

Instagram & Threads Basics

Trainers



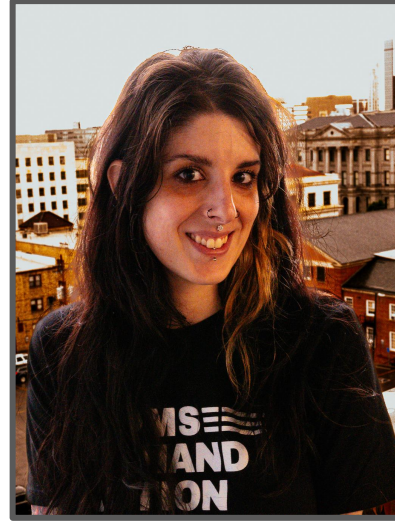
Grassroots Social Media Team



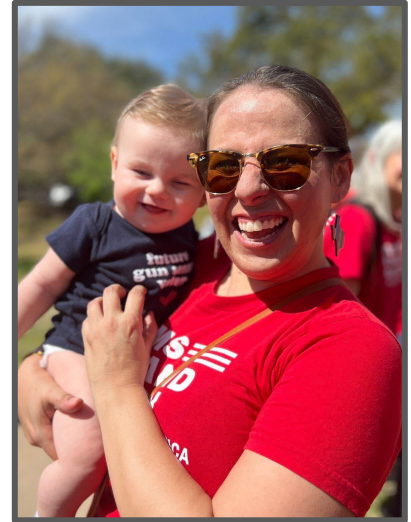
lisa hendricks
she/her
director of grassroots
digital advocacy



rebecca truskowski
she/her
grassroots social media
campaigner



cat macgregor
she/they
grassroots social media
campaigner



gaby diaz
she/ella
grassroots social media
campaigner

Agenda

- The Basics
- Let's Talk Storytelling
- Best Practices
- Questions



Goals

by the end of this session, you will...

Understand the **fundamentals**
of creating content on
Instagram and Threads.

&

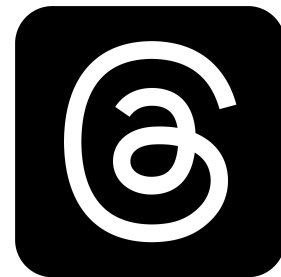
Practice how to **create, share,**
and **uplift** stories through a
trauma-informed lens.

The Basics

The Basics

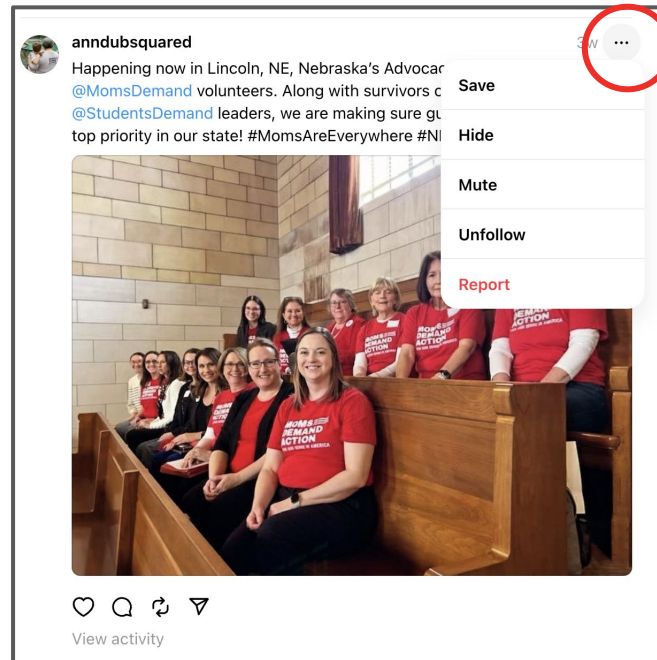
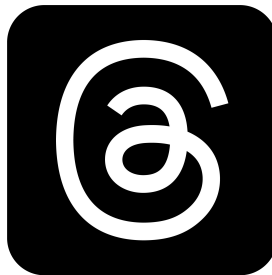
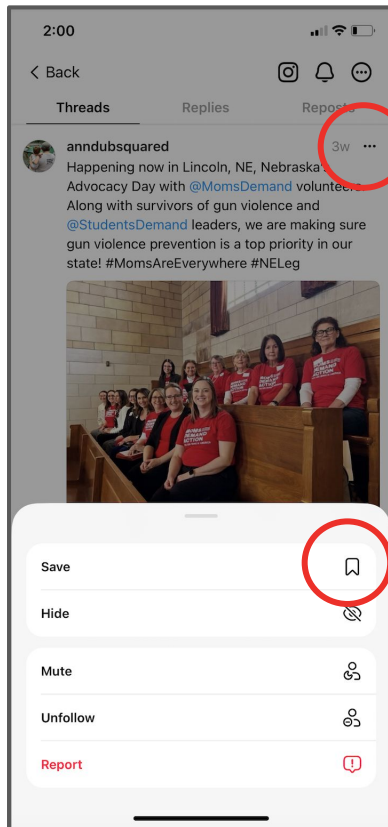
Meta accounts can talk to each other

- Connect with each other
- Share with each other



The Basics

Mobile vs Desktop

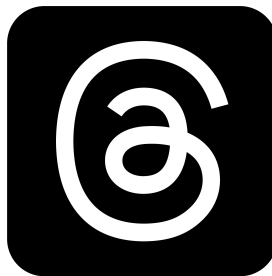


The Basics

Creating Accounts

Things to consider when **creating** accounts:

- Username
- Picture
- Bio info



Amy Axtell

amybett threads.net



*Volunteer Missouri Grassroots Social Media Lead

@MomsDemand

she/her Former: HS Art Teacher, AA Flight Attendant,
Big Apple Circus



690
posts

1,622
followers

2,251
following

Amy Axtell she/her

Community

Missouri @MomsDemand Grassroots Social Media Lead
Volunteer #MomsAreEverywhere Amy Axtell, she/her
Former: HS Art Teacher, AA F/A, Big Apple Circus

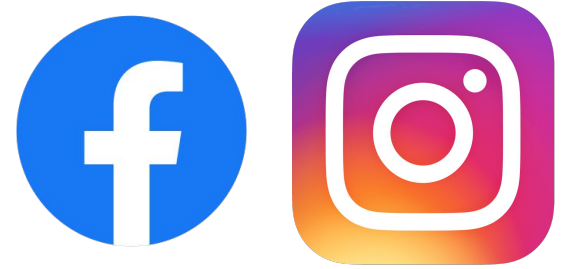
momsdemandaction.org/join... and 1 more

The Basics

Creating Accounts: Instagram

If you have a Facebook account, you can **automatically** create your Instagram account

- Download the **Instagram** app
- Click **Continue as [name]** to connect accounts
 - Even if you connect accounts, you can edit the pic & bio

