

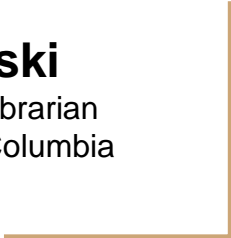


Picture This

Using Instagram to Connect with
and Engage Your Users

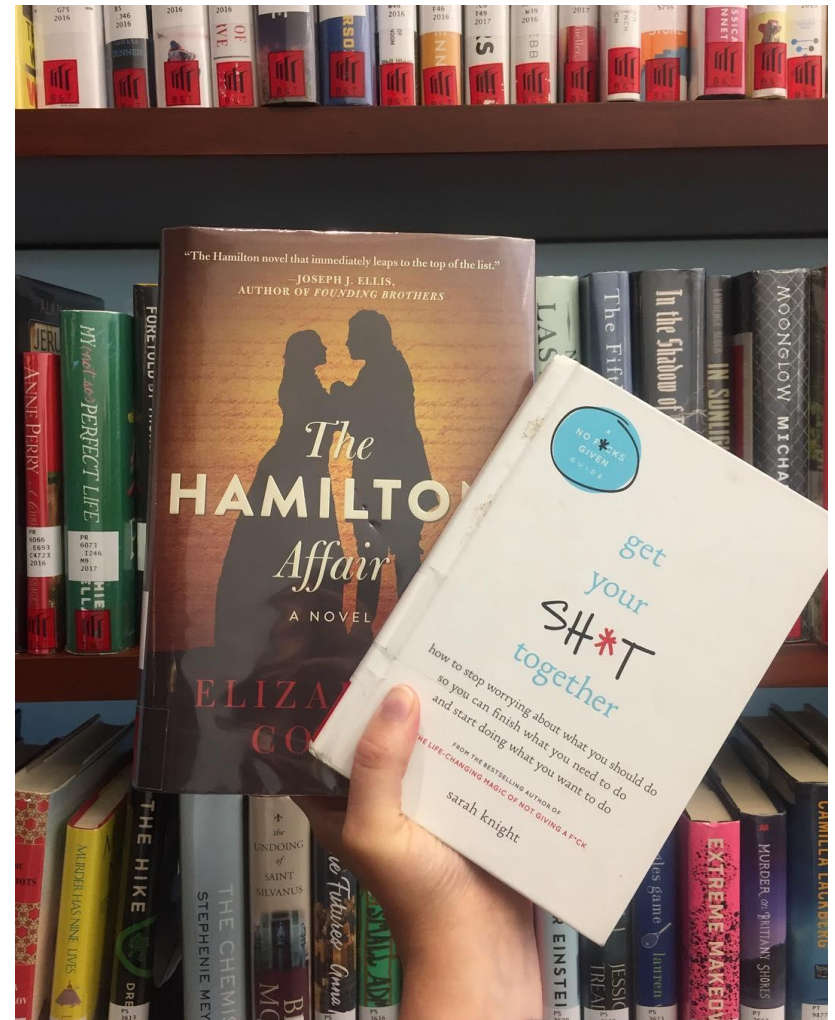
Meghan Kowalski

Outreach and Reference Librarian
University of the District of Columbia



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

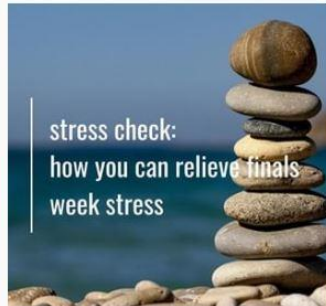
An Instagram tutorial.

