

An intermediate guide to: Instagram

Whether you've just set up an Instagram account for your BB group, or you have been using Instagram for your group for a little while, this guide will give you tips on creating exciting, engaging content, all while growing your following!

Before you start sharing content...

Groups posting on social media should be uploading content to showcase the exciting and varied programme available to young people within the community. This will not only help you to recruit new members and leaders, but your content could be reshared on the national BB accounts!

So, before you start capturing content, make sure the social media activity you post aligns with both the objectives and key messages below:

Objectives:

- To raise awareness of the varied activities available at BB
- Showcase what life at BB is like
- Encourage more people to get involved with BB – either as a member or a leader

Key messages to keep in mind:

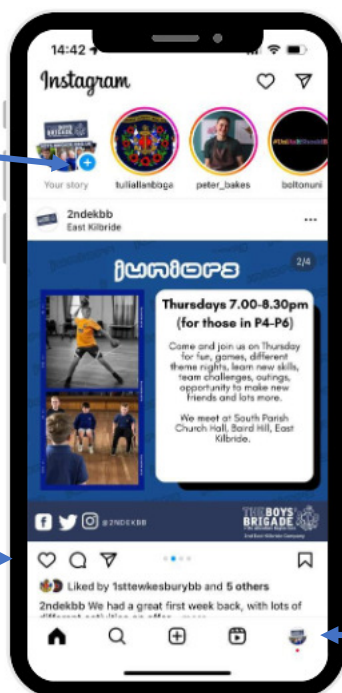
- The Boys' Brigade offers young people the opportunity to grow in to caring and confident individuals
- Young people and volunteer leaders who attend The Boys' Brigade learn new skills through experiences and opportunities provided
- The Boys' Brigade offers a safe space, rooted in Christmas faith, for young people and parents/carers trust the volunteers to care for them

Key things to know about your home page

This button can be used to add a photograph or video to your Instagram story. The photographs to the right with the coloured edge are other people's stories which you can watch

The heart shaped button is where you can see your notifications (likes, comments and new followers) The paper plane button is where you can find any messages which have been sent to your account privately

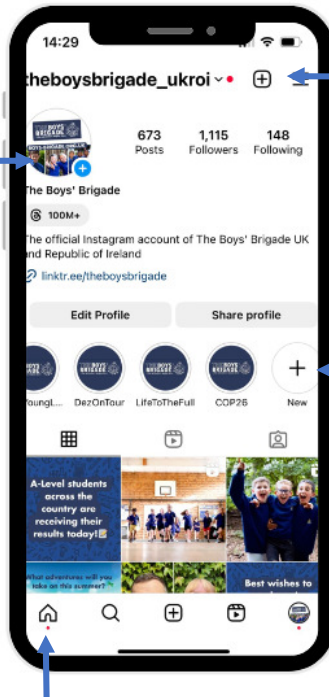
These buttons can be used to engage with posts of people you follow. The heart shape is a 'like', the speech bubble is a public comment and the paper plane can be used to send the post privately to someone else



The little icon in the corner is how you can go to your profile. Click this to go through to your profile

Key things to know about your profile

This button can be used to add a photograph or video to your Instagram story



This button can be used to start creating content. When you press this, you will be asked which type of content you want to create

This button is where you can find posts which your account has been tagged in. For example, a BB volunteer might tag the account in their own post about camp

From left to right, these symbols can be used to get to your homepage, to search for other profiles, to add new content, to look for Reels, to get back to your profile

Different types of content for Instagram

There are three main types of content on Instagram – story, grid post and reel.

An Instagram story is only viewable for 24 hours (unless saved to a highlight), a grid post is a standard photograph which will feature on your profile and a Reel is video footage which will also feature on your profile.

Instagram story

An Instagram story can either be a photograph or video which is on your phone's camera roll, or you can take the content via the Instagram story button on your homepage or profile.

Once you have chosen/taken your content, you can then add text to your story using the 'Aa' button in the top right corner. When you've written the words, you can change the font type, size and colour! Next to the text button, there's a sticker button – this can be used to add a range of different stickers to your story, from location and time to asking followers a question or conducting a poll. There are lots of stickers to help make your story more engaging! The 'sparkle' button can be used to add an effect to your story, while the '...' button drops down to allow you to either draw on your story, or save it on to your phone's camera roll.

Now that you've created your story, click the button in the bottom left corner to share your story instantly to your profile.

Instagram grid post

An Instagram grid post is a standard photograph post. The photograph can either be one which is already stored on your phone, or you can take a new photograph after choosing to create a 'post'. If you are wanting to include more than one photograph in a post, this is

called a carousel. To do this, you click the little button which has two squares on it – you can then select multiple images to include in your carousel.

Taking the perfect photograph:

- Smart phones now have brilliant cameras, so all you need to take a photograph good enough for use on social media is a phone
- The lighting of a photo is really important – if you can, taking photograph where there is bright lighting helps to enhance it
- Think about the background – if you're taking a photograph that has a messy background, this won't be as easy on the eye. The perfect photograph has a background which is either simple, or that has 'props' which showcase what the photograph/caption represents
- Always make sure you have parental consent to take photographs of the children and young people – and double check you can use them on social media!

Now that you have chosen which photographs will feature within your grid post, you can now choose to edit a photograph by putting a filter on it. We wouldn't recommend using filters as natural images tend to get more engagement! Click next in the top right corner and its now time to write a caption (see below for our top tips on writing a catchy caption). On this page there are also a few optional things which you can add to your post to help more people find your content – such as a location and music.