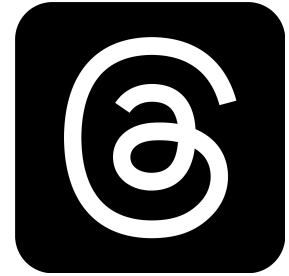


The Basics

Creating Accounts: Threads

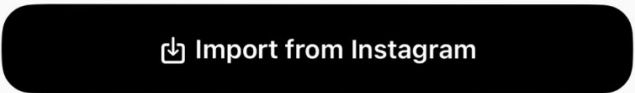
If you have an Instagram account, you can automatically create your Threads accounts

- Go to **threads.net** or **download the app** and login using Insta info
- Click **Import from Instagram**
 - When you connect accounts, you can edit the pic & bio
- Select who to follow or **follow all**



Bio
Mobile Section Editor at Digital Trends

Link
digitaltrends.com/mobile

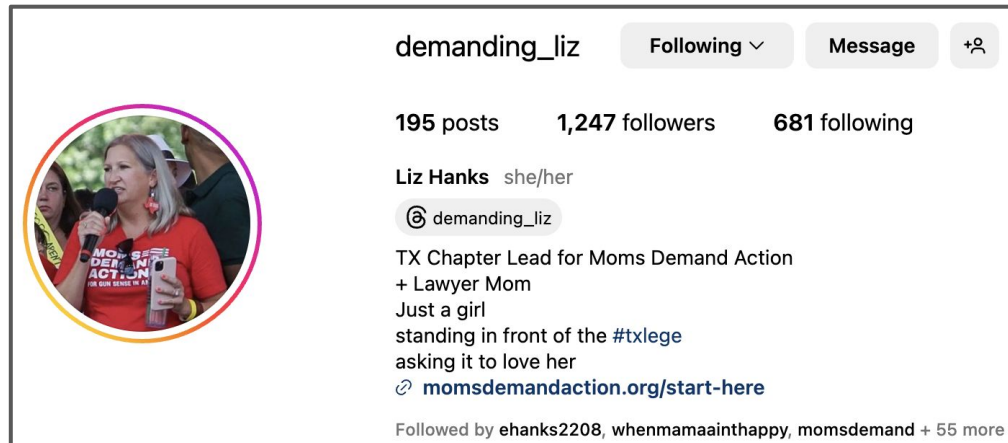
 Import from Instagram

The Basics

Creating Accounts



- Having a **public account just for volunteer work** is a great idea!
- Local or state accounts are not allowed
 - Your name
 - Your picture
 - Your voice



The Basics

Creating Content



Create



POST STORY REEL LIVE

Posts

- Photo or Video (60 seconds)
- Captions 2,200 characters

Reels

- Videos (90 seconds)
- Captions 2,200 characters

Stories

- Photo or Video (60 seconds)
- Shared from other places

Live

- Live videos are archived



The Basics

Creating Content

Text

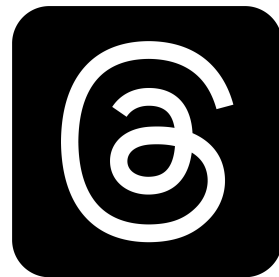
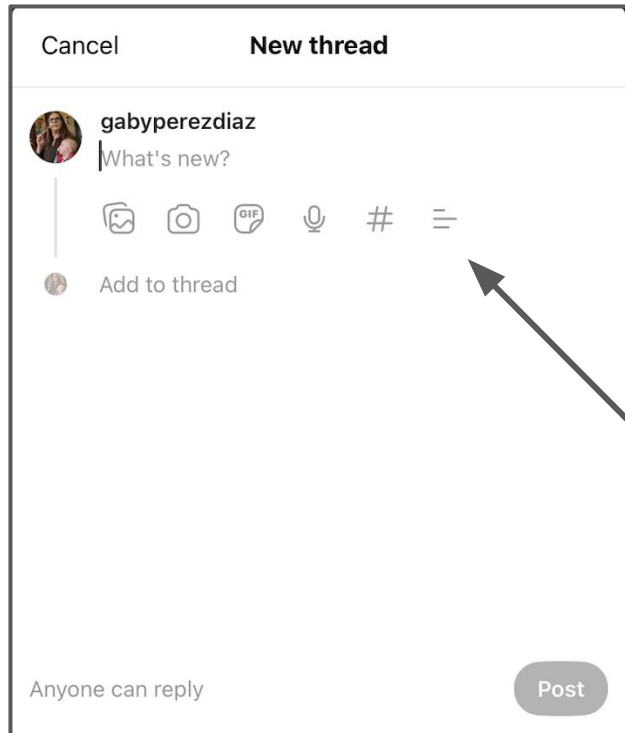
- 5 mins to edit!
- Links
- Tag people and orgs
- 500 character max

Photos/video from your camera roll

- Single or multiple

Live

- On-the-spot



GIFs

- Search for Disarm Hate!

Audio recording

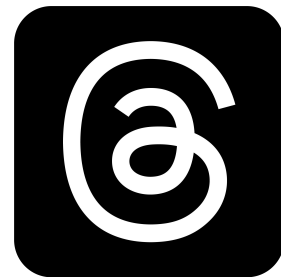
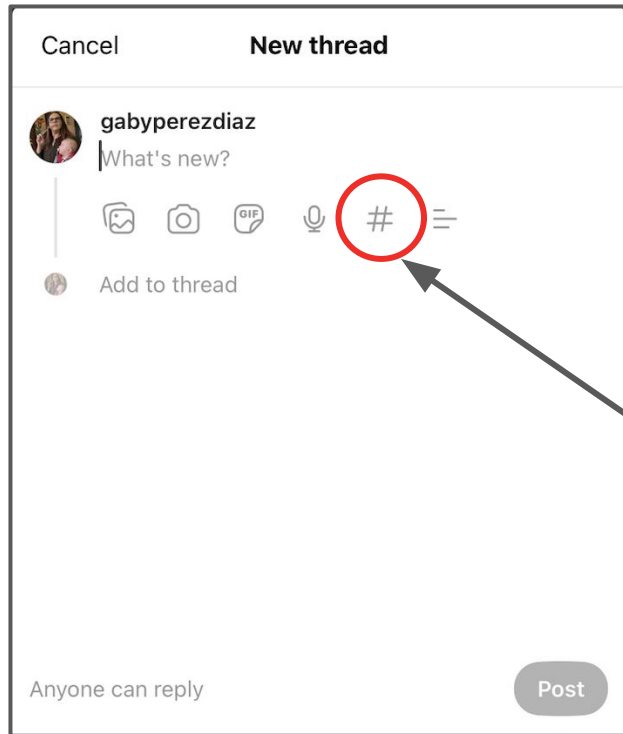
- 60 seconds

