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# Instagram: a short introduction

Mercian Staff Development, Nov 2021





## 5 areas:

- Background
- Set up
- Content creation
- Different functions
- Review







# Some background and data:

- Instagram launched in October 2010; quickly rose in popularity & purchased by Facebook 2 years later

According to their own data:

- On average, Instagram users spend 53 minutes a day on the platform
  - 67% of people aged 18-29 use Instagram
  - 47% of people aged 30-49 use Instagram



## Some background and data:

Most active age group on each platform:

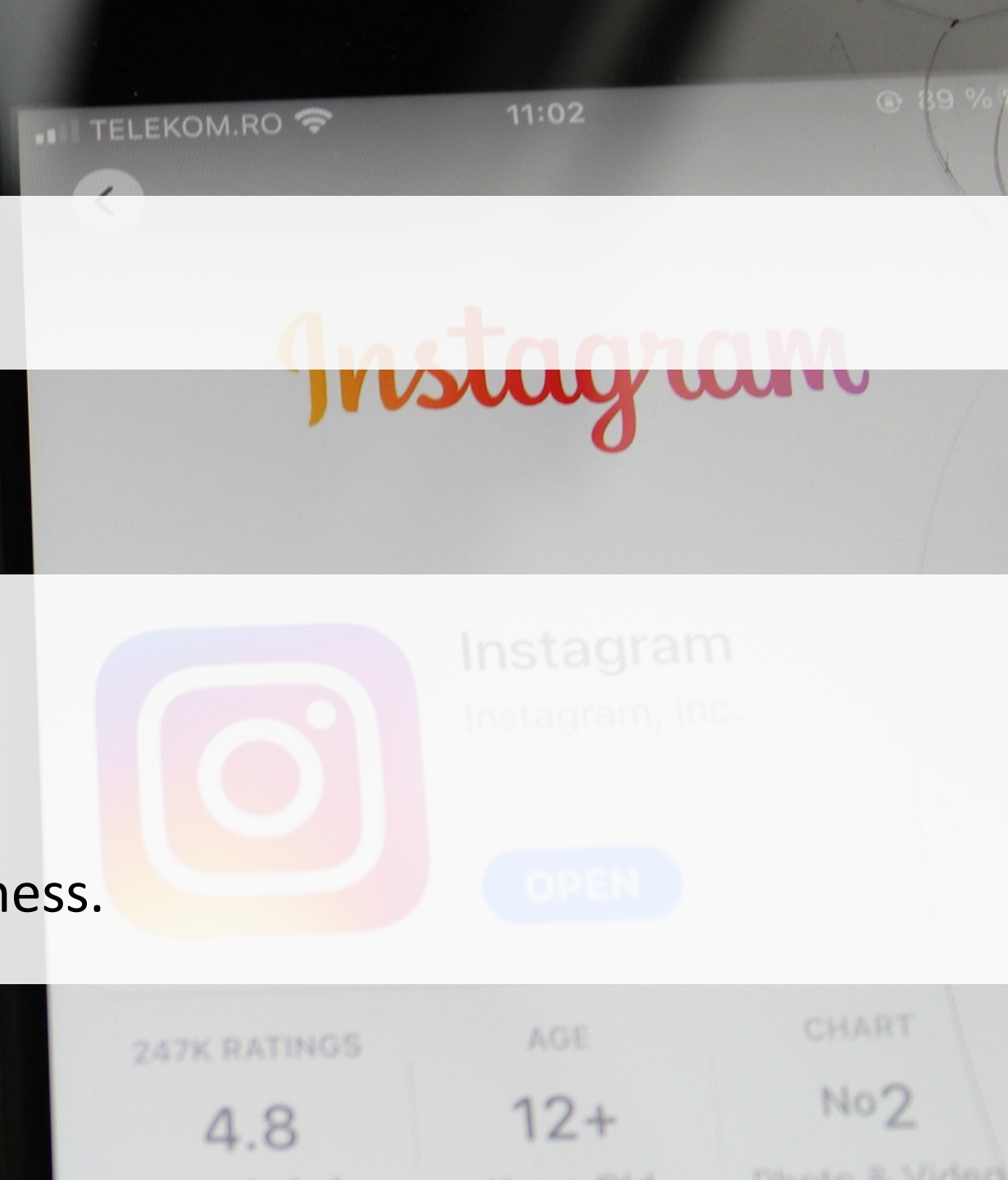
Instagram	Twitter	Facebook	TikTok	Pinterest	LinkedIn
25-34*	30-49	25-34	18-24	30-49	46-55





