

# 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 your bio on your account page. This can be a link to your department homepage or can be changed on a regular basis to highlight individual programs or news stories. If you would like to direct someone to a link with a post, change it in your profile and direct viewers there.
- 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.
- Videos of 60 seconds or less can be posted on your main grid. Video's longer than 60 seconds must be posted using IGTV. A preview of these videos will appear on your grid when you post them.

