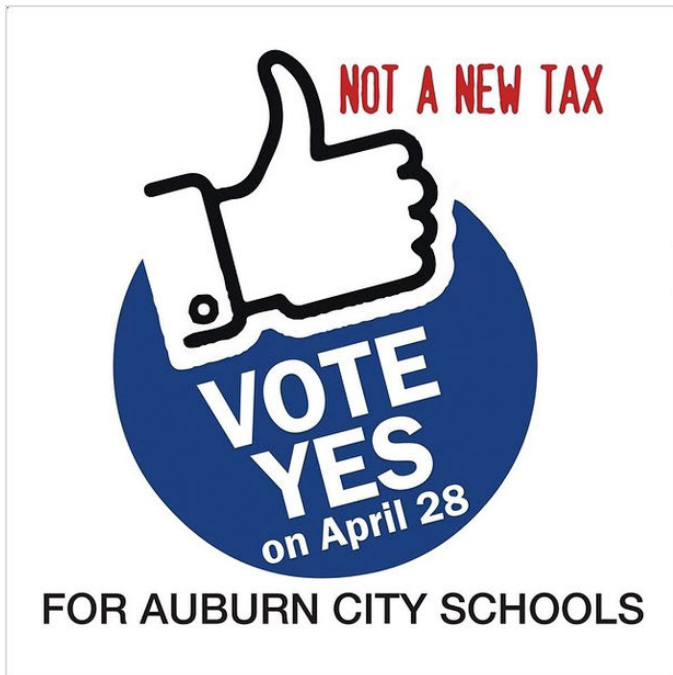
**cathedral\_high\_school** Following  
2 months ago  
Our Town presented by Phantom Theatre. Tickets on sale now. Tickets sell out quickly. Play runs this week and next. Visit our school website for exact dates and times. Contact bbroch@chsla.org for more information.

aretem, its\_tony101, averdriann and 93 others like this.

**sebocuban09** @deayhoe  
**bbluv07** @bruno\_uranus4132 awesome  
**pepechuy310** Nice job @bruno\_uranus4132 proud of you mijo keep it up

Leave a comment...

## Get out the vote for school tax levy.



**auburncityedu** Following  
2 weeks ago  
**APRIL 28 VOTE:** Don't forget to vote tomorrow!  
City Council Calls Special 5-Mill Election to Approve School Funding  
The Auburn City Council has called for a Special Election on April 28, 2015 to ask voters to approve funding for construction of a new Auburn High School. The vote does not involve any new or increased taxes. Residents will vote on whether bonds may be issued to

carriewhorne, kels\_j14, powell572 and 21 others like this.

Leave a comment...

## Capture school events while they're happening.




**auburncityedu** Following  
3 weeks ago  
DRESS REHEARSAL: Auburn High presents 'Sound of Music' in musical's 50th anniversary year  
What: "The Sound of Music"  
When: April 24, 25, at 6 p.m.; April 26 at 2 p.m. and 6 p.m.  
Where: Auburn High School  
Cost: \$10  
Everyone please plan to come out this weekend to see

♥ cadypridgeon, \_cara\_herring\_, theoaks61 and 34 others like this.

Leave a comment...

## Promote all your school's social media channels.



**SUPPORT YOUR SCHOOL SYSTEM**

**Get social with @AuburnCityEdu**

**auburncityedu** Following  
4 days ago  
Get social with us here at ACS. Stay updated on all things within the school system! Cross-platform handle: @auburncityedu #Auburn

♥ kreativevolution, dstankersley, kels\_j14 and 5 others like this.

Leave a comment...



