Instagram is a photo-sharing application that works best on tablets and smartphones, but can be accessed from a computer. It is the perfect place to showcase photos from your Lodge’s events or grant projects.

**Creating Your Account**

If you’ve already created a Facebook account, you’ve got an Instagram account too! Simply click “Log in with Facebook,” and you’re all set. If not, it’s still pretty easy. Just follow these steps:

1. Go to [instagram.com](https://instagram.com) and click "Sign Up."
2. Select "Log in with Facebook" or create a new account by filling out the short form.
3. Click "Sign Up."

**Navigation**

Now that you have an account, let’s learn what all these buttons mean.

- **Home**: Shows posts from people you follow. Your posts will also appear here and occasionally recommended posts and ads will show on your feed.
- **Search**: Allows you to look for people, hashtags, and things you are interested in.
- **Activity**: Displays all of the people who have interacted with you, whether they’ve liked or replied to your posts or comments.
- **Post**: This is where you create your posts for Instagram. You can select your photo, edit it and write your caption here.
- **Messages**: Depending on your privacy settings, people can message you other people’s posts or message you about your posts.

**Posting on Instagram**

You can post an old photo on Instagram or take a new photo using Instagram’s camera. Once you select the post button, the application will automatically open the photos saved on your device, and you can select the photos or videos you want to post. Here are a couple of tips and tricks to keep in mind:

- You can put up to ten photos or videos in one post by selecting the circle with an icon of overlapping squares.
- Filters change the color and tone of your photo. They can make pictures grainy and less clear, and the ENF does not use filters on photos.
- Clicking the “Edit” button allows you to change many attributes of your photo, including shadows, highlights, sharpness, focus and more.
- With some photos, less editing is more! It can be fun to play around with the different effects, but remember that you still want your photo to look natural.

- **Activity**: Displays all of the people who have interacted with you, whether they’ve liked or replied to your posts or comments.
- **Search**: Allows you to look for people, hashtags, and things you are interested in.

**Grand Lodge Guidelines**

Before you start posting about the Elks or the Elks National Foundation on your Facebook or your Lodge’s Facebook, it is important to read through the Grand Lodge’s Social Media Guidelines. Not only do the guidelines explain how to represent the Elks with the values the Order stands for, but they also offer many helpful tips for creating your posts!

**Questions?**

Contact the ENF Communications Department at 773/755-4764 or cathleend@elks.org.