



# Instagram Best Practices for Community Action Agencies



New York State Community Action Association  
Helping People. Changing Lives.

<https://www.instagram.com/nyscaa/>

## Introduction

Instagram is the place to showcase your agency's accomplishments, personality, and heart using the latest and best tools and techniques. Knowing how to reach and engage your audience across social media channels is crucial in making sure your agency stays relevant in today's busy digital marketplace.



## Best Practices

### ✓ Use high quality images with engaging visuals

It's what you're taking the photo of that matters to your audience. Consider taking images that evoke the emotions and tone that your agency wants to portray.

### ✓ Post content your audience wants to see

If you want to grow and engage your target audience, you need to post the types of content they want to see most. You need to know your target audience. What motivates them? What do they love?

### ✓ Find the balance between promotional & inspirational content

People get on Instagram to see images that inspire them. Rather than making every Instagram post an ad for your agency or programs, find ways to include images that inspire your audience and encourage them to start a conversation.

### ✓ Research and use appropriate hashtags

Hashtags help you reach a larger audience by improving visibility. You want to make sure that any hashtags you use on a post are relevant to the content and your audience.

### ✓ Take advantage of Community Action Month (CAM)

The month of May is designated as Community Action Month (CAM). Take advantage of this fantastic opportunity to share your stories, promote your work, emphasize your impact, and shout your successes. More CAM resources can be found online at: <https://communityactionpartnership.com/community-action-month/>

### ✓ Maintain your mission's voice across your content

Keep your mission's voice consistent across all of your content. Your followers want to get to know what you stand for. The best way to communicate your agency's mission is through the voice you use in your content.

### ✓ Be active in the comments

If you want your followers to engage with your content, you need to do the work to engage them. This means that you need to consistently be active in the comment section. When a follower asks a question, answer it. If someone comments on how much they love a post, thank them.

#### Sources:

- Hootsuite - <https://blog.hootsuite.com/how-to-use-instagram-for-business/>
- Wild Apricot - <https://www.wildapricot.com/blogs/newsblog/2019/09/17/instagram-for-nonprofits>
- Community Action Partnership - Community Action Month Toolkit - May2019