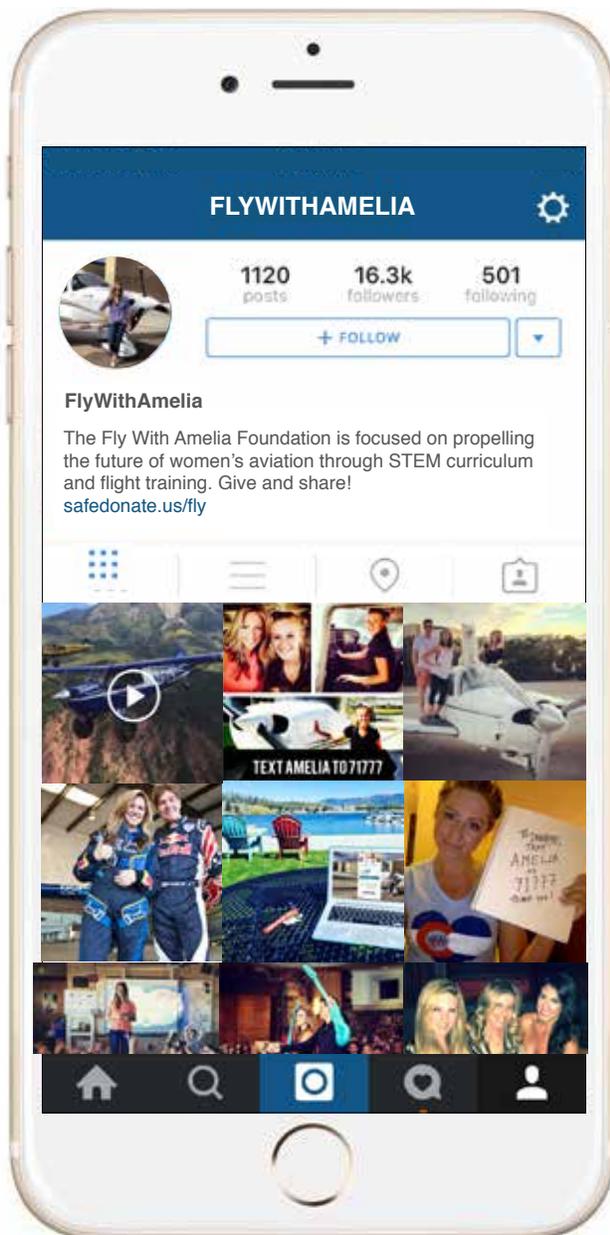




INSTAGRAM

Fundraising Made Easy

Set up Instagram for your nonprofit organization and learn how to promote [keywords](#) and [mobile-friendly donation pages](#) to unlock fundraising potential



Dear Nonprofit Leader,

The 400 million monthly users on Instagram via smartphones, tablets and PCs, represent a massive social network of donors. 51% are male and 49% are female.

Instagram is one of the best ways for your nonprofit to reach the hearts and minds donors with photos and videos that represent the good you are doing.

Why Instagram Is Awesome For Nonprofits

-  100% of posts are able to be viewed by your followers in their feed.
-  Powerful and easy-to-use editing tools and filters make it simple to post great looking content (seriously you will look like a pro).
-  Clean and elegant user interface allows endless interaction without clutter.

Important Things Nonprofits Need To Know About Instagram

-  Accounts must be created from a mobile device via the Instagram app.
-  Your Instagram @username should match the branding your organization uses on Facebook and Twitter.
-  Photos and videos can only be uploaded through the Instagram app on a mobile device.
-  Photos and videos are automatically cropped as a square within the app.
-  Videos are limited to 3-15 seconds.
-  Your profile photo, bio, and link should be updated regularly to promote your current fundraising campaign.
-  The only way to make a call-to-action is to say it in a video or hold up a sign in a photo. Posts cannot contain links, however you can have link in your profile.
-  Your last 12 posts show up first on your profile page (so keep them fresh).
-  Photos and videos can automatically post to your organization's Facebook and Twitter page when you link the app through your Instagram account.

