

Live Well Social Media: Instagram Training

B Yumul (they/she)

Live Well Youth Sector Youth Leadership Team

Diversify Our Narrative Communications



**LIVE WELL
SAN DIEGO**



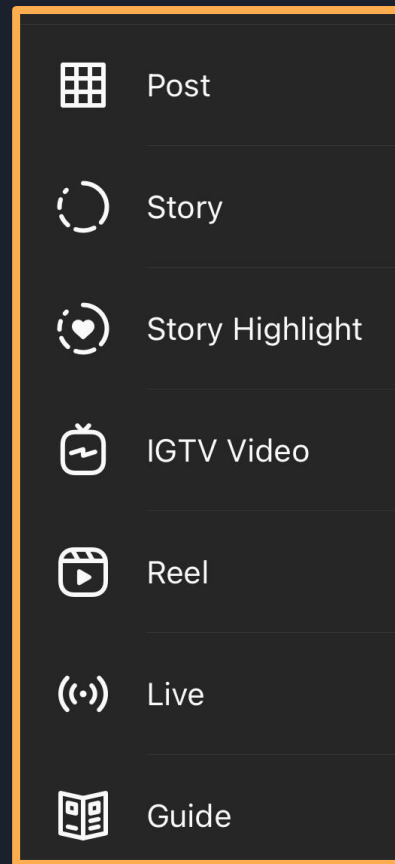
Outline of this training:

- Overview of what Instagram is made of
- Tour of the main interfaces and screens
- Posting options
- Deeper breakdown of Stories, Reels, and Lives
- A guide of numbers to keep in mind
- Algorithm
- Professional Profiles
- Insights & Analytics
- Best Practices, tips, and advice!

There will be checkpoints where I will stop for an questions, but please feel free to ask in chat and Tiffany will help me address them!

What is Instagram? The Content:

- Photos: the origins
- Videos
 - Reels: Similar to TikTok
 - IGTVs for longer videos, can be organized into series
- Stories
 - Disappear after 24hrs by default
 - Can be saved on your profile as Highlights for anyone to see at anytime
- Lives
 - Ability to livestream with livechat, reactions, and co-hosting with other users
 - Can be saved for people to go back and view after live session concludes
- Guides
 - Compiles posts and content together
 - Can be your own, or that of others
- Shop/products
 - Display and promote any merchandise that your following can purchase



Username:

Make it relevant and easily memorable!

livewell_sd 9+



New Content

Profile Icon



502 Posts

2,968 Followers

349 Following

Name

Bio / Description:

Emphasize what's current for people to look for, do, or get involved with!

Live Well San Diego

Government Organization

@countyofsandiego's vision for a region that is Healthy, Safe & Thriving #LiveWellSD
Comment Policy bit.ly/2PIYUH4
http://www.livewellsd.org/
bit.ly/2Zn2WN0

Type of organization / page / individual (Professional profiles only)

Hyperlink

Edit Profile

Promotions

Insights

Add Shop

Email

Contact: Email & phone number

Highlighted Story Posts



2020 Advan...

2019 Advan...

2018 Advan...

New

Content



NOTES:

- Be concise
- Make brand / purpose clear
- Visuals and aesthetics matter!

Think:

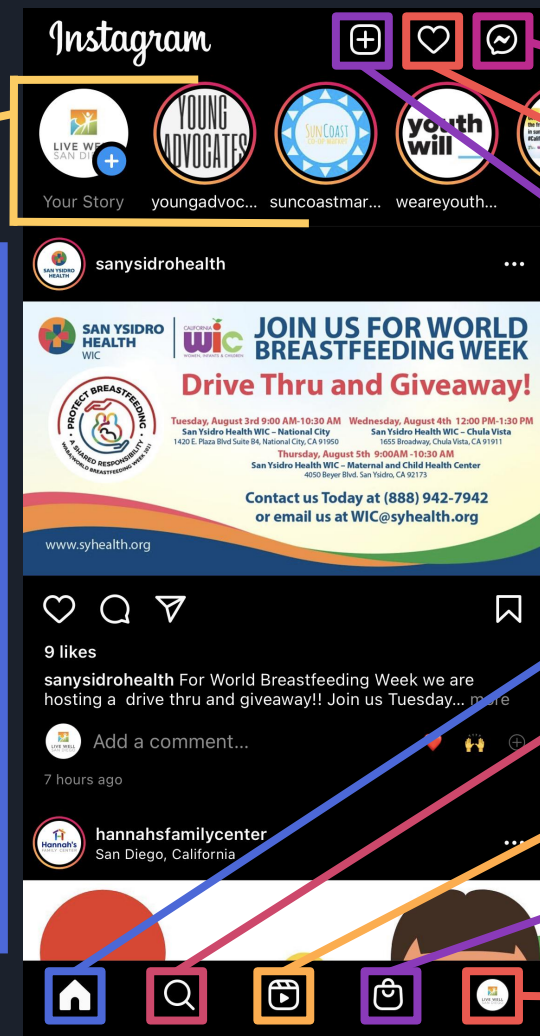
- What do you want them to see?
- What do you want them to do?