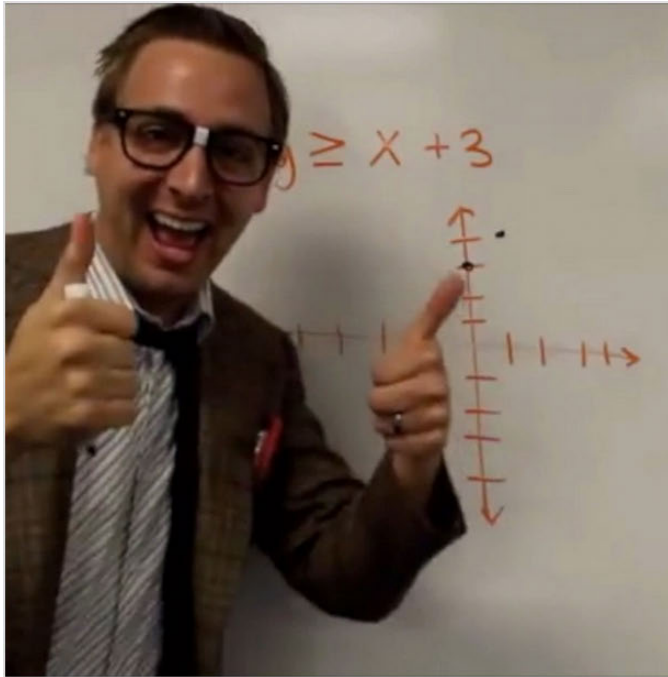
## The ubiquitous, ever-popular 'selfie' photos.



## Allow people to exercise their artistic side.



## Bring a classroom teaching moment to life.



**I ❤️ Los Alamitos High** Following  
5 months ago  
Mr. Strong wants to remind all students at #LOSAL to "Graph It Out, Graph It Out..." <http://t.co/Fr4t157YRH>

♥ [jessse.m. kennedy22277](#), [glo.choi](#) and 338 others like this.

[mikayla\\_dena](#) @born2flip  
[katherineingram](#) @therese\_nina omg  
[pay\\_lewis24](#) @chasecamino\_  
[chasecamino\\_](#) All of a sudden I like to graph 😊 @pay\_lewis24  
[tristanlarison](#) @realteenmom42  
[lifeofhayley](#) @lifeofchloe @chiara\_ballerina @claire.powers @lifeofj @all\_willson @ck\_ballerina @erinn\_critter @anna\_reiser ... Y'all know why I'm tagging U in this for... Don't even have to say it  
[kasielynn4](#) @lauraloo02

Leave a comment...

## Engage staff and students with spirited imagery.



**I ❤️ Los Alamitos High** Following  
2 months ago  
#50ShadesOfRed FREE "Don't Believe Me Just Watch" Shirts for all GriffFans tonight. America-themed accessories 🇺🇸🇺🇸

♥ [Jordan\\_h99](#), [andrea3965](#), [monique2xh](#) and 506 others like this.

[shipwrecked74](#) A principal that gets as involved with the students as this one does makes a very lasting impression  
[nashleystevens](#) @emmcot I see you!  
[jack3strada](#) @smartin55 😊  
[mamahasselbrink](#) #whereswaldo #wheresdrarnold

Leave a comment...

## Build a story to depict just about any school moment.



**cathedral\_high\_school** Following  
3 weeks ago  
Dr Bartel leading the band at today's Cultural Food Day lunch.

its\_tony101, xsosa99, averdiann and 74 others like this.

sebastianmirano  
I really appreciate this pic! 🎵🎸🎹🎺🎻🎷

cathedral\_high\_school  
@sebastianmirano 🙌👍

Leave a comment...

## Share cool spontaneous events.



**I ❤️ EA losalamitoshigh** Following  
11 months ago  
#tbt To when this happened last week at Graduation.  
#OnlyATLosAI #ClassOf2014

h\_d\_j\_008, kaylidoles, oak\_middleschool and 462 others like this.

emilyamarantoss  
@tristanaaron13

daniiwami  
@tiffpavon this was what I was tryna tell you!

Leave a comment...

# Making the most of Instagram

Once you've got the basics down, there are some other tips and tools you'll want to explore to get more out of Instagram. Below we show you how to work with photos; how to switch back and forth from your personal account to school account; handling negative comments; promoting your Instagram account, and more.

## Managing multiple accounts

You've set up your school Instagram account, you've got your Instagram team together and they're ready to start posting – but there's a problem. They each have personal Instagram accounts on their phones, so every time they want to post something to the school account, they have to log out of their personal account and login in the school account. It can be a hassle jumping back and forth between the two.

