

# Instagram & Threads Basics

# Trainers



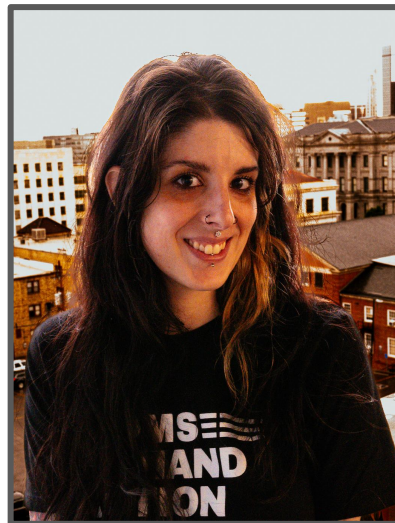
# Grassroots Social Media Team



**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

# 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.

# Agenda

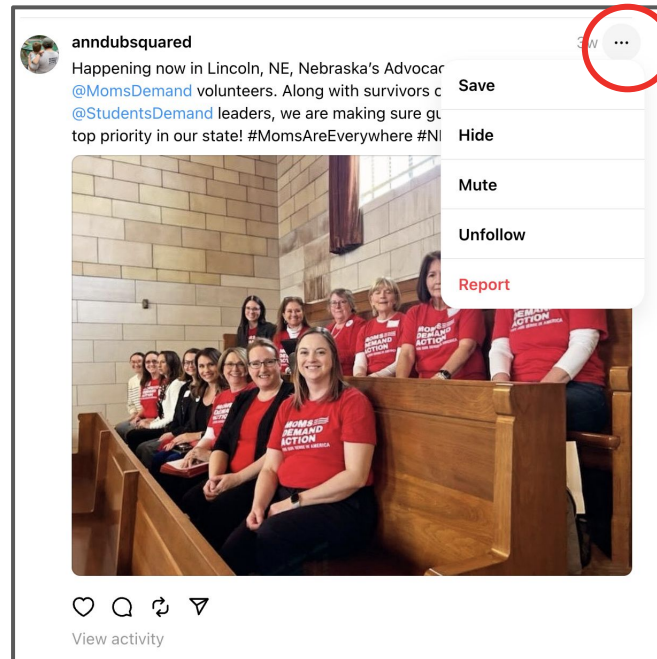
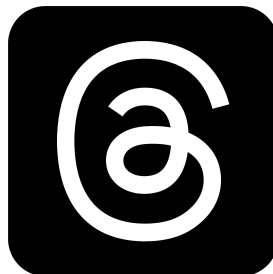
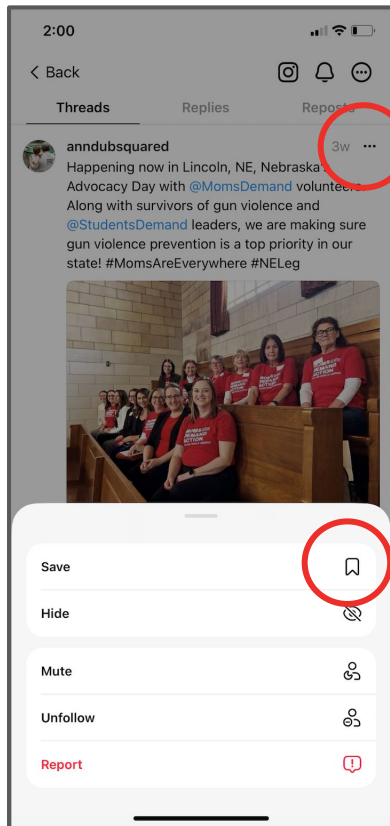
- The Basics
- Let's Talk Storytelling
- Best Practices
- Questions



# The Basics

# The Basics

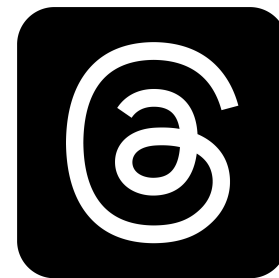
mobile vs desktop



# The Basics

meta accounts can talk to each other

- Connect with each other
- Share with each other



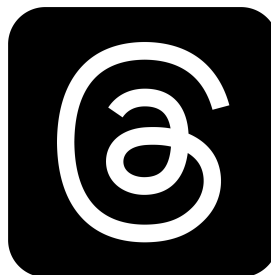


# The Basics

## 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...](https://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

