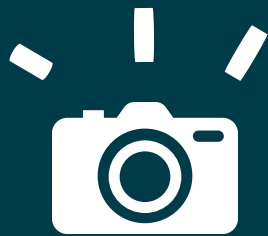




The ENF Presents GET SOCIAL INSTAGRAM BASICS



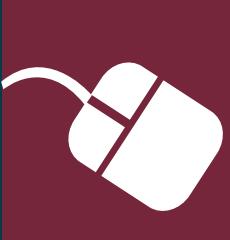
Instagram is a photo-sharing application that works best on tablets and smart phones, but can be accessed from a computer. It is the perfect place to showcase photos from your Lodge's events or grant projects.



CREATING YOUR ACCOUNT

If you've already created a Facebook account, you've got an Instagram account! 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://www.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.



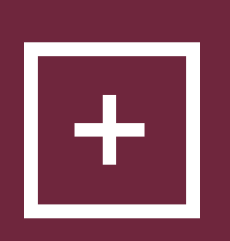
Activity: Displays all of the people who have interacted with you, whether they've liked or replied to your posts or comments.



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.

Once you've selected your photos or videos and edited them, select "Next" in the upper right of your screen. This will take you to the last couple of things to add to your post.

- Let your followers know what is happening in the photos or videos you've selected by adding a caption. Keep captions short, fun (but professional), and informative.
- Add appropriate hashtags at the bottom of your caption to have your photo shared more widely in the "Search" part of the application. If you use ENF hashtags, you might even be featured on ENF social media pages!
- "Tag People" lets you tag the people and organizations in your photos, as long as they also have Instagram accounts.
- If you put a location on your post, the post will show up when people search that location on Instagram! You might be able to put your Lodge as the location!
- Instagram lets you share your posts directly to Facebook or Twitter if your counts are linked. This makes social media extra easy!

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!