Crafting catchy captions:

- Every good image or video needs to be supported by a catchy caption! Try to capture your readers' interest in the first sentence and if you can, given them an understanding of what the image is about
- Always make sure your words are relevant to the image
- Try to use hashtags which are relevant to your post – hashtags help your post be seen by people that aren't already following you. Examples could be #YouthOrganisation or #Rainford
- Make sure you tag your location – whether it's the specific location or the town, either will help your content be seen

Instagram Reel

Instagram Reels are a way to create short, entertaining videos which are of interest to your audience.

Reels have a maximum length of 90 seconds. Reels can be made up of photographs, videos or both!

Reels can be shared with an individual followers on on your feed, or if the account is public the reel will be viewable by the wider Instagram community through the Explore space. This means that anyone, anywhere in the world could see if your Instagram Reel.

Things to consider when creating a Reel:

- Capturing content: make sure there is plenty of light – ideally natural – so viewers can easily see what you're wanting to show
- Audio: choose music from the Instagram music library, or record yourself speaking when recording the video footage
- Use subtitles if there is someone talking in the video - Instagram has a captions feature that will write these for you
- AR Effects: decide if the reel needs a filter added or any special effects from the selection available on Instagram

- Number of clips: Reels can be recorded as one long video, or individual short clips. Videos can also be recorded normally and then uploaded. Try to keep the reel to 30-60 seconds in length
- Speed: all content can be sped up to make the most of the time limit
- Hashtags: to help increase the number of people who can see the Reel, make sure you use relevant hashtags
- Remember to tag @theboysbrigade_ukroi

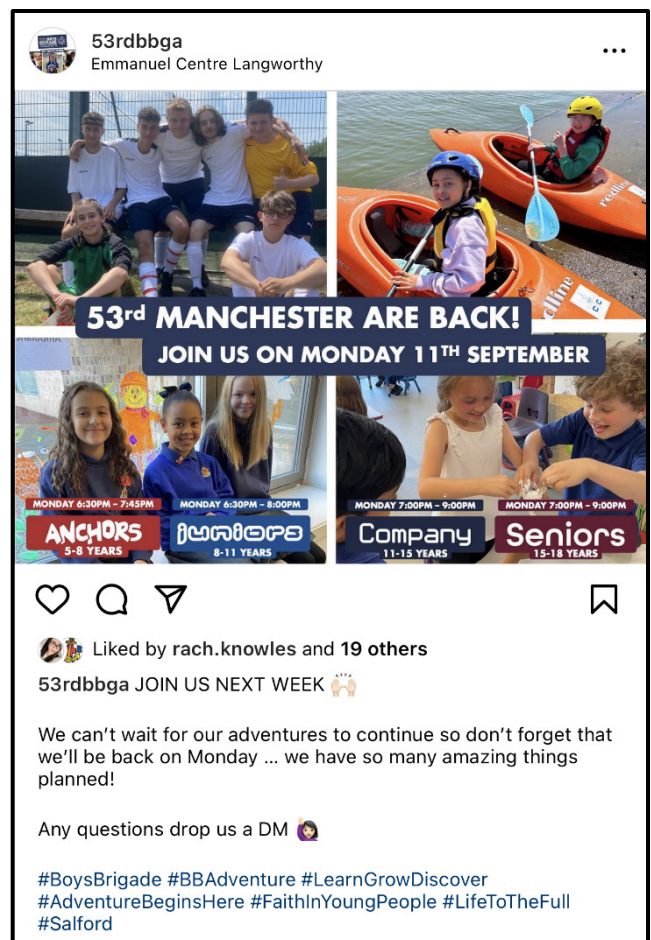
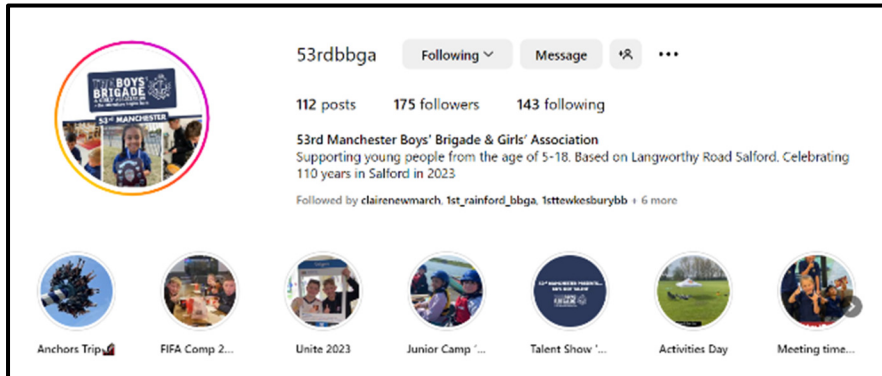
You have two options when it comes to uploading a Reel – you can either record the footage directly on Instagram as a Reel, or you can capture the footage and then upload it to Instagram.

Our top tips for engagement on Instagram:


- Think about when to post your content: Instagram prioritises the most recent content so make sure you are thinking about when your audience is online! For example, if you're wanting to appeal to parents of children aged 4 – 8, don't post between 3 – 9pm as this is when the after school routine is happening
- Use video content to grow your following: The Instagram algorithm prioritises reels, so if you want to be seen use video content
- Post engaging content: Photographs with people in them always work better than those which simply include illustrations/graphics
- Like and comment on other BB groups' content, this will encourage them to engage with yours and follow your account!
- Don't forget to tag the BB national account (@theboysbrigade_ukroi) so we can reshare your content!
- Always make sure you have parental consent for using photographs/videos of children and young people on social media

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 🇨🇪 🇨🇪 Kilbride 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 #lifetothe full #learnrowdiscover #kilbrydehike2023 #winners

📌