

COAST GUARD SOCIAL MEDIA

Instagram How-To

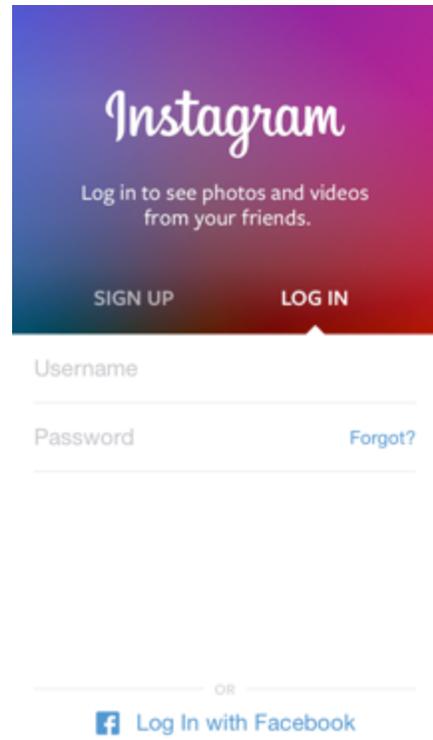
Note: Coast Guard HQ is the only unit authorized to manage an Instagram account. The account will be "guest hosted" out to units around the Coast Guard to share various missions and points of view to share the Coast Guard's story.

Guest take-overs on the official Coast Guard Instagram account will normally begin on Monday and end the following Sunday. Units are expected to upload at least 5 photos during their weekly takeover. A good goal is 3 photos per day, if operations allow.

To begin a takeover, obtain the username and password from the Coast Guard social media team (socialmedia@uscg.mil).

Instagram is an account that **MUST** be run from a mobile device. While you can view and edit some things on a web server, the mobile app will be needed to complete the takeover.

The figure to the right shows the login screen on the mobile app.



Once logged on, you will see the @USCG feed, which shows photos from accounts we are following.

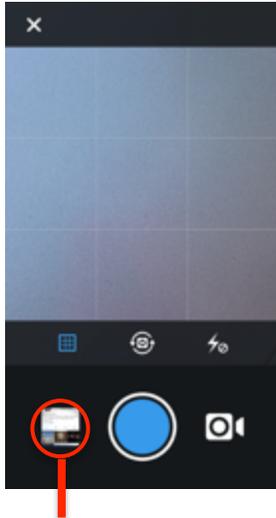
Utilizing the buttons at the bottom, you can go home (the feed), search (for users/hashtags), upload photos, view activity (likes, comments) and view the @USCG profile.

Click to upload photos

Click to view @USCG profile

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Click to upload from gallery

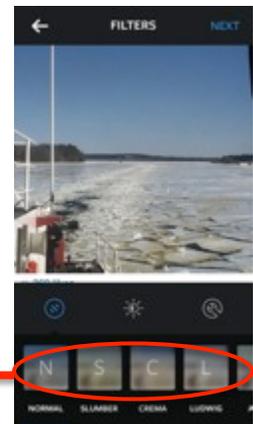
Once you click the center button to upload a photo, you will be taken to the screen shown to the left. You can either take a photo directly from this screen, or upload a previously taken one.

Coast Guard HQ recommends taking photos first, and uploading from the phone's photo gallery.

You can also upload video (max. 16 seconds) from this screen as well.

Once a photo is selected, it will take you to a screen which allows you to "edit" the photo and apply filters.

The Coast Guard allows the application of filters and other tools, but does not allow anything that overly changes the intent/content of the photo.

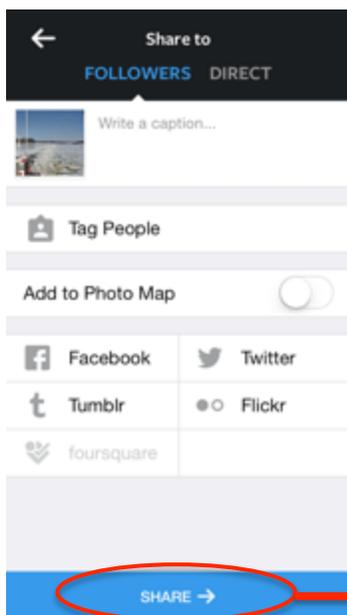


Filters and other editing tools

After clicking "Next" on the top right screen once filters are applied, you will be taken to the final screen prior to uploading. This is where you can add captions & relevant hashtags to the photo.

Once a caption is added, double-check for spelling/content and hit "Share" at the bottom on the screen.

Note: NEVER click "add to photo map" or share on any of the other social media platforms.



Click to share your photo to @USCG followers!

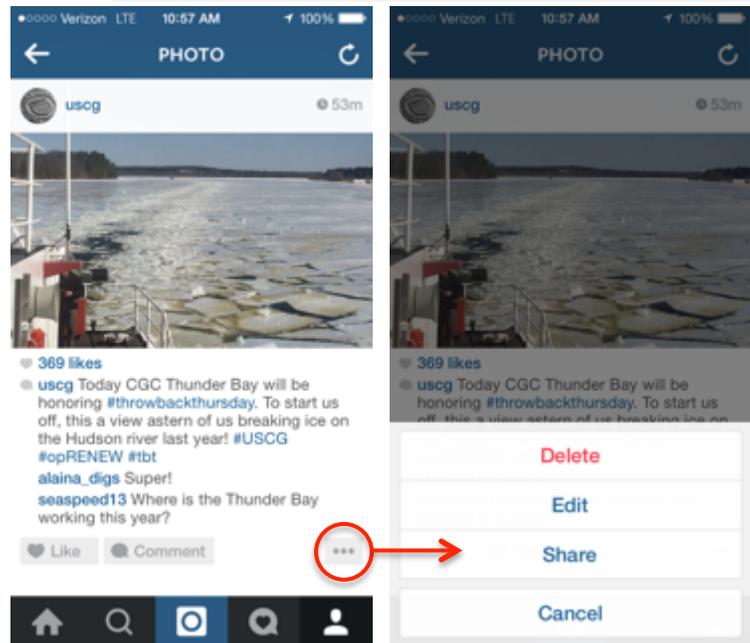
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Once a photo is published, check again to make sure everything is correct. If there need to be edits, Instagram allows you to edit captions after the photo is shared.

Click the bottom shown to the right to display the options. Click "Edit" to edit the caption.

Note: If a post needs to be deleted, screen shot the post prior to deleting. Alert CG-0922 and email them the screen shot (include any comments).



Additional Items:

Here are a few more tips/requirements for your weekly takeover:

- Ensure #USCG is added to each photo/video posted to Instagram
- Engage audiences by using hashtags (some samples: #Alaska, #NYC, #TBT, #aviation, etc)
- Watch comments throughout the week. Respond to any questions by "tagging" (@(accountname)) the appropriate comment and responding appropriately.
- Ensure you have clearance from your CO for all photos you will be releasing.
- Ensure all photos are checked for appropriate uniforms, content is releasable and image is free of any endorsements (logos).
- Ensure you are cognizant while logged into the official account while on your personal device. Know which account you are logged into and where you are uploading photos to! Always double check in you aren't sure. We recommend logging out of the official account after each post to avoid accidentally posting to the account.



Thanks for taking part in one of our weekly takeovers!