Poll

- Interactive

The Basics

Creating Content

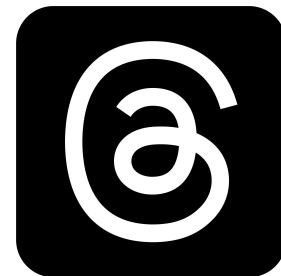


Topic

- Tracks conversation
- **@MomsDemand**
- **#MomsAreEverywhere**

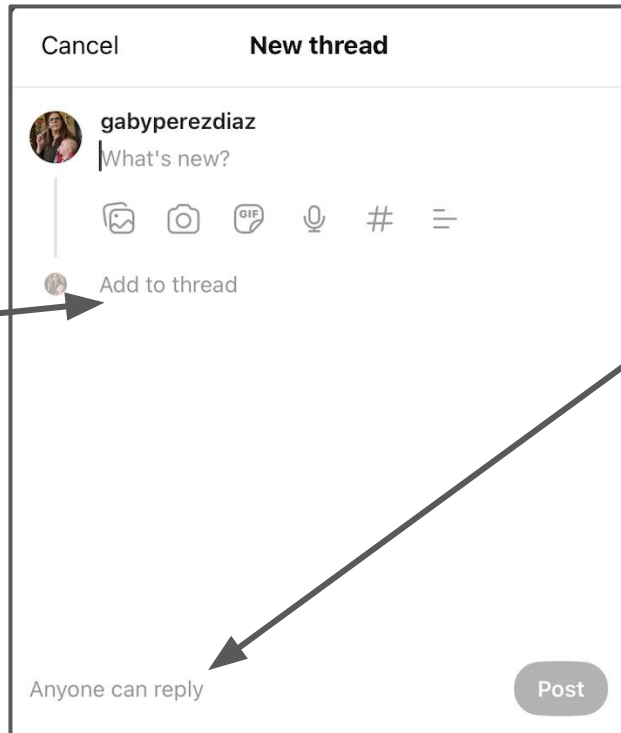
The Basics

Creating Content



Add to thread

- Continue a thought
- Same menu will appear

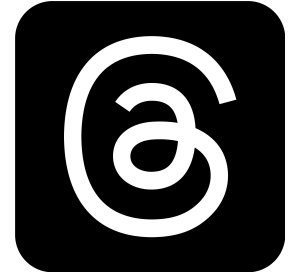


Anyone can reply

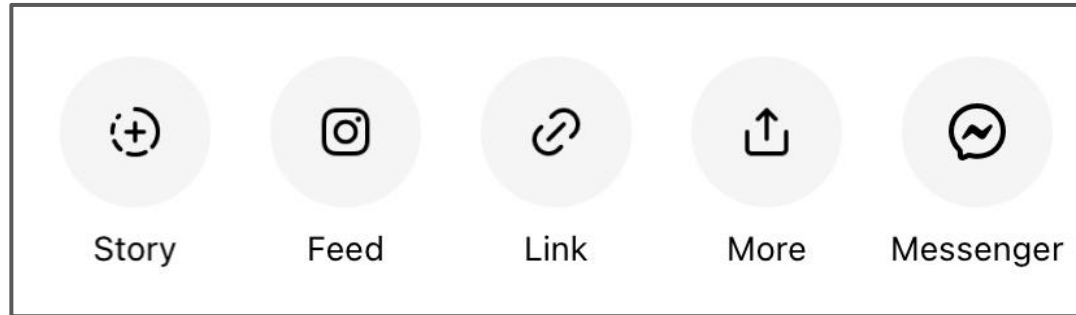
- Anyone
- Profiles you follow
- Mentioned only
 - If you tag someone, only that account can reply

The Basics

Meta accounts can share with each other

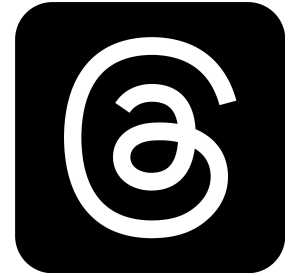


- Sharing is made easy!
- Similar buttons and options
- Similar terminology

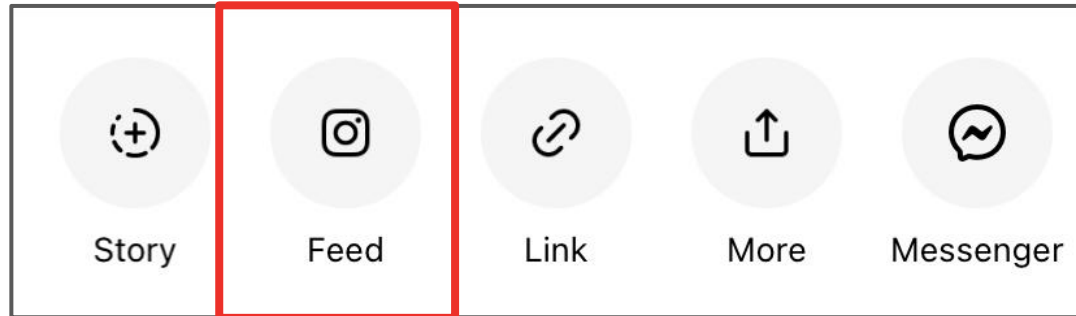


The Basics

Your Feed



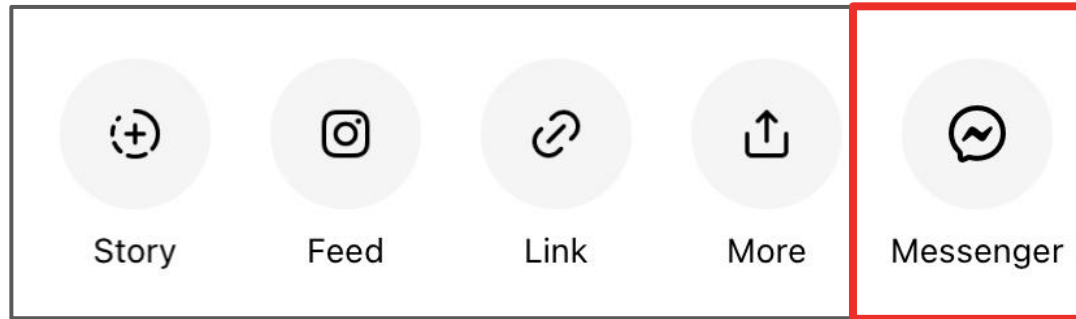
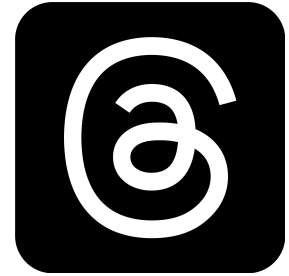
- Your posts
- Posts and reels of anyone you follow
- When you add to your feed, you add to your posts



The Basics

Your Messenger on Instagram

- Private conversations
- Group conversations
- Separate conversations from Facebook Messenger