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)

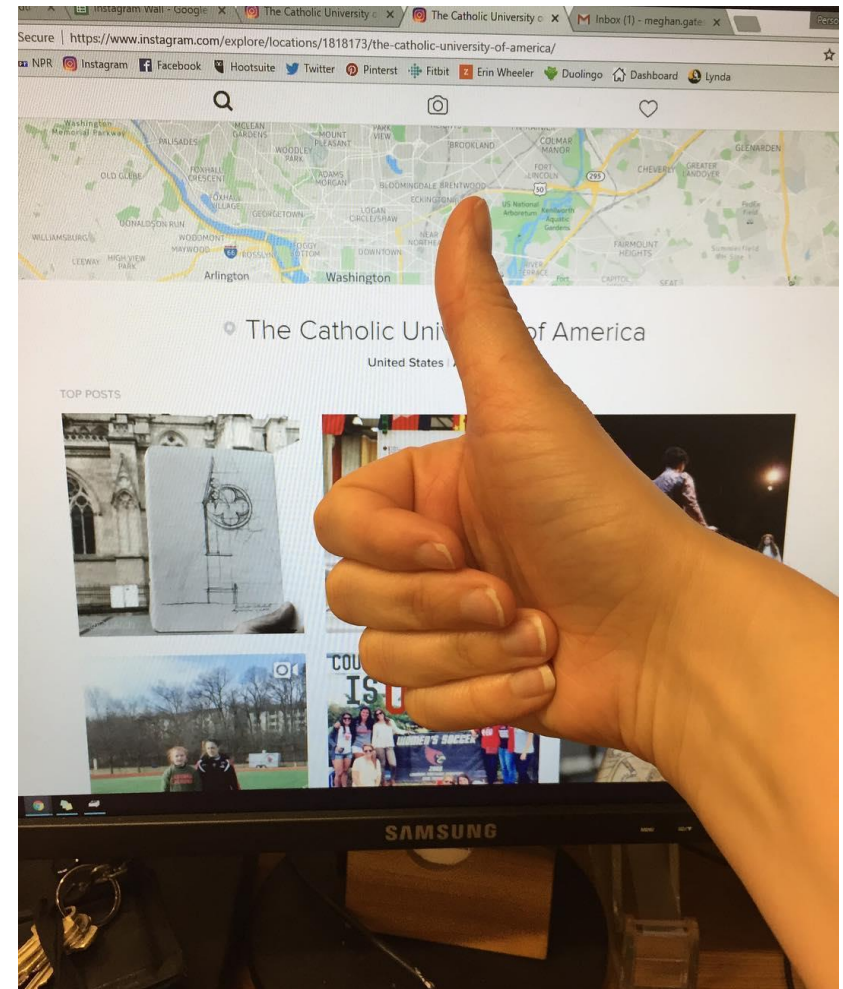
Best Practices

- 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



Inspiration

@strandbookstore

@librarycongress

@nypl

@austinpubliclibrary

@ngadc

@burlingame_library

@parnassusbooks

#librariesofinstagram

@shakespeareandcoparis

@usnatarchives

@britishlibrary

@sfpubliclibrary

@harpercollinsus

@foldedpagesdistillery

@subwaybookreview

#bookstagram



@librarycongress

Doing It for the Gram

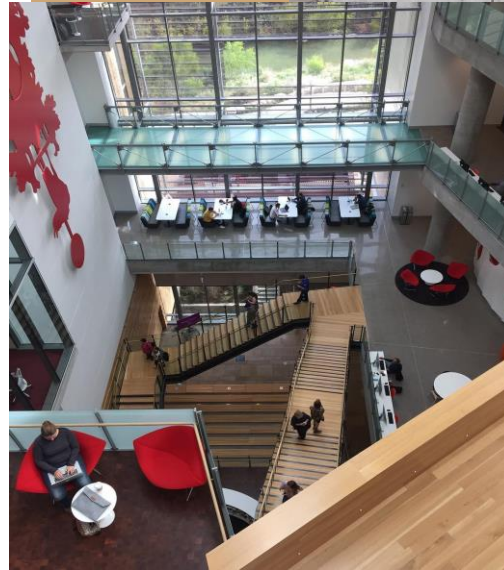
Connect On Instagram

Influencer Collaboration



Connect On Instagram

Design Your Space with Instagram in
Mind



Connect On Instagram

Events & Exhibits Designed
for Instagram



Malden Public Library

Connect On Instagram

Themes & Motifs



@foldedpagesdistillery



Instagram Offline

Featured Instagram Wall



Instagram Offline

Instagram Book



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](#)

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[How To Use Instagram for Community Engagement](#)
Computers in Libraries (October 2018)



All images taken by Meghan Kowalski except where noted.

Questions?