

A young woman with dark hair tied back, smiling and holding a smartphone up to take a selfie. She is wearing a white lace top and a grey patterned cardigan. The background is a blurred cityscape with buildings. The text 'Instagram for Charities' is overlaid on the image, with 'Instagram for' in black, 'Charities' in teal, and 'Montfort' in black script below it.

Instagram for Charities

Montfort



Hello!

I'm James Armstrong

Digital content marketer, trainer and strategist at Montfort

You can find Montfort at [@Montfortio](#) and James at [@JJFarmstrong](#)



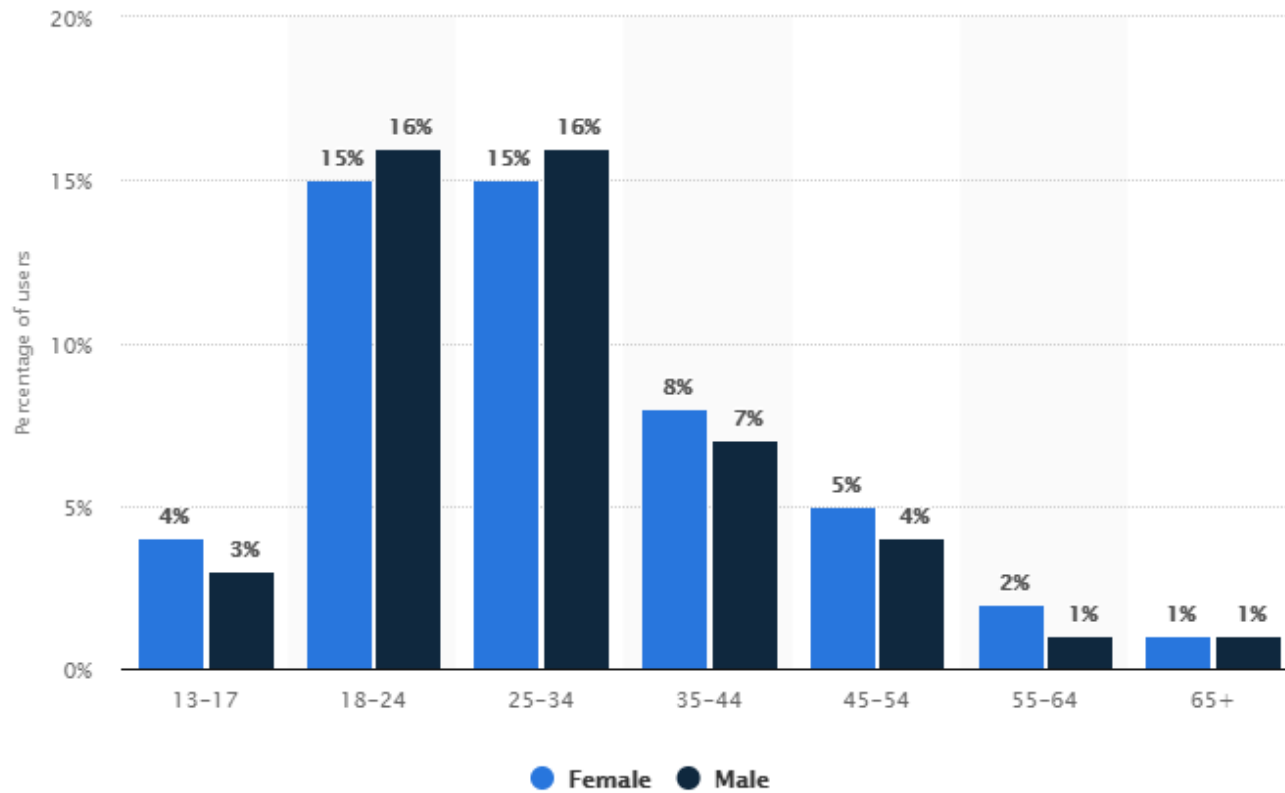
Session plan

1. Instagram overview
2. How others use it
3. Content exercise
4. Measuring success
5. Tools and tips
6. Questions

Instagram overview



- Over **1 billion** people on the planet actively use it each month
- **6.7 million** of those monthly users are in the UK
- It has **58 times more engagement** per follower than Facebook
- **500 million** people use it daily



Source: Statista October 2018

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INSTAGRAM POSTS VS. ENGAGEMENT



Instagram posts per day vs. engagement rate



Source: RivalIQ 2018

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NONPROFITS



FACEBOOK
POSTS PER DAY

1.3

FACEBOOK
ENG RATE / POST

0.17%



INSTAGRAM
POSTS PER DAY

0.4

INSTAGRAM
ENG RATE / POST

2.14%



TWEETS
PER DAY

1.9

TWITTER
ENG RATE / TWEET

0.055%



A few examples from Nonprofits



How others use it



1. Behind the scenes images and Stories
2. Activism with user generated content
3. Report on what teams are doing and successes
4. Discoverability with thought out hashtag, mentioning and location tagging strategies

Médecins Sans Frontières (MSF):

[@doctorswithoutborders](https://www.doctorswithoutborders.org)



 [doctorswithoutborders](#) • Follow

doctorswithoutborders MSF paediatrician Carola Buscemi examines three-month-old twins from Afghanistan. With the rest of their family, the babies are living in a tent on the outskirts of Moria camp in Greece. They arrived in Greece with breathing difficulties and now have a cold.