Interface: Home Page

Stories

Home page feed

- **Home Page**
 - Shows content from users and hashtags that you're following
- **Explore Page**
 - Compiles recommended content and categories for you based on what you engage with
 - Mix of posts, reels, IGTVs, hashtags, guides. Etc.
- **Reels Page**
 - Tiktok. . . but it's on Instagram
- **Shop Page**
 - We love online shopping



Messages

Notifications

New Post

Home Page

Explore Page

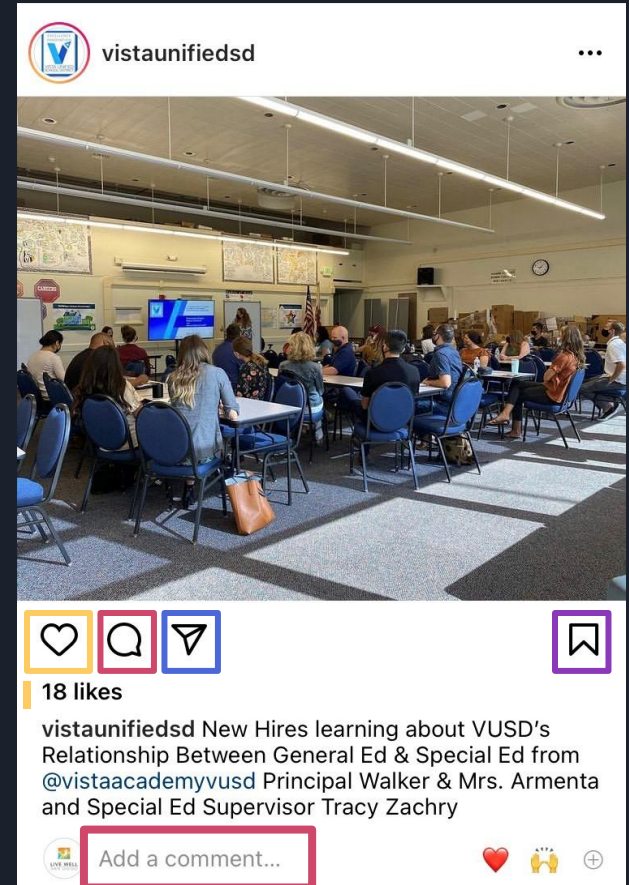
Reels Page

Shop Page

Profile Page

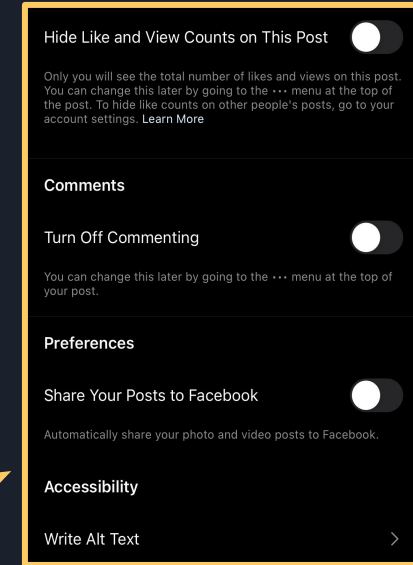
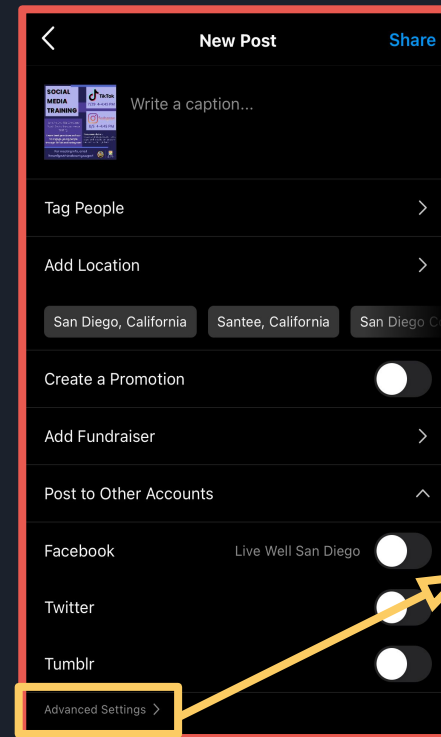
Interface: Post Interaction

