INSTAGRAM IN ACTION

THE BASIC POST

1. Take a pic!

Find something to take a photo of—make it something other people want to see! Unique items, delicious food, cute animals, pretty scenery, etc. Make sure your photo isn't backlit and is in focus.

2. Want a filter?

If you want to add a filter to your photo, you can do so after you select your picture.

3. Say something!

Add a caption to your photo. Share your thoughts, tell people more about what's happening, or whatever else needs to be expressed. If you'd like to mention another instagram user in your caption type "@[username]" to tag them in your caption. They will get a notification when you mention them in the caption.

4. Tag your photo

Who's in your picture? Click "Tag Picture," click where you want the tag in the photo (for example, on someone's face) and then type "@[username]" to tag them in the photo. They will get a notification that you tagged them in the photo, and—depending on their privacy settings—other people will see it when they look at photos of that account. It is also good etiquette to tag the original photographer or person who posted something if you are reposting someone else's image.

5. Add a location

Where did you take this photo? Geotag your post so others looking for posts at that place or nearby will see it.

6. Share it

If you want to post this same picture and caption to other social media platforms, you can! Link your Facebook, Twitter, etc., and share with ease.

7. That's it!

Hit "Share" and your post will go live!

EXTRA CREDIT

Hashtags!

Hashtags help people search for and find posts related to certain topics. You can include hashtags in your caption or as a comment under your caption after you complete your post. I prefer hashtags as a comment because it looks cleaner and shares to other platforms more seamlessly. Pick up to 30 hashtags that are relevant to your post. If you are taking pictures in Elgin, be sure to use the hashtags "#visitelgintx" and "#loveelgintx". If you use more than 30 hashtags, your post will be flagged as spam, and your post will not show up in any of them.

Post multiple pictures

Have several pics you want to share? Instead of posting multiple times in a row (can become annoying for your followers), hit the little stack of squares after you've selected a photo to post. Then you can select up to 10 photos or videos to combine into one post. Each picture can still be individually tagged if desired.

Share a Story

Instagram's Stories feature is very similar to Snapchat. It is a more temporary and casual way to share with your followers. Stories disappear after 24 hours, unless you choose to save them to your highlights on your profile. Go to your home screen, click your own bio pic under stories, and start adding! You can choose to make a new photo or video, select from your phone, or post text. Then you can tag people, geotag, or add stickers, polls, and filters.

Direct Messages

You will get a notification in your direct messages when someone sends you a message or mentions you in their story. This is the little paper airplane icon in the top right corner when you are on your home screen. It is a way to communicate directly with other users.

Take a look around!

Use the search tool (magnifying glass icon) to search for users, hashtags, or locations that might be interesting. It is a great way to engage with others and find new followers or people you want to follow.

Use other apps

Want to make your posts pop? Try using other apps like Boomerang, Pic Collage, Snapseed, or Over to add to your post.

PRACTICE

You don't have to do all these, but here is an assortment of ideas you can use to practice as you hone your skills!

· Search for "@visitelgintx" account on Instagram and follow it.

· Take a photo of your favorite downtown business. Share in your caption about why you love it. If the business has an instagram account, tag them in the caption AND in the photo. Geotag their business. Use the hashtags #visitelgintx and #loveelgintx.

· Know how to post a single picture? Take a few pictures that represent things you love about Elgin. Combine them into one post. Tag any businesses or people that might be in the images, and tag @visitelgintx. Geotag your post with "Elgin, TX." Use the hashtags #visitelgintx and #loveelgintx.

· Search for an Elgin business you love on Instagram. Follow them if you don't already. Then find a photo they posted that you like and leave a comment on it. You can even tag a friend if you think it's something they should check out, too!

· Search the hashtag "#visitelgintx" to see what other people have posted about our town. Scroll through some pictures, and if anything jumps out to you as extra awesome, like it and tag @visitelgintx in the photo's comments so they can check it out too!

· Try posting a story! Take a photo or video, add some stickers (especially a location sticker with "Elgin, TX"), and add it to your story.

· Send @visitelgintx a direct message and tell them what you found most helpful about this workshop, and any suggestions you might have for the next one.

ELGIN ACCOUNTS

Here are some downtown Elgin businesses you can find on Instagram:

@flowerconnection
@the_tatteredshutter
@evamaeskitchen
@doublerhathouse
@luigisitalianelgin
@marthas_market

@raineyrealestate
@elginowlstore
@atxjerkey
@gmdrygoods
@thehealthyspot_
@colorsworkselgin
@elmagueytexmex

@allcityrealestate_etx
@bodyandshine
@etxtravel
 @Chemncafe
@theclevertiger
@remembermetattoos
@elgin_wellness_shoppe

Thank you to Katy Gassaway (@katydoesyoga), owner of Body + Shine Wellness.
Learn more about downtown, business training
classes, and local resources at www.elgintx.com.