



**FAIR TRADE
CAMPAIGNS**

Instagram Guide

BEST PRACTICES

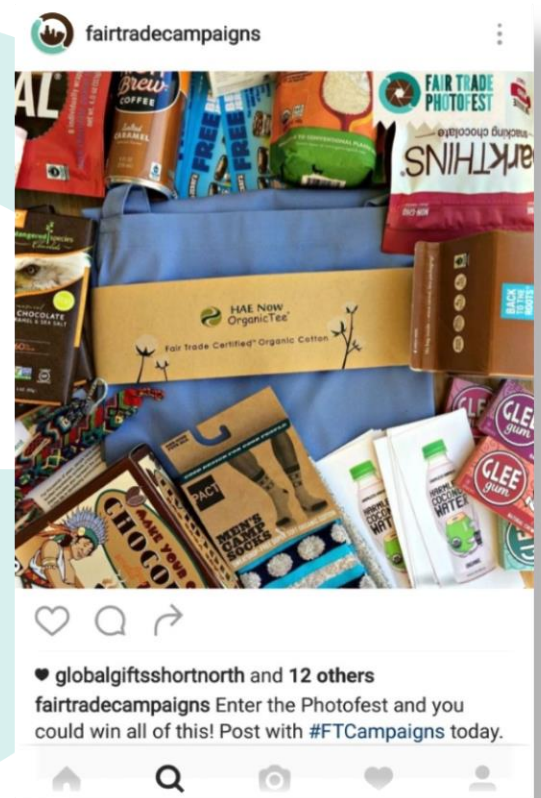
Instagram is a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever. It's perfect for campaigning and sharing Fair Trade highlights, events and programming, as well as where/what products to find in your community.

Know your Audience! Before you get your campaign started on Instagram, you need to know who your audience is and why they follow you (put yourself in their shoes).

1. **Identify your Audience:** Local Fair Trade consumers and business owners, people who are interested in social justice, environmental sustainability and yummy products!
2. **Identify what content people engage with:** What products are available, inspirational quotes, local events, campaign achievements, your connection to the national movement, etc.
3. **Identify who is in your network:** Always engage with local and national groups that have similar missions by liking their pages, interacting with or sharing their posts (and tagging them in your posts). Look at who other organizations follow to build your list.

Content matters! Instagram is all about great visual.

- **Turn your photos into eye candy:** Great photos and videos. Think about your Instagram page as a billboard for your campaign. Your content should stand out in your followers' feeds. Don't skip on visual aesthetics.
- **Be up-to-date on trends and changes:** Instagram is always updating the features available for posting. Check out the newest 60 second video stories that are an effective ad platform.
- **Get your audience to participate:** hold contests and ask your followers to repost images or use your branded hashtag. Ask questions to get your followers' opinions.



Structure

- **Quality content keeps your audience coming back.** Using high quality photos and videos will generate more response from your followers.
- **Create a schedule for posting.** Instagram is a high volume/high value network. Know what times during the week to post and how many times you should post.
 - The more content you have to share, the more you can play with your schedule. **Space out your posts.**

Style

- **Be conversational.** Instagram is great for sharing your campaign/brand's story.
- **Be authentic.** Engage and inspire your followers through attractive and interesting visuals.
- **Tag individuals and organizations in your posts.** If anyone is participating in your campaign, tag them. Mentions will double your engagement.
- **Use hashtags** to make your photos/videos searchable for your specific audience. Don't be afraid to **create your own hashtags.**



Fair Trade Campaigns' hashtags:

#FairTrade #FTCampaigns
#FTTowns #FTSchools
#FTCampus #BeFair
#BakeFair

Other hashtags:

#farmers #artisans
#chocolate #coffee
#bananas #tea
#socialjustice #humantrafficking
#foodjustice #whomademyclothes

Don't forget to check which hashtags are trending

Build Your Audience

- **Follow** people and groups using the same hashtags.
- **Get people to interact** with your content.
- **Find people to follow** by checking who we follow/who follows us on Instagram: [@fairtradecampaigns](https://www.instagram.com/fairtradecampaigns).
- **Follow other Fair Trade Campaigns.** Look at the list of our followers and find campaigns.

Resources

- Shorten links using bitly.com
- [Twitter Guide in Best Practices](#)
- [Facebook Guide in Best Practices](#)