- **Like**
 - Can toggle if total likes is publicly visible
- **Comment**
 - Reply: interact back!
 - Like: acknowledge comments!
 - Pin: when relevant parties and other users add noteworthy commentary
- **Save**
- **Share**
 - Send through Instagram via direct message
 - Post on your story
 - Copy link/send through other messaging platform



Interface: Posting

- Select content to post
 - Take new picture/video or upload from camera roll
- Single slide or multi-slide carousel
- Instagram's editing tools
 - Filters, contrast, color vibrancy, blur, sharpen, etc.
- **New post interface**
 - Caption: #'s and @'s
 - Tag other users
 - Location
 - Automatically post to other connected accounts and platforms
 - Multiple Instagram pages
 - Facebook, Twitter, Tumblr
 - **Advanced Settings**
 - Hide true like and view counts
 - Turn off comments
 - Alt text: increased accessibility for visually impaired



TIP: If you start a new post, write your caption, and set your post settings, pressing the < back arrow will give you the option to "Save as draft".

Drafts create their own tab in your content selection step. This is perfect if you need to come back to a post OR even prepare one to get posted quickly later.

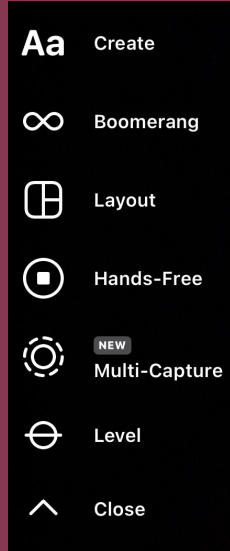


Questions so far?



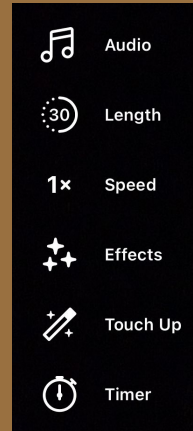
Stories, Reels, Lives

Stories



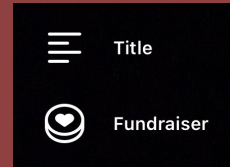
- Take new picture/video or upload from camera roll
- Filters
- + buttons, stickers, emojis
 - Music
 - Polls
 - Questions
 - Quizzes
 - Sliding scales
 - Tag users, hashtags, and locations
 - Countdowns
- Add text
- Draw
- Highlights
 - Displays stories on profile for continuous viewing

Reels



- Voiceover
- Sounds & Music
- Closed Captions
- Add text
- Caption
- Tag users
- Cover/thumbnaill image
 - Crop square adjustment

