



Do it for the  
**'GRAM**

**Instagramming your library**



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*create with us*

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# #aboutme

- Graphic Artist husband was a beta tester for IG when it first being developed as a mobile art/photography app
- Involved with photo editing groups on IG like “United by Edit.”
- Use IG for personal use, for work, and have helped friends set up business accounts linked to other social media
- We are librarians, we need to know about this stuff, even if we don’t use it!
- I have teenagers



# #aboutyou

- Why are you here today?
- Tell me a bit about your library and social media presence?
- What do you want to take away from this session?





# what is #instagram?



- Free online photo-sharing app and social networking platform
- Edit and upload photos and short videos
- Tool for individuals, but also for businesses
- Users add caption to posts and use hashtags and location-based geotags to index posts and make them searchable by other users within the app.
- Posts appear on followers' Instagram feeds and can also be viewed by the public when tagged using hashtags or geotags. (Users also have the option of making their profile private so that only their followers can view their posts.)





# what is #instagram?



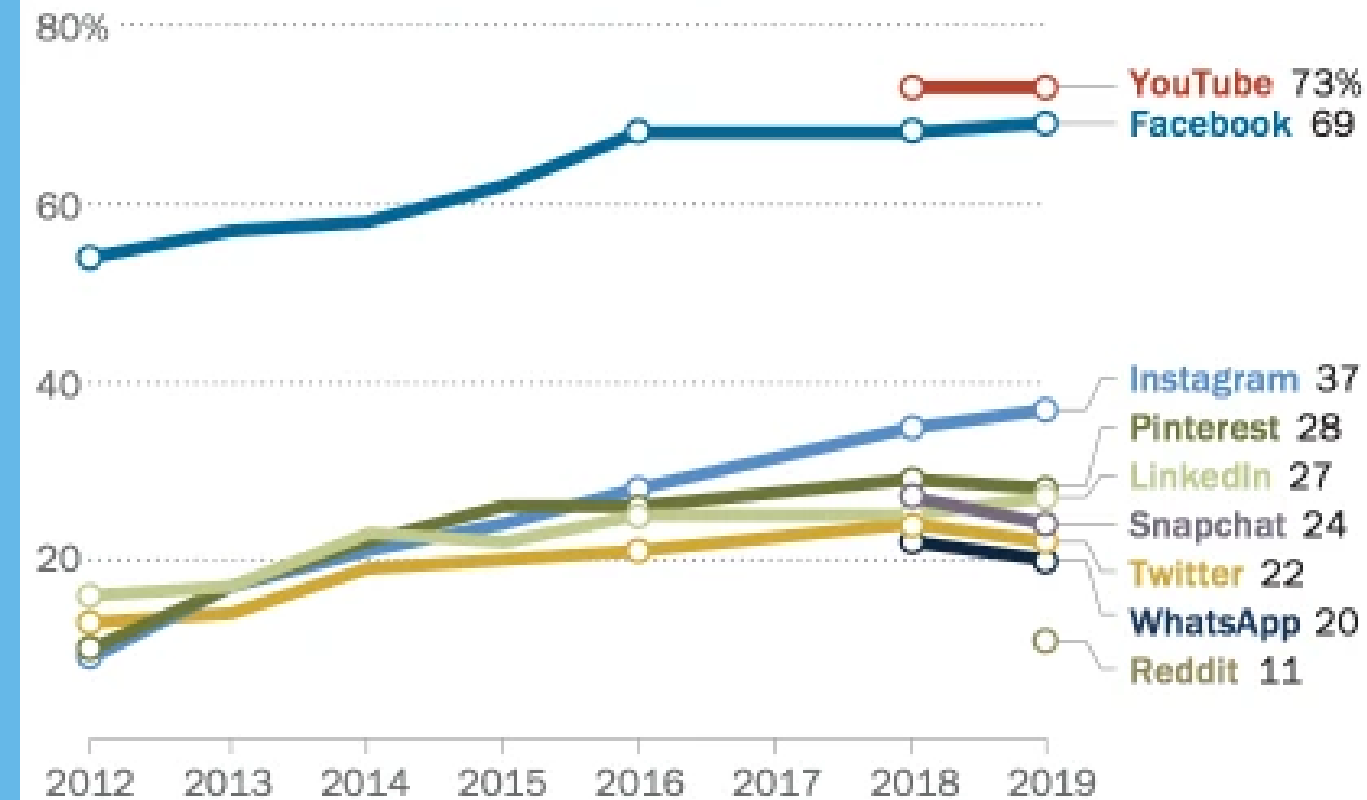
- Like, comment on and bookmark others' posts
- Send private messages via Instagram Direct Message (DM)
- Photos can be shared on one or several other social media sites with a single click
- Free business accounts promote brands and products
- According to Instagram's website, more than 1 million advertisers worldwide use Instagram
- Provides a wide range of digital filters that can be applied to users' photos.



