

## Guidance For Using Instagram

Alongside the new website, it was decided that we should make use of a social media platform as a means to promote the Broughty Ferry Art Society and direct traffic and potential new members to the new website.

As Instagram is image based we chose this as our preferred choice. We aim to post around 3 images per week of members' artwork, events and general information.

**It is not necessary** for members to have their own Instagram account as it is possible to view the Broughty Ferry Art Society's Instagram page by clicking on the appropriate link from the website. However, if anyone does have an Instagram account you can follow us @broughtyferryartsociety.

For any members who do wish to start their own Instagram account I have provided a bit of information on how it works below.

- Instagram is set up for use on a mobile device such as a smartphone or tablet.
- There are a range of other apps which can be used alongside Instagram to allow you to create posts directly from your pc or laptop which you can find listed in a google search should you prefer.
- You should download the Instagram app from the Play Store or Apple Store and create an account following the on screen information.
- You can create a short bio about yourself along with a link to your website.
- You can follow other artists and galleries and will see new posts of artworks and information on your homepage.
- You can also follow hashtags eg, #watercolourartists #scottishlandscapeartists.
- You should use hashtags to describe your artwork eg #watercolourart #scottishlandscapepainting #orangeandblue to gain more viewers.
- You can tag other people and organisations who have Instagram accounts by including the @ symbol eg @broughtyferryartsociety.
- You can like and comment on images and others can like and comment on your images.
- It is possible to repost images which means that if a member would like their image posted on the Broughty Ferry Art Society page, they can post an image on to their own page and tag the image with @broughtyferryartsociety. We can then repost your image onto our page with a link to your account.

There are lots of youtube videos as well as online support for Instagram if you are interested in starting an account but unsure how it works. Please note that this document is intended for information only as it **is not** a requirement for members to have or create an Instagram account.