Livestreams



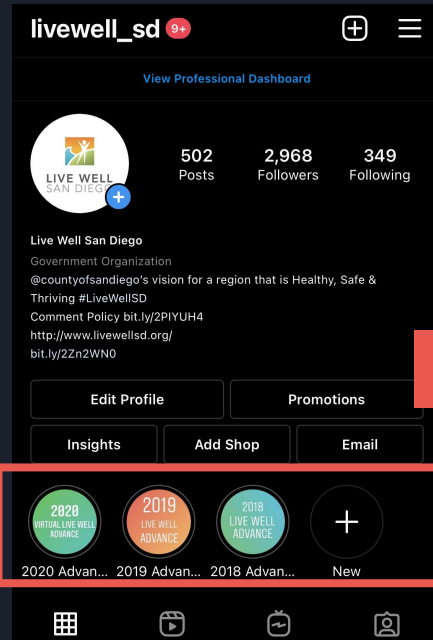
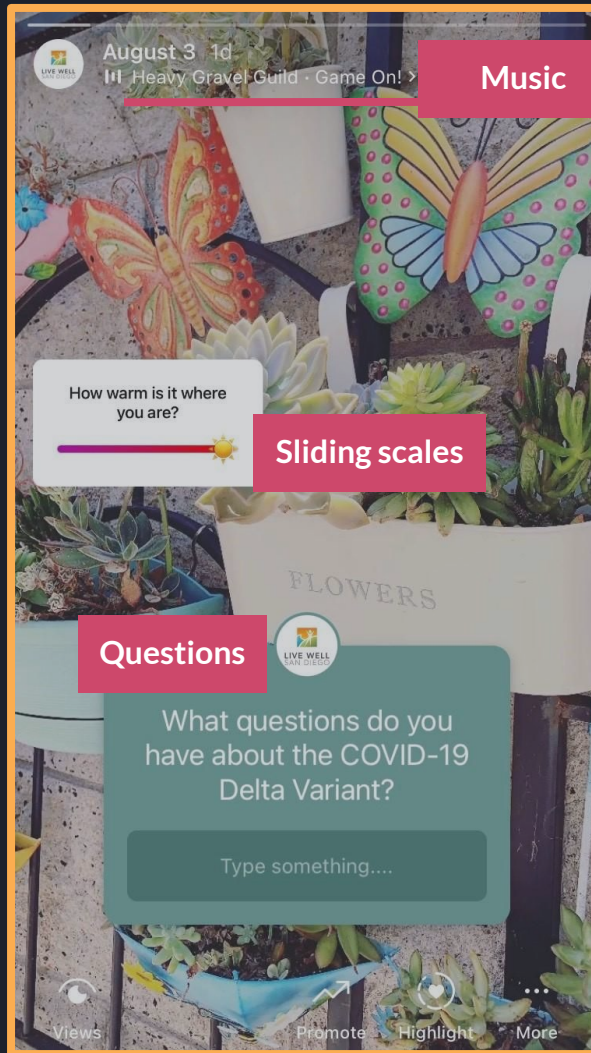
- Title
- Co-host
- Livechat
- Shows # of current viewers

Stories

- Quick: expire after 24hrs
- Interactive
 - Sliding scales
 - Questions
 - Polls
 - @'s
 - #'s
 - Locations
- Engaging
 - Music
 - Text
 - Doodles

Example:

- Bright real-time photo
- Music for atmosphere
- Sliding scale
 - Quick engagement
- Question
 - To collect answers



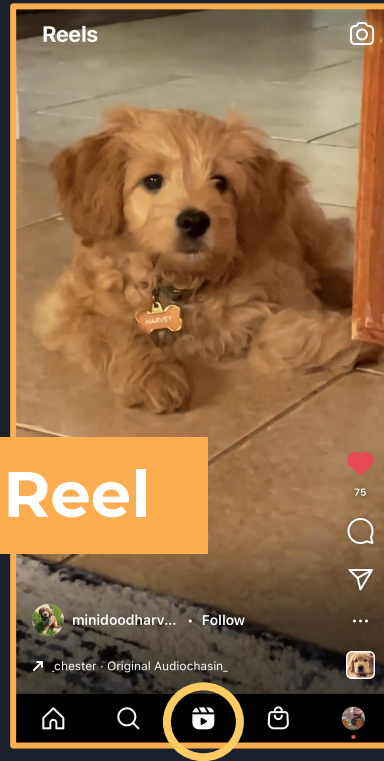
Highlights

Highlights

- Name
- Cover photo
- Choose what story posts to highlight together
- Can be edited

Reels

- Engaging and trendy videos
 - 30 second max duration
 - Easy to mindlessly scroll through
- Reels currently boosted due to being newer
- **A whole tab dedicated to them!**
- Similar to TikTok
 - Can cross-post for more exposure!
- Possibilities are endless!



TikTok

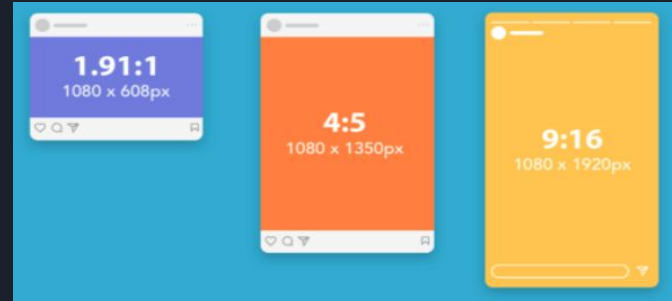


Follow us on Tik Tok @livewell_sd

We provide resources, information, and education on vaccines, myths vs facts, answer youth's questions, share vaccination testimonials, and promote current events, opportunities, and contests such as the recent "Our Health is Worth a Shot" art contest!