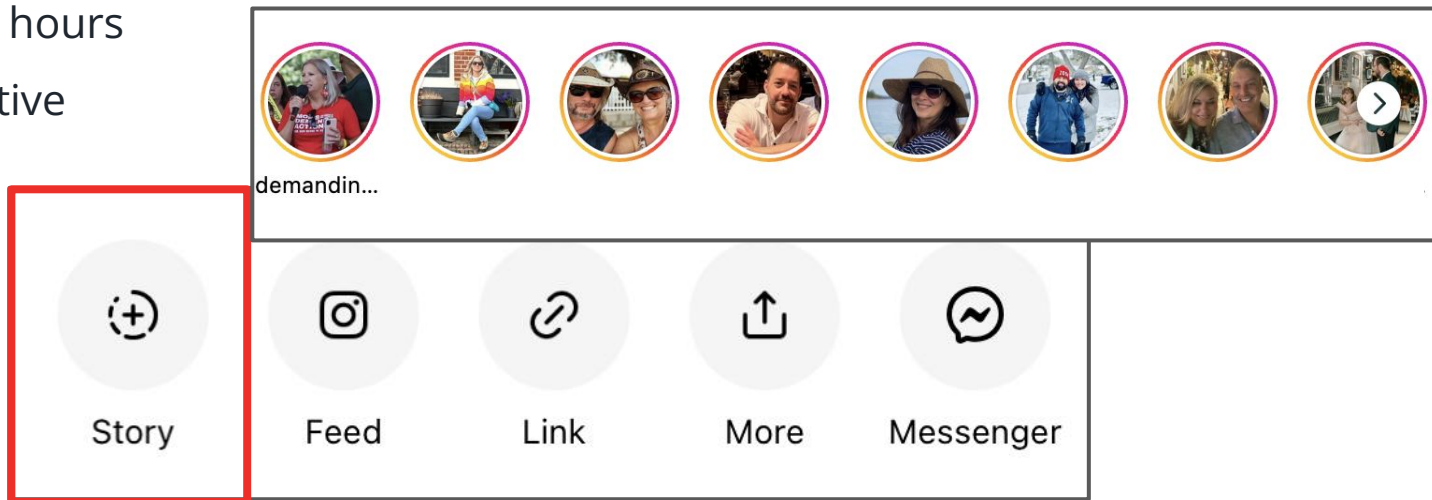


The Basics

Your Stories



- Lots of engagement!
- Last 24 hours
- Interactive



The Basics

Your Stories



- **Add tags**

- @MomsDemand
- @BeSMARTforKids



The Basics

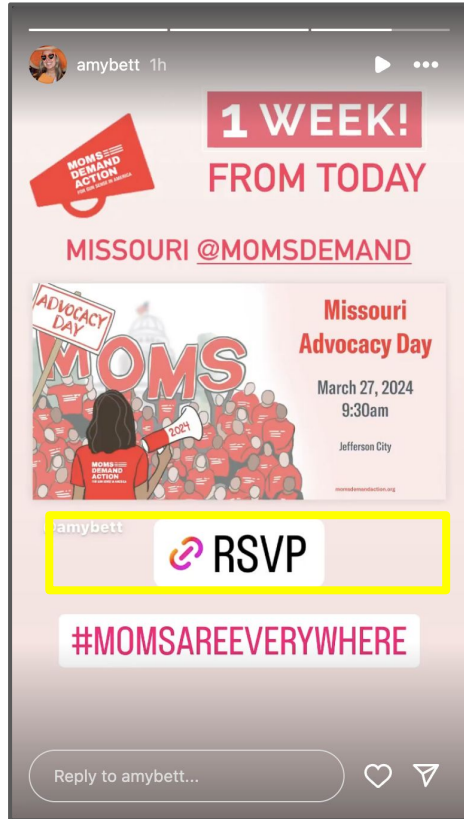
Your Stories



- Use stickers!
 - <https://giphy.com/everytown/moms-demand-action>

The Basics

Your Stories



- **Add links**

- RSVP links to Events
- Articles
- Resources

The Basics

Your Stories



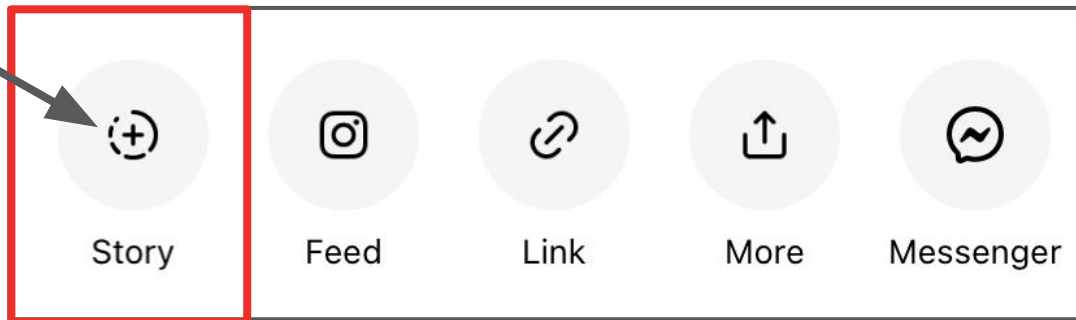
- Add hashtags
 - #MomsAreEverywhere
 - #BeSMART

The Basics

Share to Your Stories



- **Content**
 - Stories, posts, reels
 - You can't share a story unless you're tagged
- **Threads or Tweets**



The Basics

From Threads or Twitter/X

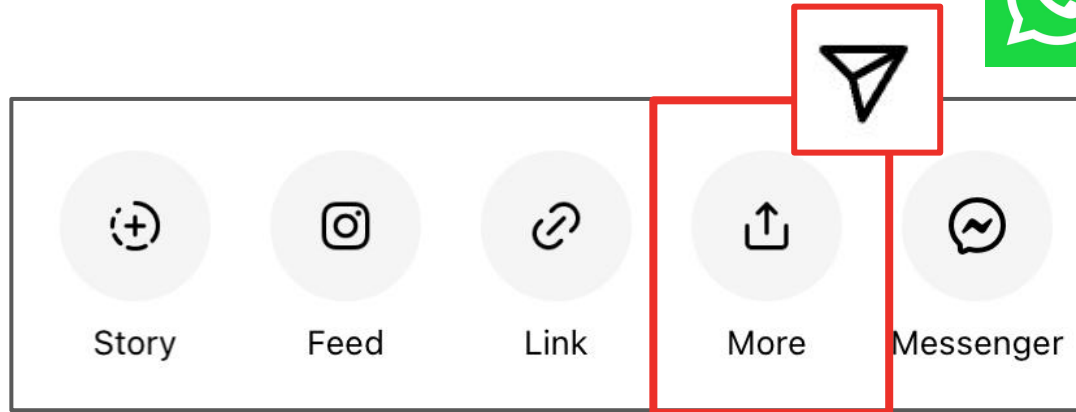
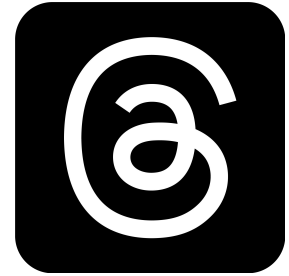


