

INSTAGRAM ACCOUNT CHECKLIST



PROFILE SETUP



Account: Convert to a Business Account

Business accounts are spread more widely by the algorithm and give you access to other tools.

Standardize Your Account Name

Standardize your handle across all social media platforms.

Account Handles and URL's

Make sure all of your social media accounts have the same handles or URL structure (ex. facebook.com/hfh-springfield and instagram.com/hfh-springfield)

Profile Picture

Use a high resolution logo. We recommend the Habitat blue background with a white mark.

Bio

Make your bio is succinct, include searchable keywords (like your service area), branded Hashtags (example #HabitatforHumanity), related accounts, and use emojis to stand out.

Links in Bio

Use a social landing page like linktr.ee to display key links, and/or add up to 5 links directly within Instagram through the "links" feature. We recommend your volunteer page, donation page, restore page and other key campaigns.

Highlights

Create Highlights from your Stories for key content that your followers can refer to easily and regularly (e.g. volunteering, stories, campaigns, Habitat Facts).

CONTENT

High Quality Photos & Videos Only

Use a DSLR camera, or the latest smartphone to take high-res images and video (4K preferred). Consider building a pool of volunteer photographers to ensure high quality photos.

Video & Photo Design/Editing

Use consistent brand esthetics using a program like Canva. Only use brand-compliant colors and fonts.

Tag Locations

Use the location feature on Instagram to get extra traction for your posts. This is especially effective when you're participating in large events or at a high-traffic location.

The Magic Post Formula

Our research has seen this formula to get the most reach with posts:

**storytelling + program description + tag
community sponsors/partner**

Create a carousel of 3-4 images. Make the first image a picture of a person looking directly at the camera.

Mix of Content

Share a mix of video, carousels, user-generated content and original photography. On a weekly basis, highlight a mix of content related to mission, community education, programs, stories, appreciation and inspiration.

Repost with Stories

If someone in your community posts about you, share their post in your stories to get extra reach. Make sure to add your own spin on the post and thank them!

Use the "First Comment"

If you have important links or information, make note in your post that this important information is in your first comment. This will increase the clicks and engagements on your posts.



POSTING



Frequency

Post as often as you can commit to, aim for at least 4 times per week in-feed. If possible post a story and reel once a week.

Scheduling Made Easy

Schedule your posts ahead of time. If possible, schedule posts one month ahead of time using a platform like Buffer or HootSuite.

Captions

Most captions should include 4 elements: a hook (first sentence), the main point, a call to action (short action-oriented sentence) and relevant hashtags (5-7 hashtags).

Curation

Always credit any photographers or user content you post or re-post. Ask for permission before posting.

Hashtags + Keywords

Place descriptive keywords and hashtags in your caption, and when possible. Use 5-7 hashtags on each post.



★ COMMUNITY ENGAGEMENT

Engage

Use the search function to find profiles related to your affiliate - this can be local partners, businesses or sponsors. Like and comment on their followers' posts for at least 15 min per day to increase engagement. This will increase your visibility.

Respond

Respond to every single comment (positive or negative) left on your posts, and encourage dialogue using open answers.

Ask

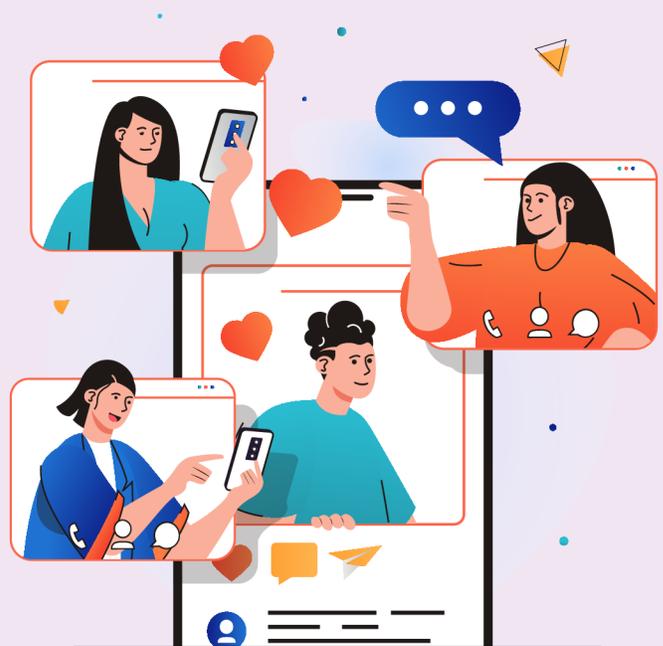
Include questions and CTAs (call-to-actions) in your captions (e.g. "What's your favorite thing to do on the construction site? Comment below.")

Tag Partners

When appreciating community partners and sponsors, tag them in your posts.

Ask Partners to Tag You

Anytime a partner is at an event or on the construction site, ask your partner to post about the experience and tag your page. You can even give them a caption they can copy and paste.





ABOUT COMMUNITY CONNECT

Community Connect helps you build more with less. Our work is guided by a shared vision of collaboration, learning and collective action that fosters real community connections. Join the community to access easy-to-use marketing tools, education resources and communications strategies that will drive your mission forward. We are stronger together.