Numbers Guide

- Post: Max 10 items - may be all photos, all videos (≤ 1 min), or a combination
- Posting dimensions
 - Widest
 - Ratio of **1.91:1** OR **1080x560** pixels
 - Tallest
 - Ratio of **4:5** OR **1080x1350** pixels
- Stories, reels, IGTVS dimensions
 - Ratio of **9:16** OR **1080x1920** pixels



- Guides: Max 30 posts - may be your own, or those of others
- Profile picture: 180x180 pixels for ideal rendering
- Video durations
 - Reg video: 1 min max
 - Reel: 30 sec max
 - Story: 15 sec per segment
 - IGTV: 1:01-15 min



Engagement Algorithm



Very complicated. Changed the home page feed. Previously all posts shown chronologically. Now, it takes many many other factors into account.

This includes: interaction with the content itself, interaction with the user, how often the user uses the app, how recent the content is, frequency and consistency of posting



1. Save



2. Share



3. Comment



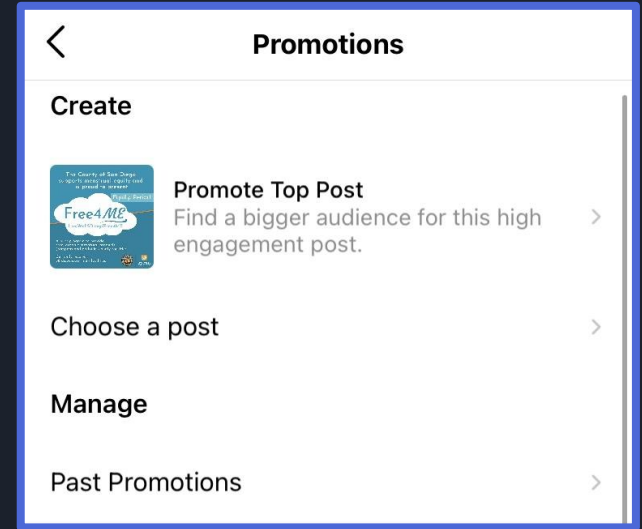
4. Like

BEST PRACTICES: be consistent, make engaging content of quality, be visually intriguing, and highlight important details to catch people's attention

TIP: Reels are currently preferred and encouraged since they are newer, indicated by the whole tab dedicated to them

Professional Profile

- NOTE: Does not boost content for algorithm
- Access to insights and analytics
- Adds general vs primary inboxes for direct messages
- **Promotions**
 - Pay to make a post gain more exposure
 - Will get suggestions about popular posts to continue boosting
 - Different insights interface
- Limits music selection for stories
 - **LOOPHOLE:** Can upload videos and content for stories with music already in them
- Shows many followers are currently active before starting a livestream



Insights and Analytics: What do they mean?



- Can view comparisons over the timeframes of:
 - 1 week
 - 2 weeks
 - 30 days
 - A full month
- Include % **increase** / decrease from previous, equivalent **timeframe**
- **Accounts Reached**
 - # of *unique* accounts exposed to your content
- **Content Interactions**
 - # of times users interact with your posted content
- **Audience**
 - Tracks growth of your Total Followers
- Per content: determine if content is achieving desired reach & see what type of content is successful
 - Reach
 - Impressions
 - Interactions
 - Actions
 - Specific differences with reels, stories, IGTVs

Insights & Analytics: Accounts Reached

- # of accounts who are Followers VS Non-followers
- Breakdown of reach by content type
- **Impressions:** # of times anyone was exposed to your content
 - *Unlike reach:* Impressions count repeated exposure from the same accounts
- **Activity:** # of people who take actions
 - Visiting your IG profile, clicking your hyperlink, clicking your contact button, etc.
- Metric breakdown
 - View top posts within timeframe or all time
 - Filters
 - Content type
 - Newest → oldest
 - Metric
 - **Overall:** Reach, impressions, interactions
 - **Interactions:** Likes, comments, shares, saves, views
 - **Actions:** Follows, profile visits, hyperlink taps, contact taps



BEST PRACTICES: Use your metrics to track and trend what posts and content result in the engagement and action you desire! Think about what kind of content was popular, what it looks like, what hashtags were used, what was in the caption, etc.!