Sincerely,

The MobileCause Team



Tip

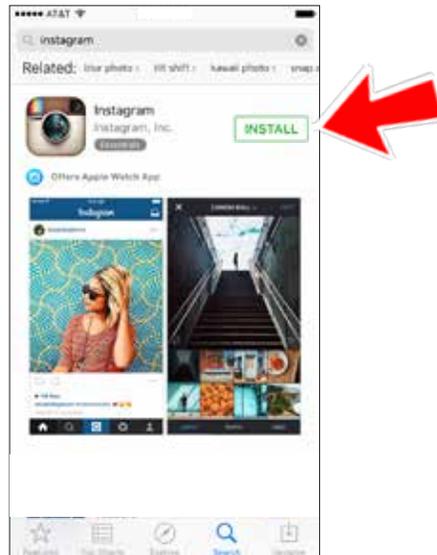
Empower a member of your team
(who is already active on Instagram) to:

- 1) Set up nonprofit Instagram account**
- 2) Create your profile (photo, bio and link)**
- 3) Upload first 6-12 photos and videos**
- 4) Link to nonprofit Facebook and Twitter**

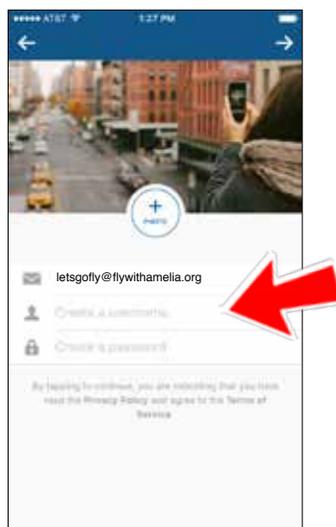
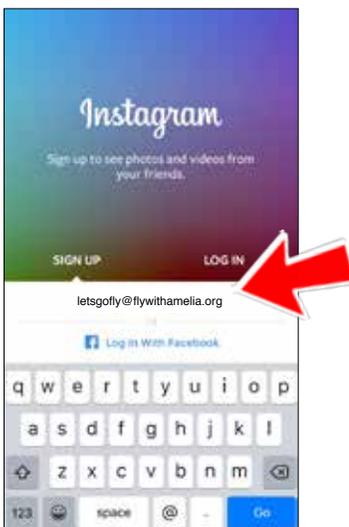
This eBook is designed to walk you through steps 1-4, making it easy for your nonprofit organization to get started on Instagram!

Set up an Instagram Page for Your Nonprofit

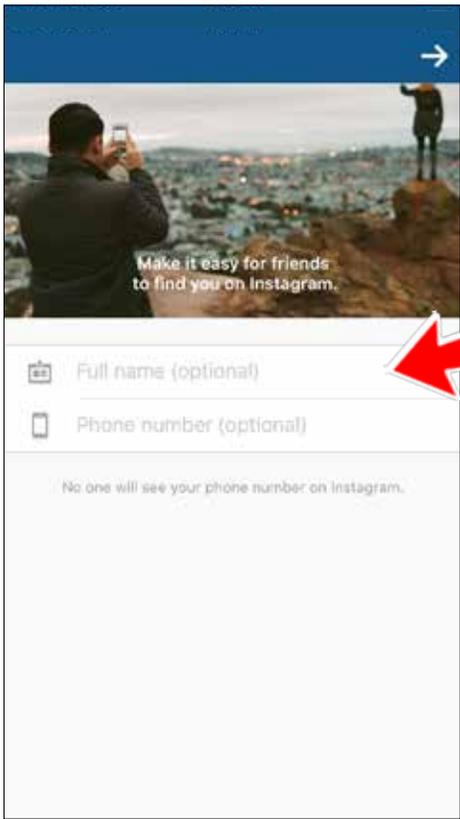
Step 1 From a smartphone or tablet, download and install the Instagram App from the app store (IOS devices) or Google Play (Android devices).



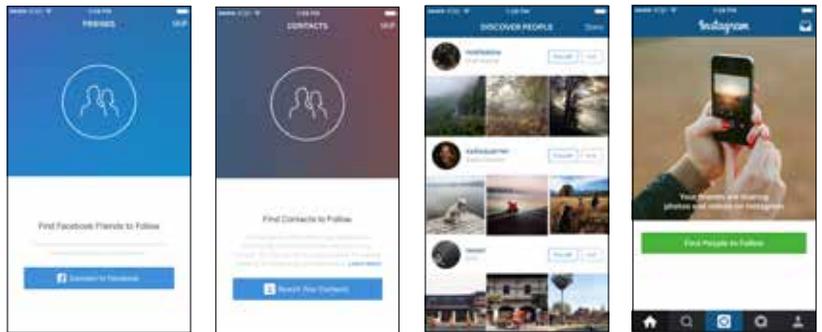
Step 2 After launching the Instagram app, sign up for an Instagram account by entering an email address that can be shared (example letsgofly@flywithamelia.org). This will allow multiple representatives across your organization to login to your page and make posts from their device. Do not select the login with Facebook option here.