The situation in Moria camp is worse than ever. We are witnessing what has become a cyclical medical and mental health emergency, and are calling for the emergency evacuation for vulnerable people, and children, to the Greek mainland and other EU countries. .

Photo © Anna Pantelia @annapantelia . #MSF #DoctorsWithoutBorders #Greece #Moria #MoriaCamp #Europerefugeecrisis #Afghan #twins #babies #paediatrician #babiesofinstagram

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8,593 likes

OCTOBER 3

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Hummingbird Refugee Project: @hummingbird.project



hummingbird.project • Follow

hummingbird.project We are in High Court this week with Duncan Lewis Solicitors representing a young person we met in the Jungle and have been supporting since then. The case is challenging the Secretary of State for the Home Department due to the failure in their duties to safely bring unaccompanied refugee children to the UK under the 'Dubs' amendment. Unaccompanied children who should have been supported and brought to the UK, were instead left in France with no explanation and no future. This led to the total breakdown in mental health of many young refugees and put some of them in direct risk of further harm and exploitation. If this case is successful it could help refugee children sleeping rough in the snow tonight in France to be brought over to safety.



65 likes

FEBRUARY 27

Add a comment...



hummingbird.project • Follow

hummingbird.project We were in featured in The Argus today! Brighton and Hove Council have announced that they will welcome 100 child refugees over the next 10 years, following one of our brilliant Young Leaders putting forward a case for this to the council. We are very proud of all the work towards this and our city for committing to help young refugees! ❤️ #refugeeswelcome #safepassage #refugees #youngpeople #youngleaders #brighton #brightonandhove



94 likes

7 DAYS AGO

Add a comment...

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Petit Miracles: [@petitmiracles](https://www.instagram.com/petitmiracles)



Furniture



Workshops




Interiors



Volunteering



 petitmiracles • Follow
Shepherd's Bush Green

petitmiracles Come to our Power Drills workshop! Not only will you get hands-on experience, but you will also receive valuable insight into the various accessories and attachments that can be used, as well as offering tips, tricks, and techniques for using power tools and woodworking methods 🛠️🔪

#PowerToolsforGirls
#PowerToolsAreFun
#HomeImprovements
#HouseToHome
#HandyWoman



 petitmiracles • Follow

petitmiracles #Volunteer @PetitMiracles! We are looking for enthusiastic, friendly and helpful volunteers who can come into our Shepherd's Bush shop and help out. You will be supporting an independent local charity and you will learn new skills and meet new people 😊

#givingback #newskill #learningtrade
#woodwork #customerservice
#selfdevelopment #freetime #upcycling



27 likes

SEPTEMBER 22

Add a comment...



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“Our charity is all about the people, and of course the upcycled furniture, too. But, the work we do is so intriguing, that pictures don't always tell the full story. Using the Instagram feed and Stories together enables us to tell our story in a meaningful way - creating authentic/dedicated followers.”

- **Elisicia Armitstead-Moore, Petit Miracles**



Content exercise



1. Think of one story you could tell
2. What image will stop a scrolling Instagram user in their tracks?
3. How could the Stories feature play a role in telling your story?

Measuring success



1. Be clear about your objectives - Instagram is more about brand awareness and engagement than link clicks
2. Instagram is only part of your marketing mix
3. Regularly review your Insights and learn about your audience



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Tools



1. [Canva](#): Create engaging images with overlaid text etc.
2. [Ripl](#): Create compelling mobile video
3. [LeeTags](#): Find trending hashtags related to a theme
4. [Iconosquare](#): Analytics and audits to improve performance
5. [SocialBlade](#): Research yours and other's performance

Tips



1. Promote button: Use on posts doing well organically
2. [Instagram ads](#): The Promote button is a short term solution. Use Instagram ads (through Facebook Business Manager) to create ad campaigns targeting very specific audiences
3. [Facebook Pixel](#): Ensure you have one added to your website, allowing you to re-target visitors with ads on Instagram

A woman with long dark hair in a braid, wearing a light blue button-down shirt, has a surprised expression with wide eyes and a slightly open mouth. Her hands are raised and palms facing up in a shrugging gesture. The word "Questions?" is written in large, bold, black sans-serif font across the center of the image.

M

Questions?

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Thank you

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