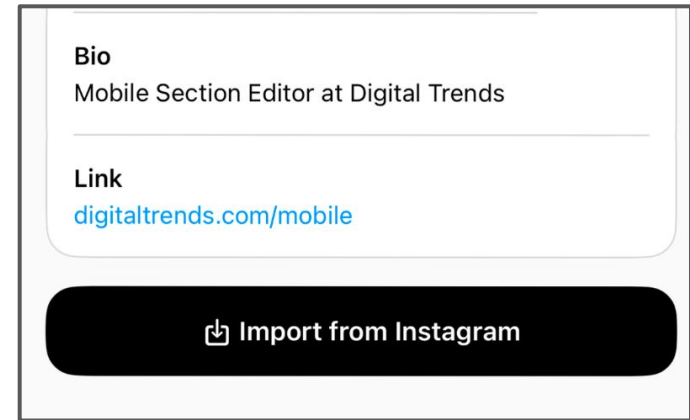
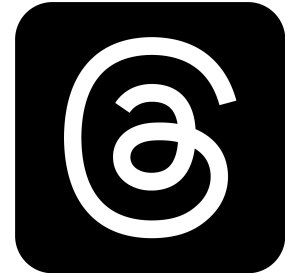


# The Basics

## 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**

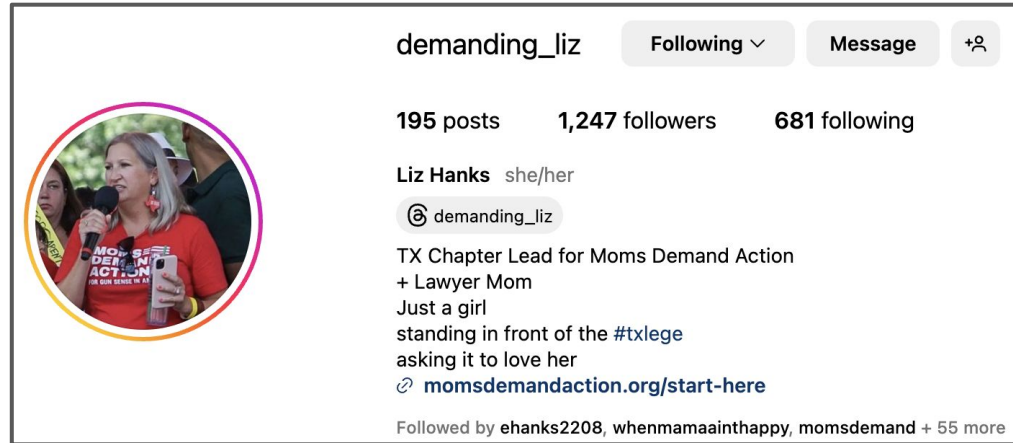


# The Basics

## creating public 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

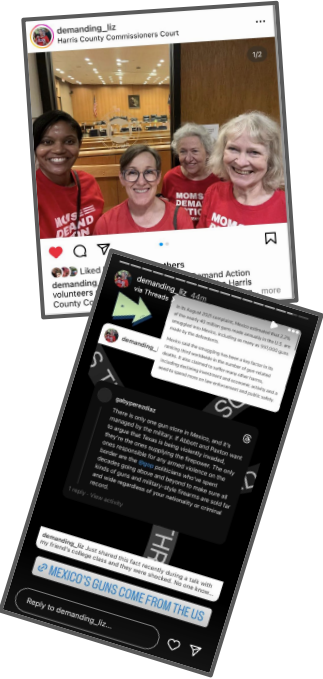


# The Basics

creating content



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