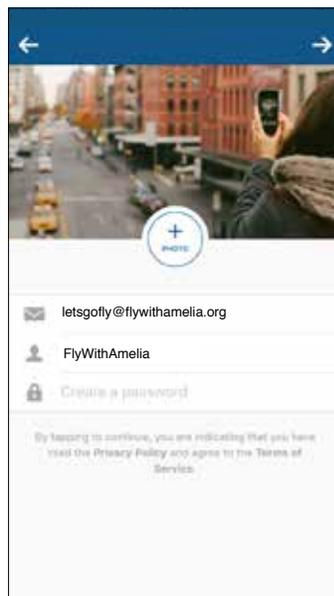
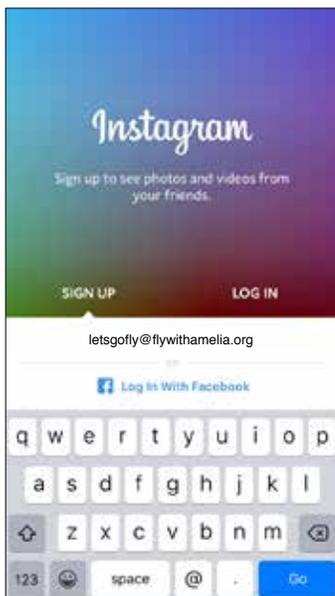
Step 3 Enter your nonprofit organizations full name and contact phone number.



Skip The following 4 setup steps can be skipped when creating an Instagram page for an organization rather than an individual.



Step 4 Create a username and password. Your branding should be consistent with your website, Facebook and Twitter.



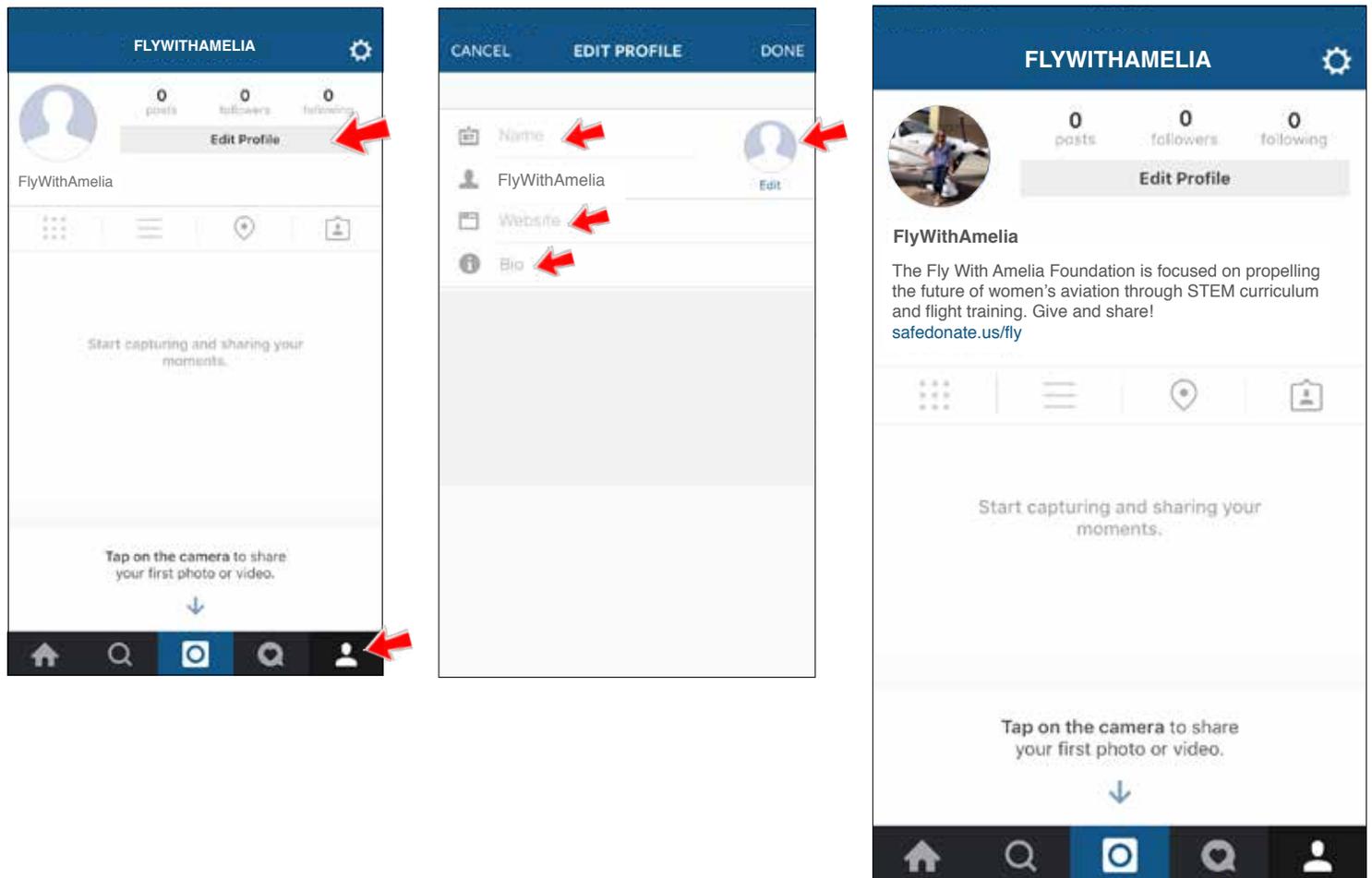
Create Your Nonprofits Instagram Profile

