

Instagram Tips

Utilize fun, more real-life poses.

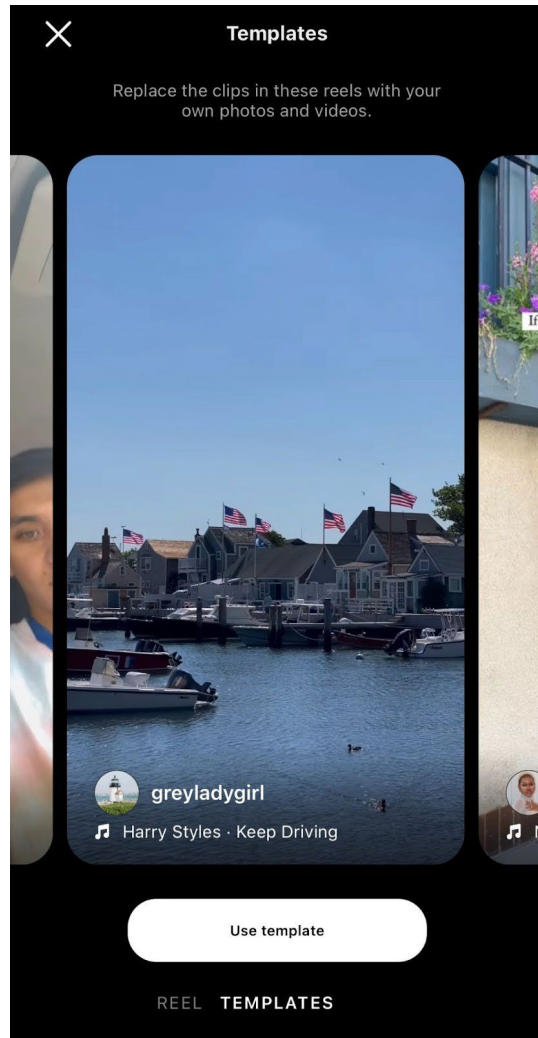
- When it comes to Instagram, the more authentic and natural content seems, the better. Capture your employees and coworkers in their natural environment (keeping patient privacy in mind). Avoid using overly posed or stock imagery whenever possible.

Carousels

- An Instagram carousel is a post containing more than one photo or video, which users can view by swiping left on a post through the phone app. Desktop users can view a carousel post by clicking on the arrow button on the right of a post. Think of it as a slideshow of posts that users can control manually. These are great ways to tell a story and share multiple photos and videos in one.
- The unique nature of Instagram carousels makes them an excellent option for strategic Instagram content. Some of the best ways to use a carousel post are:
 - Educational content
 - Data and infographics
 - Tutorials
 - Brand storytelling
 - Before-and-after reveals
 - Photo dumps
 - Product/brand updates
 - User-generated content
 - Event highlights behind-the-scenes looks

Reels templates

- The templates feature allows users to select a reel from their feed and use it as a template while shooting their own reel, with pre-loaded audio and clip placeholders making the process foolproof. You can create your version of a reel by using a template. Templates allow you to use the same music and timing as the original reel and replace the photos or video clips with your own.
- Open your Instagram app, and head to your reels feed by clicking the play button in the bottom center of your screen. Scroll until you find a clip worth imitating. You might see “Use template” above the poster’s username; if you do, click that. If not, tap the three horizontal dots on the bottom right corner of your screen. You should see a button from the pop-up menu that says “Use as Template” and follow the prompts.



- Instagram Dos and Don'ts

Always	Never
<ul style="list-style-type: none"> • Know your audience. Before posting, always evaluate content for how it will connect to your audience's interests and lifestyle. Tailor your content to your audience. 	<ul style="list-style-type: none"> • Don't annoy your audience with too many posts in one day. For most organizations, 1-3 posts per day are the sweet spot.

<ul style="list-style-type: none"> • Use hashtags - and make sure they're relevant to your content and audience. Consider how people might search for your content topic when choosing hashtags, or scroll similar content for popular hashtags. 	<ul style="list-style-type: none"> • Don't post irrelevant or low-quality content just for the sake of posting something. Context and consistency are important, so stick to your signature branding and style.
<ul style="list-style-type: none"> • Instagram is all about the visuals - how your content looks. Be consistent about the style of your content so your brand is always recognizable. Consider using templates to keep things consistent. 	<ul style="list-style-type: none"> • Don't ignore your audience's comments or questions. Responding to them builds trust and engagement.
<ul style="list-style-type: none"> • Share quality, interesting content that gets your audience's attention and encourages them to like or comment. Be sure to use good lighting, and consider using a photo editing app. 	<ul style="list-style-type: none"> • Don't forget to tailor your content to its purpose: Image/Post, Stories or Reels. These are all great tools when used for the right purpose. For example, a video on Stories can be more informal than a higher-quality image post.
<ul style="list-style-type: none"> • Invite your audience to interact through the 24-hour Instagram Story. Instagram stories are a great place to get creative with interactive features like a vote, quiz button or question/answer feature. The Create feature on Instagram is a great tool for creating lists or other content that doesn't use photos or videos. 	<ul style="list-style-type: none"> • Don't forget to measure the performance of your content to learn from the insights and create more engaging content.
<ul style="list-style-type: none"> • Use Instagram Reels to inject personality into your brand. You can add text, tag images and add fun visual effects. Engaging Reels content can include short "behind the scenes" videos with employees or a quick DIY tip video. 	<ul style="list-style-type: none"> • Don't avoid making reels and short-form videos because you're uncomfortable. The more you practice and learn, the better your content will become.
<ul style="list-style-type: none"> • Review the performance of your posts regularly to see what kinds of content are performing the best. You can go to Instagram's Insights to see how your audience engages with your posts. Clicking "View Insights" on the bottom left will show you how many 	<ul style="list-style-type: none"> • Don't strictly make promotional content to promote initiatives ongoing internally.

likes, comments, shares and impressions your posts are getting.	
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Examples

- [Pre-nightshift Routine](#) — A closer look at how staff preps for starting a hospital shift.
- [Night in the Life of an ICU Nurse](#) — Share quick snippets of video showing a full day in the life of an ICU nurse (avoid sharing any patient information, of course).
- [UT Vols Do the Hokey Pokey](#) — Capturing a special moment between football players, patients and staff.