



Instagram: Getting Started

Step 1: Set up an Instagram profile

Choose your name - select your organisation's primary name without acronyms or abbreviations.

Choose an email or phone number - choose a generic email address/phone number to which multiple people in the organisation have access.

Instagram

Sign up to see photos and videos
from your friends.

 Log in with Facebook

OR

Mobile number or email address

Full Name

Username

Password

People who use our service may have uploaded
your contact information to Instagram. [Learn
more](#)

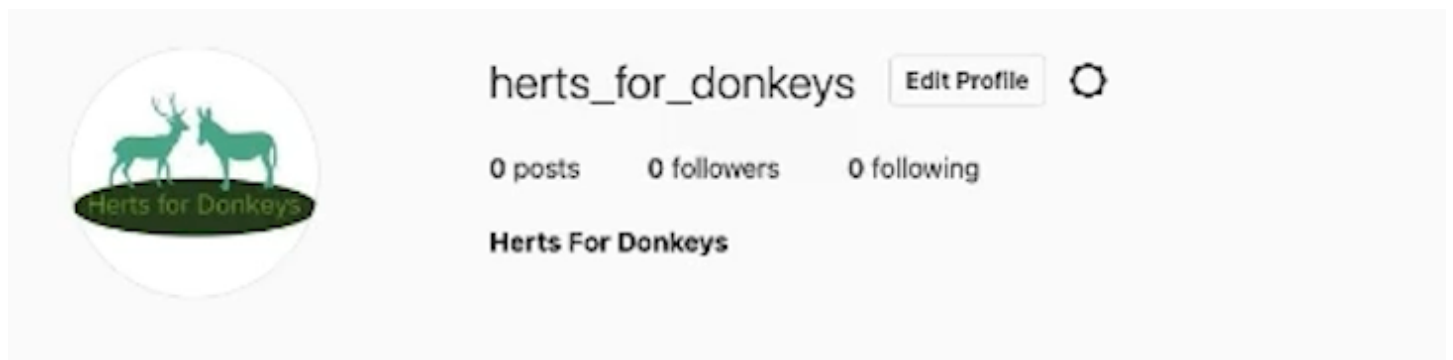
By signing up, you agree to our [Terms](#). Learn
how we collect, use and share your data in our
[Privacy Policy](#) and how we use cookies and
similar technology in our [Cookies Policy](#).

Next

Step 2: Choose your photo

Choose your page's profile picture - use your organisation's primary logo. If your organisation does not have a primary logo, you can make one easily using Canva. Avoid using pictures of landmarks or group shots as profile pictures.

You should also ensure to write a brief description to help people visiting your account understand who you are and what you do. This should be no more than 150 characters.



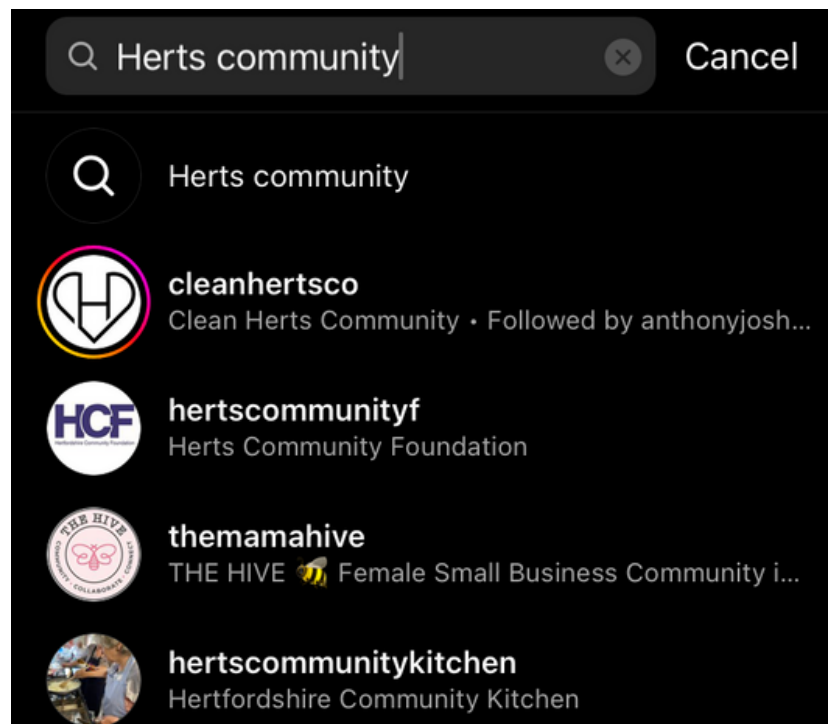
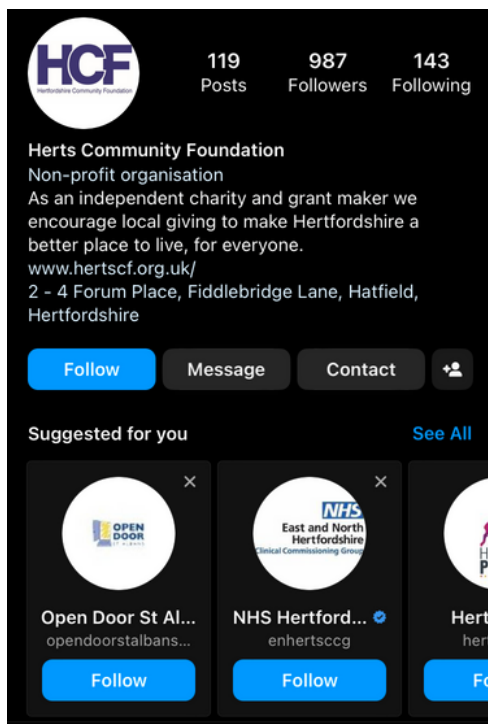
Herts For Donkeys

local charity supporting the wellbeing and happiness of Donkeys in Hertfordshire.
We're incredibly friendly and always looking for helping hands! ❤️

Step 3: Follow some accounts

Use the top search bar to search for local organisations and supporters that you know are on the platform and would like to interact with you.

For example Hertfordshire Community Foundation. You will also receive suggestions for other similar accounts that you should follow.



For more information regarding Instagram, please look at our other Instagram training videos.