Instagram 101: Reaching New Audiences & Marketing for NPOs

By Katie Mabry van Dieren of The Strawberry Swing, Troost Market Collective, Craft Show CEO, et al.
Nonprofits can leverage Instagram to share their mission, advocate for support, solicit donations, and show impact using one of the most visceral and powerful mediums out there: visual media.

Instagram is a storytelling goldmine.

As they say, a picture is worth a thousand words.
Top 10 Instagram Stats for 2020

1 billion people use Instagram every month

500 million people use Instagram Stories every day

From Hootsuite.com
The gender mix on Instagram is pretty even:

- 52% female
- 48% male

63% of Instagram users log in at least once per day
Instagram users will spend an average of 28 minutes per day on the platform in 2020

200 million
Instagram users visit at least one business profile daily
Instagram’s potential advertising reach is 849.3M users

One-third of the most viewed Stories are from businesses
75.3% of U.S. businesses will use Instagram in 2020

Brands post an average of 2.5 Stories per week

GETTING STARTED:

Make your profile a “Business Profile”

- This allows you to see impressions, engagements and reach.
- Social Media Examiner has a great post about how to set this up: [Social Media Examiner](#).
- You can select Non Profit and it will be displayed on the profile.
- Description for Bio can only be 150 characters.
- Make sure your profile is PUBLIC.
INSTAGRAM TIPS:

1. Only can insert ONE LINK in Bio so use it wisely

   -OR-

   Utilize [Linkt.ree](http://Linkt.ree) and have many different links

   ● The link in your bio is where you will point people in your posts, so make sure it’s utilized correctly.
2. Use a branded hashtag and other hashtags (use 5-11 total)

- Branded hashtags encourage tagging and sharing.
- Can be a slogan or brief description of what your NPO stands for and also use popular and niche tags.

*Example: Arts KC uses #unleashtheartskc*
INSTAGRAM TIPS:

3. Don’t forget to use Stories

- If you are looking to boost engagement, look no further than Instagram stories.
- Capture the “behind-the-scenes”, volunteers, programming, events, etc. and add stickers/GIFS.
- Save them to your Highlights after to commemorate the moments.
INSTAGRAM TIPS:

4. Actively engage with other accounts
   ● Follow, like and comment on accounts.
   ● Reply when someone comments on your photos or stories.
   ● Interact with your followers by posting questions, calls to actions, etc.
 indiscriminate

5. Analytics - Use them!

- They come with your account and are free to view.
- Allows you to know when your followers are most active and which posts grab the most attention.
- Allows you to understand the demographics of your followers.
FOLLOW ALONG!
Click the pics: