

Starting an Instagram For Your School or Classroom



Instagram is a social platform that is taking high school and middle school students by storm. We also are seeing an increasing amount of parents on Instagram. Instagram is the new thing. Students are using Instagram more than Facebook and Twitter. Middleborough High School created and Instagram page at the beginning of the 2018 school year and it has been a huge success. Being able to reach these students on a platform that they are using helps to increase the visibility of the school. This also allows the school to communicate in a very different way using pictures and graphics. One of the benefits of Instagram or “Insta” is that you do not see a lot of people commenting on Instagram. In Instagram people can like posts and also comment, most of the time when people comment it is them tagging other accounts so that they will see the post.

One big thing! **Do NOT Follow** any accounts back on this account. The only accounts that you should follow would be if programs in your school have “Official Accounts”. As a mandated reporter and or administrators there are some things that you do not want to see or know about. This will ensure that you don’t.

How to Start an Instagram Page

So how do you start up an Instagram page for your school? It’s easy!

1. You must set up your Instagram account from your mobile device. It cannot be done from your desktop. The first step is to download the app.
2. Once you have the app on your device, you’ll need to create your username. Try to use the same Twitter handle if you have a professional one for you classroom or school.
3. Upload your profile photo. For branding consistency, you’ll want to use the same profile image that you use on platforms like Facebook and Twitter. You need to have access to your image on your mobile device, so you may need to e-mail the image to yourself so that you can get the image onto your camera roll.
4. Complete the remaining profile information. This includes your website, a short bio and a contact phone number. Your bio can include your mission statement, or simply a “Welcome to the official Instagram page for the ABC School. #Hashtag.” You obviously fill in your school name and customized school hashtag!

Once you finish this then you are ready to start sharing!

With your student audience in mind, start sharing images, quotes and artwork! You can certainly post a few times a day, but I would say you at least will want to post twice per week.

And beyond images, don’t forget to share videos! You don’t have to get super descriptive with your posts. You’ll see fewer comments on Instagram versus on Facebook, but people will throw out some love by “hearting” your posts.

If you have any questions or would like help with this please contact:

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