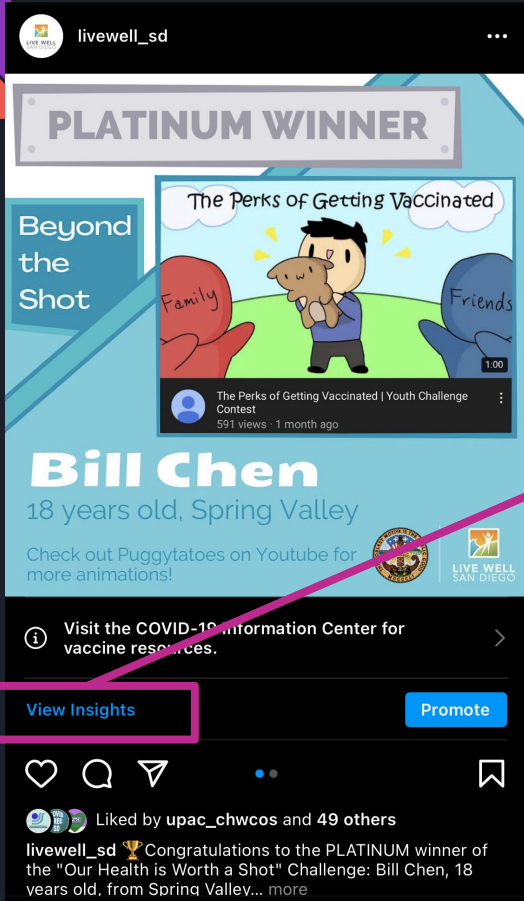
Insights & Analytics: Interactions & Audience

- Interactions
 - Types: Likes, Comments, Shares, Saves, Replies, Reactions
 - Breakdown by content type
- Audience
 - Total followers
 - Overall growth
 - Follows: Followers gained
 - Unfollows: Followers lost
 - Demographics
 - Location
 - Age
 - Gender (binary: “Women” and “Men”)
 - Analysis of times your followers are most active
 - Each hour of the day
 - Each day of the week

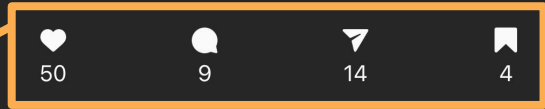


BEST PRACTICES: Play around with engagement methods such as asking questions & calls of action to gauge if they produce the results you want! Use your followers’ most active time analysis to optimize the times and days that you post content!

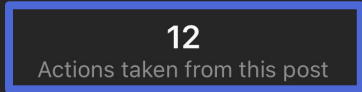
Insights & Analytics: Per Post



Interactions

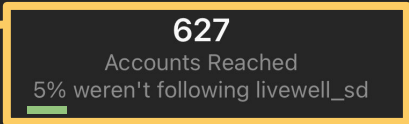


Interactions ⓘ



Profile Visits 12

Discovery ⓘ



Actions

Reach:
% of whom are
Non-Followers

Impressions	821
From Home	759
From Profile	34
From Explore	1
From Other	27

Impressions:
With breakdown of where
users find the post

Follows 0



More question time?



Best Practices:

