Instagram #atyourlibrary

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Instagram is a social media photo sharing site that allows you to easily share images with a variety of photo filter choices. You take a picture or short video using a tablet or smartphone, choose a filter to transform its look and feel, and then post it to Instagram with one or a few #hashtags to describe it — it's that easy.

Top Ways to Use Instagram #atyourlibrary
- Show Off Your Books and Materials
- Advertise Programs and Services
- Introduce Librarians and Staff
- Show Off Your Library Space
- #TBT(Throwback Thursday) Post Vintage Library Photos

A Few Libraries Currently Using Instagram
- **bplboston** Boston Public Library
- **nypl** New York Public Library
- **piscatawaylibrary** Piscataway Public Library
- **rutgerslibraries** Rutgers University Libraries
- **ucla_powell_library** UCLA Powell Library

Getting Started
- Download the Instagram app for your iPhone/iPad from the App Store, your Android from Google Play or your Windows Phone from the Windows Phone Store.
- Once the app is installed, tap the Instagram icon to open and tap register.
- Create a username and password and fill out your profile information.
- Tap done. You are all set!
- Start taking photos, experiment with the filters, try to post photos or videos a few times a week.
- Advertise your account on your Library's website and social media pages.
- While often overlooked, do not neglect your desktop presence. While Instagram is designed for tablets and smartphones, users can also access your page via a computer.