



Instagram Guidelines

General:

As promised, here are a few quick notes about how we plan to use Instagram moving forward:

- We've realized it is not the place to advertise future events
- It IS the place for sharing photos of what we're doing now, or what we did recently
- Instagram should receive different content than our other publicity outlets (website, FB, etc)
- We believe it is helpful to keep actively posting to Instagram, since many congregants are tuning in, some of which are not on Facebook.

Photos:

With that in mind, please send us photos of your retreat, rehearsal, bible study, planning meeting, work project, etc! A few guidelines:

- Text your photos to Kristy Hard: 610-730-1050 (keep in mind that she works Mon-Fri, so will post them on her next work day)
- Portrait orientation is MUCH preferred
- Include a CAPTION to be published to Instagram. Limit of 2200 characters (about 300 words). Shorter is better. (Remember that Kristy probably will not know the details of your event, so won't be able to create the caption herself.)
- NO hotlinks. Instagram does not support hotlinks.

Videos:

- Must be original. Can't be other people's/organization's videos.
- If it's under 60 seconds, text it to Kristy with a caption
- If it's over 60 seconds email a link & caption to Kristy (must be under 60 minutes)
 - Takes about 30 minutes of work to get it posted
 - She'll post it on her next work day (she works Mon-Fri)
 - MP4 is MUCH preferred

Pastors' Corner (during Covid-19):

Any pastors who would like their weekly submission included on Instagram should also email the following to Robbin:

- A photo or graphic in PORTRAIT orientation (this should be in addition to the landscape image being used in the main email & website & facebook)
- A caption that is short enough and does not have hotlinks (Limit of 2200 characters which is about 300 words).
- You can share an original video by using the guidelines above.

Instagram Video requirements:

https://help.instagram.com/1038071743007909?helpref=hc_fnav