

How to use Instagram

Instagram is a photo and video sharing app-based social media platform. You can view Instagram accounts online but will need to download the smartphone app from your App Store to be able to post content.

Why do we need Instagram?

As of May 2022, there are 34.6m Instagram users in the UK. Unlike other social media platforms, the majority of UK Instagram users are female, with the largest user group aged 25-34 years old. Therefore, Instagram could be an ideal way of your club reaching a younger and more diverse demographic.

Creating an account

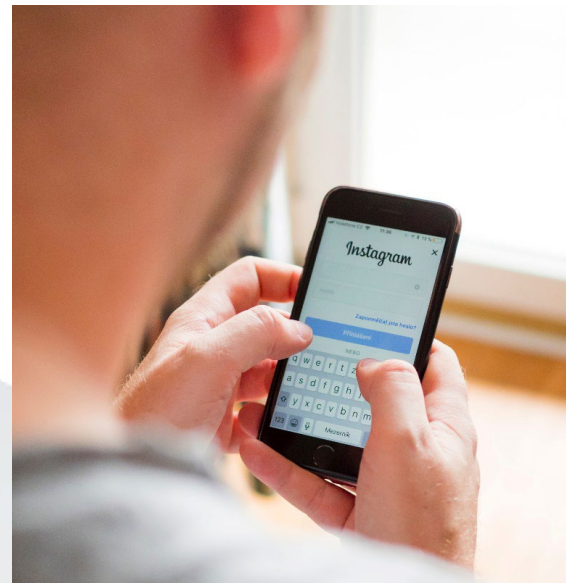
The easiest way to create an Instagram account is to download the app from your device's App Store. When you open the app and click sign up, you will be given two options – log in with your Facebook account or create an Instagram account.

Logging in with your Facebook account will allow Facebook to share your name, profile picture and email address with Instagram to speed up the sign-up process. If you wish to create an account for your club separate to your personal Facebook page, you will need to fill out the signup form and provide:

- **Mobile number or email address**
- **Full Name**
- **Desired Username** – this is how people will find your account. We recommend setting this as your club name.
- **Password** – don't make this too personal to you as other club members may need to access the account.

Once you have created your account, Instagram will recommend some popular accounts for you to follow.

You can search for your favourite motorsport stars, teams or championships to get started!



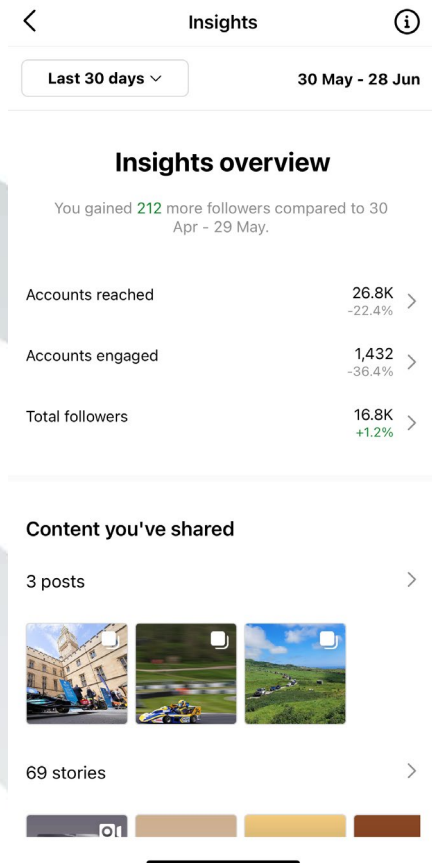
Getting started

Take some time to explore the app and get used to its different features. You can navigate the app using the five buttons at the bottom of the app home screen. To view your profile, select the silhouette of a person to the right of the bottom menu. Here, you will be able to view any posts you make and edit your profile. View any direct messages you receive via the paper plane icon in the top right-hand corner.

Select Edit Profile to add your club biography, website and logo.

From your profile, hit the three lines symbol in the top right-hand corner to access a range of features. You can set up your account to your liking from Settings. From here, under 'Account,' click 'Switch Account Type' to a Professional account. We recommend doing this as it lets Instagram know that you're running the account on behalf of an organisation and allows you to view account analytics, under 'Insights.'

Insights will help you to see how well your posts perform and work out when it is the best time to post. It will also provide basic demographics about your followers so you can get a feel for your average follower and the content they might like to see.



Top Tip:

As you start to post more and grow your account, check out the 'Accounts reached,' 'Accounts engaged' and 'Total followers' headings under Insights. This will give you more information about your followers and the best times to post.

Making a Post

It couldn't be easier to start posting your content on Instagram. Go to the + sign in the top right-hand corner and select Post. You will be able to view your phone's gallery from here, and you can select either one video or photo to post, or a selection of up to 10 which will

display in a 'carousel' which people can swipe between.

From here you can also resize your photos or videos, as well as add a filter or make adjustments to the way the photo or video looks. You can also trim the length of a video.

Add a caption, tag any people or accounts which feature in the post, and add a location, and hit Share.

Top Tip:

Share your Instagram handle with all club members so that they can follow the account and help boost follower numbers.

A recently introduced feature is the ability to 'collab' with another account within a post. Under the 'Tag people' option, select 'Invite Collaborator' and search for the account you want to collab with. Once you've posted, the account you selected will receive an invitation to collab with you. If they accept, the post will display with both your account and their account usernames at the top – effectively the same post will be shared by two different accounts. This is useful if your post is also associated with another club, event or individual, and especially if the account you want to collab with has more followers, as their followers will see this post in their feed and could potentially then visit your account and follow you too.

