PARTICIPATIVE VIDEOS
HANDBOOK

USING INSTAGRAM

a practical HANDBOOK

creating participative videos for NGOs

this handbook has the societal objective to help NGOs launch a social media campaign for the creation of videos that will include a wide range of citizens.

in this handbook, you will learn how to manage an Instagram account that will enable you to collect videos from citizens from various regions and various profiles.

it is a practical handbook that merges a theoretical manual and an illustrative video. some information will appear in both tools, so don't hesitate to read the manual and watch the videos. for added convenience, we advise you to first take a look at the video and to then come back to the manual.

watch the video

part 1 is dedicated to users who have little knowledge of Instagram.
part 2 is dedicated to the creation of an Instagram community, the group of people that will follow you and maybe respond to your campaign.
part 3 will focus on the creation of the campaign and the collection of videos.

the last part of the handbook is dedicated to aknowledgement.

1 discovering instagram

stories

on Instagram, stories are publications of photos or videos in portrait format, the lifespan of which is limited to 24h. they appear behind your profile picture and not in the general thread that you scroll from top to bottom.

mentions

an Instagram mention is when you mention the name of an Instagram account starting with the at sign @. we will see later how mentions are essential in your campaign.

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hashtags

hashtags are words or portmanteau words that help categorize content and track topics that interest you on social media. Hashtags are preceded by the symbol #. on Instagram, you can subscribe or search for hashtags, which makes them interesting for your project.

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reels

a reel is a video of max 90 seconds which is displayed in full screen, in vertical format. reels have many editing tools and an extensive library of audio tracks. we will see that later also.

creating an Instagram account

01   sign in

follow the <u>Instagram helpdesk</u> to create your account. the interface is available in various languages, which you can find in the top right corner. several options may need further reflection: name, description, picture, labels... take the time to consider this .

02   account status

we advise you to chose the "personal account" status, because in In other types of accounts, you do not receive notifications when other users tag you in their story.

03   customization

if you do have a little more time, we recommend customizing your profile with the help of different tools, such as the <u>anatomy of a perfect instagram profile</u>.

an Instagram community

a community is needed

take the time to build a strong community before launching your your campaign. you will always get new followers during your campaign but a strong base is needed.

community tips & tricks

*in addition to other strategies, you will need to define your ideal follower and follow numerous accounts and hashtags yourself. read for example the **phil phallen ultime guide***

the campaign

let's start with a STORY...

to create an instagram story, click on the + button, then > story. select the visual content you want to share, be it a photo or a video, by clicking on it. the edition interface opens and you can modify your story as you wish: add text, mentions, hashtags, small visual effects or even music.

terms of participation

stories in your account are available by clicking on your profile icon. we advise you to start with a story that explains to followers how to participate in your campaign: they must create a PUBLIC story by MENTIONING the account and using your HASHTAG.

it's a good idea to repost such a story regularly to remind your followers how they can participate in your campaign. when you launch your campaign, do not hesitate to also create publications and reels, which can give a dynamic side to your project.

let's go! create a first challenge to challenge your community!
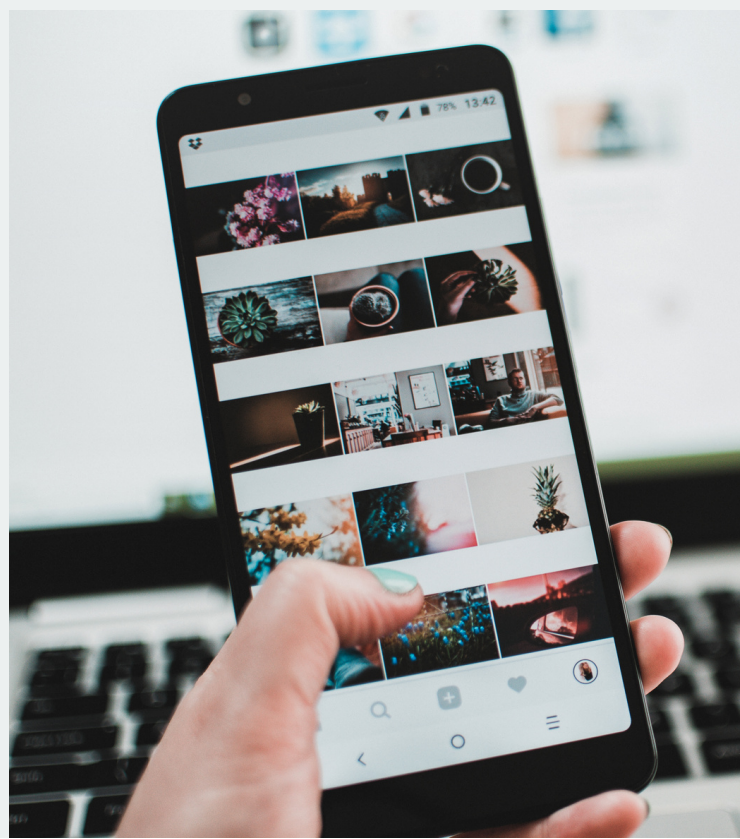
direct messages (DMs)

interaction

once the campaign is launched, it is important to interact regularly with followers, whether it is daily, every 3 days or even once a week. Ideally, to start the campaign process, you should encourage your relatives to participate: we are more easily inclined to do something when we see others participate and that the page is not empty!

