

How to set up a regional National Garden Scheme Instagram account

1. Download the Instagram app from the App Store (iPhone) or Google Play Store (Android).

N.B: to have full access to Instagram you will need access to a smart phone.

2. Once the app is installed, tap the Instagram icon to launch it.

3. Tap 'Sign Up with Email' or Phone Number, enter the relevant details, then tap Next.
4. If you register with your email or phone number, create a username and password, and then tap Done.

5. Now that your Instagram has been created, you'll need to adjust some of the settings. To do so, navigate to your Instagram profile, and select the 'Edit profile' button.

- Profile photo

A National Garden Scheme logo is available for download from the Resource Centre

- Username

This will be the title of your page. For consistency, it is best practice for this to reflect your username. For example, 'National Garden Scheme Berkshire'

- Website

Type in www.ngs.org.uk. It's great to direct your followers to the National Garden Scheme website, so they research gardens near them and find out more about our organisation.

- Bio

Great gardens, great cake.

Opening beautiful gardens for charity in **[county name]**. The National Garden Scheme gives visitors unique access to exceptional private gardens in England and Wales, and raises impressive amounts of money for nursing and health charities through admissions, teas and cake.

Glossary

- #

Hashtags are used to categorise content. Using the # symbol before a relevant keyword or phrase will allow your content to be found more easily. Clicking on a 'hashtagged' word in any post shows you other posts that include that hashtag.

- @

The @ symbol is used to mention other accounts on Instagram.

- Direct message (DM)

Instagram users can privately message you with a direct message. These messages can be found in the top-right hand corner of your Instagram feed.

- Filter

When you upload a photo to Instagram, you can apply a filter to the image. These allow you to adjust the light and colour of your photograph.

- Hacking

When a person gains unauthorised access to your account. (See Social Media Guidelines 2019 for more information)

- Instagram feed

Your 'feed' is your homepage, which will show all recent and popular posts from the accounts you follow.

- Instagram Stories

Instagram Stories is a feature that lets users post photos and videos that vanish after 24 hours. You can find this feature at the top of your Instagram feed.

- Like

'Liking' an Instagram post is often a sign of support or appreciation for the content you've published.

- Profile photo

The image that represents your page. For an organisation's Instagram, this is often their logo.

Frequently asked questions

Do I need an email address to run a regional Instagram profile?

Yes, you will need to link an email address to your Instagram account. This allows you to verify your account and reset your password, should you forget it. We encourage that you use your National Garden Scheme email address when you create your account.

Is the regional Instagram profile linked to my personal Instagram profile?

No. Unlike other social media platforms, you will need to create an account used exclusively for your regional Instagram profile.

Is Instagram valuable to my regional digital communications?

Definitely! We are extremely lucky to be publicising a photogenic topic – gardens! Photography is one of the best ways to engage followers on social media, and ultimately encourage visitors.

Can more than one person have access to the regional Instagram profile?

Yes. This will require you to share the login information with this team member. We recommend sharing access to your account with at least one county team member.