Picture This

Using Instagram to Connect with and Engage Your Users

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Agenda

- Best Practices
- Content Ideas
- Inspiration
- Community Engagement
  - Online
  - Offline
- Instagram Stories
- Q&A
A Bit About Me

● Education
  ○ Media Studies and Politics
  ○ Library Science

● Experience
  ○ Technical Services
  ○ Public Services
  ○ Reference

● Not Professionally Trained in...
  ○ Photography
  ○ Photo Editing
What This Is

How to make the best use of Instagram to connect with users and build community.

What This Not

An Instagram tutorial.
Best Practices

- Image Branding
  - Composition
  - Consistency

- Great Photography
  - Framing
  - Perspectives / Angles
  - Natural Light (!!!)
  - Easy on the Filters
    (... seriously)

- Help Users Find You
  - Hashtags are good!
    *(in the original post or first comment)*
  - Location / Geotagging
  - Tagging Others
    *(in a way that makes sense)*
Best Practices

- Go Easy On...
  - Graphic/Poster Posts
  - Shelfies
  - Building Pictures
- Remember to...
  - Tell Your Story
  - Tell Your Users’ Story
  - Feature People
Best Practices

- Authentic Posts
- Post Regularly
- Comment and Reply
- CYA
  - Legal
  - Photo Rights
  - Permissions
  - Take Down Policy
  - Ask!
  - *Be Extra Careful with Kids*
Content Ideas

Books / Shelfies / Reviews
Displays / Exhibits
Events / Crafts / Storytime
Space / Places / Building / Grounds
Services / Behind the Scenes
Users / Staff / Community
Flat Lays / Fun with Books
Your Niche

@bookmarksnc
Inspiration

@strandbookstore @shakespeareandcopperis
@librarycongress @usnatarchives
@nypl @britishlibrary
@austinpubliclibrary @sfpubliclibrary
@ngadc @harpercollinsus
@burlingame_library @foldedpagesdistillery
@parnassusbooks @subwaybookreview
#librariesofinstagram #bookstagram
Doing It for the Gram
Connect On Instagram

Influencer Collaboration
Connect On Instagram

Design Your Space with Instagram in Mind
Connect On Instagram

Events & Exhibits Designed for Instagram
Connect On Instagram

Themes & Motifs
Instagram Offline

Featured Instagram Wall
Instagram Offline

Calendars & Prints
Instagram Offline

Contests & Giveaways
Instagram Stories

- The Three Hs:
  - Hot
  - Highly Engaging
  - HARD

- When to Story:
  - Events
  - Behind the Scenes
  - Interviews & Stories

- Consider instead...
  - Boomerang
  - YouTube
Resources

7 Things I Learned After Posting 100 Bookstagram Reviews in 100 Days
10 Beautiful Instagram Accounts for Book Lovers
10 Instagram Accounts Every Book-lover Should Be Following Right Now
12 Insta Easy Instagram Library & Literacy Promotion Ideas
12 Must Follow Library Instagram Accounts
13 Ways to Print Instagram Photos
How Instagram is Changing the Way We Design Cultural Spaces
How to Create a Physical Instagram Display
Seven Tips to Make Your Instagram Feed Stand Out
These 6 Tips and Tricks Will Revolutionize Your Instagram Story Game
Turn Your Instagram Photographs Into a Beautiful Tear Off Calendar
How To Use Instagram for Community Engagement
Computers in Libraries (October 2018)

All images taken by Meghan Kowalski except where noted.
Questions?