# #why should my library do this?

## Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

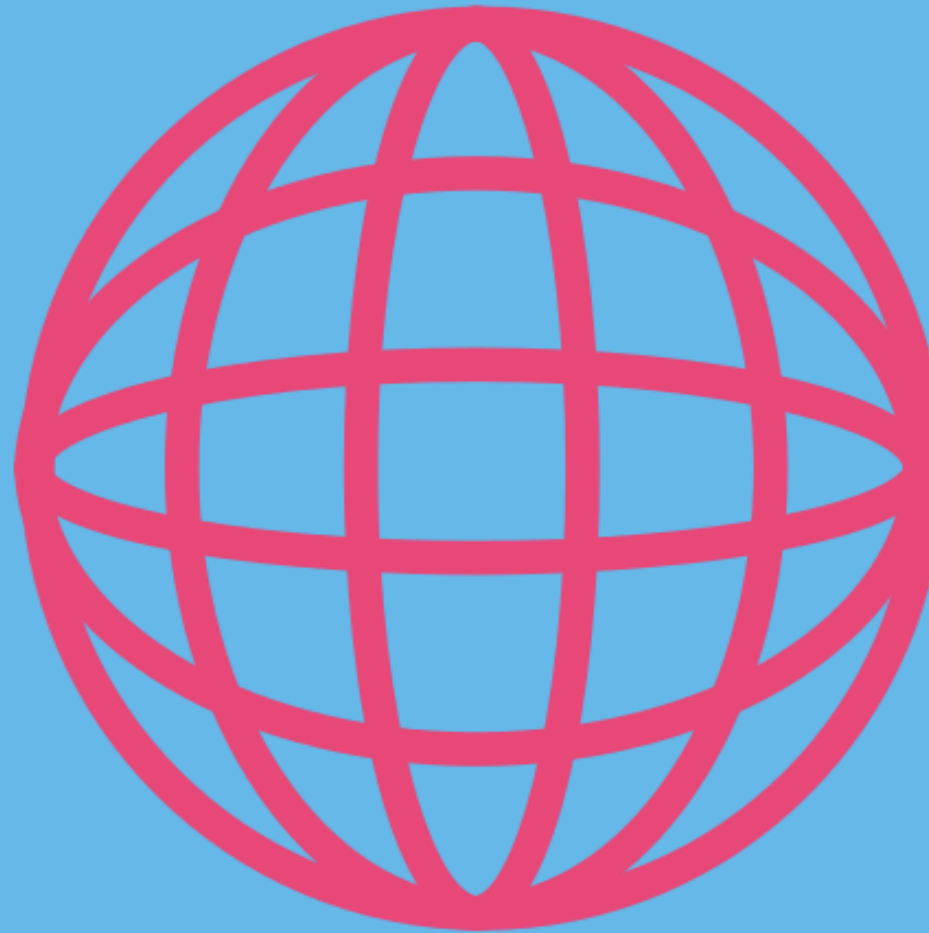
% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

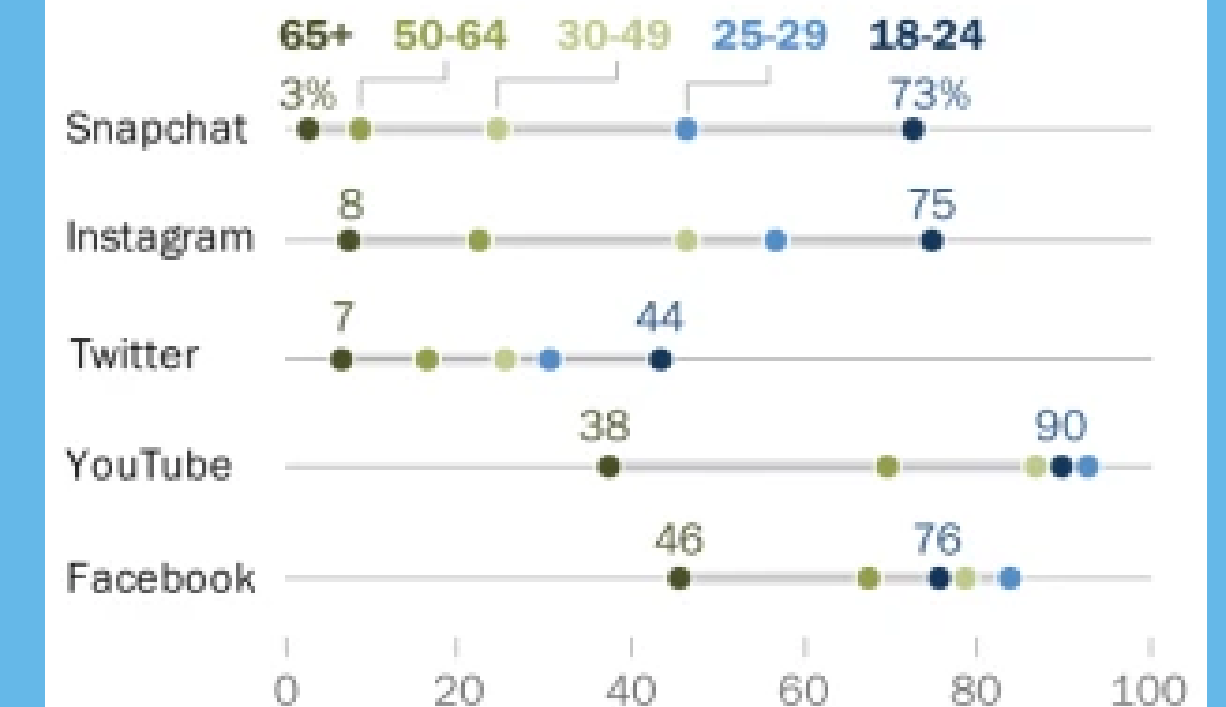
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER



## Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER



# #why use IG?

- Librarians should be aware of all means of knowledge/information acquisition, although “to date, no research has been able to convincingly unveil a causal relationship between the usage of specific social networks sites and the acquisition of current affairs knowledge.” (Boukes 2019)
- Aesthetics of the IG platform draw users in and keep them engaged for longer periods of time.
- Attract new patrons and turn regular users into advocates
- Not just about posting pretty pictures, it's about COMMUNITY ENGAGEMENT!
- Tell the story of your organization and your patrons!



# #why use IG?

- Determine if you want this to be one way communication (announcements only) or an open dialog with your customers
  - Instant dialog informs what your library may be missing
  - Another forum to answer customer questions
- Learn what your clients love and what matters to them, this can
  - Shape ideas for programming or events
  - Assist with funding allocations

