Instagram Guidelines

- Post fresh content regularly: Ideally 5 times per week but at minimum 1-2 times a week
- Captions should be no longer than 2-3 sentences and should not include web links as these cannot be opened from within the text of a caption.
- Instagram only allows for one web link per profile, in the bio on your account page. Refer your followers to this link if in relevant posts. This link can be updated at any time.
- Typical hashtags that the College uses on Instagram posts include: #EtownCollege, #BlueJaysAlways, #Etown[ClassYear] e.g. #Etown2020.
- Instagram Stories are a great way to feature live events or student and faculty interviews. Each story slide is can last up to 15 seconds before it moves onto the next slide. Longer videos can be broken up over multiple story slides.

ETOWN
ELIZABETHTOWN COLLEGE

Instagram Guidelines (continued)

- Videos of 60 seconds or less can be posted on your main grid. Videos longer than 60 seconds must be posted using the IGTV feature. A 1-minute preview of IGTV videos will appear on your grid. The IGTV feature can only be accessed from a computer, not a mobile devices.
- To mention another user, include @ followed by their username in the caption or select the "tag" option and tag the desired account in the photo itself. You can also tag accounts in your story. If you would like other accounts to be reshare your story, you must tag them in it.
- Tag @etowncollege in your posts and stories so that they can be shared!

ETOWN
ELIZABETHTOWN COLLEGE