MOMS 
DEMAND
ACTION
FOR GUN SENSE IN AMERICA

The Basics

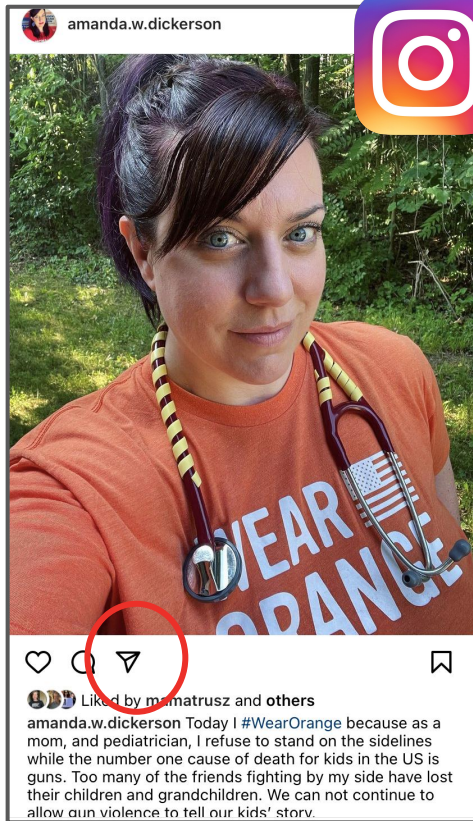
The Magic of the “Share To” and “More” Buttons

- Sharing options are always changing
- Personalize sharing



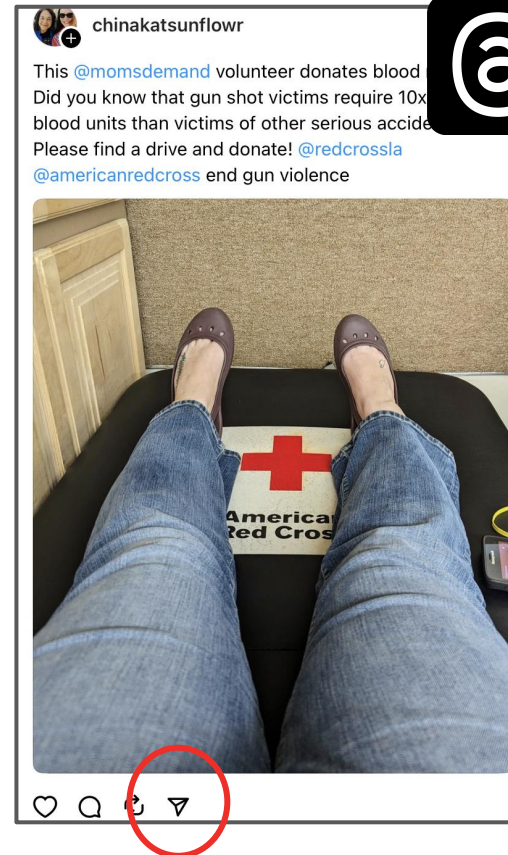
The Basics

Common features:



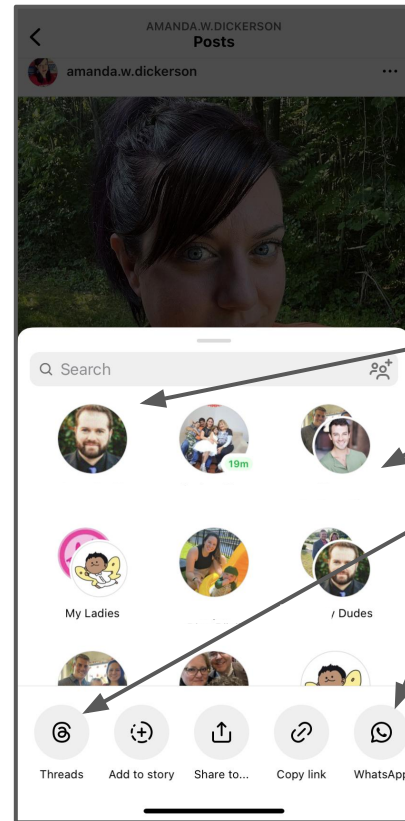
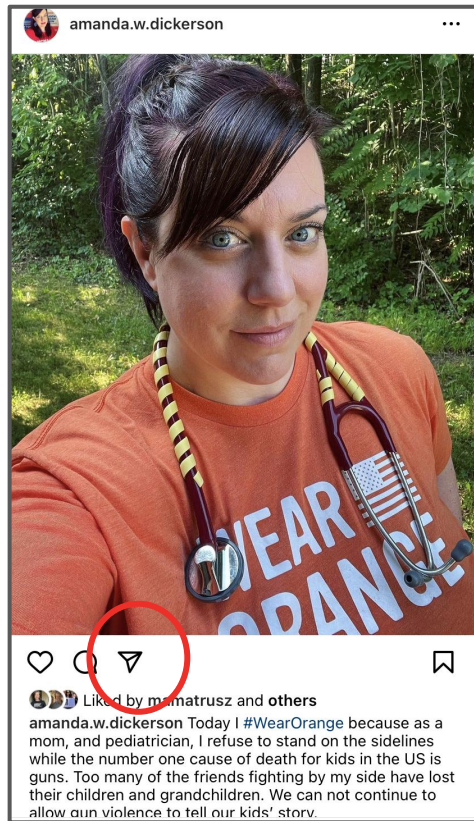
Send/share button:

- DM to individual or group
- Share between platforms
- Share to **stories**



The Basics

Sharing on Insta:



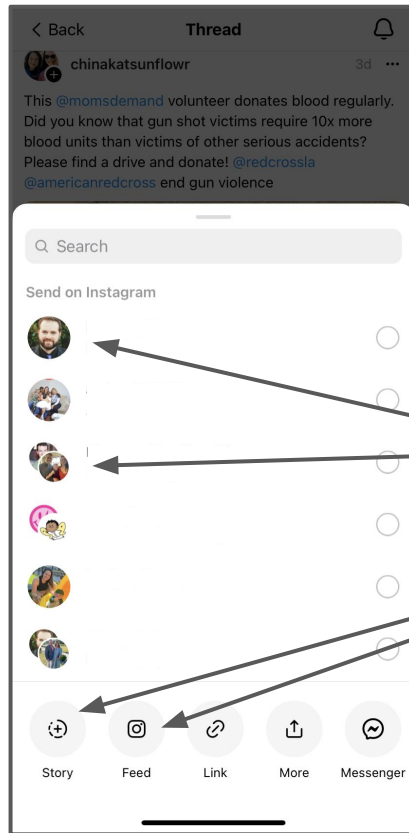
Send to:



