Let's Get Visual!: Utilizing Instagram to Engage Your Campus Community

Who Am I?
1 - What does that mean? What do you do?

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A LOT of marketing & outreach: creating a cohesive brand and image for our libraries via social media, print materials, and word-of-mouth. I'm also a reference librarian!
Why Instagram? My two MAIN reasons...

1. Meet users where they are...
And where they will welcome our presence!

2. The features of the platform

- Mirrors popular aspects of trending platforms like Snapchat/TikTok
  - Live videos/posts (stories) that disappear after 24 hours
  - Expansive video/photo filter options
  - Etc.
Well that's cool, Amanda... but where do I even start?

Choose a handle
- Keep it simple
- If you already have a handle from another social platform, stick with that (if possible)
- Create your account

Start Posting!

Ideas for posts or campaigns
- Humans of the Library(ies)
- #FirstLineFriday
- #WinItWednesday
- #TBT (throwback Thursday)
- Building Tour
- Photos from programs
- Promotion of programs, resources, services
• Introducing library faculty/staff
• #BookFace
• New Books coming into the collection
• Students using the library
• Showcasing student workers
• Highlighting research
• And so much more!
Why Stories?

- These show up at the top of an Instagram feed and appear chronologically (the most recent stuff first)
- Can be very interactive
- Supplements any posts you do have
- Can be archived as Highlights on Instagram page

Why Videos/IGTV?
• Short no-edit videos provide students with quick snap shots of the library experience in real time
  
  – IGTV allows you to post longer videos (over 30 seconds); share quick tutorials or building tours!

• Authenticity

• Fun to make and create

• Easier to collaborate on with students!

• Trending!

4 - Some Stories options
UAlbany Libraries Instagram Tour! @ualbanylibraries (follow us!)
Creation Tools (because who doesn't love a new tool?!), Tips, and Tricks!

Video Resources - Desktop

Free
- iMovie, DaVinci Resolve, YouTube
- Pexels and Pixabay for high quality, royalty free video
- YouTube Audio Library for free royalty free music and sound effects

Paid
- Adobe Premiere, Adobe Spark, Premiere Rush, and Final Cut Pro Promo.com, Biteable

*Note: there is a "free version" of Adobe Spark but you are very limited with themes and length

Video Resources - Apps
- Mojo - App best suited for story content
  - Text animation
  - Movement for photos
• $40 for the year for full access
  • **InShot** - All-encompassing mobile video editor
    – Resize for all platforms
    – Trim, add filters, transitions, alter speed, etc
    – $15 for the year to remove watermarks and all access to transitions, effects, and stickers.
• **Life Lapse** - App to create stop motion
  – Stitches together photos to create a stop motion gif
  – Add filters and music
  – $3 a month; $35 for the year
• **Hyperlapse** - Free app to create timelapse
  – No need for steady camera, stabilizes footage
  – Completely free, no account needed
• **Film Maker** - Free app on Android
  – Pieces together photos or video clips
  – Free version provides some music
  – Can provide voice over
  – Will leave watermark in corner of videos while using free version

![Video](https://sway.office.com/o5DNKgo749piookc#content=sSIPSVckiNBF3U)

*5 - Video made with Adobe Spark (posted to Instagram via IGTV)*

**Video Tips**

• Always check for good audio (minimal background noise)
• Lighting
  – Find a good window that isn’t behind your subject
- Use a white poster board to reflect natural light onto your subject
  - Use a tripod (or surface) to steady your camera
  - Shoot for the platform you’re posting to (vertical or horizontal)
  - Get good b-roll if you have a longer interview style video

Formatting
  - The maximum video resolution: 1080 x 1080
  - Recommended video formats include MP4 and MOV
  - Max video size for all formats is 4GB and 30fps

Stories (Facebook, Instagram, Snapchat)
  - Instagram story dimensions are 1080px by 1920px
  - Aspect ratio: 9:16

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