See <http://www.ala.org/advocacy/intfreedom/socialmediaguidelines>





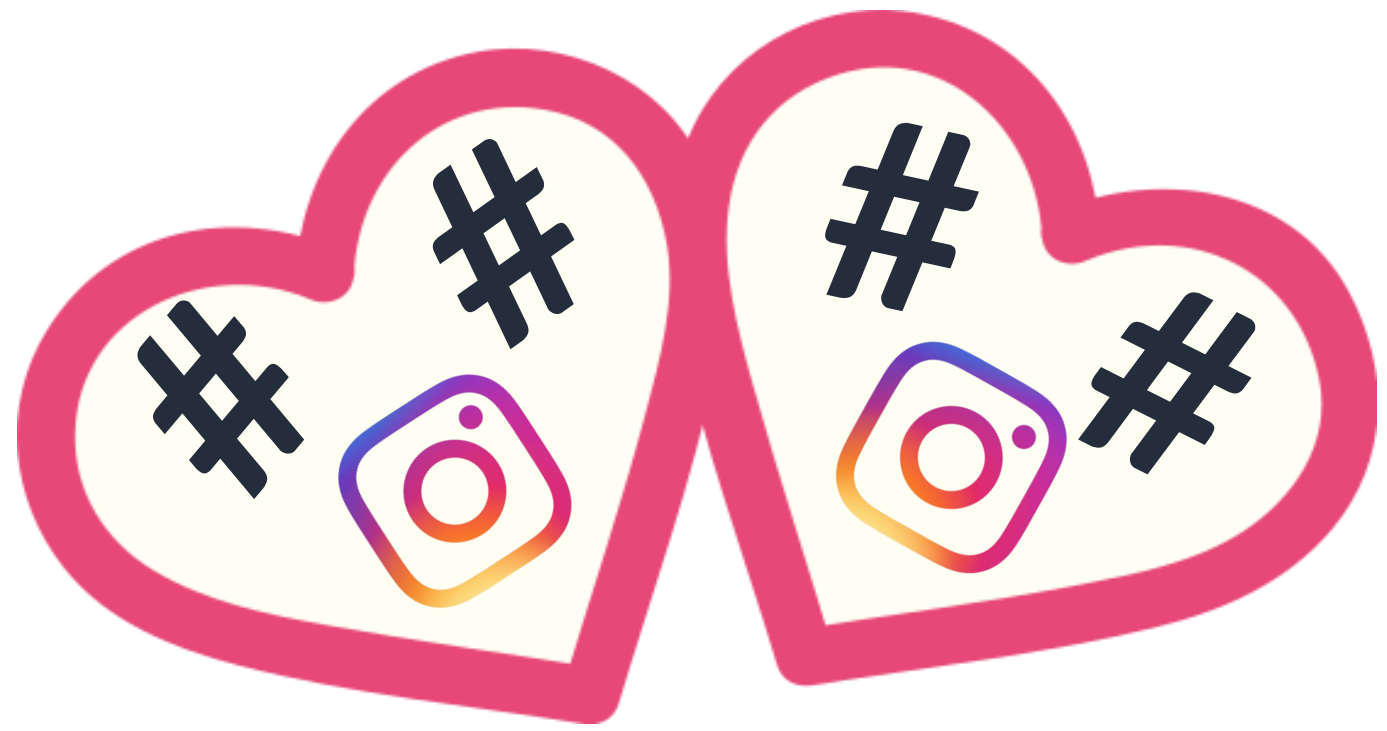
# #business vs #personal accounts



If your library already has a Facebook account, which should be a business account now, you can easily link your new (or old) IG accounts.

Business accounts allow for...

- Adding your contact information
- Using “quick replies” when people DM you
- Selling things (Friends groups, etc.) – does your library have Swag?
- Viewing your insights (analytics)



# #hashtags



Not feeling creative? Just google “best library instagrams to follow” or “funny library captions on Instagram”

#BOOKSTAGRAM

#BOOKSHELFPOORN

#SHELFIE

#BOOKHAUL

#READER

#LIBRARIESOFINSTAGRAM

#LIBRARIANPROBLEMS

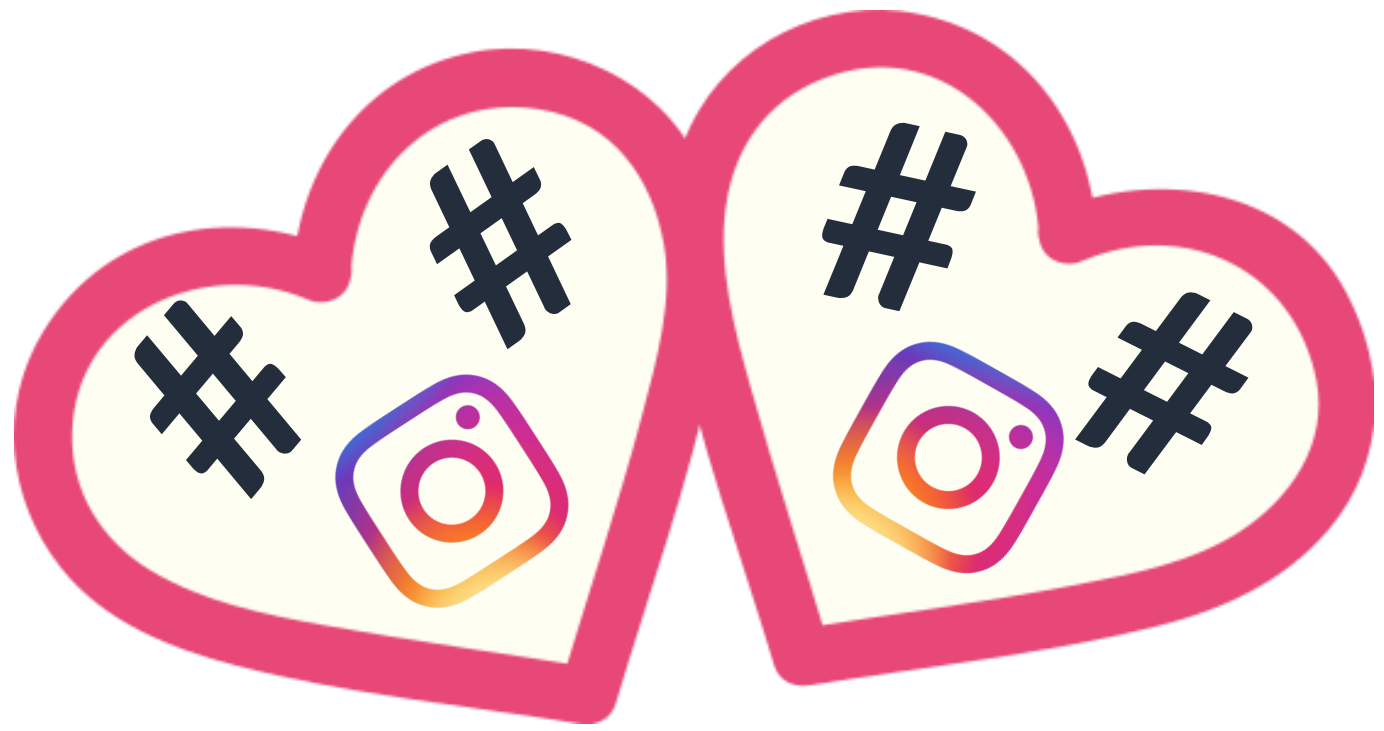
#THROWBACKTHURSDAY

#BOOKFACEFRIDAY

#LIBRARYLOVE

#LETMELIBRARIANTHATFORYOU

#LIBRARYLIFE



# #hashtags

**Not just cute and silly, these bring your account visitors and followers!**

- **Don't just create hashtags, follow them as well. The more things/people you follow, the more your account will be seen by others.**
- **Common IG courtesy is to follow back other businesses, libraries and people who follow you.**
- **TIP: save a note in your phone of hashtags and copy/paste them into your posts to save time!**
- **TIP: Use the "Repost" app to repost from other libraries/people/businesses...this is often flattering and drives up views and likes!**



