

Communicating Your ANR Story



Module Four: Instagram Basics

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About the Communicating Your ANR Story Series

Communicating our stories as researchers and educators is essential.

Increasingly, this involves digital technologies.





Upcoming Webinars:

1/24 Instagram

1/31 Facebook

2/4-2/8

Creating a Communications Strategy - Daily 10:00-10:30 a.m. with “homework” and “office hours” – must view each webinar live (or archived)

Archived:

Blogging Basics, Twitter Basics, LinkedIn, Blogging II

- In the CYS series, you'll learn about tools & social platforms that will advance your work.
- We hope these webinars and resources will help you with **Extension Delivery.**

My Story

- Kellogg Fellowship – focus on digital communications
- Victory Grower & UC Food Observer
- Central to all my work: blogs and social media, particularly Twitter, increasingly other platforms

UC Food Observer

- Brand platform for UCOP's Global Food Initiative
- Blog and social media presence
- From the institution (but not institutional)
- Provide value-added public service (via curation, contextualization and original content)
- **ENGAGE** with the public, media, UC community and others



Ideas

- "The stickiness and value of a connected life will be far too strong for a significant number of people to have the will or means to disconnect..."
- Social technologies are levelers. Most are free, which enables broad access. They flatten social and data hierarchies. In their best form, they can democratize information. They are now an integral part of/player in social movements.

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No product is made today, no person moves today, nothing is collected, analyzed or communicated without some ‘digital technology’ being an integral part of it. That, in itself, speaks to the overwhelming ‘value’ of digital technology.

— LOUIS ROSSETTO, FOUNDER AND FORMER EDITOR-IN-CHIEF
OF WIRED MAGAZINE

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PEW RESEARCH CENTER

Instagram Agenda

- Why Use Instagram?
- Instagram Basics/Terms
- New Features
- To Do
- Interactive Session
 - A Quick Tour of Instagram Features
 - Some Good Examples
- Q&A



What is Instagram?

- A **mobile** photo/video sharing social network/app owned by Facebook
- You can use the **mobile** app to shoot and post photos and video
- You can have followers and follow others
- There's a desktop version for browsing, but posting is done on the mobile app

Some Stats*

- Only Facebook and YouTube have more logins (and there's significant cross-over; remember 95%)
- 71% of 18-24 year olds use Instagram
- 33% of Instagram users are between 30-49 years old
- 70% of U.S. users have a post-secondary education
- 25% of smartphone owners use Instagram

Why Use Instagram?



- Good photo editing (23 filters)
- Stories feature – IDEAL for Extension work!!!
- Live broadcast option – See above!
- Visual, but with ability to “microblog” in post and use searchable hashtags

Why Use Instagram?

- Use of the platform is growing rapidly
- Engagement/conversion rate dwarfs other social platforms (e-commerce, brand building)
- It's a SEARCH engine! People, tags, places, top.
- It's also fun, creative, and a GREAT way to reach people

Some Basic Features

- Home – Functions as your newsfeed
- Profile – About you...can be customized and can feature media and links...use it for all it's worth and invest time in this section
- The + key enables you to add a photo from your smartphone photo library OR take a photo OR shoot a video real-time
- Ability to add text and emoji's to photos in stories feature

Newer features worth mentioning

- Stories feature – secondary feed! Can be loaded at top of profile...great place to keep content front and center
- Alternative text descriptions (screen readers – visual impairment)
- Profile changes (including mutual followers, like Facebook; close friends list; time management tools)
- Ability to load native video from **your mobile device**
- Can video chat from DMs

Before jumping in?

- Why am I doing this?
- What do I want to communicate/share?
- How much time do I have to devote to this?
- IF USING...how can I use this powerful tool more effectively?



DO THIS:



- Optimize your profile (we'll offer some tips in the interactive session)
- Consider using the interface with Facebook
- Be authentic
- Be informative...add value, listen and engage
- Use some of the features, like stories!

Before we go explore Instagram...

- Resources:
 - Dan and Rose's PowerPoints are in PDF on the ANR Learning & Development page, along with a bibliography
 - Call, text or email Rose at 805.794.1665 or email at rhsmith@ucop.edu with any questions. **I can help. I want to help you!** You can also Tweet me or DM me on [Twitter @ucfoodobserver](https://twitter.com/ucfoodobserver) or find me on LinkedIn and Instagram.