

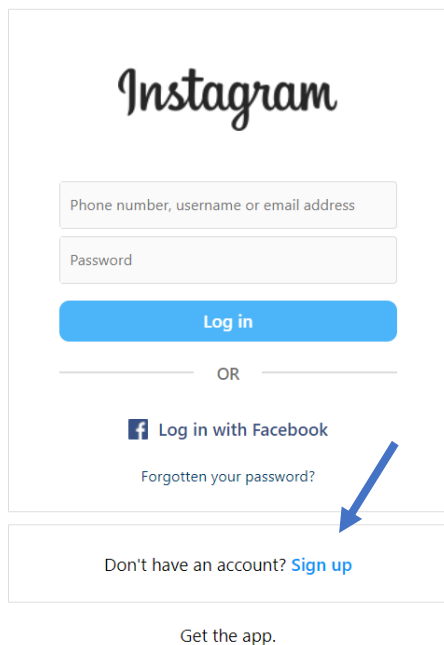
A beginner's guide to: Instagram

What is Instagram?

Instagram is a video and photograph sharing application (app) which is free to download and use. All you need to have to be able to use Instagram is an account which can be made online using a computer or smartphone by anyone aged 13+. To register, you will need an email address or phone number.

On Instagram, people can upload photographs and videos to share with their followers. Followers are other accounts which can interact with your account – usually these are friends, family, colleagues, etc. However, when you have created your account, you have the option to have a private or public account. If you choose a private account only your followers can see your content, but if you choose public, anyone can look at your content. You can choose this within your profile settings.

Setting up an Instagram account



Instagram

Phone number, username or email address

Password

Log in

OR

Log in with Facebook

Forgotten your password?

Don't have an account? [Sign up](#)

Get the app.

Simply click on the 'sign up' button on the home page – whether that's on a smart phone when the app has downloaded, or on a laptop/computer.


The next page will ask you to insert your email address (or phone number), full name, username and password before going on to have to submit your birthday – this won't be public and is just the app's way of checking you're over 13 years old!

Your username will need to be unique and is what people will use to find your account. No two Instagram accounts can have the same username. With this in mind, we would suggest you focus your username on your BB group's name using either of the following formats:

- Boys' Brigade, Company number and location e.g., BB1stHowden / BB11thNorthants
- Company number, location, BB e.g., [1stHowdenBB](#) / [11thNorthantsBB](#)

Hint: If you create a username and then decide you want it to be something else, don't worry! You can change it at a later date.

Once you've submitted your information and created a username, you'll receive a text or email notification with a code in it. Put this code in the box and press confirm.



Just one more step

Enter the 6-digit code we sent to:

Confirm

[Change number](#) | [Request new code](#)

Congratulations – you officially have an Instagram account!

Now that you have the account set up, you need to make it a little more recognisable. To do this, please upload a profile photograph which clearly links to The Boys' Brigade. We would like you to use the BB logo, if possible, which can be downloaded from the brand guidelines [here](#).

The final step before you start sharing photographs and videos is creating a 'bio'. This is a short paragraph about what people who visit your Instagram account can expect to see. Here is an example bio which can be used as a template – just fill in the gaps!

The Boys' Brigade [INSERT BB GROUP NAME] provides children and young people opportunities to learn, grow and discover. Meeting at [INSERT LOCATION] on [INSERT DAY OF WEEK] at [INSERT TIME], those aged [INSERT AGE RANGE] are welcome to attend.

Finding people to follow and growing your following

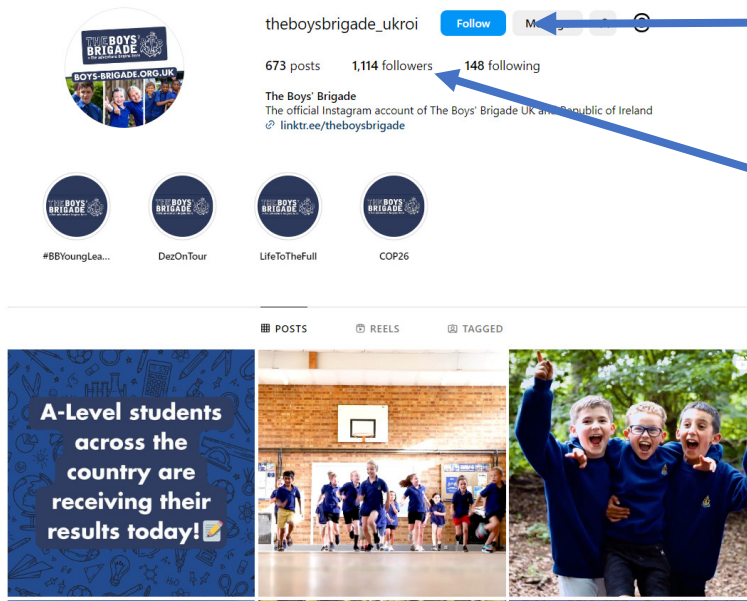
One of the main reasons we're wanting BB groups to join Instagram is to help showcase the exciting programme of activities available through the organisation, but we also want to help you grow your network within the organisation. For this reason, we recommend following other BB groups!