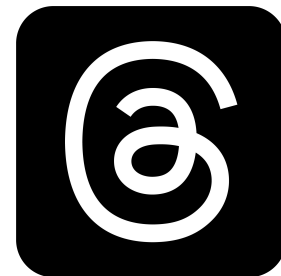
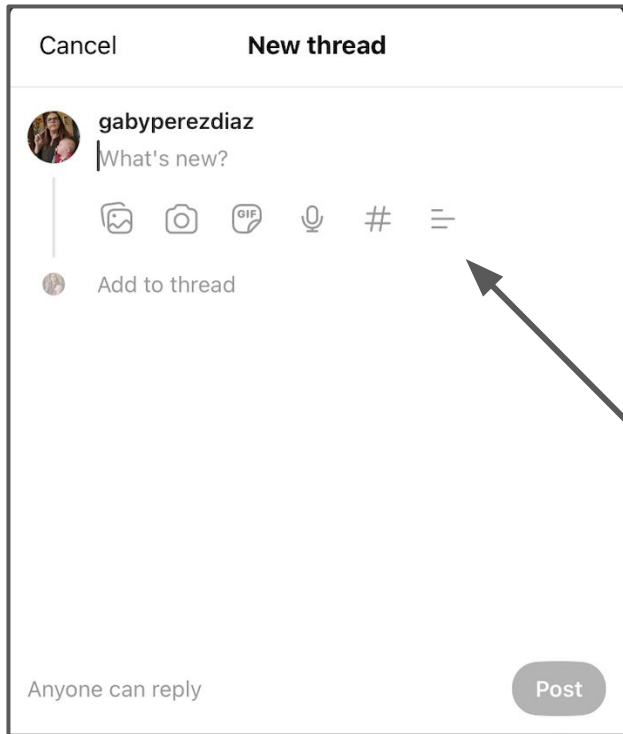
- 5 mins to edit!
- Links
- Tag people and orgs
- 500 character max

### Photos/video from your camera roll

- Single or multiple

### Live

- On-the-spot



### GIFs

- Search for Disarm Hate!

### Audio recording

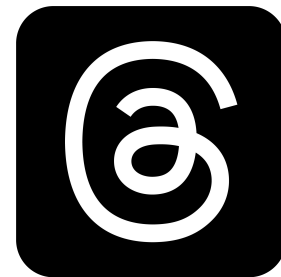
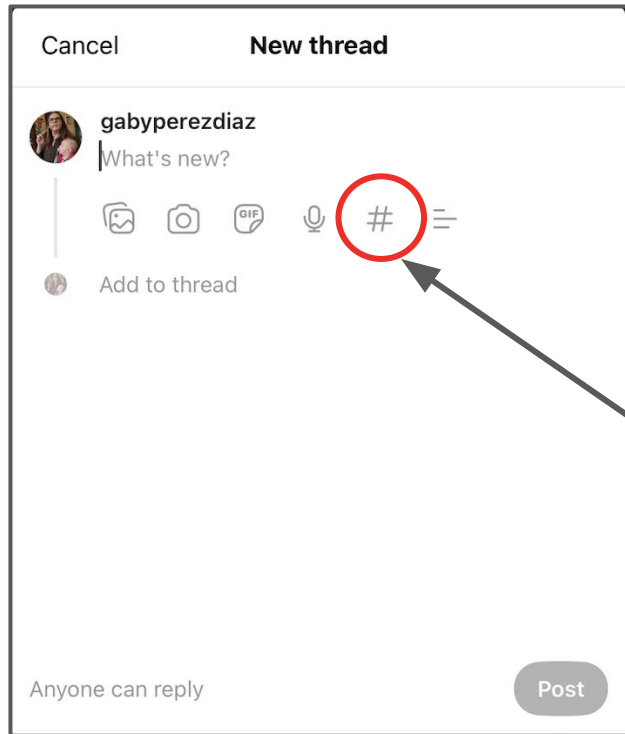
- 60 seconds