Set Up Your Profile From inside the Instagram app, click the person icon at the bottom right to see your profile. Then click the grey “Edit Profile” button (this step can also be done by signing into your Instagram account from a PC). Then click and enter your profile photo, organization name, donation page link, and 150 word description of your mission with a call-to-action.

Tip #1 Have a compelling Profile Photo, Bio and Website Link. First impressions are important!

Tip #2 Be sure to use a [mobile-friendly donation page](#) link as your Website to make it as easy as possible for people to give to your nonprofit organization (this is the only link you get).

Tip #3 Update your Profile Photo, Bio and Website Link for every new fundraising campaign.

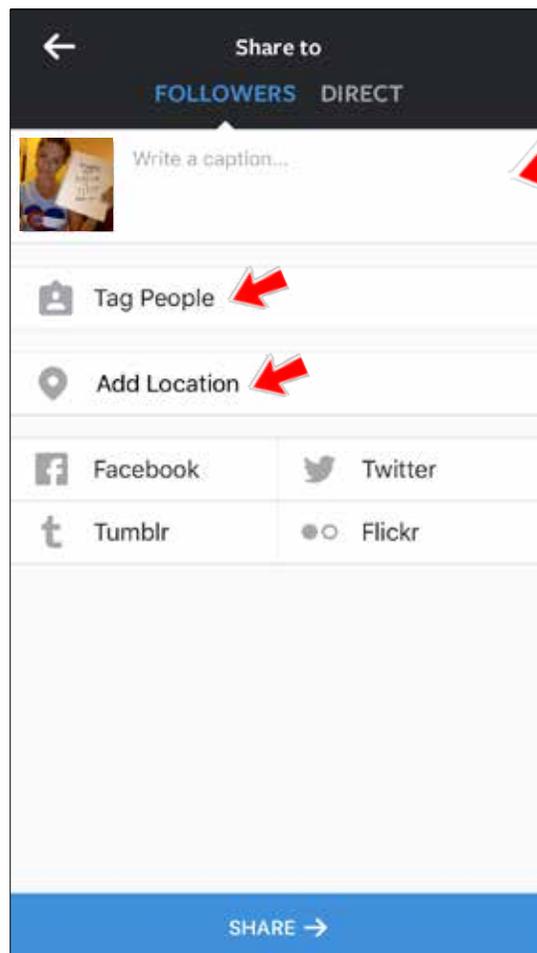
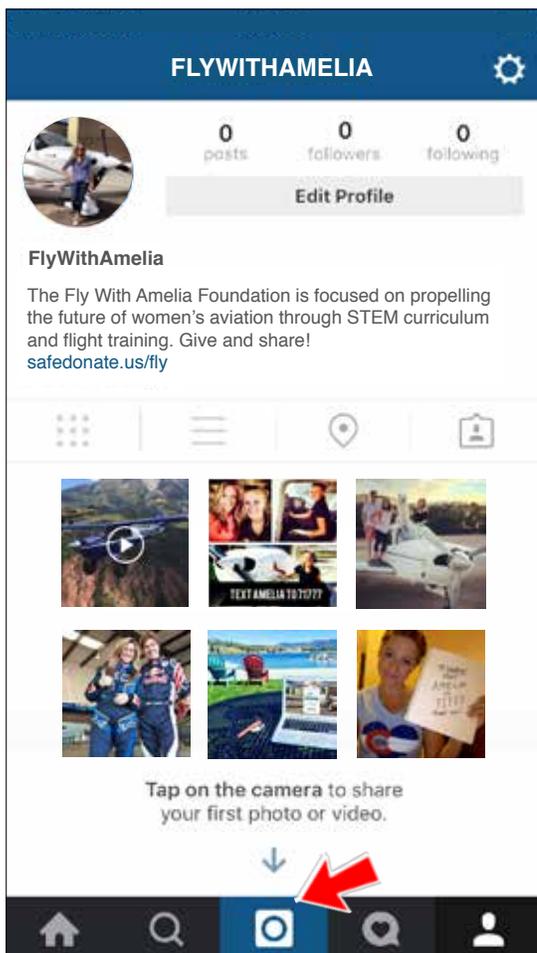