- Individuals
- Groups
- Other Platforms

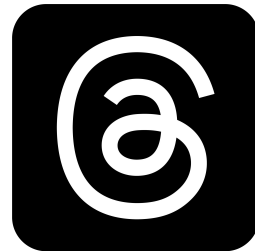
The Basics

Sharing from Threads:



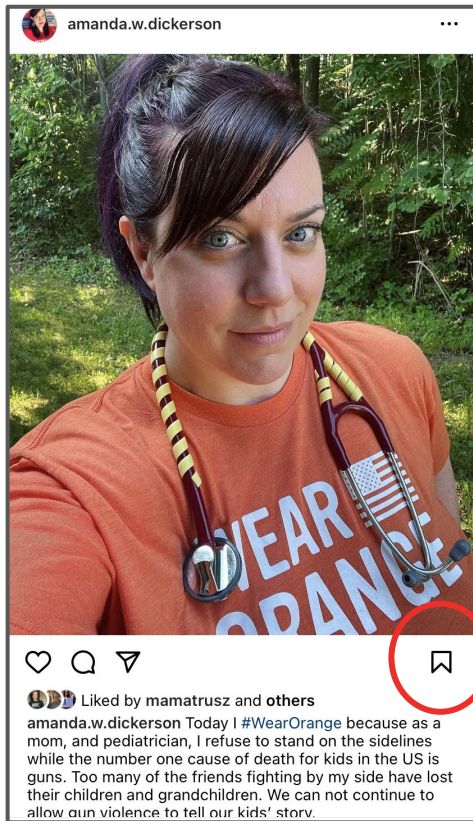
Send to:

- Individuals or groups on Insta
- Insta Story or Feed



The Basics

Saving Content



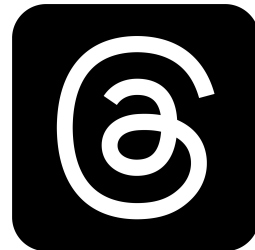
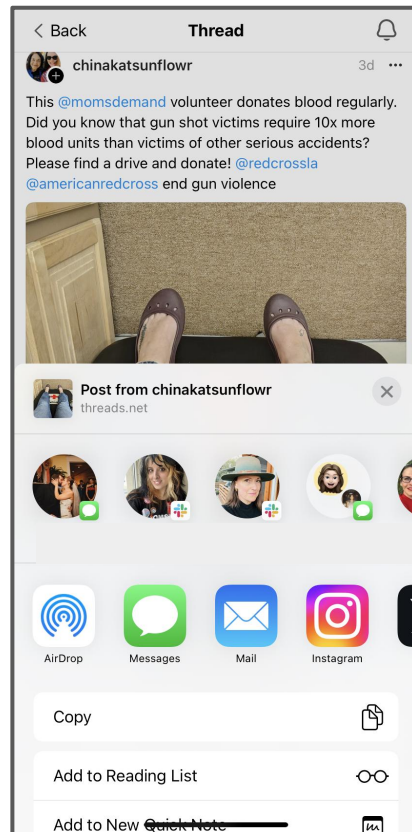
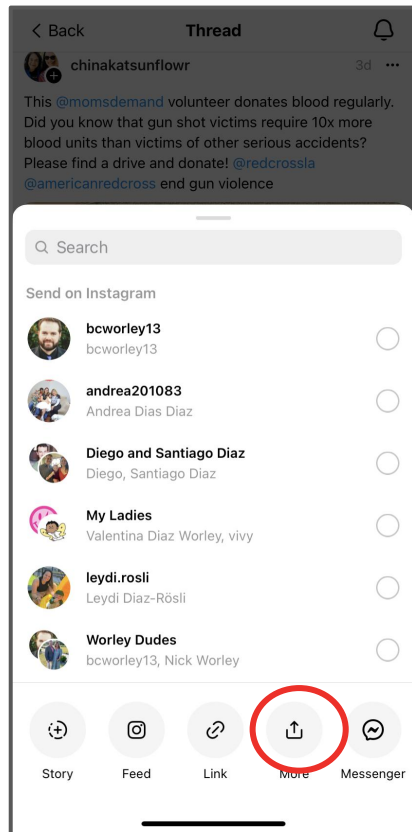
Saving posts and threads:

- Helps the **algorithm**
- Save **evergreen** content to share again in the future
- Save stuff others are doing to use as **example**
- Save what **fills your cup**



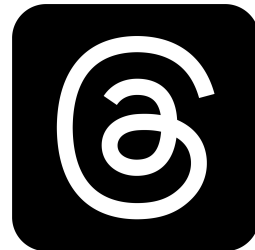
The Basics

Sharing from Threads:



The Basics

Features on Threads

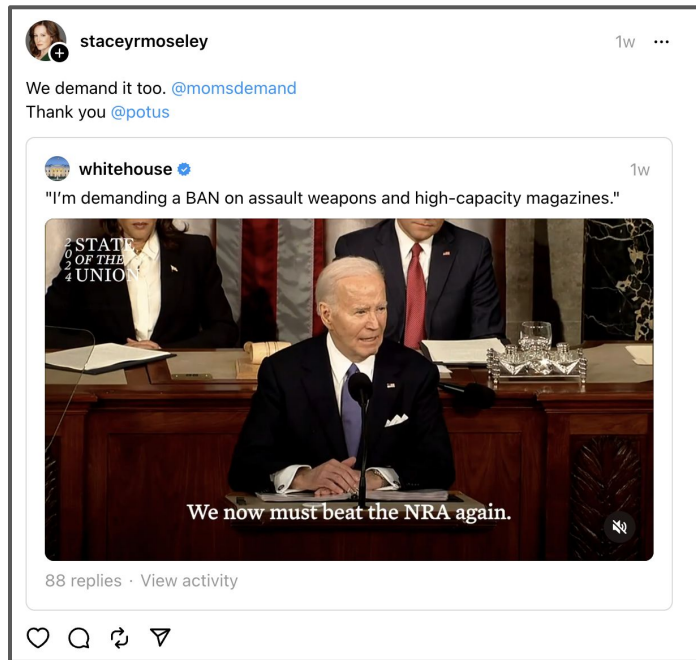
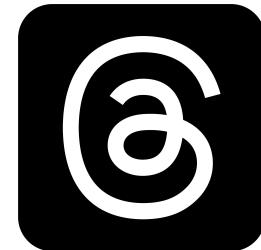


Reposting vs Quoting

- **Reposting** is elevating someone's content without comment to your feed

The Basics

Features on Threads



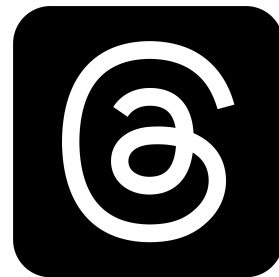
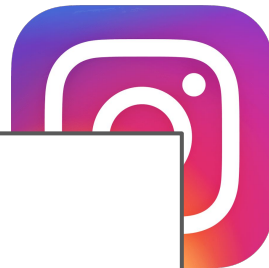
Reposting vs Quoting

- **Quote**-posting is sharing someone's thread and adding something new to the conversation.