The following apps are among the most popular for switching back and forth between Instagram accounts. These free and inexpensive apps install on your phone, allowing you to manage and post to multiple accounts. Depending on what type of OS you have on your phone, some options are listed below.

*Digital Trends* reviews some of the popular apps for managing multiple Instagram accounts here: <http://bit.ly/1dC3YC4>. Here's a quick rundown:

### iPhone apps:

**Fotogramme** - <http://apple.co/1zWeEOh>

This is a free, no-frills app for iPhones and iPads. It's important to note that this app is for viewing only. You can search posts by username, location and hashtag; check out your own stuff; but you can't post photos or videos.



**Multigram** - <http://apple.co/1zWeCWD>

Multigram functions a lot like Fotogramme but with a few more bells and whistles that the \$1.99 price gets you. This app too is for viewing only.



## Android apps:

**Padgram** - <http://amzn.to/1zWeBC2>

Has all the standard features found in most multi-account Instagram apps, with the added benefit of allowing you to post content within its own platform. Both the Padgram and Instagram apps must be installed on the same device to enable posting.



## Managing comments and responses

As with any social media channel, it is important that you stay on top of comments made on your photos, and make some comments yourself. If you wish to grow followers and build a community, you have to become part of the community. For added convenience, Instagram does offer a desktop version, but it is for viewing only. This is a good start for monitoring Instagram activity. For more robust monitoring and managing, listed below are a couple of tools you can use on your desktop in addition to the app on your phone.

**Hootsuite** - [www.hootsuite.com](http://www.hootsuite.com)

Hootsuite is a very popular social media publishing tool that you can use to schedule all of your social media such as Facebook, Twitter and Google+. Hootsuite also allows you to add additional apps to your account such as Instagram. While it does not provide the ability to schedule and post the photos to your account, it does provide the ability to comment and conduct searches on keywords.



Adding Instagram feed to Hootsuite: <http://bit.ly/1zWeaaP>

**Iconosquare** - [www.iconosquare.com](http://www.iconosquare.com)

Iconosquare is a free tool that allows you to manage all aspects of your Instagram account. While you can access your account through [www.instagram.com](http://www.instagram.com) for various features, Iconosquare provides features to grow a strategy, effectively interact with your community and measure your efforts with metrics.



## Handling negative posts

As with any social media, the possibility exists that some clown may take it upon himself to get negative in one way or another. Maybe you're tagged in someone else's post and you'd rather not be; perhaps you're being harassed or there's one stray comment on your wall that you need to address; could be you might even need to delete a post, or block or report a repeated problem user.



All these issues are easily handled within the Instagram app itself, but it does take diligence on the part of the school or individual user to monitor your social media activity (see above) to nip negative activity in the bud. This is where your school's social media team – with designated persons responsible for monitoring activity – comes into play. **What's worse than negative comments is neglecting or ignoring them.** Negative comments that go unattended can fester and ultimately reflect poorly on your school.

First of all, make sure you're monitoring Instagram and all your social media channels. When a negative comment does rear its ugly head, acknowledge it. In most cases, your response should be taken offline, handled privately and directly. Note: especially with Instagram, a public response from the school is rarely warranted or required.

## Reposting (Regramming)

You may find an image originated by someone else on Instagram that you'd like to post to your school account. Sharing images or videos of what others have posted on Instagram is called reposting or regramming. This practice is very similar to reTweeting, which is forwarding on to your followers a Tweet created by someone else. Instagram, however, does not have a reposting feature built in to its program, so if you want to have the capability of sharing others' posts, you'll need to download Repost & Regram for Instagram. It's a free app. [www.regram.me](http://www.regram.me)



# Building your following

The overall goal of using Instagram is to offer up glimpses of your school and make people feel good about it. The more you share and the more people you get following you, the more good feelings will spread. A good rule of thumb to get followers is to follow others. This typically triggers a reciprocal gesture of them following you, and before you know it, your number of followers will gradually begin increasing.