### Poll

- Interactive

# The Basics

## tags and hashtags

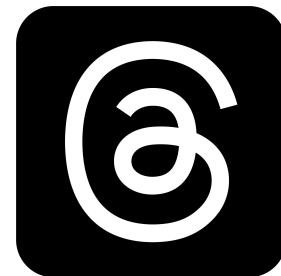


### Topic

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

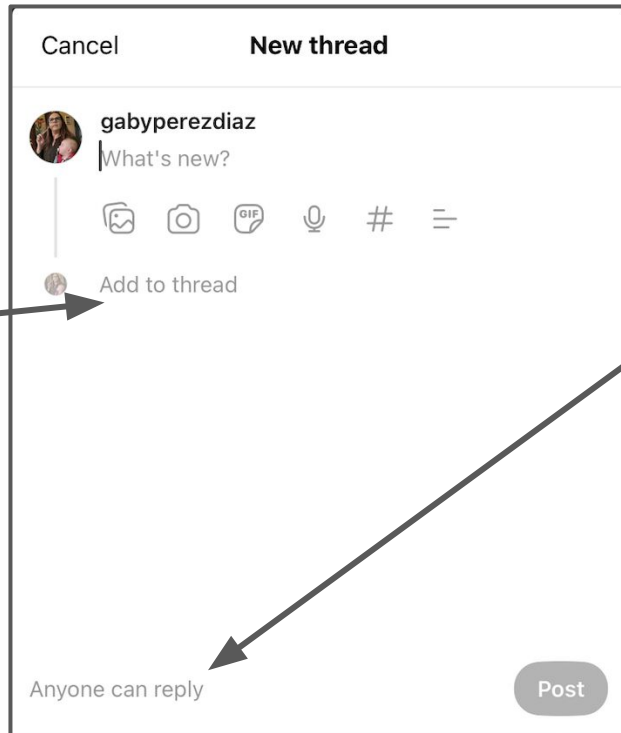
# The Basics

## creating content



### Add to thread

- Continue a thought
- Same menu will appear



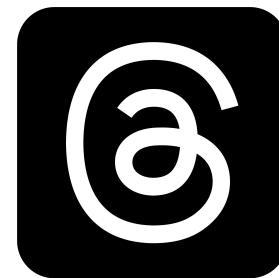
### Anyone can reply


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



# The Basics

meta accounts can share with each other

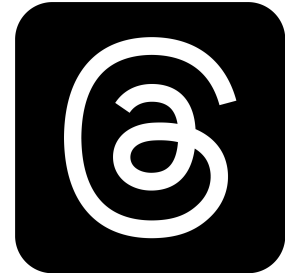


- Sharing is made easy! 
- Similar buttons and options
- Similar terminology

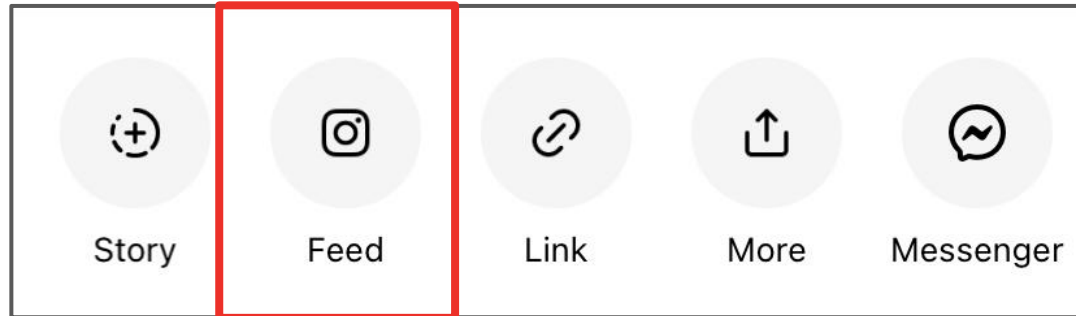


# The Basics

## your feed

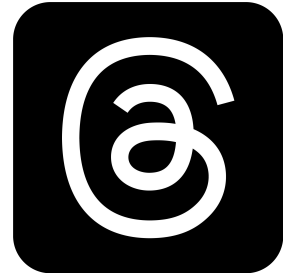


- Your posts
- Posts and reels of anyone you follow
- When you add to your feed, you add to your posts