Let's Talk Storytelling

Storytelling

Posts and Threads



- Use toolkits as **guides**
- Use **terms** and **words** that feel right to you
- **Personalize** posts

NGVSW SOCIAL MEDIA GUIDANCE FOR SURVIVORS

January 22-26, 2024

Primary Campaign Hashtag: #GVSurvivorsWeek

Landing Page: [MomentsThatSurvive.org/ngvsw](https://moments thatsurvive.org/ngvsw)

Volunteer Toolkit: <https://bit.ly/2024-ngvsw-volunteers>

RESOURCES

Profile Picture: <https://moments thatsurvive.org/national-gun-violence-survivors-week/frame/>

TRAINING

- **#MomsAreEverywhere Grassroots Social Media Team Meeting:** Join us for the first meeting of 2024 with our expanded grassroots social media team on **Tuesday, January 16 at 8:30pm ET!** This is a group for anyone on any social media platform. [RSVP](#)
- **Social Media Basics:** Join social media experts on **Thursday, January 18th at 8:30pm ET** to learn about navigating various social media platforms, and how to best share your message with different groups in your network: [RSVP](#)

BEST PRACTICES

- Personalize your social media posts; your social media is most powerful when it reflects your own, *unique* voice.
- Include #GVSurvivorsWeek in your posts to participate in the online conversation.
- Tag @Everytown and @MomsDemand when possible in all of your posts when on Instagram, Threads, and X.

EXAMPLE LANGUAGE

This National Gun Violence Survivors Week, I'm sharing my story to put a face on America's gun violence crisis.

Read my story and uplift the voices of other gun violence survivors during #GVSurvivorsWeek.
[INSERT YOUR MOMENTS THAT SURVIVE STORY LINK] @Everytown

National Gun Violence Survivors Week is dedicated to honoring survivors of gun violence by amplifying our voices.

Storytelling

Seeing is Believing



MOMS 
DEMAND
ACTION
FOR GUN SENSE IN AMERICA

Storytelling

Include Pictures to Tell Your Story

- **Clean** your camera lens
- Find nice **lighting**
- Capture all things **branded**
- Consider what's in your **background**
- When possible—**show action**
- You can always **crop and edit** your image later!
 - 1:1 square



Storytelling

Include Video to Tell Your Story

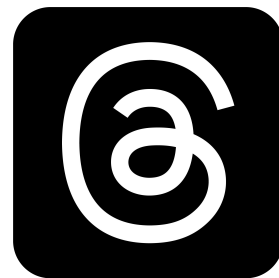
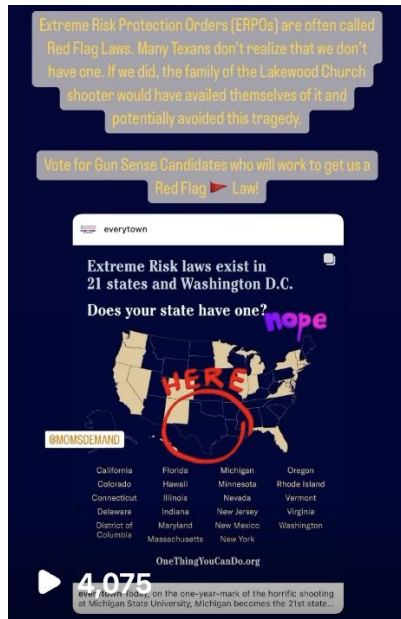
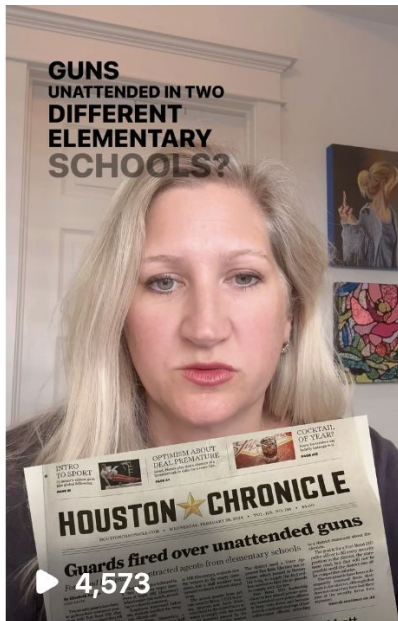
Everything you do for a photo plus...

- Check your phone's storage capacity
- Stabilize your camera
- Film in HD
- Be mindful of the audio



Storytelling

Reels

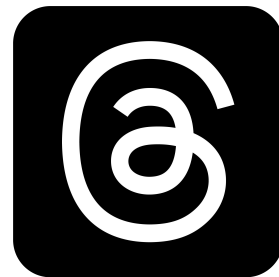


- Talking to the camera is great, but it's **not your only option** when making reels!
- **Have fun and get creative!**
- The **most engagement** right now!



Storytelling

Uplift Survivors



- **Like, comment on, share, save, re-post the words of survivors**
- Moments that Survive
- Wear Orange
- National Gun Violence Survivor Week

Best Practices

Best Practices

Trauma-informed Choices

- Intent vs Impact
- Consider when you share:
 - Details from an article
 - Images
 - Videos

Trauma and Gun Violence

Resources

Gun violence has a lasting impact. It can cause emotional, medical, financial, and legal consequences for individuals and communities. These resources can help direct victims and survivors of gun violence to the help they need.

This list is not comprehensive. There may be other resources available to you in your community.

