THE SU BATH

Instagram Guidelines

Instagram

Instagram is our most popular social media platform with over 14,000 followers (as of 2022) and is a great tool to showcase daily life and events at the SU. There are three elements to our Instagram account: Stories, Grid Posts, and Reels. We offer our stories to groups for Instagram Takeovers every semester, whilst Grid Posts and Reels are used by the Marketing Team only. We'll take you through how to organise an Instagram Takeover with us whilst also providing you with some guidance for managing your own Instagram account.

Instagram Takeovers on the SU Account

Takeovers are open to all student groups who want to showcase what their group does or perhaps to advertise a particular event. The bookings fill up quickly, so be sure to email sumarketing@bath.ac.uk in good time to make your request. The earlier the better, but we'd recommend contacting us between a month and two weeks before you'd like to do the takeover. Here's how to book in a takeover:

1. Email sumarketing@bath.ac.uk explaining who you are, why you'd like to do a takeover, a list of individuals (names and emails) who will need access to the account and the date you'd like to do the takeover. Please note that we won't say no to a takeover, but we might not always be able to accommodate your ideal date. However, we'll discuss this with you and will do our best to facilitate a takeover on your ideal date.

2. Sign the agreement form sent out to all individuals requiring access before the day of your takeover. The form is sent via Adobe and will only be sent to one person at a time, so it is imperative that each person signs promptly. Please be aware that any individuals who have not signed the form will not be sent the password and will not be granted access to the SU Instagram account.

3. The password for your individual takeover will be sent to you on the day of your takeover. Occasionally, we can facilitate weekend takeovers and if this is the case, you will be sent the password the day before. However, we ask that most takeovers take place during the week. One example of when we may permit a weekend takeover is if your group has a competition at the weekend and you would like to document it. However, every takeover is unique, so please get in touch to discuss your specific needs.

4. That's it! Remember that you can always book in an Instagram Takeover 'How To' meeting with the Marketing and Communications Coordinator, who can be reached on the following email: sumarketing@bath.ac.uk.

Creating Instagram Story Slides for the SU Instagram

1. Story Style:

   Like with all artwork, make sure that the font is easy to read, and the pictures are clear. The photos/videos for your story should be in focus and if you're using audio, make sure that this is clear. Our recommended fonts to use are: Typewriter, Strong, Classic or Modern. This should also ideally be on a plain background - if this isn't possible, please make use of the highlighter feature.

2. GIFs:

   You can also add gifs to your story. This is a good way of adding a bit of fun to your stories and conveying feeling in an engaging way. To do this, take you photo/video, click on the sticker icon on the top right-hand side of the screen, click on GIF, search using the search bar. There are also some pre-set emojis that can be found on the sticker dashboard.

3. Additional Features:

   Instagram stories have a whole range of fun features that you can use to make your stories look more professional, fun, and engaging. You can add the following features:

   • Polls
   • Q&As
   • Hashtags
   • Sliding reaction emojis
   • Timelapse and rewind videos
   • 'Boomerangs'
   • Superzooms
   • Quiz
   • Questions
   • Music
   • 'Add Yours'
   • Countdown
   • Donation
   • Links

If you're unsure what any of these features are, don't hesitate to speak to a member of the SU Marketing Team.

Instagram Grid Posts

Grid Posts on your own account are a great way of showcasing your highlights. Think of it as a virtual scrapbook, a collection of high-quality photographs that tell a story. Remember, Grid Posts can be viewed as a whole, so it's important that they all link together. For example, if you're a trampolining club and you posted a picture an orange, it wouldn't make sense for your page and could confuse your audience. Also, don't post for the sake of it, post because you've got something to shout about. Exciting and authentic content leads to a loyal audience. Here are a few helpful hints about creating effective Grid Posts.

1. Image Choice:

   The best performing posts on Instagram are professional looking, photographic style images. These should not look like ads. If you do need to put some information, it's best to have this in the caption or as a secondary or tertiary image on a carousel. Carousels should be between 3-5 images and should have a common theme (for example similar editing style, use of similar colours etc).

2. Editing Photos:

   Your editing style on Instagram should be consistent. To edit a photo, you can either choose from a series of pre-set filters, or alternatively use the 'Edit' function to edit your own photos directly. Once again, think about all your photos as having a common theme so bear in mind what type of editing you'll want to use for these.

3. Think about Content:

   Think of the Instagram Grid as a series of images, instead of just isolated images. Ideally, there will be relevant images that have a coherent look and feel. Don't just post for the sake of posting; your content should be relevant for your audience and shouldn't feel like it's filling a gap. Also, don't get too hung-up on the number of likes you receive, if people are easily digesting, receiving, and doing what you ask them to do then this should be seen as a conversion as well.

Instagram Reels

Reels are short form videos similar to TikTok and can now be up to ninety seconds long (as of 2022). You can do things like change the speed, add music, change the layout and add a timer. All of these features are on the left hand side of the screen. You can also add filters with the sparkles button located above the film button at the bottom of the screen. To import video you've already filmed, click the icon in the bottom left hand corner. Reels are a great way of showcasing short video clips that highlight the fun and varied activities of each individual group. Video content is becoming more popular with audiences so it's a good format to explore on your account.

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