Another key to building your following is to be consistent with posting. **Two or three times a day is recommended.** Rare is there ever a day, however, when there aren't at least dozens of valid photo opps at your school worthy of posting to Instagram. The more the better. Seek variety in the subject matter and kinds of photos you post. (20 angles of the same group photo gets a little old.)

## Cross-promoting Instagram

Tap your communication channels and opportunities to promote Instagram. Take advantage of the many school events to announce and advertise your Instagram involvement. Consider an Instagram kick-off event such as a photo-contest to get things rolling. Conduct competitions by grade, classroom, clubs, departments, etc. Use these channels to promote your school's Instagram presence:



- Posters
- Take-home packets
- Advertising
- In-school signage
- Newsletters
- School programs
- Emails
- Events
- Open house

## Adding Badges

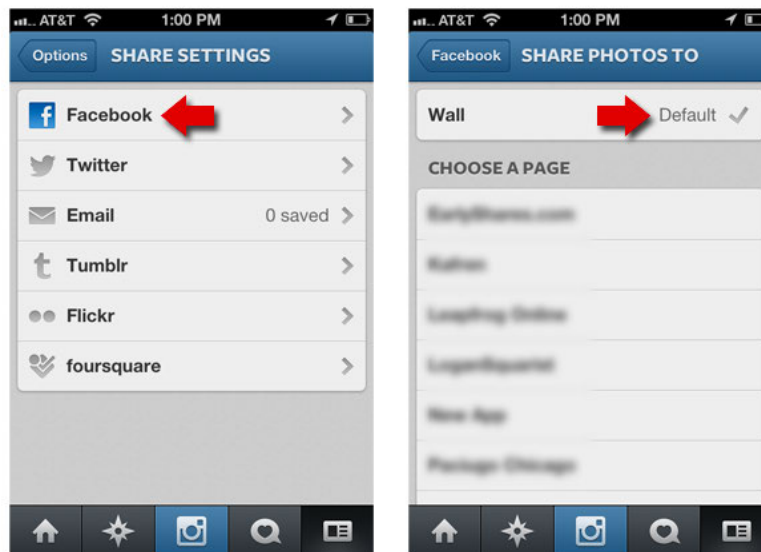
Just like adding social media icons to your website to promote your Facebook pages and Twitter feeds, you can also add Instagram badges. Badges are icons you can place on



your website, in emails, or anywhere you want to link people to your Instagram profile. Just go to the Instagram badge page, copy the HTML code provided and embed it wherever you want to show people cool pictures about your school. You can even customize your own Instagram badge.

## Sharing posts across social networks

Get more mileage out of every one of your posts by taking advantage of Instagram's built-in features that enable social sharing. Instagram makes it simple to share your photos and videos to other social media channels. All you need to do is check the networks you wish to share to (pick 'em all), and you'll make that one post go a long way. NOTE: The caption you write in Instagram shows up as your Tweet and will be included in the other media as well, so don't be hasty when [writing your captions](#).



## Using hashtags

Hashtags are at the heart of building your following and making Instagram a successful communications tool. Whether helping the various groups within your school community get closer to your school's content, or helping spread your message, understanding hashtags is crucial to making Instagram work for you. Using hashtags correctly can greatly enhance both sharing and discovering great content.

Hashtags provide a **powerful way to find, organize, and share your content** and even organize your users. Hashtags help your photos and videos get seen by more people.

Place a hashtag before a relevant keyword or phrase (no spaces) to help sort your Instagram post into categories. This helps your Gram show up more readily when



someone goes to search that topic. When you click on a hashtagged word, you are directed to all the other messages on Instagram so tagged.



For example, if you click one of the following, the viewer will be taken to every Instagram posting that has that same hashtag.