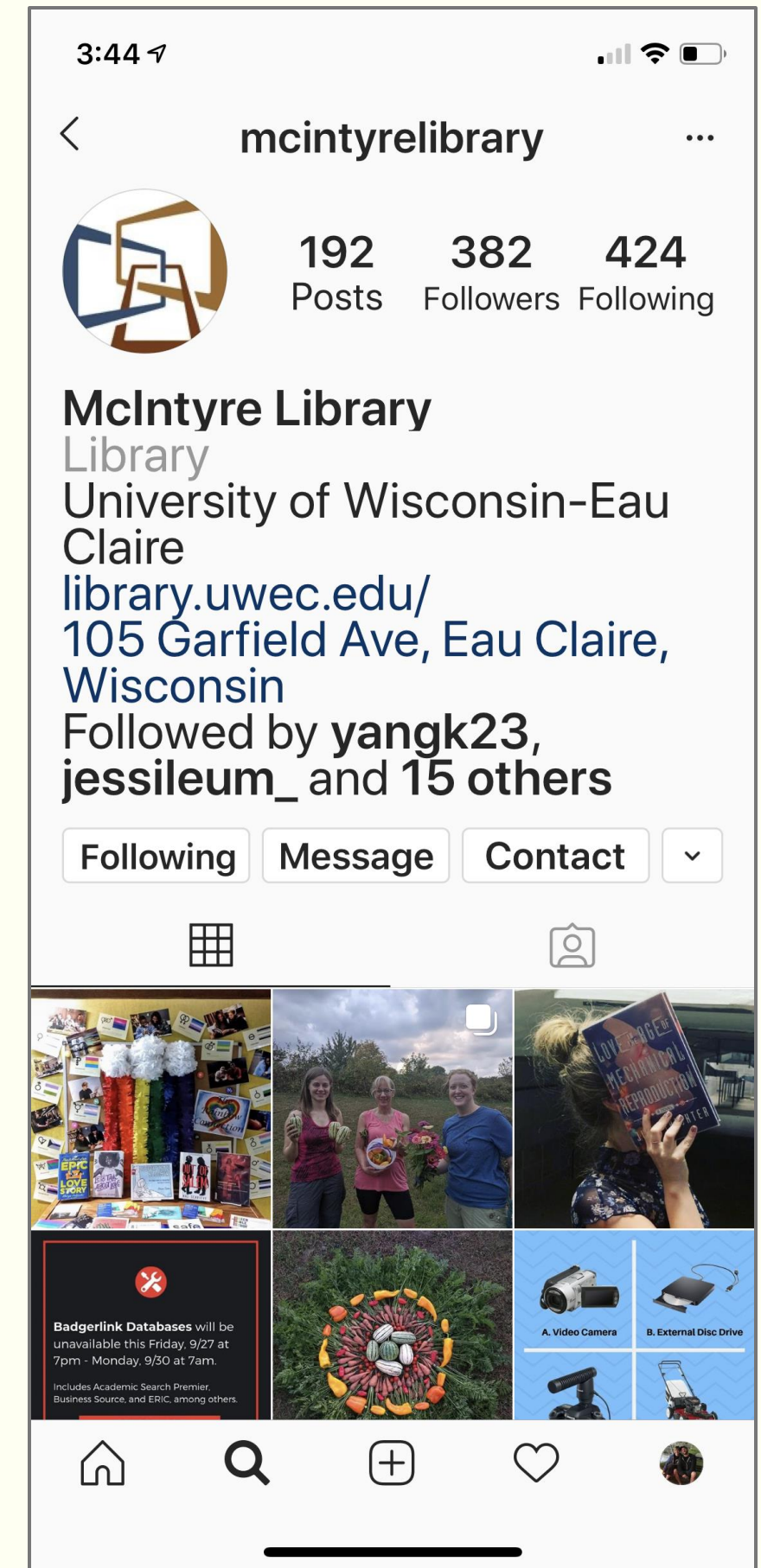




# #setup



- Name your account
- Make sure picture fits in the circle (110x110 pixels). Do NOT put your logo as your avatar if it doesn't fit or is blurry. (Ours isn't even right!)
- Who, what, why and where - make your bio count! Studies say you get 3-6 seconds to make an impression!
- You only get to put one link in your bio
- You can now add hashtags to your bio!



