Picture This
Using Instagram to Connect with Your Users

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Learning Objectives

- Best Practices
- Content Ideas
- Inspiration
- Community Engagement
  - Online
  - Offline
What This Is

How to make the best use of Instagram to connect with users and build community.

What This Not

An Instagram tutorial.
Best Practices

- Image Branding
  - Composition
  - Consistency
- Great Photography
  - Framing
  - Perspectives / Angles
  - Natural Light (!!!)
  - Easy on the Filters
  (... seriously)

- Help Users Find You
  - Hashtags are good!
  - Location / Geotagging
  - Tagging Others
Best Practices

- Authentic Posts
- Post Regularly
- Comment and Reply
- CYA
  - Legal
  - Photo Rights
  - Permissions
  - Take Down Policy
  - Ask!
Content Ideas

Books / Shelfies / Reviews
Displays / Exhibits
Events / Crafts / Storytime
Space / Places / Building / Grounds
Services / Behind the Scenes
Users / Staff / Community
Flat Lays / Fun with Books
Your Niche
Inspiration

@stranbookstore   @shakespeareandcoparis
@librarycongress  @usnatarchives
@nypl            @britishlibrary
@austinpubliclibrary @sfpubliclibrary
@ngadc           @harperperennial
@burlingame_library   @foldedpagesdistillery
@parnassusbooks    @subwaybookreview
#librariesofinstagram  #bookstagram
Doing It for the Gram

“Pics or it didn’t happen.”
Know your local influencers (organization wide or community wide)
Kinds of Influencers - Authors, Local Famous Faces, Sports Teams, Celebrities, Lifestyle Gurus, Mommy Bloggers, etc.
Have them instagram your building, event, or community and tag you
Have them host an event
Get out of the library and go to the influencer - work with them where they are comfortable
WHATEVER YOU DO - IT HAS TO BE A COLLABORATION and not just stalking someone with more followers than you
Library Landmark (Mural, Sign, Art Object, Cat) - Something that everyone is going to want to Instagram
Wall Art / Murals - Think in terms of where people can take selfies
Abundant Light
Something to photograph
Something to pose in front of or on
Interactive
Visually Pleasing
Multiple photo position options
[Good Shot Here] Box or Sign (Instagram Sweet Spot)
Don’t make things off limits
Moveable furniture
Connect On Instagram

Events & Exhibits Designed for Instagram

Make it Easy
Visually Pleasing
Physically Interactive
Dynamic and Changing
Speaker Background
Interactive Props
Event Hashtag
Connect On Instagram

Themes & Motifs

Offers Consistency
Gives users something to look forward to
Trending Hashtag(s)

IDEAS:
Friday Flatlay
BookFace Friday
Saturday Shelfie
Caturday
Recent Returns (DCPL)
Library Mascots
Seen in the Wild
Gives your community a chance to show their skills (People like to show off)
Shows appreciation and attention
Relatively cheap and multiple kinds of display options (Clear Covers, Cork Board, String and Clips, etc.)
Instagram Offline

Instagram Book

Showcase your photos or, with permission, user photos
Fundraising option (check with your legal department)
Showcase your photos or, with permission, user photos
Fundraising option (check with your legal department)

Vendors:
Social Print Studio
Inkifi
Instagram Offline
Contests & Giveaways

Tumbler Full of Nuggets (of Wisdom)
Photo Contests
Space Design Contests
Can also tell you who is paying attention to your account
Resources

7 Things I Learned After Posting 100 Bookstagram Reviews in 100 Days
10 Beautiful Instagram Accounts for Book Lovers
10 Instagram Accounts Every Book-lover Should Be Following Right Now
12 Insta Easy Instagram Library & Literacy Promotion Ideas
12 Must Follow Library Instagram Accounts
13 Ways to Print Instagram Photos
How Instagram is Changing the Way We Design Cultural Spaces
How to Create a Physical Instagram Display
Seven Tips to Make Your Instagram Feed Stand Out
Turn Your Instagram Photographs Into a Beautiful Tear Off Calendar
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All images taken by Meghan Kowalski except where noted.