## Set up:

- Can link to existing FB account
- Email – can be done on PC or phone
- Choose voice
- Do you want targets? Ambient awareness.







# Content: Colourful Photos and Videos

- First and foremost a visual, photo sharing site
- Don't need a professional camera but do need a decent phone, tablet etc.
- Use stories for factual info (save in highlights); keep profile clean
- Post often, but not too often
- Repeat (cross platform and within)





# Content: Hashtags

- Why bother? People will see you who don't follow you (insights)
- Keep them relevant and think about your audience
- Pick the one with the higher usage amount, e.g. #librariesrock 100000k vs #librariesrule 5000k
- Use 'Search & Explore' Function to find content/see how you are looked at by users



# Content: videos

- Remember to film portrait
- Invest in a lapel mic
- Take a landing photo whilst you film (make it a good location)
- Subtitle
- Live option





# Different functions: post vs story

## Posts:

- Land in peoples feed as they are scrolling
- Stay on profile forever
- Can be found anytime by new people
- Landing page/profile

## Stories:

- Sit at the top when you open app (above posts)
- Disappear after 24 hours (highlights)
- Reach existing followers only
- Good for alerts/announcements
- 15 sec video clips



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Highlights

Posts



292  
Posts

1,057  
Followers

43  
Following

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[intranet.birmingham.ac.uk/justask](https://intranet.birmingham.ac.uk/justask)

Edit Profile

Ad Tools

Insights

Add Shop

Email



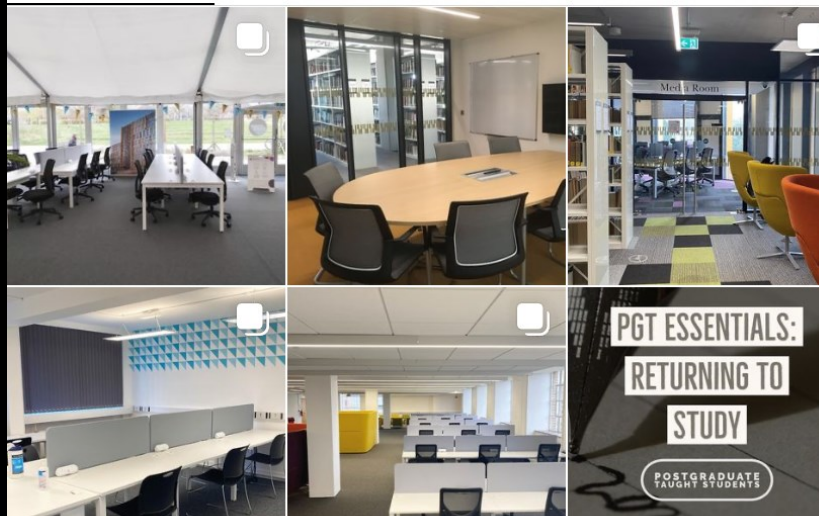
Study on Gr...



New study...



