



How to Build/Use an Instagram Account for your Chapter

Good Introductory posts or stories

- Meet the members/team of your chapter post
 - Allows for the audience to connect w/ the account and build a connection
- Meeting posts/updates
 - Allows for your audience to feel connected to the club & feel connected
 - Include time, dates, codes (zoom, google hangouts, etc.)
 - Have fun activities where club members can bond & get to know each other
 - Post reminders and notices on post and stories

Increasing followers

- Request and add people
 - This applies to anybody you know that is in your community and it allows you to be able to expand Project Planet A's message
- Adding hashtags to posts
 - People who don't follow your account can discover your account by searching up related posts to the hashtag and discovering your account
- Following & connecting w/ major environmental accounts & celebrities helping to preserve our environment
 - By reaching out to bigger accounts they could possibly give you shoutouts/promote your account to help gain more followers
- Reposting major environmental friendly accounts & celebrity posts (that relate to you account)
 - Allows for major environmental accounts to possibly notice your account (maybe even follow?) or post on their story about your account

Keeping followers engaged

- Polls/voting options/mini quizzes/other instagram story add ons
 - allows for your audience to look back at the post and thoroughly read over the information provided within the post



- Stay up to date w/ environmental holidays & celebrations can allow for your audience to learn new information & become curious
- Staying updated w/ what is happening currently in our environments (providing new news information) or helping to spread awareness of how others can help certain causes
 - Allows for your audience to feel more connected/included
 - Makes your audience feel like they are able to contribute & benefit from following your account by going good for the world
- Maintaining a strict posting schedule will allow followers to keep coming back to your account (possibly view older posts they may have missed)
 - Ex. sustainable sunday, wilderness wednesday, & fast fact friday
- Be passionate about the topic/s you are covering
 - makes the information much more pleasant and enjoyable to read for your audience
- Make engaging post/ stories
 - Make a interactive captions to interactive with the audience in the comments
 - Eye-catching, aesthetically pleasing stories

Extra tips

- Be creative
 - There are plenty of environmental/sustainability accounts (that are run by students) who are all looking to help benefit their environment
 - By finding new ways to engage your audience & increasing your followers can help your account stand out from others
- Don't go overboard
 - By maintaining a strict posting schedule your audience is able to stay connected w/ your account
 - Posting too much on your account/stories/reels can become excessive & cause followers to become annoyed to have to constantly scroll through each item you post



Reminders

- Any social media platforms under the presence of Project Planet A should be professional and friendly.
- Know that these social media accounts are responsible for sharing the message and goals of Project Planet A
- Please refer to the “Chapter Guidelines” resource for information on what your Instagram handle should be