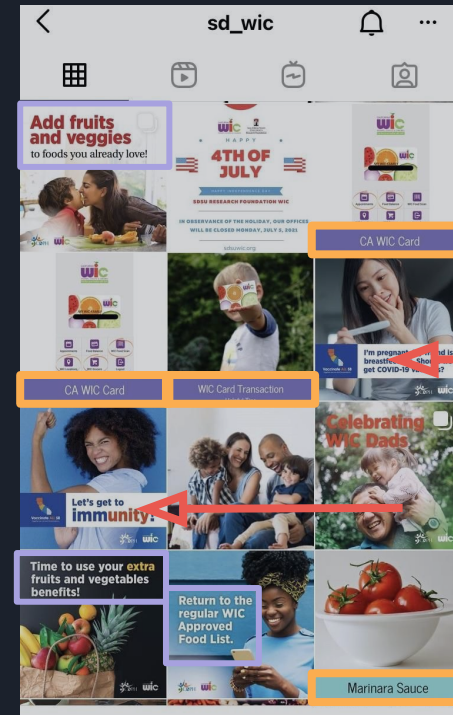
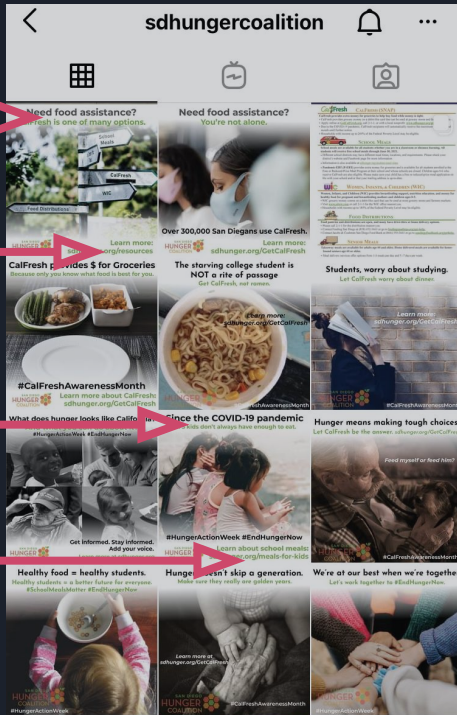
- Know your vision, purpose, mission, or goals for your posting, content, and presence
 - Let this drive content creation and follower engagement
- Seek inspiration from other accounts and pages
 - Experiment and see what works
 - Use yOuR aNaLyTiCs
- Strive for collaboration for more cross exposure!
 - @ other and related users in captions and tags
 - Use relevant, trending, and current hashtags/topics
- Have fun!



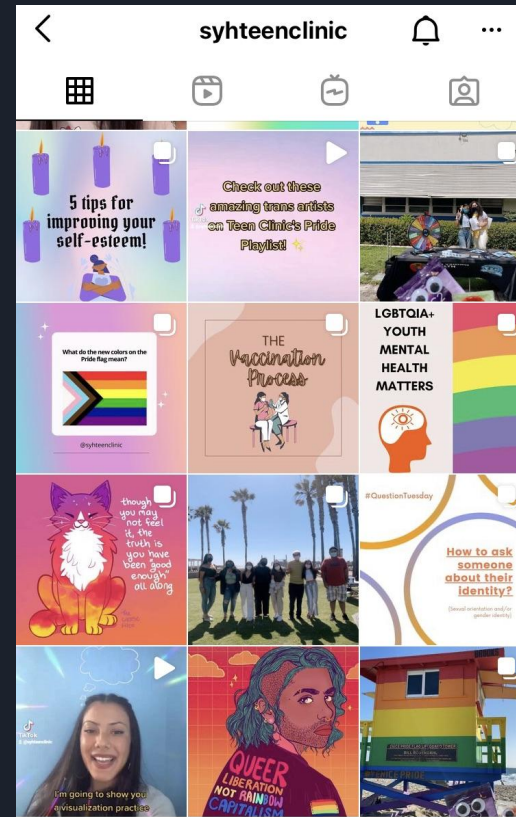
Best Practices:

Decide on Aesthetics, Themes, and Series for Continuity

Text/ Block Overlay & Pattern



Themes & Color








LiveWell Old vs. New




Best Practices: Incorporating Calls to Action

"Hi everyone! I'm a Vietnamese-American student at Cal State San Marcos, hoping to become a teacher. I've worked with youth since I was 14 years old, my first job as a babysitter. I absolutely loved it and decided to continue working with and advocating for youth!"

[View Insights](#) [Promote](#)

 Liked by [youngadvocatessd](#) and 40 others

livewell_sd Everyone wave 🙌 in the comments to welcome another one of our amazing Youth Leaders 🌻

▶️ Swipe to find out what Lina's been up to and to see five ~of her many~ strengths


! The latest Youth Sector Newsletter just came out this morning! Did you get yours? Head over to the Youth Sector page of our website to click the blue button so you don't miss the next one!

A pilot program to provide free, organic menstrual products (tampons and pads) in County facilities

Currently involves 58 dispensers in 24 facilities

[View Insights](#) [Promote](#)

 Liked by [sd_wic](#) and 101 others

livewell_sd The County of San Diego is proud to launch the Free4ME initiative in support of menstrual equity! 🥰

▶️ Swipe for some statistics about the importance of menstrual equity.