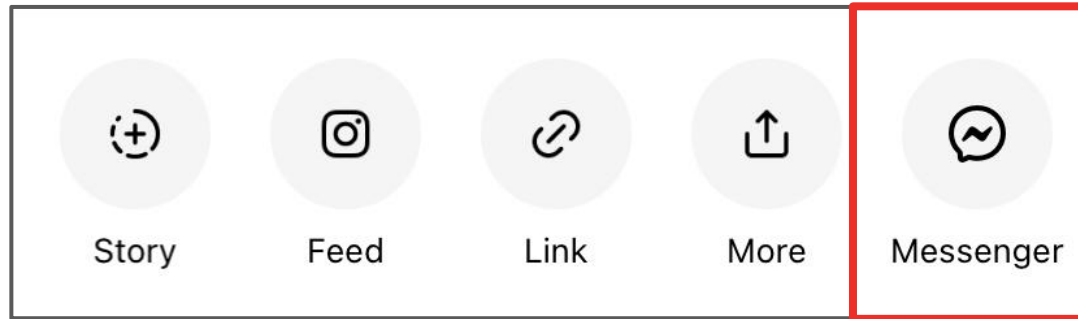


# The Basics

your messenger on instagram



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

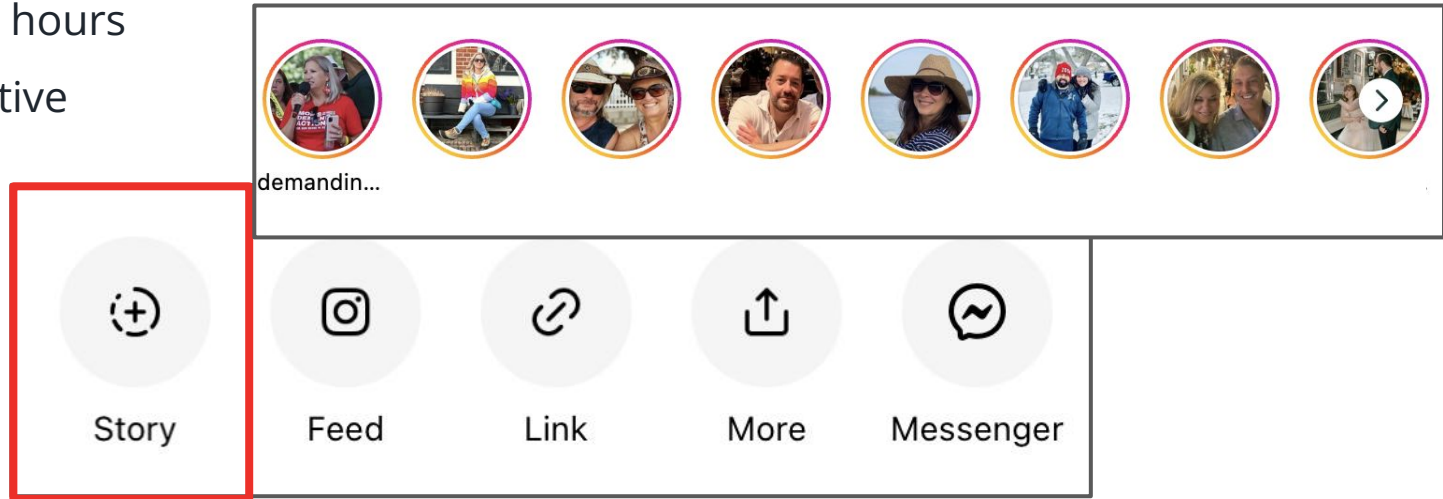


# The Basics

## 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

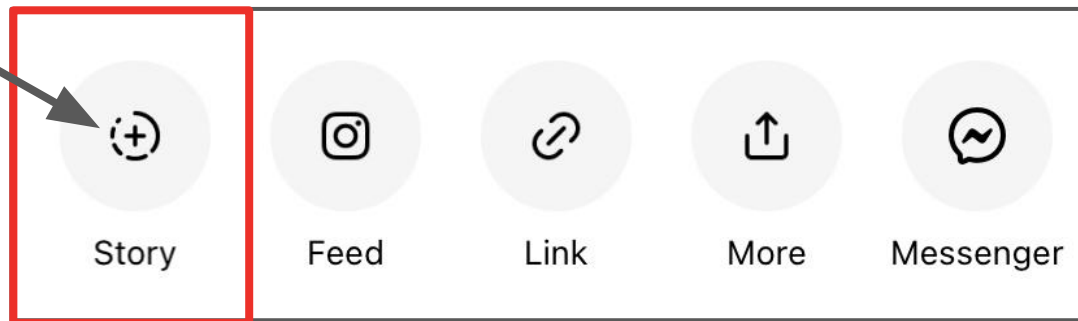


# The Basics

share to your stories



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



# The Basics

from threads or twitter/X



**amybett** 1h ...

One week from TODAY!  
@momsdemand Missouri  
Advocacy Day in Jefferson City at the Capitol  
We can #EndGunViolence together!  
MomsAreEverywhere #MOleg  
RSVP:  
[act.everytown.org/event...](https://act.everytown.org/event...)  
See you there!