New

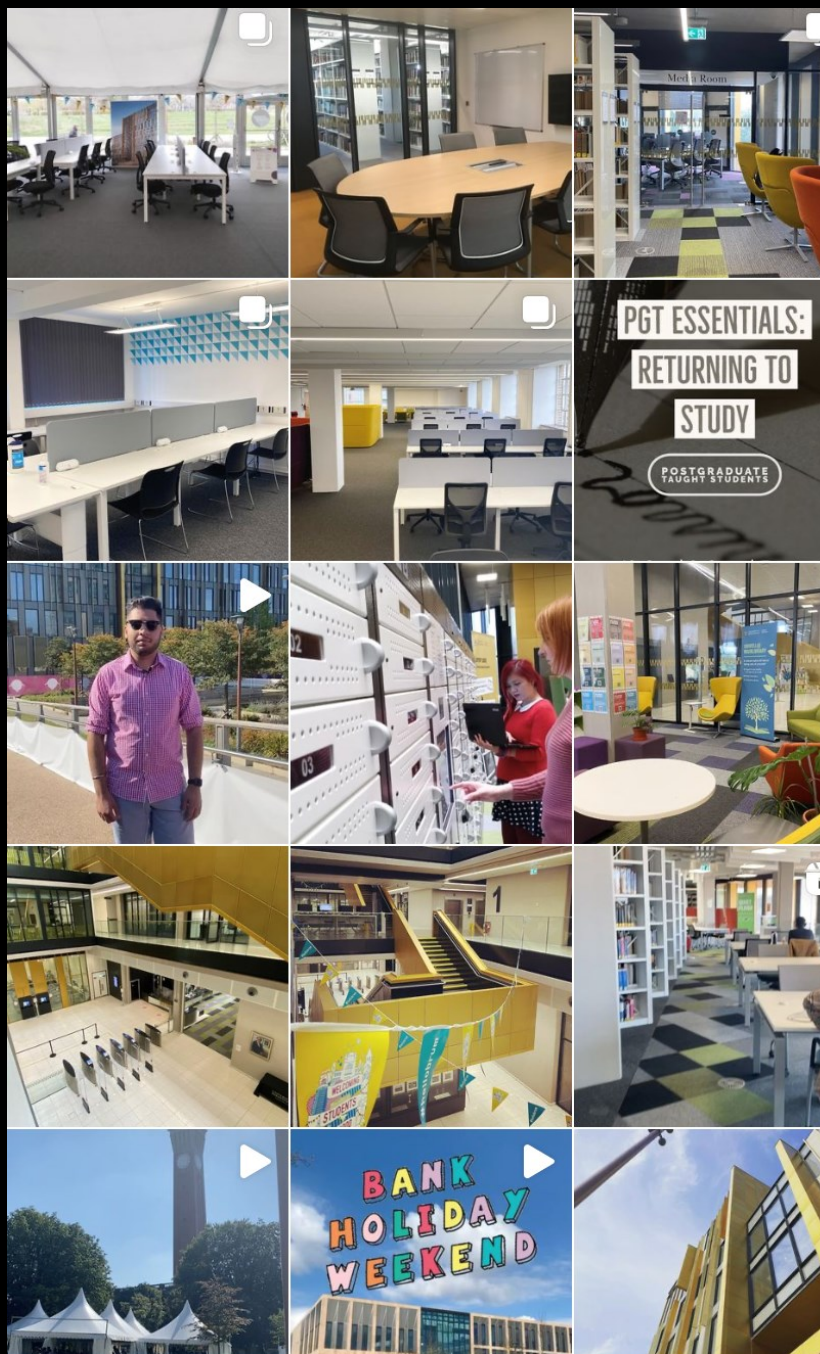






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# Different uses: reels vs IGTV

## Reels:

- 15-30 second shorts
- Usually made in app
- Saved to profile under reels channel
- Can overlay with music inside the app
- Can be added to feed as posts and will play in full

## IGTV:

- Anything longer than 30 secs!
- Usually made outside app
- Saved to profile under IGTV channel
- Can link out from captions
- Can be added to feed as posts and will play a preview