! Visit [LiveWellSD.org/Free4ME](#) to find a location near you and learn more!

[#LiveWellSD](#) [#SDFree4ME](#) [#MenstrualEquity](#) [#PeriodEquity](#)

This includes liking, commenting, sharing, visiting the link in bio, etc.

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Comments

- [cwork.media](#) 🙌🙌🙌 5w Reply
- [upac_chwcoc](#) Hi Lina! 🙌🙌 5w 1 like Reply
- Reply to [upac_chwcoc](#)...
- [unclekeithsgourmetfoods](#) 🙌 6w 1 like Reply
- [tarambee](#) 🙌🙌🙌 6w 1 like Reply
- [gianalexa](#) 🙌🙌🙌🙌🙌 6w 1 like Reply
- [arroyo.rosaura](#) 🙌🙌 6w 1 like Reply
- [malaya_pojas](#) 🙌🙌🙌 6w 1 like Reply
- [algorri_m](#) 🙌 6w 1 like Reply
- [atomicseagull](#) 🙌🙌🙌 6w 1 like Reply

Best Practices: Incorporating Calls to Action

			
102	6	53	5
Interactions ⓘ			
18 Actions taken from this post			
Profile Visits	14		
Website Taps	4		
Discovery ⓘ			
898 Accounts Reached 7% weren't following livewell_sd			
Impressions	1,093		
From Home	997		
From Profile	48		
From Explore	1		
From Other	46		
Follows	4		

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View Insights **Promote**

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! Visit LiveWellSD.org/Free4ME to find a location near you and learn more!

#LiveWellSD #SDFree4ME #MenstrualEquity #PeriodEquity

Best Practices: Citations & Sources

syhteenclinic
San Ysidro Health Teen Clinic

The COVID-19 Vaccine:

How does it keep me safe?

Sources:

- <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/different-vaccines/how-they-work>
- <https://www.cdc.gov/vaccines/covid-19/index.html>
- <https://www.govi.org/vaccinework/what-are-protein-subunit-vaccines-and-how-could-they-be-used-against-covid-19>

HIV vs AIDS

2/6

Human Immunodeficiency Virus

- A virus that targets T-cells / CD4-cells within our immune system **1**
- If the virus destroys too many cells → can progress to AIDS

Acquired Immunodeficiency Syndrome

- A clinical diagnosis indicating an advanced stage of HIV **1**

*Treatment can prevent:

- HIV from progressing into AIDS
- The transmission of HIV to a partner

Vist [HIVTest.org](https://www.hivtest.org) to find a testing location near you!

Sources

- 1** ["HIV Basics"](#) (Greater Than AIDS, 2021)
- ["A Timeline of HIV and AIDS"](#) (Minority HIV/AIDS Fund, 2021)
- ["Homophobia and HIV"](#) (Avert, 2021)
- ["How HIV Impacts LGBTQ People"](#) (Human Rights Campaign, 2021)
- ["Getting to Zero Fact Sheet"](#) (Getting to Zero, 2021)

Be mindful and use disclaimers/warnings when applicable.



Best Practices: Accessibility

- Caption your videos
- Write Alt Text
 - Describe as much as you can!: Colors, layout, details in photos, quote any text, graphics, etc.
- Avoid using font sizes smaller than 25
- Adequately space out lines of text
- Use accessible language and terminology
 - Otherwise: DEFINE and EXPLAIN
- Make sure text and background elements have **STRONG** contrast
 - Don't have text over busy backgrounds
- Avoid visual, auditory, and other sensory triggers: flashing visuals, significantly loud/abrupt audio, graphic/explicit content, etc.
 - If you decide to use any of the sort, **USE TRIGGER WARNINGS**

Best Practices: Establish your Persona

Shows in your profile's description, captions, replies, comments

- Emojis
- Lingo & terminology
- Personality & tone
- As much as possible, avoid generic and automated messages and replies.
- Respond to comments, messages, and inquiries in a timely manner.
- What do you deem appropriate for your vision and mission?





The End

- More questions
- Thoughts to share
- Clarifications

Follow us :)

Instagram: [@livewell_sd](https://www.instagram.com/livewell_sd)

TikTok: [@livewell_sd](https://www.tiktok.com/@livewell_sd)

Anything else?

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Beatriz.Yumul@sdcounty.ca.gov