2 replies · view activity



**Amy Axtell** ❤️ @amybett · 2h ...

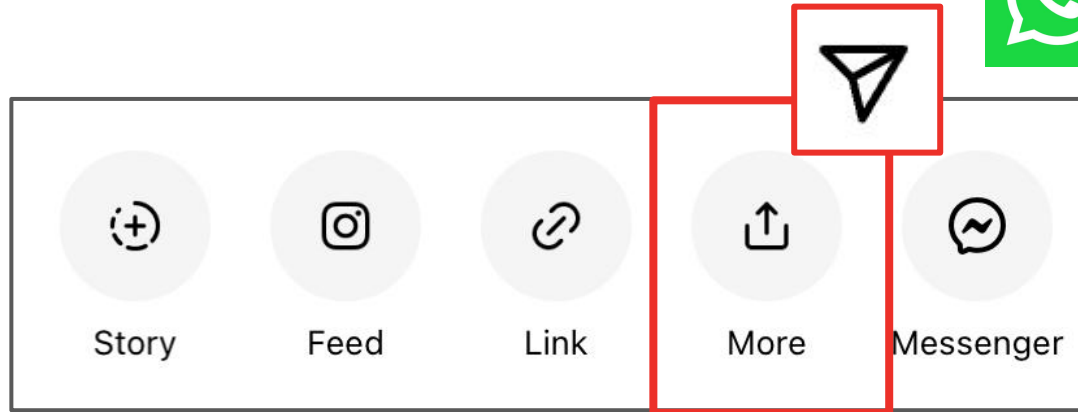
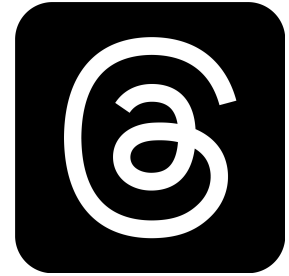
One Week from TODAY!  
Missouri Moms Demand Action  
Advocacy Day in Jefferson City at the Capitol  
We can #EndGunViolence together! #MomsAreEverywhere #MOleg  
RSVP: [act.everytown.org/.../moms-deman...](https://act.everytown.org/.../moms-deman...)  
See you there!

1 · 7 · 103

# The Basics

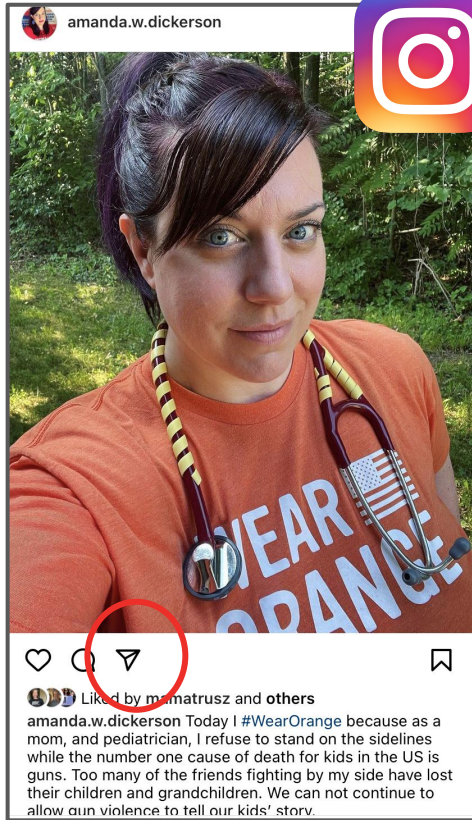
the magic of the “share to” and “more” buttons

- Sharing options are always changing
- Personalize sharing



# The Basics

common features:



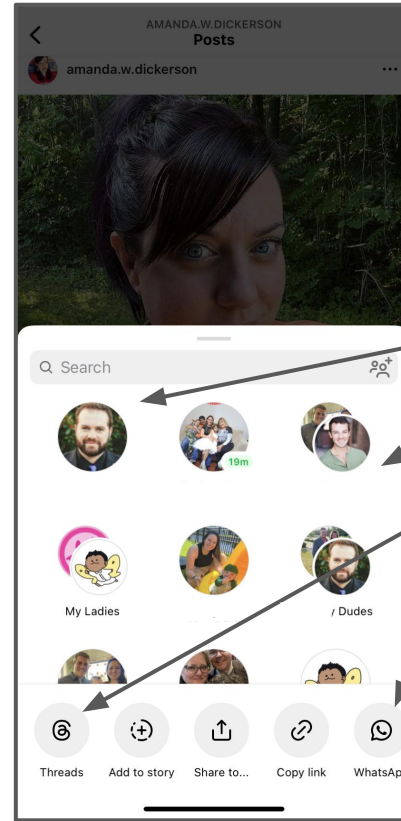
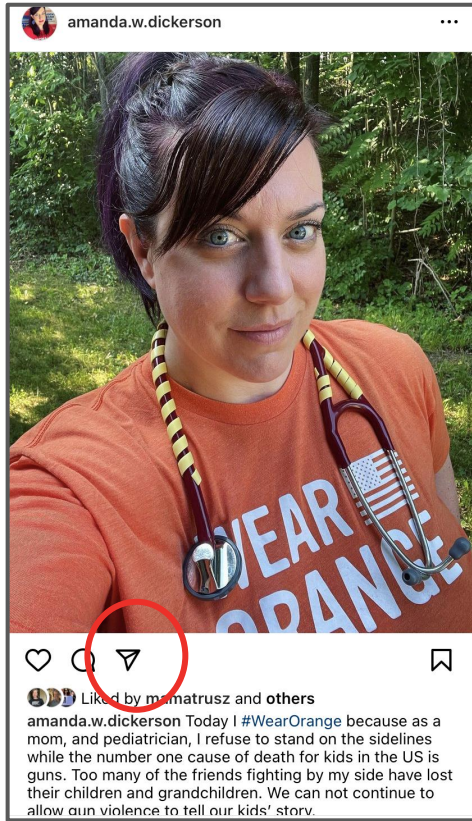
## Send/share button:

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



# The Basics

sharing on insta:

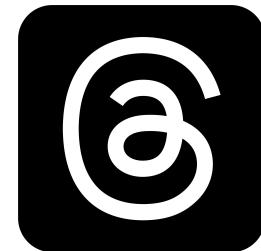
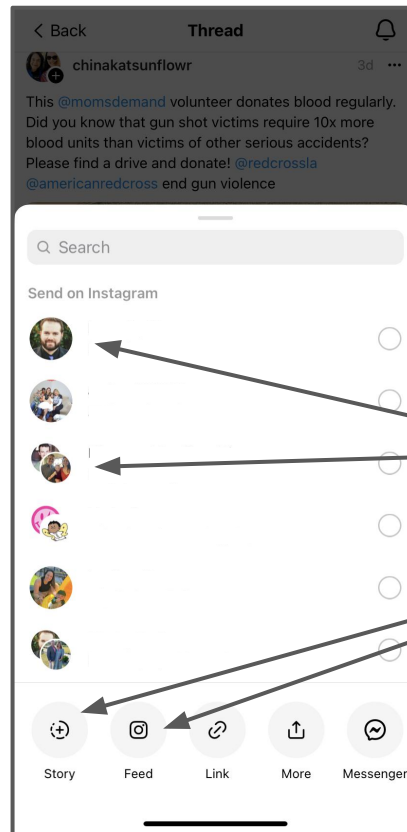


Send to:

- Individuals
- Groups
- Other Platforms

# The Basics

sharing from threads:

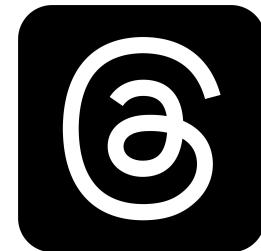
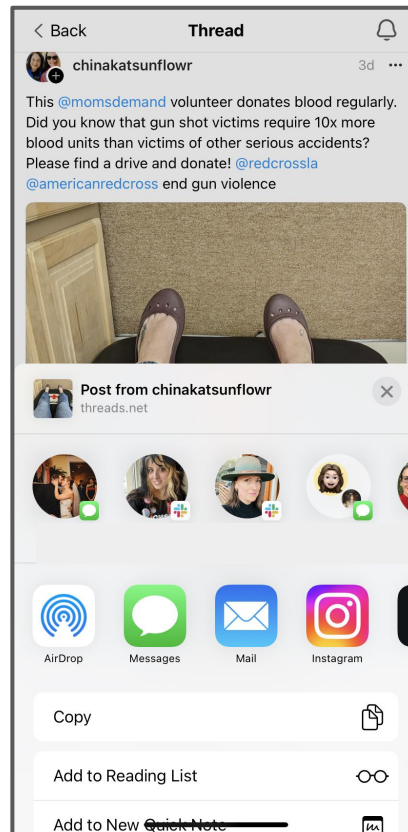
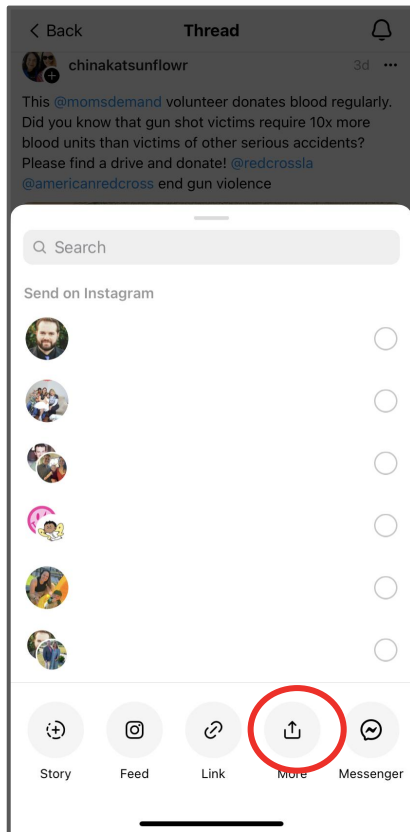