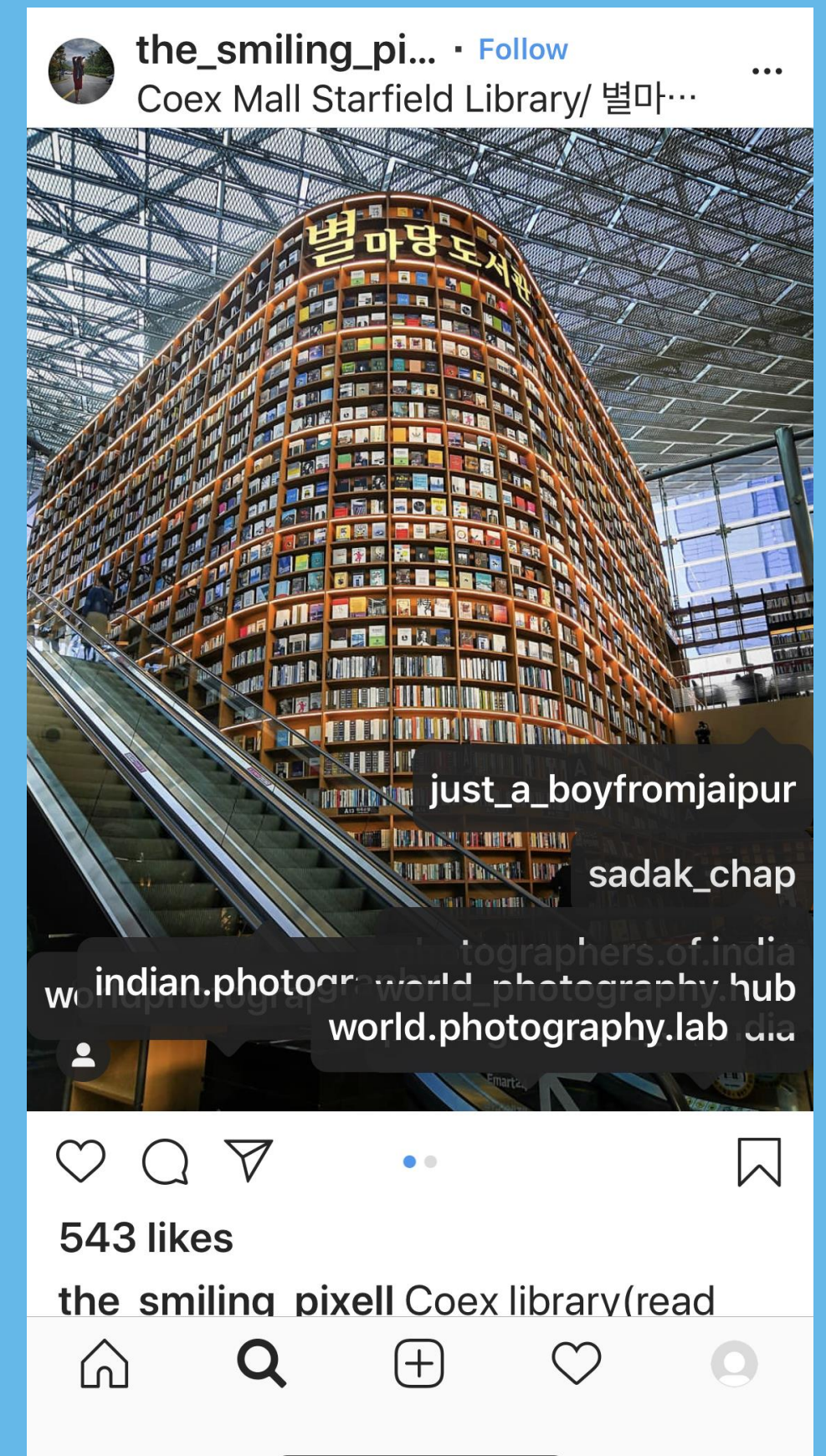
# #firstthingsfirst



- When people follow you, follow them back.
- Follow other accounts that are relevant to your organization or community.
- When you post images, tag specific Instagram users who are relevant to, or represented in, your image.
- If users comment on your posts, at the very least, like their comment.
- Reply to all comments that warrant a response.
- Pay attention to the Instagram accounts you follow and comment and like other people's posts.
- Instagram is all about engagement, which means you need to be active on the platform.



# #tags





# #caveats

- Instagram is fun, but follow your library's policies.
- When taking pictures of people—especially children—make sure you have the right to do so.
- Check your organization's photo release policy; do waivers need to be signed?
- When in doubt, don't take photos of people's faces.
- Edit pics to blur out faces.





# #lastthoughts

- Instagram is a useful tool for community development.
- You will attract users by
  - posting dynamic photographs
  - actively commenting and liking on others' posts
  - showcasing your community's Instagram work (reposting, commenting, etc.)
  - Following and tagging other libraries/businesses/users
- Instagram is not a passive tool. It requires daily attention, but your dedication will pay off by building and engaging your community.
  - Speed up posting by reusing hashtags saved on your phone
  - Collect a series of photos and schedule postings
  - Allow teens or patrons you trust to do IG Takeover event(s)



A full-page background image of a smiling couple on a beach. The man is shirtless and wearing white shorts, and the woman is wearing a white bikini. They are both raising their arms in a celebratory gesture. The background shows the ocean and a clear sky. In the bottom left corner, there is a decorative orange and yellow graphic element resembling a stylized sun or flower. Overlaid on the bottom right of the image is the text "MANTRA FOR INSTAGRAM" in a bold, black, sans-serif font.