# Different uses: messenger

- Users can use the message function to get in touch and send questions in a private space.
- Consider how this will work - times?
- Limits: stop words/phrases/emojis in the messages and comments
- Queues – general, primary



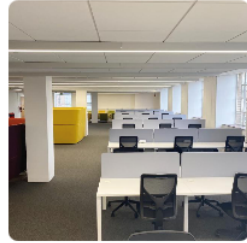
# Review: using insights

- Posts and accounts
- Tell you how found post, what action taken, as well as likes etc.
- Exposure vs action





Post insights



8 October at 3:30 AM



139



0



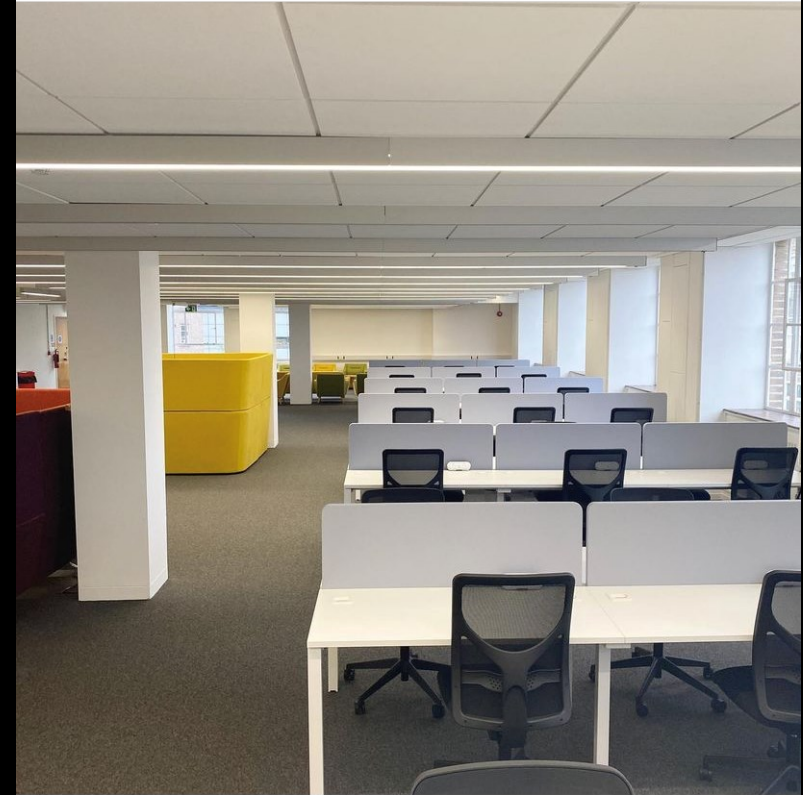
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Overview ⓘ

Accounts reached	1,700
Content interactions	149
Profile activity	50



[View Insights](#)

[Boost Post](#)



Liked by [unibirmingham](#) and 138 others

[uoblibservices](#) New Study Space! 📢🎉

Library services have completed the refurbishment of the 2nd floor in the Barnes Library. A mix of desks (with power), booths and informal seating.

Barnes Library is based in the medical school but all students are welcome to use the library.

[#hellobrum](#) [#unibirmingham](#) [#universityofbirmingham](#)  
[#universityofbirminghamuk](#) [#universityofbirminghamlibrary](#)

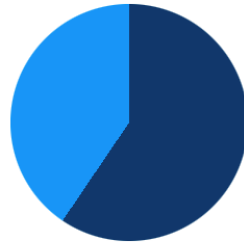
8 October



## Reach ⓘ

1,700

Accounts reached



689

Followers

1,011

Non-followers

Impressions	1,873
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From Home	876
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From Explore	496
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From location	319
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From other	26
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## Content interactions ⓘ

149

Likes	139
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Saves	10
-------	----

Comments	0
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Shares	--
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## Profile activity ⓘ

50

Profile visits	44
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Follows	6
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Email Button Taps	0
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# Thank you for listening. Any questions?

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