Show me [All Resources](#) ▼

Best Practices

Include a Call to Action

Text _____ to 644-33

READY Join Moms

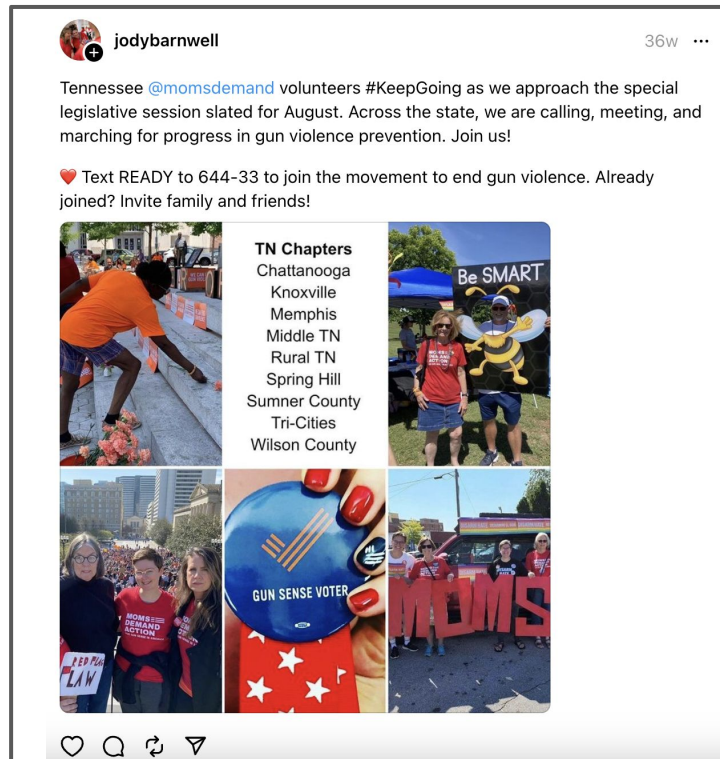
SURVIVOR Survivor Network Sign-Up

SOCIAL Grassroots Social Team Sign-up

STUDENTS Join Students

SMART Start Volunteering With Be SMART

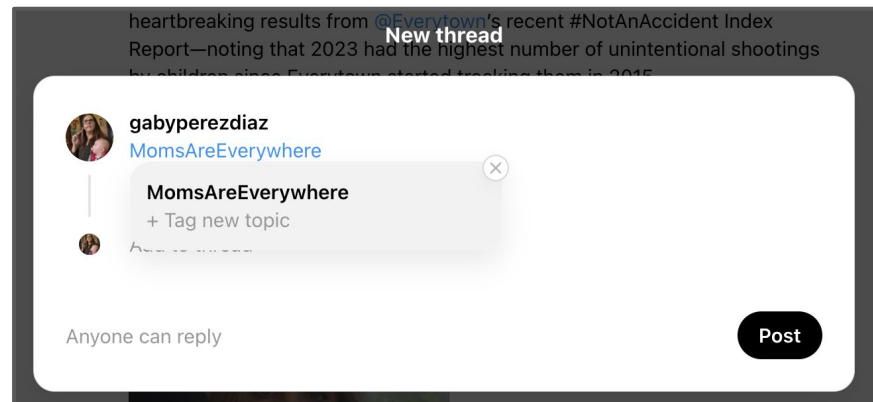
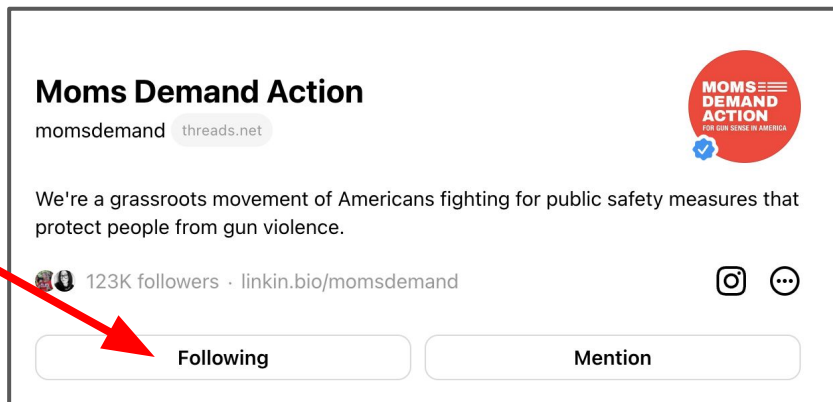
EVENTS Find an Event



Best Practices

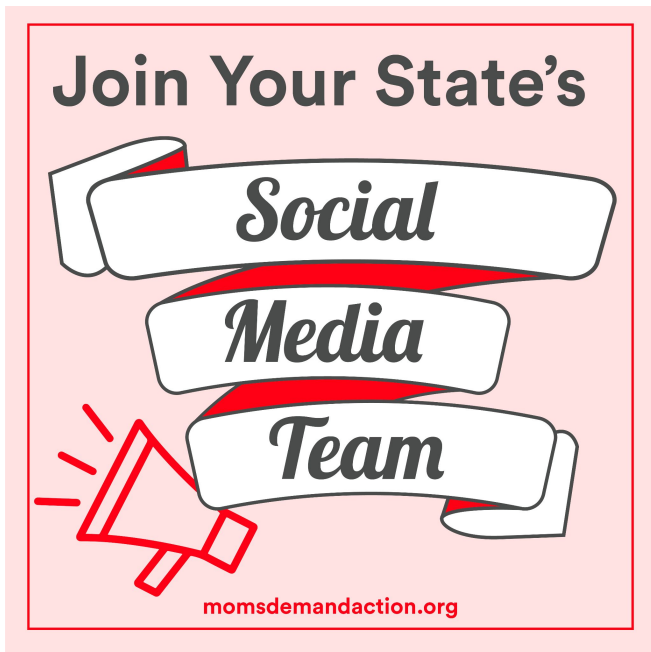
How do I Join the Conversation?

- Follow and Tag **@MomsDemand**
- Topic (big hashtag) **#MomsAreEverywhere**



Best Practices

Join Your State Social Media Team!

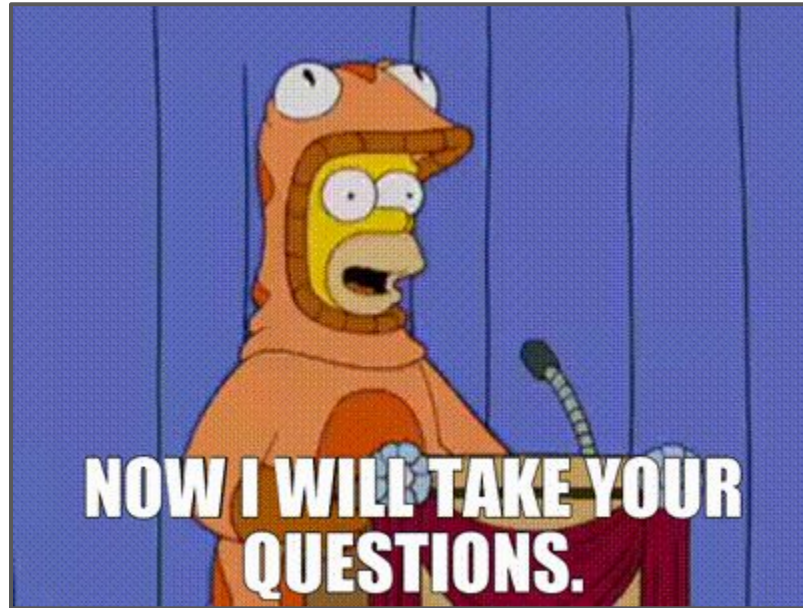


 **nv-social-media-team** ▾

State Social Media Team Sign Up

Moms Demand Action volunteers in your state are taking over social. Sign up here to join your state-specific social media team and be a part of our regular calls to action. These teams are made up of volunteers who use their personal social media and networking accounts to share and amplify content every week. By using the power of our networks, we can help end gun violence.

Questions



Contact

Digital Organizing (verb) -

Utilizing digital strategy and tools to create community, increase efficiency, identify leads, and tell the story of our movement.

Email Grassroots Social Media for any additional questions at **grassrootssocial@everytown.org**