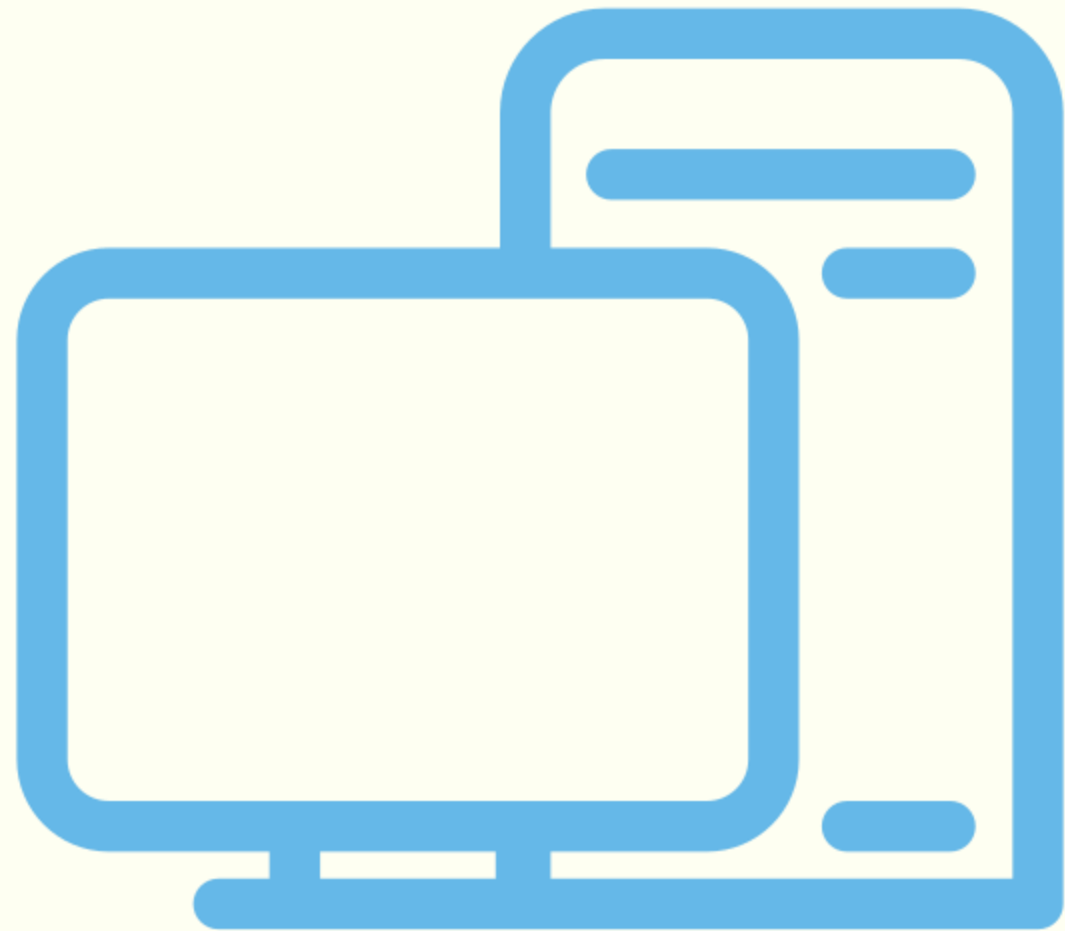
# MANTRA FOR INSTAGRAM

# THANK YOU!

for your time

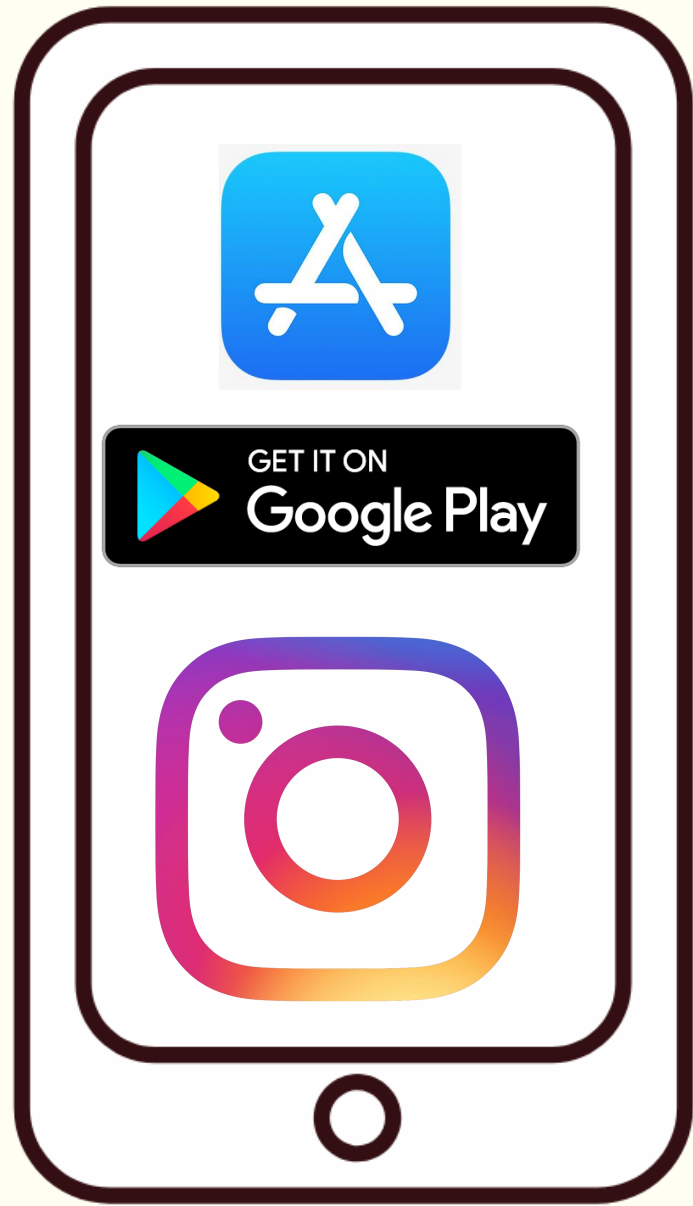
Now let's

## #dothis!

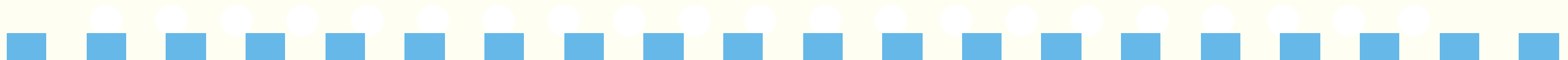




# #create your IG Account



1. Does your library have a FB account already?
  - If yes, we will link your new IG to that account
  - If no, you can just have an IG presence to start
2. Install Instagram from the App Store (iPhone) or Google Play (Android)
3. Create your library's IG account...follow prompts. You are allowed to edit the username if you don't get it right.
  - If you don't want to link to your personal FB, sign up with password, not another account. You can link your library FB and IG later.





# #create your IG Account

Instagram

Find it for free on the App Store.

GET

...

ENGLISH

Instagram

Continue with Facebook

OR

Phone number, username, or email

Password

Forgot password?

Log In

Don't have an account?

Sign up

Instagram from Facebook

katistestpage

0 Posts0 Followers0 Following

Edit Profile

Share Photos and Videos

When you share photos and videos, they'll appear on your profile.

Share your first photo or video

Complete Your Profile

0 OF 4 COMPLETE

Add Your Name

Add a Profile

Kati's Library

Kati

Home

Find Friends

Create

Settings

Page

Inbox

Notifications

Insights

Publishing Tools

Ad Center

More

General

Page Info

Messaging

Templates and Tabs

Post Attribution

Notifications

Advanced Messaging

Page Roles

People and Other Pages

Preferred Page Audience

Authorizations

Branded Content

Instagram

Featured

Crossposting

Page Support Inbox

Wi-Fi Network

Activity Log

Manage Instagram on Facebook

Reach more people who care about what you do by connecting an Instagram account to your Facebook Page. You'll get additional features to interact with people across Facebook and Instagram.