You can find other BB groups by firstly following the national BB Instagram page - [@theboysbrigade_ukroi](#) – and then looking through the people who follow the account. If you click on their name, you will then go through to their profile where you can click 'follow'. Once you have started following other accounts, their photographs will start appearing on your homepage.

By following other groups, it'll give you ideas for photos and videos you could post yourself. The more you follow, the more ideas you'll get that you can use yourself!



Refresh.



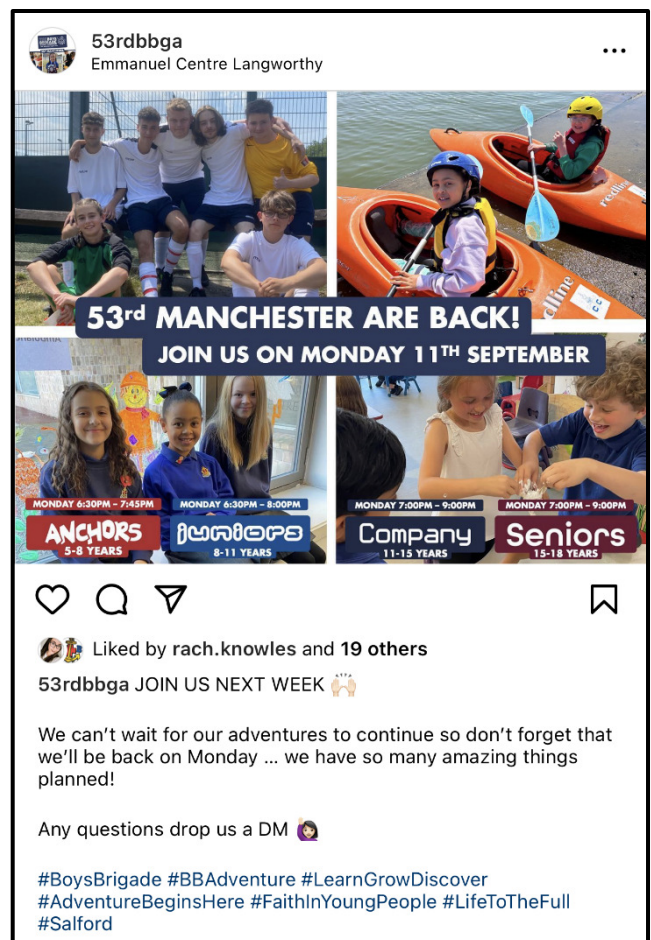
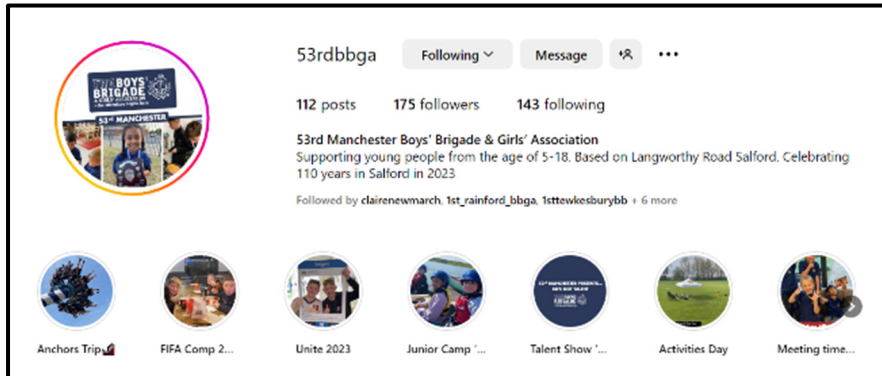
Click 'follow'. This will make sure you see all updates from the national BB Instagram account.

Click 'followers' to see who follows the national BB account. You'll then be able to find other BB groups to follow.


When you're ready to start capturing photographs and creating content, check out 'An intermediate guide to: Instagram'.

Example Instagram content from BB groups

53rd Manchester - [@53rdbbga](#)



2nd East Kilbride - @2ndekbb




2ndekbb

Following Message


1,215 posts 542 followers 425 following

2nd East Kilbride Boys Brigade
 Youth Organisation for young people aged 5-18 providing a varied, fun programme.
 forms.office.com/r/ugVRJ2LeYU


Followed by 1st_rainford_bbga, 1sttewkesburybb, 35thliverpoolbb + 2 more



Company



Juniors



Anchors



2ndekbb
2nd East Kilbride Boys Brigade

...



24 likes

2ndekbb All set for Scotland v Cyprus

#boysbrigade #boysbrigadeuk #boysbrigadescotland... more

📌



2ndekbb
East Kilbride

...



22 likes

2ndekbb 🏆 🏆 Kilbryde Hike Winners 2023 🏆 🏆

Well done Tyler, Andrew & Oliver! 🏆

What a tremendous effort you put in all weekend! We're very proud of you!

#boysbrigade #boysbrigadeuk #boysbrigadescotland #eastkilbride #glasgow #scotland #fun #friends #faithinyoungpeople #lifetothefull #learnrowdiscover #kilbrydehike2023 #winners

📌