

Instagram in Education

Using Social Network for School Education

INSTAGRAM OVERVIEW

- 1.41 billion users worldwide***
- Instagram's biggest markets are India and the US***
- Over 70% of Instagram users are under 35 years old***
- Instagram generated an estimated \$24 billion revenue in 2020, which was 36.9% of Facebook's total***



MAIN FUNCTIONS

- Users can upload photographs and short videos***
- Video are a maximum of 15 seconds long***
- Photos can have filters added to them as well***
- Frames can also be added to each photo***
- Instagram Direct allows user to send photos only to specific users instead of publicly***

INSTAGRAM EXPLORE PAGE



- It contains a collection of public photos, videos, Reels and Stories tailored to each individual Instagram user.***
- Stories: allow you to share real-time posts that stay live for 24 hours***
- Highlights: Instagram stories you choose to feature on your profile permanently***
- Reels: less than 15-second videos***

WHY EDUCATORS USE INSTAGRAM



- To look at other educators' ideas & content (87%)***
- To learn from other educators' wisdom/experience (84%)***
- To build an educator community or support network (59%)***
- To collaborate with other educators (51%)***
- To receive emotional support (e.g., inspiration, motivation) (36%)***

EDUCATORS AND INSTAGRAM HASHTAGS



Hashtags appeared to play an important role in the respondents' professional uses of Instagram.

For what reasons?

- To link my content to similar content (72%)***
- To increase the visibility of my content (57%)***
- To emphasize an idea (47%)***
- To emphasize an emotion (e.g., #tired, #inspired) (36%)***

ANATOMY OF AN EFFECTIVE INSTAGRAM POST



- The image: Every image or video you use on Instagram should capture your visitor's attention and tell a story.***
- The caption: Your caption should match the nature of your image or video, be casual in tone, and will ideally offer an opportunity for your community to engage.***
- The hashtags: Hashtags are used to categorize and organize content.***

HASHTAGS



- Hashtags are an essential component of a successful Instagram strategy***
- Posts that contain hashtags compared to those that do not see an average increase in engagement by up to 12.6%.***
- For schools looking to use hashtags as a growth strategy, it's now recommended to use all 30 hashtags that Instagram permits a single post to use.***

HOW DO YOU GET YOUR COMMUNITY INVOLVED?



It's important to encourage your school community to use your school's hashtags on their own posts. To generate awareness about your school's hashtags, you can:

- Incorporate the hashtag in your own posts***
- Brand your hashtag graphically on your feed, and***
- Run contests on the platform to encourage your followers to use the hashtag!***

EXAMPLE



classroompinspirations

Follow

1,285 posts

140k followers

779 following

Classroom Pinspirations

Education

🍏 Pinterest-worthy classroom ideas from @weheartteaching and @heyheyfirstgrade

🍏 Use #classroompinspirations to be featured!

www.teacherspayteachers.com/Product/Dia-de-los-Muertos-Activities-Dia-de...

🗪 POSTS

🎥 VIDEOS

🏷 TAGGED