Switch to a Business Profile

Get Started

Instagram Account Details

Basic Information

Name

Username

Website

Bio

Private Information

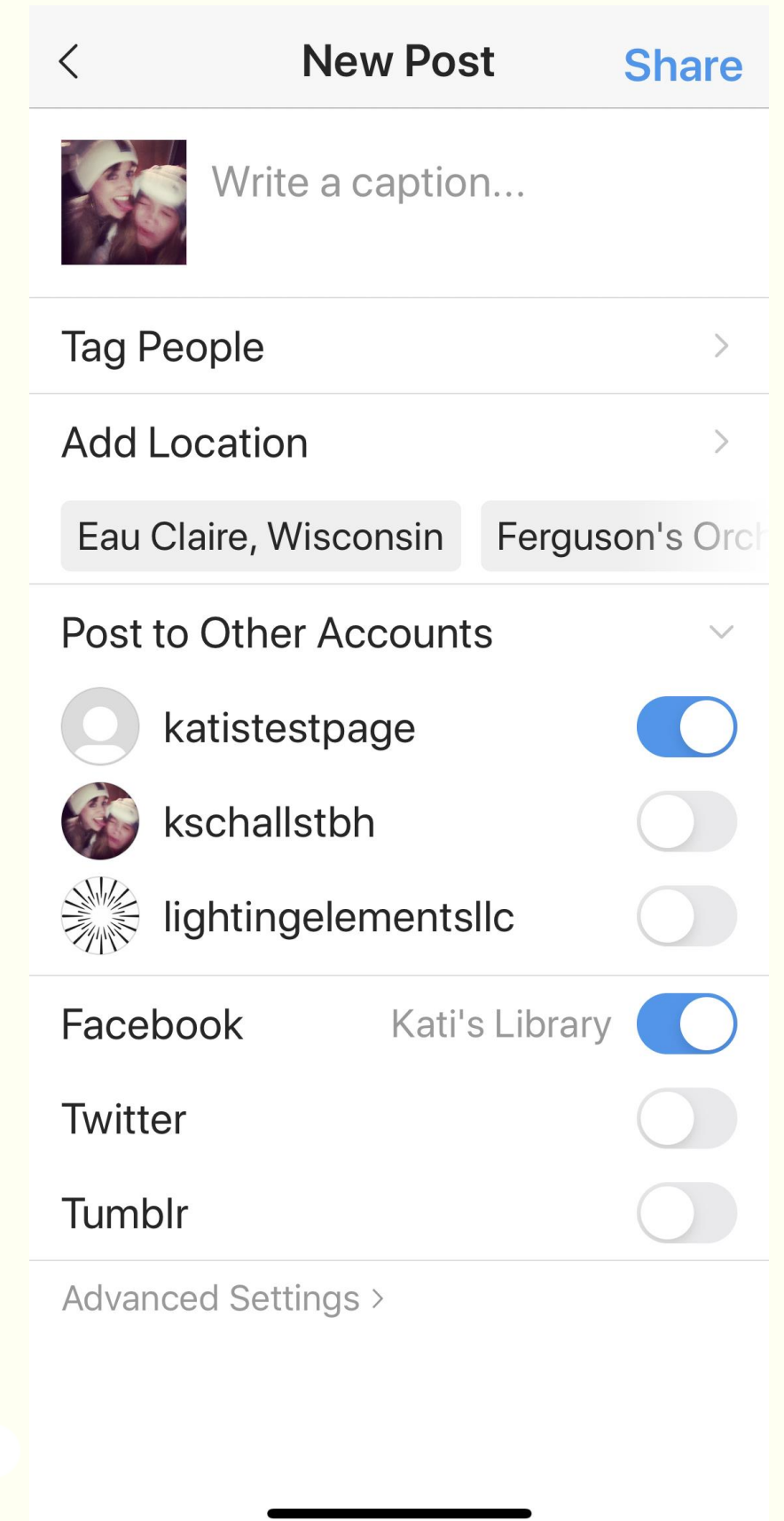
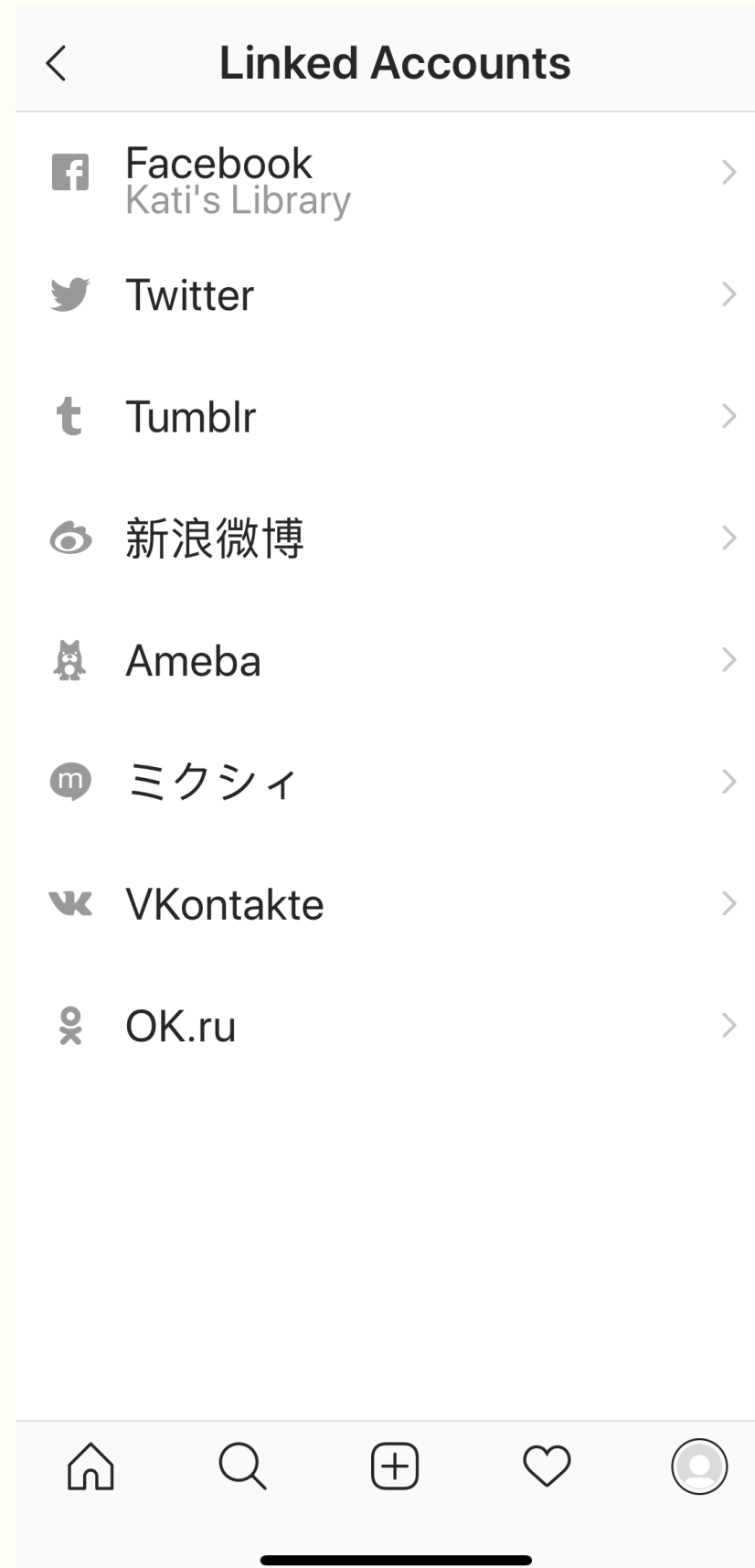
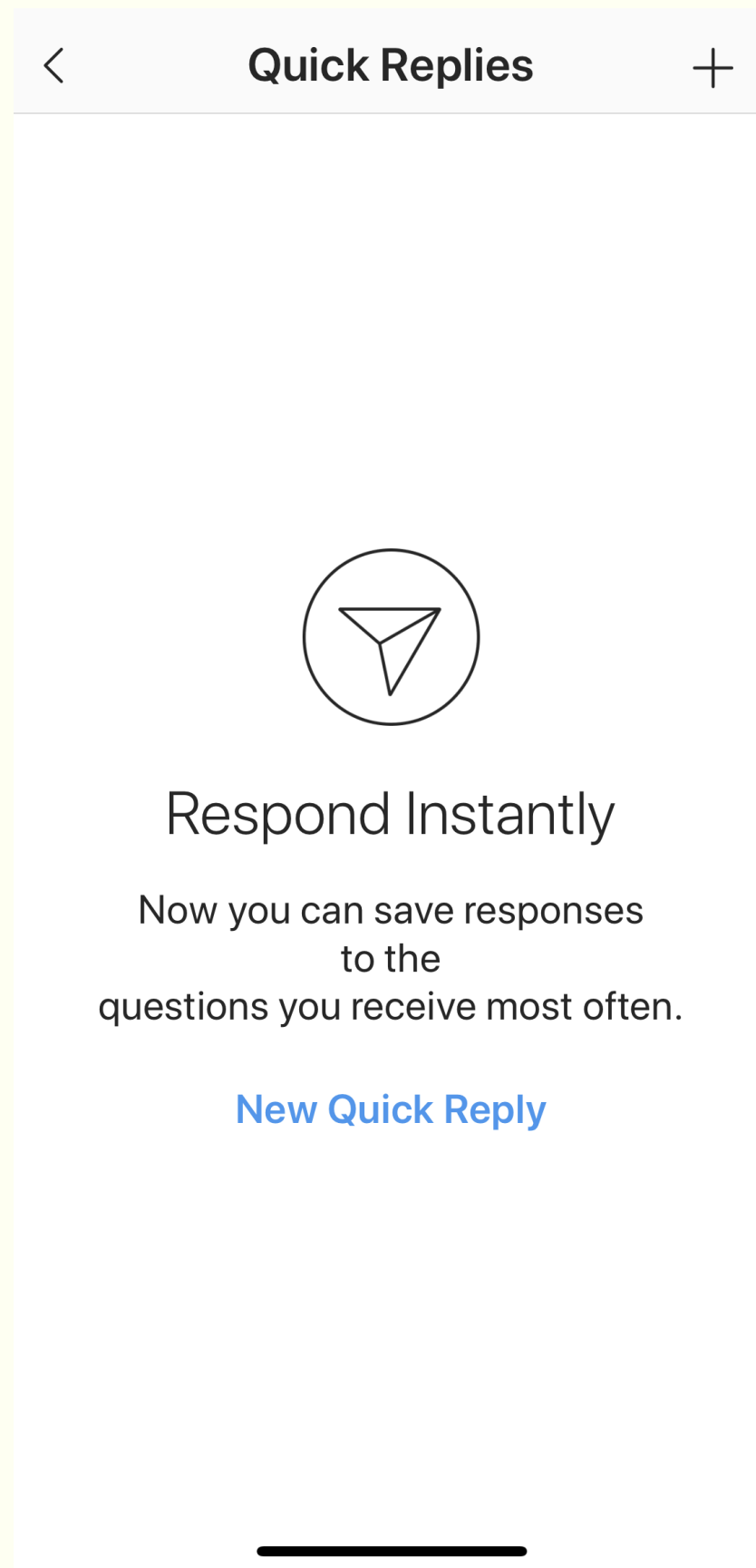
Email

Phone Number

Gender



# #create your IG Account





# #workscited

Mark Boukes (2019) Social network sites and acquiring current affairs knowledge: The impact of Twitter and Facebook usage on learning about the news, *Journal of Information Technology & Politics*, 16:1, 36-51, DOI: 10.1080/19331681.2019.1572568.

Modern Mantras. (2019, September 6). Mantra for Instagram [Video File]. Retrieved from [https://www.youtube.com/watch?time\\_continue=97&v=GJPKzvw\\_A0Q](https://www.youtube.com/watch?time_continue=97&v=GJPKzvw_A0Q)

The Mystery Hour. (2015, December 8). Instagram Husband [Video File]. Retrieved from <https://www.youtube.com/watch?v=fFzKi-o4rHw>