managing messages

following your call, if the participants have followed the instructions correctly (a PUBLIC Instagram story and the correct MENTION @ of your choice), you will receive their videos in your message box. on each video received, the button "add to your story" appears. just click on it, and you will land on the Instagram story creation interface. you now have to press the arrow button then > your story > share > add to highlights. from now on, the participants' stories will appear on your personal stories. warning: take a quick look at the users' stories before publishing them to avoid unpleasant content surprises :)

surviving stories with highlights

now, you are going to make sure that your stories don't disappear after 24h. in order to reach this aim, you have to create an album called "highlight" which will always be available on your Instagram profile.

covers

for practical reasons, you may start a new album with a "cover photo" created by you, because the stories are displayed in chronological order. for example, you can use your call for participation as the cover of this album, with the challenge name.
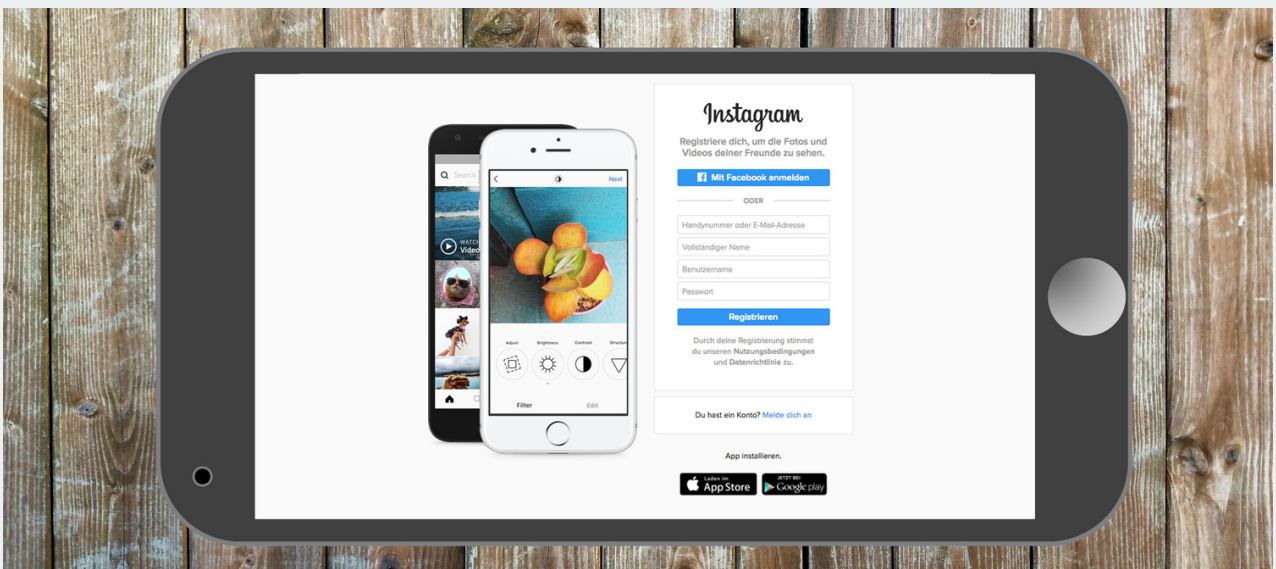
merging videos

go to your Instagram profile, where your theme albums are. click on the highlight you chose, where all the stories have been saved in the same album, and then on the "create" button. so you are going to create a reel.

now, you can add new elements to participants' videos, such as text or images. don't add too many elements, otherwise it quickly becomes unreadable and overloaded. you can also add music to your entire reel, but be aware that this will cover peoples' voices (if any).

once the changes have been made, click "next". you will arrive on an interface allowing you to add the general information of the reel: caption, people to identify, topics, places, etc. the mentions are interesting to thank the participants of the video, for example. topics and locations are used to give more visibility on Instagram.

there you go, your participatory video is ready!

sharing your video

*instagram is cool,
everywhere is better :)*

we are now going to download this video to be able to share it accross other interfaces (facebook, websites, email, wordpress, youtube or any).

indeed, it is possible to download your reel (once published): to do so, click on the three little dots > "save on your device", and the video will then be on your computer, tablet or phone and you can share it endlessly!

credentials

we hope you had a nice experience reading our manual and viewing our video.

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if you have any questions on the project of if you want to tell us about your own call for a participative video, please send us an email at: communicationclimat@uclouvain.be