

Instagram Guidelines for museums and non-profit organizations

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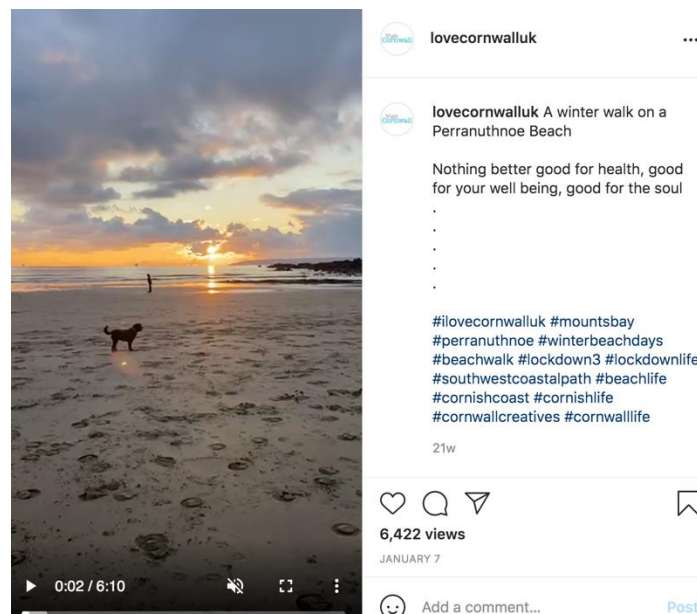
Video (Story) Post

1. Content

- Show 'behind the scenes' of the community, museum or exhibitions (for example, to show how the staff take care of the exhibits)



- Images of visitors enjoying the scenery and museum
- Natural scenery (local river, hills, sunset, sunrise, clouds, animals etc.)



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- Exhibition



- Daily life of the community and life in the museum
- Feature activities (gold panning)

2. Format

- Consider adding subtitles or text to video content
- Select a staff member that can consistently appear in videos
- Interview (For example, interview staff about a new activity idea you might have)
- Add background music appropriately

Photo Post

1. Content

- Architectural (old and new architectural features)
- Local and relevant nature (flowers, sea, beach, river, mountain)
- People and celebrations
- Residents' Lives
- Weather: various British humor
- Exhibition (show details of the exhibition)
- Activities
- Food
- Information/announcements
- Promotions
- Use emojis properly. One or two emojis can be used in the content.

2. Colour

- Consider using photo filters on some images, but do not overdo it.
 - Destination photographs can be brighter and more saturated.
 - Art and culture: use subtle blue and blue-violet filters (i.e., the blue colour system)
 - Gastronomy shots: use subtle warm colour filters, like, yellow and orange-yellow

3. Emotion

- Use an active, interesting and informal tone

Frequency

- Update daily (average 1-2 posts per day)
- Be sure to update over the weekend

Choosing hashtags

- You can take advantage of a current topic by choosing the right hashtag.
- Be careful to not use too many of them.

Further ideas

1. Encourage staff and locals to share pictures with a dedicated hashtag on Instagram
2. Customize an Instagram photo frame prop for visitors to take photos and post on Instagram.



(Redirect Notice, 2021)

3. Encourage donations:

Encouraging people to donate successfully on social platforms requires maintaining a long-term friendly relationship with potential donors. Therefore, nonprofit organizations such as museums are required to actively operate social media accounts and interact with people.

Posting a donation post that provides specific information increases the chances of donating:

1. Why you need a donation: use pictures or videos to tell stories about your goals and social responsibilities and current problems.
2. The details of the donation: the progress of the fundraising project, how much money has been raised, how people's donations have been spent (how the money has been/will be distributed), and the cumulative improvement in the situation of the recipients.
3. Financial support received so far.

Keeping the donor informed on how the money is being spent and how the problems are being solved could encourage repeated donations.

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