

How to Use Instagram

This guide assumes basic knowledge of Instagram use and terminology. For an intro to Instagram itself watch [this video](#)

Getting Started with Instagram

- You can sign up with your personal Facebook account but it is sensible to use an email address specific for use with Instagram.
- If part of an ongoing campaign use an email address associated with the campaign.
- It is also a good idea for more than one trusted person to hold the log-in details as an added layer of resilience should you move on from the project or be unable to continuing contributing for any other reason.

The majority of Extinction Rebellion groups on IG use “xr(etc)” as their name, as it takes up less characters and is easily identifiable. Instagram usernames have a 30 character limit, so the abbreviation is fairly essential for most groups. There is space in the bio on your profile for a longer version of your name - for example “xr.eoe” give their full name as “XR East of England” on their profile.

- Once you have picked your username, select an avatar to use. The profile picture on Instagram is circular, like Facebook, which shows off XR logos beautifully! An artistic rebel or the [Viz Generator](#) is very helpful for creating an eye-catching image.
- Complete your bio by selecting *Edit Profile* on your page, and make sure it is clear and concise. The bio has 150 character limit. If you are representing a certain geographic region or campaign make sure that is easy to identify as soon as someone looks.
- Once you have set up your IG account, you may want to change to a professional account. This is easily done by going to *Settings*, and then *Switch to Professional account*. Follow the prompts to complete it. A professional account has the advantage of a few extra tools you can use, and useful ways of monitoring reach and engagement if you are particularly keen to grow your following.
- As a professional account you can select a category on your profile, such as ‘Environmental conservation organisation’ which will be displayed on your page below your name. This is another thing that is really helpful for other people to identify what you are all about.

[Linktree](#) is a valuable tool, and is widely used on Instagram. It is a simple way to share links to all of your other social media, websites, talks and training, petitions or anything else you feel is important in one place. It can be a great way to help people find you elsewhere on the internet.

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Once you have set up Linktree you will have a short URL which you can add to the Website section of Edit Profile, and it will appear at the bottom of your bio – crucially without using up any of the few characters you have available.

Once you get using Instagram hashtags are important for helping you get seen by the people you want to see you.

These are some examples of hashtags that are widely used:

#ExtinctionRebellion #RebelForLife #CivilDisobedience #NonViolent #RightToProtest
#ClimateEmergency #TellTheTruth #ActNow

Of course it is important to remember that they are changing and evolving all the time. If you want to use a hashtag that is specific to an action or event you are involved in then it is worth looking to see who is already using that hashtag and for what. For example, when Deep Water looked at the hashtag #SOS in the run-up to COP26, they found lots of pictures of ABBA!

Useful information

It is easy to connect to other local and community groups via their Instagram feed. You will quickly find lots of “suggestions” for other XR accounts, though it is worth taking a second to look at the content and ensure it appears genuine. Because of the proliferation of usernames in the style of “xr(etc)” it is easy for anyone to use that type of name even if they are not acting in accordance with XR principles and values.

The algorithm that determines how widely your post is viewed is heavily weighted towards paid content and increasingly video posts.

Instagram is owned by Facebook, so if you are not comfortable sharing your information with Facebook then you should avoid Instagram.

As a public account everyone can see you, but you can't see everyone. Followers may have many reasons for wanting to keep their personal accounts locked down, but this can also be an advantage to those who follow you for malicious reasons. The block button is your friend. Don't feed the trolls.