

**Take part in an Instagram challenge:** Someone puts up an image with photo prompts for every day in the month. You take a photo each day that fits with the theme and upload it with the challenge hashtag. Get your students involved in finding material for the photos. Set your own Instagram challenge for your school perhaps.

**Suggested accounts and hashtags to follow**

- |                         |                 |
|-------------------------|-----------------|
| @glenthorne_library     | @chris_riddell  |
| @klslibraryuk           | @booktrust      |
| @librarianwithattitude1 | @literacy_trust |
| @bloomsburypublishing   | @CILIPSLG       |
| @harpercollinsuk        | @uksla          |

**#slglibmaychallenge**

- |   |   |
|---|---|
| 1st Show us your library!                     | 16th Most popular series                |
| 2nd. Most issued book over the last 6 months. | 17th Yellow books                       |
| 3rd Book rainbow                              | 18th Book spine poetry                  |
| 4th Library staff selfie                      | 19th Book with a dragon on the cover    |
| 5th Top non fiction title                     | 20th Books with numbers in the title    |
| 6th Funniest book in the library.             | 21st Adventure books                    |
| 7th Green books                               | 22nd Poetry shelf                       |
| 8th Animal book                               | 23rd Fairytale retelling                |
| 9th Gorgeous cover                            | 24th Pink books                         |
| 10th Spine chiller                            | 25th Last 5 books catalogued            |
| 11th Picture book for all ages.               | 26th Classic reimagined                 |
| 12th Great graphic novel                      | 27th Animal on the cover                |
| 13th Red books                                | 28th Real life story                    |
| 14th Book face.                               | 29th Blue books                         |
| 15th Book that will make you cry              | 30th Book that deserves to be read more |
|   | 31st Silver/gold covers                 |

Image of the very successful challenge run in 2019

**CILIP**  
SPECIAL  
INTEREST  
GROUP



**Instagram in the school  
library: an introduction**

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**CILIP SCHOOL LIBRARIES GROUP 2019**

**Key issues series no. 4**

### Why use Instagram?

Instagram is a visual medium, perfect for promoting books, sharing display ideas and posting pictures of events in your library. Librarians, readers, publishers, authors and illustrators use Instagram; it is popular with young people. No need for long posts, the pictures do the talking.

### How to use Instagram

- Follow hashtags such as #librarydisplay (almost 17,000 posts) or #bookreview or #bookunboxing (2,500 posts of people unwrapping new books) or the suggestions on back page.
- Show your Instagram stream on a projector screen or whiteboard in the library for students to enjoy.
- Win prizes on publisher-run Instagram competitions by liking or commenting on posts.

### Getting started

#### 1. Open an account

##### School or personal account?

**School account:** Is your account solely for pictures of your school library? Are you going to hand over the account to a school employee if you leave?

**Personal account:** Are you posting more general pictures, eg of events you attend, or connecting with other librarians? You could of course set up both. I suggest you only run one account initially.

**Permissions:** Ensure that you have photographic permission from the parents of any students you include in pictures. Ensure that you are aware of and adhere to your school's social media policy. Make sure that you are portraying the school in a good light and never post pictures that are detrimental.

**Safety and security:** Instagram is a friendly and safer space than some other social media sites. Report anything inappropriate to Instagram.

**2. Using your account:** Post at least a couple of times a week to keep your account looking fresh.

**3. Follow other accounts:** Use the search box to find people to follow, look at popular hashtags or choose some from the list on p. 4 and click on pictures you like. Play with the filters before finishing uploading your images to make the pictures pop. Upload quick videos too: just click on the sideways figure of eight symbol to access Boomerang, Instagram's inbuilt video tool. Add multiple pictures to the same post either by creating a layout or by clicking the stacked image symbol so interested users can scroll through them.

**4. Using hashtags:** Most important - the hashtag # is king!

The hashtags you use will attract others to your content and help to keep different topic photos together – a hashtag is like a photographic Dewey number, a way of categorising things. Just use one hashtag in the main body of the post, then add others as a comment, so that the post doesn't seem irritatingly long. Some posts have 20 hashtags. If you start typing after using the # sign, suggested tags appear with a count of how many times they have been used. As well as following individual accounts you can follow hashtags, so that anything posted with the tag will appear in your stream. If you have liked several posts with the same hashtag, Instagram will suggest that you follow the tag but this is your choice.