

# Instagram for ONSO Summary

## ARE YOU STARTING FROM SCRATCH

1. RESEARCH: What profiles/styles do you like? What do you not like? How general/contextualized do you need to be?
2. POPULATE: Post 9-12x on the feed & daily on the story so when people go to your page there is something there.
  - o A great example of a "starter presence" can be found at @cajungreekiv
3. GET FOLLOWERS: Have your team, area, and region all follow one another (as well as alumni and ministry partners)
4. FOLLOW CAMPUS ACCOUNTS: Any account associated with the university in any way is worth a follow
5. OUTREACH: Once you've established a presence, you can begin to reach out to PMCs with a basic welcome DM

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## APPLYING INTERVARSITY OUTREACH STRATEGY TO SOCIAL MEDIA

- Our basic strategy has not changed - we can still find students, engage students, and refine our presence online,
- Where are the students? Instagram, Facebook (sometimes, and grad), Campus platforms and forums (Blackboard, Blue Jean, Canvas, etc.), National Events, Other social platforms (TikTok, Snapchat)
- Instagram Outreach Idea: Find incoming freshman class Instagram (or another account students on your campus are following). Follow people who like posts on that account from your InterVarsity Instagram. If they follow InterVarsity back, DM them an invite to join.

## HOW TO MAKE YOUR INSTAGRAM AWESOME

- How should I use Instagram? Kinda like a website, posting regularly. Daily. Every other day. Provide value to your followers, not just announcements.
- How do I decide what to post? First you need to decide your vision (for example, @ivlouisiana: The best bible study resources & inspiration for missional Christian students in Louisiana). Then you need to be disciplined to post regularly. Make a calendar. Use a scheduling app like Later, Sprout Social, Buffer.
- Bio Strategy - Make it concise and clear. Make sure it says who you are, where, what InterVarsity is etc. Also make sure there's a clear call to action. "Sign up", "visit our site to get involved". Make sure to use the link in your bio. Link your website or add more links with a tool like [linktr.ee](https://linktr.ee)
- Engagement Strategy - Invite comments in your posts and reply to every comment. Ask a question, poll, etc. to increase engagement. If a student follows you, follow them back and DM them an invite to get involved. This is a great time to share a landing page link if you have one.

## CREATING A CONSISTENT DESIGN AESTHETIC

- Use set guidelines/templates. Make your post designs as simple as possible. Always use the same filter.
  - o Logo is always a must
- Highlight different look & feel for an area/state vs. a specific campus. The more broad you go, the closer you should stick to the brand guidelines (i.e. color, fonts, etc.).
  - o The more focused you get, the more you can contextualize your aesthetic (photo choice, fonts, etc.)
- Some examples of strong Instagram feeds for inspiration:
  - o @ivlouisiana, @ivchapman, @cmmovement, @delightministries, @vouschurch, @mosaic, Sundaysocial.tv

## TOOLS OF THE TRADE

- Keynote or Powerpoint (Posts & Stories)
- Canva (Posts & Stories)
- Unsplash (Stock Photos)
- VSCO (Photo Editor)
- Dazzle (Stories)
- Unfold (Stories)