

social media

Instagram Info



CHAPMAN UNIVERSITY STRATEGIC MARKETING & COMMUNICATIONS

Use Your Page.

Post Chapman University photos. Instagram is a free smart phone application (owned by Facebook) where brands can post photos and add captions. Post photos to your Instagram account and share those photos to Facebook, Twitter, Tumblr, Flickr, and other photo feeds. Make photos fun and interesting with filters and editing features included within the app.

Use photos and visual to assist your 'story.' Select a profile image that best represents your department or college.

Types of Functions.

1. Posting photos: Choose an existing photo from your phone and upload it to Instagram or take a photo from within the app itself.
2. Filters: Select filters to make photos interesting. Filters will adjust lighting and boards among others.
3. Captions: Add a caption to your phone. Captions can include hashtags like Twitter.
4. Share: Users can share their photos from Instagram to other social media platforms like Facebook, Twitter, Tumblr, Flickr, Foursquare, and Email.

What Makes It Different?

Users can Like and Comment, add hashtags, and tag other users similarly to Pinterest and Twitter; however, Instagram's photo-specific nature is universal across most social media platforms. Users may share the photo to the Instagram community exclusively or share them to their other social networking platforms.

Naming and Disclaimers.

Your Instagram Business Account is an external-facing representation of Chapman University. Your page's name should include Chapman University for branding and identification purposes. *Examples: "Chapman University Athletics" or "Leatherby Libraries at Chapman University"* should be used as the official name. Your handle may be shorter for easy use. *Examples: @ChapmanSCL or @Chapman_Law.*

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INSTAGRAM BASICS



INSTAGRAM FOR BUSINESSES:
GETTING STARTED & EXAMPLES



INSTAGRAM PRIVACY AND SHARING