You can keep track of any engagement with your posts through the heart icon in the top right-hand corner of the main screen.

Reels

A Reel is a short, vertical video; basically Instagram's version of TikTok. Because Reels are a fairly new feature and Instagram is competing with TikTok for more users, Instagram is focusing on promoting Reels to a wider audience. Because of this, Reels generally have higher reach and gain more video views and likes & comments, so if you want your

account to be found by more people and increase your followers, we'd recommend creating some Reels!

The Reels feature is like a basic in-app video editor. You can add the clips you want, rearrange them and edit their length, as well as add text and music, before you proceed to adding a caption, tagging in others and setting the cover image. Ensure that the 'Also share to Feed' switch is ON before you post, so that more people will see your Reel.

If you need some inspiration, there is a specific section on the app for Reels - click the icon which looks like a 'press play' button in the middle of the bottom of the screen to scroll through Reels from lots of different types of accounts and find out about any currently popular trends on Instagram.

Instagram Stories

Instagram Stories are a great way of updating people live throughout a club event. Why not try experimenting at your next event?

To create your first Instagram story, either swipe right while you're on the home screen, or hit the + sign in the top right-hand corner and select 'Story.' You can then take a photo or video of your event in-app or upload your own photo or video. Instagram Stories will display as portrait orientation; landscape footage will display, but it is advisable to upload portrait orientation content where possible.

Once you have added your photo or video, explore the buttons on the top right-hand side of the screen. Here you can add text as well as many other features, such as a location tag, hashtag, music, emoji slider or poll. You can use these to have fun with your posts and engage with your followers. You may also want to ensure the name of your event & location is prominent in the first Story you post, so your followers know what they are seeing.

When you are happy with your story, simply select 'Your Story' (under your profile picture in

the bottom left-hand corner of the screen) to update it.

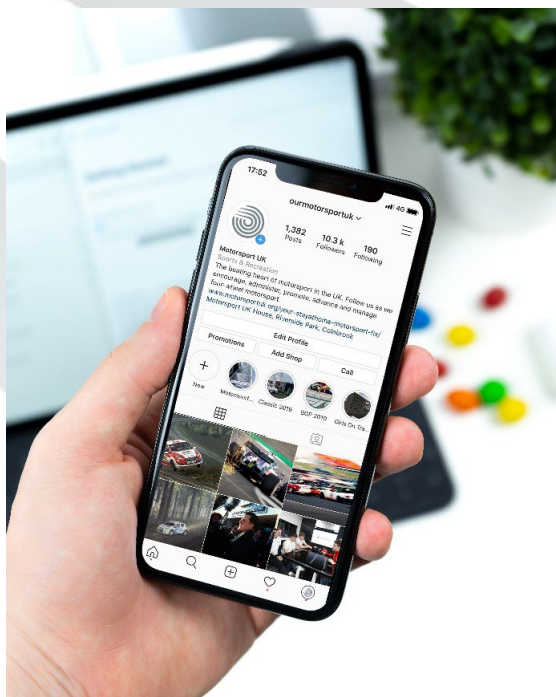
Your footage will now be visible for 24 hours to anyone who follows you or visits your page. To view your own Story, press on your profile picture - which should now have a purple ring around it - either on your Instagram page or in the top row on the Instagram app home page. You can save Stories as a 'Highlight' by going to your profile and hitting the + in a circle titled 'New' - from there you can select what you'd like to save and add a title plus cover image, so that your followers can view these Stories past the 24-hour timeframe.

You can view the stories of other people you follow by selecting their profile pictures in this top row on the app home page.

Hashtags

Hashtags are an important part of social media and are mainly used to join conversations within your community. If you use relevant hashtags in your post, it increases the likelihood of other Instagram users, who don't follow you but would likely be interested in your content, to see it - and from there they may engage with or share your posts, and maybe even follow your account. Try hashtagging locations, events, disciplines, car models/makes, variations of a key theme such as #motorsport #motorsports #motorsportlovers etc and anything unique about your post. Avoid using generic hashtags such as #car as these will be used by millions of people and it's more likely that your post will get lost amongst them if people search for the hashtag. You can include up to 30 hashtags in your post but there's no right or wrong answer about how many you should use - try using more or fewer and see what works! And always use #MotorsportUK to increase the chances of us seeing your post and engaging with it.

The best thing to do is to enjoy experimenting with your posts and get a feel for what attracts more engagement and followers. Liking and replying to any comments you receive is important too; this will make people feel like it was worthwhile to engage with you and it will encourage them to continue. Other accounts may tag you in their Stories (which you can see via the paper plane DM icon) or their posts (which you can see on your profile under the 'tag' icon on the right-hand side above the content you've posted) - sharing and liking/commenting on these Stories and posts, and following accounts who engage with you, will help the overall reach of your account.



Need inspiration?

Follow Motorsport UK on Instagram by searching for [@ourmotorsportuk](https://www.instagram.com/ourmotorsportuk) within the app.

Make sure to tag us, @outmotorsportuk, in any posts or Stories and we may share them on our account.

You can also follow and engage with our other affiliated accounts:

[@motorsportukacademy](https://www.instagram.com/motorsportukacademy)
[@girlsontrackuk](https://www.instagram.com/girlsontrackuk)
[@streetcarmotorsportuk](https://www.instagram.com/streetcarmotorsportuk)
[@carinthelobby](https://www.instagram.com/carinthelobby)

For more information guides visit the Motorsport UK Club Toolkit.

For guidance and suggestions of further guides, email the Motorsport UK Club & Community Development Team at club.development@motorsportuk.org