Upload Your First 6-12 Photos and Videos

Step 1 Click the blue camera icon and upload your first 6-12 photos and videos. Upload a mix of videos and photos as well as ads and unselfies that promote your [text-to-donate keyword](#).

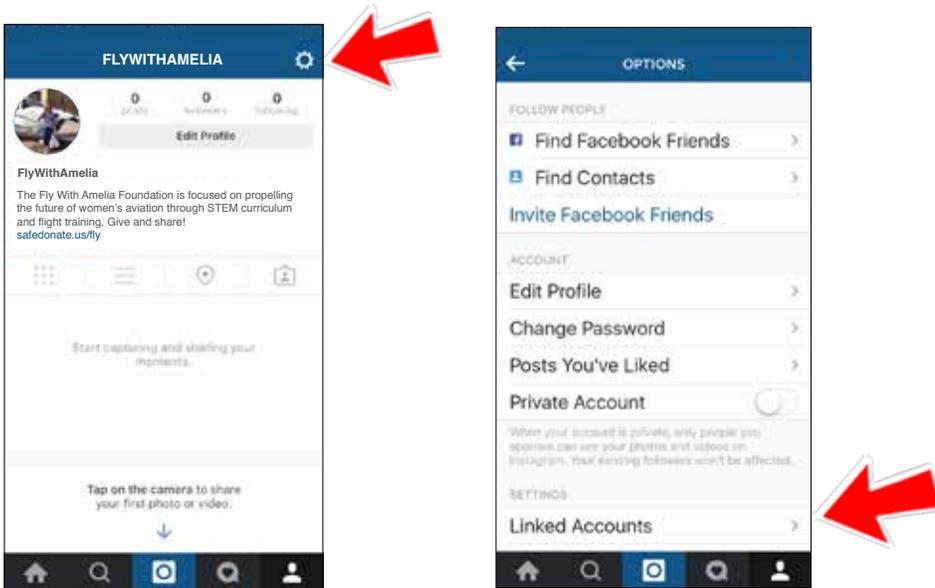
Tip #1 Tag the people in your photos/videos that have Instagram accounts and add the location. Simply type in the @username of the person you want to tag and if they have an Instagram account their profile will appear in a drop down menu.

Tip #2 Include @username and #hashtags in captions. Simply type the #hashtag and/or @username and select from the drop down menu.