**#EastDanceTeam**  
**#newtonelemschool**  
**#MsJonesSocialStudies**

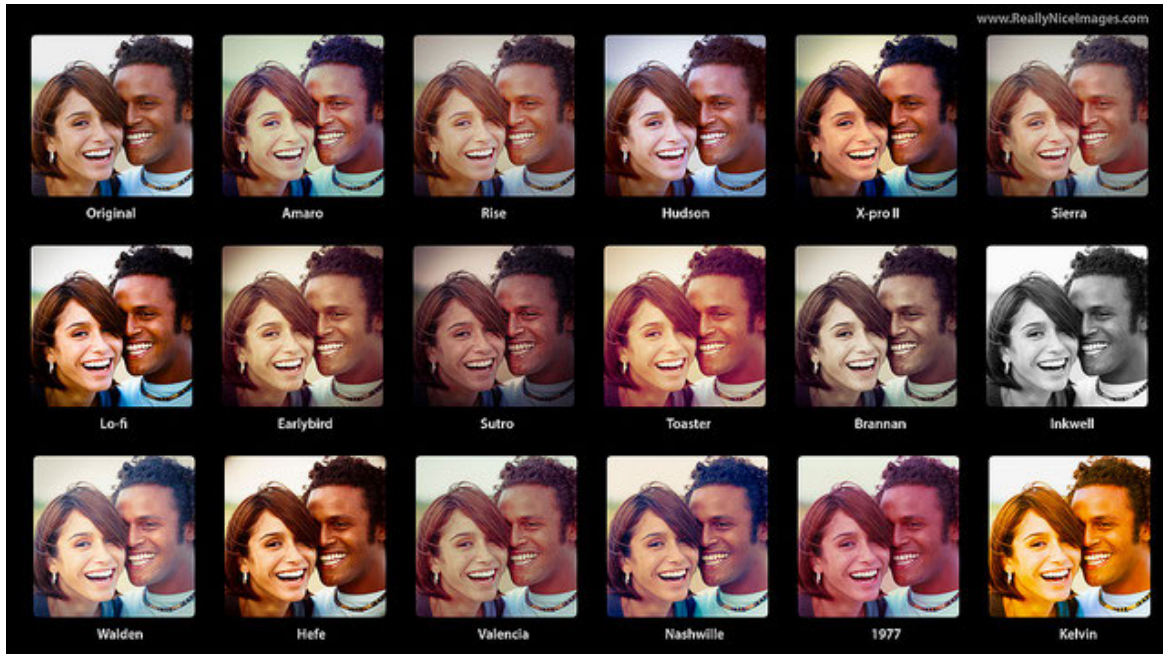
NOTE: Your account must be set to public (the default setting) to be searchable to the public. If a classroom teacher, for example, wanted to keep her class private, then it would be open to only those who follow her. Hashtags can also be used across other social media channels: specifically, Facebook, Twitter and Google+.

## Hashtag best practices

- Create uniform hashtag strategy around 'content hubs'
- Promote your school's hashtags, so users get familiar with where to hang out and know where to post on Instagram
- No more than 30 hashtags per post
- Refer to the school [hashtag user setup guidelines](#) above

# Photo editing features

One of the options Instagram features is the ability to customize using filters and effects you can apply to images. This makes it fun but also can enhance to your photos. You can



editing photos from a take a picture taken within the app, or pull from your image library. The next step is applying filters and effects and then adding a description. While we do not recommend going overboard, there may be times you apply filters to add a little life to the image. As a rule of thumb, authenticity outweighs anything else. So keep this in mind when you are posting images. Keep them real and don't overdo it.

## Watermarking

Watermarking is adding a visible image to a photo to indicate who owns the image. Professional photographers and photo services often use a watermark to protect their property, prevent people from using photos without permission or paying for it, and to promote their business.

Your school may want to consider putting watermarks on its photos. One of the downsides, however, is that it can distract from the image. That's a big downer in my eyes. Also, while there are apps such as \_\_\_\_\_ to help you with adding watermarks,

it's still time-consuming and just another thing on your list to do. Plus, who really cares if your images are shared without your permission, because the whole point of Instagram is to share images, well, 'freely', right?



## Instagram Guide for Schools from Campus Suite

So what are you waiting for? Get out your phones, download the Instagram app, and start capturing all the great moments at your school and begin sharing them online via Instagram – another great social media tool in your school communications mix.