

5 Tips for Instagram



With millions of users every day, promoting your event on Instagram is a great way to spread the word about the event. You can also connect your Instagram account to your personal fundraising page to share more pictures and provide updates to supporters. Here are few quick tips to get you started:

1 Link to your team page

Because links in Instagram captions are not “clickable” it’s important to keep your Stride URL in your bio so your followers can easily register and donate to your page. When soliciting donations, remember to direct your followers to that link. (example: “Join our team for 5K & Festival Event! Register/donate at the link in our bio.”)

2 Leverage Hashtags

Hashtags are a great way for Instagram users to find your posts, and this will also increase the engagement of your posts. (Popular hashtags include: #donate, #fundraising, #giveback, #dogood; you can also use local hashtags: #Columbus, #cbusfestival; or hashtags specific to your event or organization)

3 Promote Your Event Several Times Per Week

Invite your followers to register and donate, and keep them updated with your progress towards goal, any important reminders, and event day details.

4 Create Eye Catching Posts

Make sure your image is visually appealing. If you don’t have an actual photo to use, try using an app like WordSwag to create a quick graphic.

5 Utilize Instagram Stories

Using instagram stories to add text, GIFs, and interactive hashtags to your feed is a fun way to create engaging posts. Visit help.instagram.com for instructions