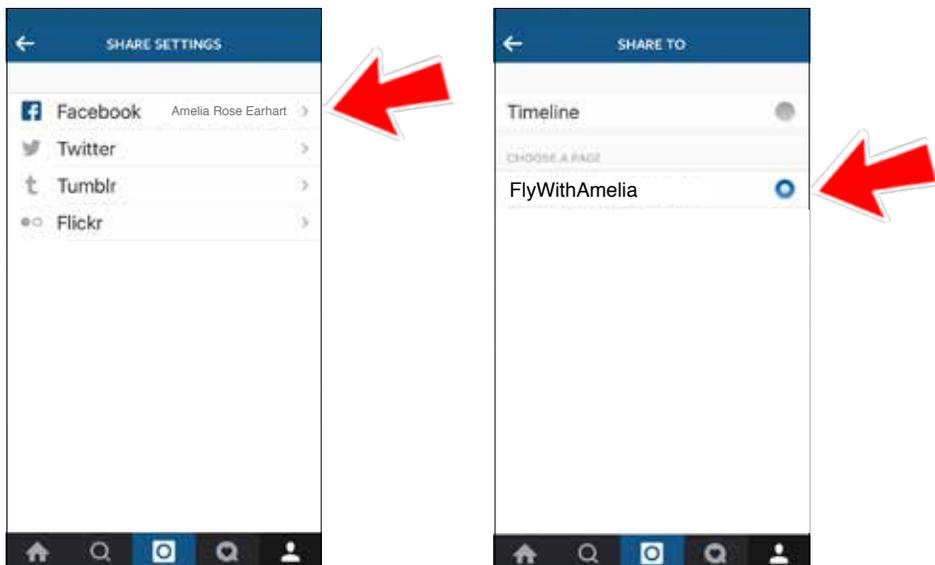


Link to Your Nonprofits Facebook and Twitter

Step 1 From the profile page click the gear icon (top right). From the options menu select "Linked Accounts".

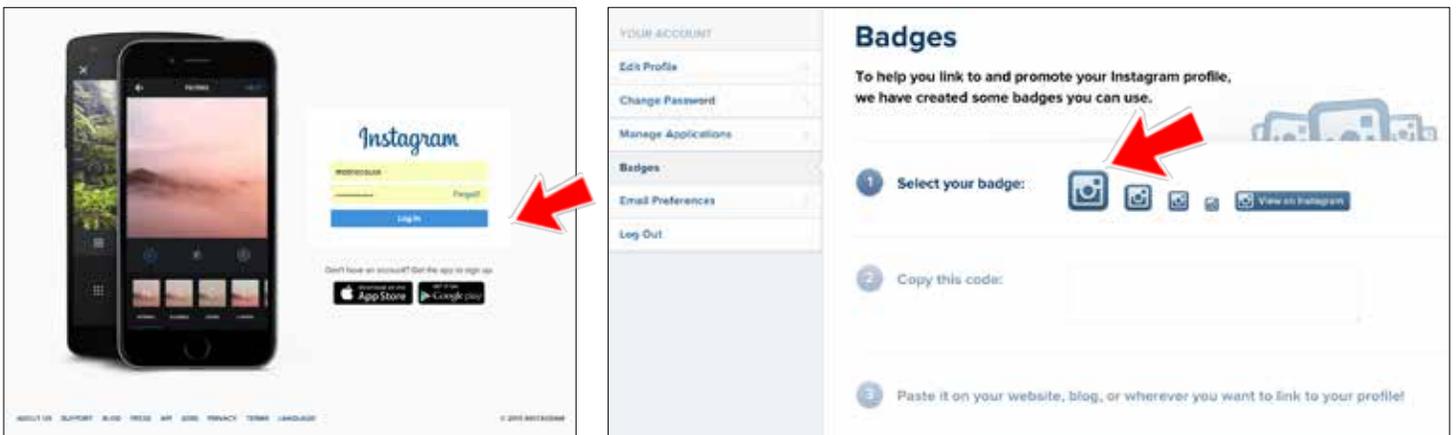


Step 2 Select the social media channel(s) you would like to link to (example Facebook) and sign in. Then, choose the page that you would like to automatically post Instagram photos and videos to. You must be an administrator on the nonprofits page to be able to select it.



Promote Your Nonprofits Instagram Page

Step 1 From a PC, login to your Instagram account and cut and paste the embed code badge into your website, blog and email templates.



Step 2 Promote your Instagram handle in print.





Gain Followers

- 1) Post photos and videos** as often as you have quality content that gets people excited about the good you are doing!
- 2) Follow Instagram pages of supporters** and they usually will follow you.
- 3) Include @usernames and tag people** in captions. They will receive a notification and will usually follow you.
- 4) Include trending hashtags in posts** to reach new audiences of followers who use Instagram to search topics.



Mobile-friendly donation pages and text-to-donate keywords are at the heart of effective fundraising across Instagram, Facebook and Twitter.

MobileCause is the leading “mobile first” fundraising and communication platform for nonprofits

Please call **(888) 661-8804** to speak to an expert and visit **mobilecause.com** to learn more.