



INSTAGRAM ~ T I P S H E E T

last updated as of April 2021

- **Purpose statement:**
 - The OSU BCM uses Instagram to be culturally relevant in engaging students, creating clarity, and promoting the OSU BCM.
- **Strive to be culturally relevant**
 - Look at other ministry Instagram accounts to see what's trending.
 - Empower and train students to run the account.
 - Make it look good.
 - Look at our grid as a whole. Does it look cohesive?
- **Build Interaction**
 - Gain followers by doing giveaways on your story, have them tag 3 friends and follow your page for a chance to win. The prize can be as small as a sticker or as big as an iPad.
 - Promote your page at your large group and in Groupme's.
 - Engage students on our stories.
 - Start with simple Y/N and This/That questions.
 - Once people start engaging add fill in the blank questions.
 - Create learning readiness for sermons and Bible studies through interaction on Stories.
 - These are questions we posted the day before a sermon on conflict called "Passivity isn't Peace."
 - "How do most people handle conflict? Directly, talk it out or Passive, ignore it and hope it goes away.
 - The opposite of peace is either worry or warfare which describes you better? I'm a worrier/I'm a warrior
 - If all your roommates handled conflict the way you do, would it be good or bad? Why?
 - Use these answers in this week's sermon.
- **The Bounce Effect**
 - Bounce students from our story to our grid.
 - Don't allow posts to take students away from your page by linking to other pages.
- **Create Clarity in your posts**
 - Event promo posts should answer, "who, what, when, where, and how."
 - Post a schedule of this week's events to our story on Mondays.
 - Use posts to clarify aspects of your ministry structure that might be unclear.
 - Explain how your leadership team works
 - Expand on why and how you do mission trips etc...
 - Don't promote everyone's everything
 - It is confusing to students when you promote a lot of other things outside of your own ministry. Camps and other local ministries are great, but they are not our mission.
- **Faces, Faces, Faces!**



- Students connect with students not organizations. Post pictures of students. Staff represent the organization, so intro them just once a year.
- People will go to your page to see themselves and their friends. Post as many different students' faces as you can.
- *NO infographics!! (if you have to, delete them from our grid within 24hrs)*
- Use pictures of our OWN students. No Stock photos of generic events.
- Find ways to say, "Come to BCM!" without saying come to BCM.
 - Post a set list on top of a great picture.
 - Highlight students or teams.
- ***Tell stories***
 - Think of posting as telling stories. "This is going to be great! It is great! It was great!"
 - Share student's faith stories. Promote it on your story and bounce them to your grid to read or watch the full story.
- ***Schedule your posts***
 - Create a weekly posting schedule.
 - The work is never done. Plan for posting during breaks and holidays.
- ***Branding***
 - Consistently use our logo, colors, fonts, and themes.
 - Every post should look like the OSU BCM.
- ***Videos***
 - Videos are used sparingly as they are kind of **special**
 - Reels get a lot of views, use them to highlight and recap special events and moments.
 - Always use the lapel mic for audio.
 - We would rather post a good picture than a bad video.
 - Use videos on story to bounce students to your grid.
- ***Lastly, The algorithm is a thing***
 - You aren't going to beat the game, but if you are consistent and diligent your posts will show up. (the bouncing affect helps with this)