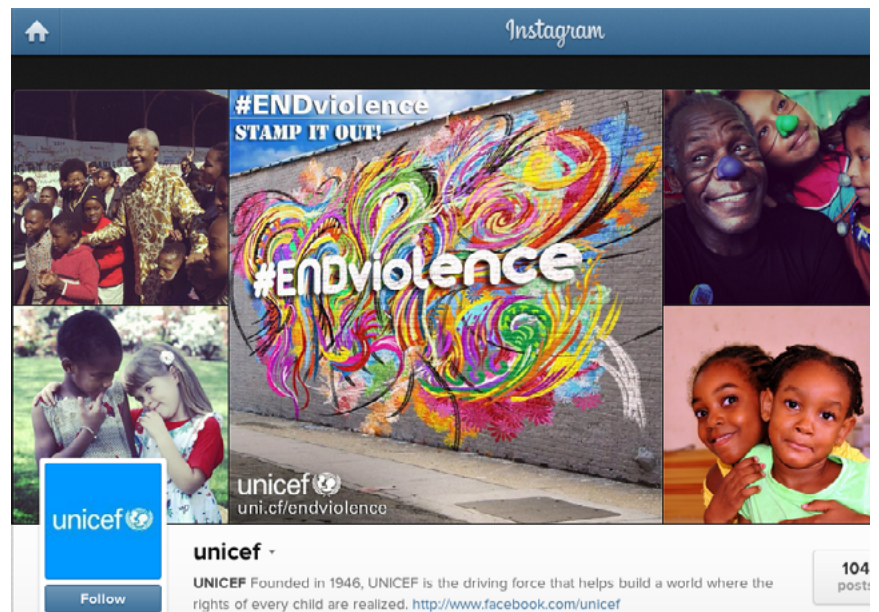


# Instagram Tips for Nonprofits

## What is Instagram?

Instagram is a mobile app that allows users to capture and share photos from their smartphones. It integrates particularly well with Facebook -- which acquired Instagram in 2013 -- but pictures can also be shared on other social networks or embedded in websites (and they can be marked with hashtags using the # symbol). In addition to photos, Instagram allows users to create 15-second videos. Check out [our mobile video tipsheet](#) to learn more about this feature.



## Who's on Instagram?

130 million users and counting. According to [Pew research](#), Instagram users tend to be diverse and urban, and most are between the ages of 18 and 49.

## What organizations should be on Instagram?

- Nonprofits that have staff or members in the field with camera phones at the ready.
- Organizations that already run photo contests, or crowdsource images.
- Groups working on disaster relief or other timely causes that want to make the case for support, document progress, or demonstrate impact.

## How can nonprofits use it?

- Give thanks, and recognize volunteers, as [Robin Hood does here](#).
- Showcase your programs and successes, as Mercy Corps did with their [A Girl Can campaign](#).
- Fundraise by showing what you hope to accomplish with the money, as [charity: water does here](#).
- Leverage holidays or trending topics to generate buzz on your issue, as [Oceana did on World Ocean Day](#) (pictured at right).



- Call people to action, as Oxfam does with their [“Right the Wrong”](#) and [“Behind the Brands”](#) campaigns.
- Run a photo contest like [this one by Woodland Park Zoo](#).
- Tap your community to help document breaking news, as [CNN did during Hurricane Sandy](#).
- Capture memories from an event, like [American Heart Association did with #Heartwalk](#) (ask staff *and* supporters to take photos).

## What kind of content works best?

Clear and compelling images. Instagram photos are typically viewed in a stream, so vivid colors and faces that convey emotion tend to stand out. For more on the science of visual communications, check out our [Visual Story Lab](#).

While Instagram can be used to illustrate problems, research shows it is the hopeful photos that tend to be shared. Consider overlaying text on images to include a call to action, as in [this fundraising appeal by charity: water](#) (pictured at right). This can be done with an app like [Over](#).



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