Send to:

- Individuals or groups on Insta
- Insta Story or Feed

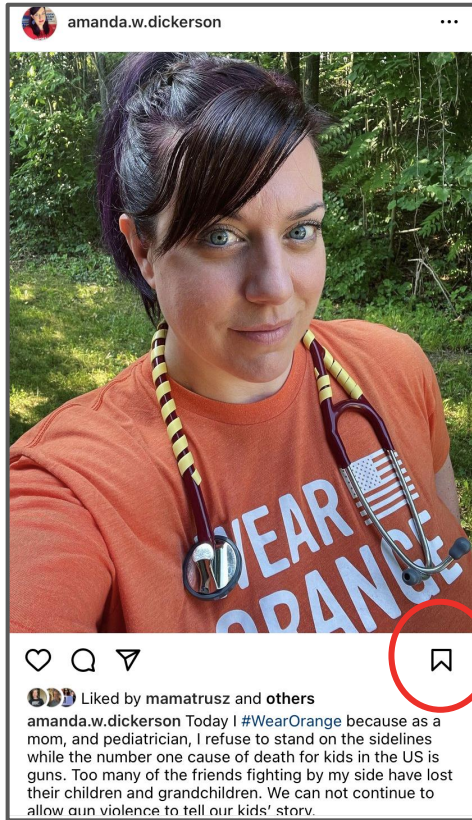
# The Basics

## sharing from threads:



# The Basics

saving content



## Saving posts and threads:

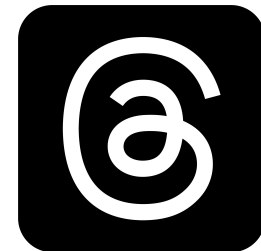
- Helps the **algorithm**
- Save **evergreen** content to share again in the future
- Save stuff others are doing to use as **example**
- Save what **fills your cup**





# The Basics

## features on threads

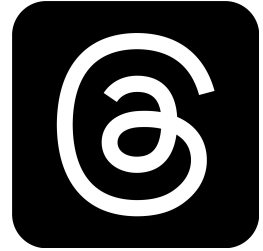
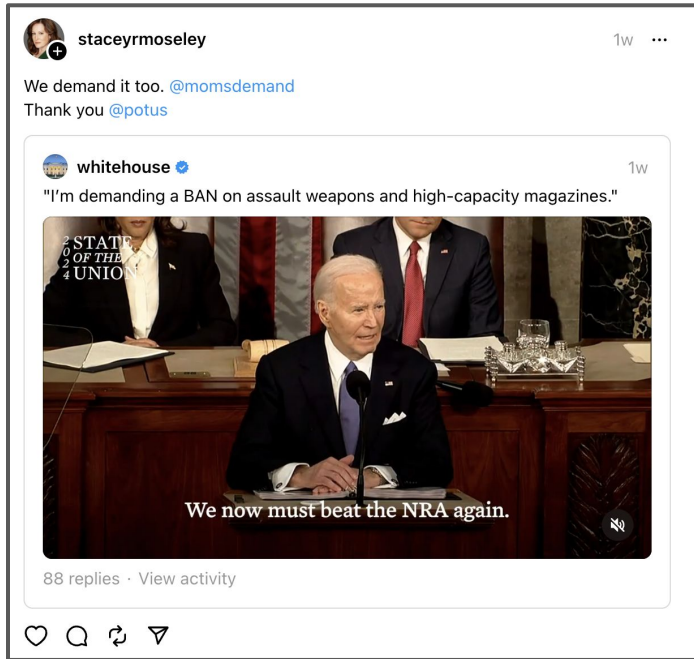


## Reposting vs Quoting

- **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

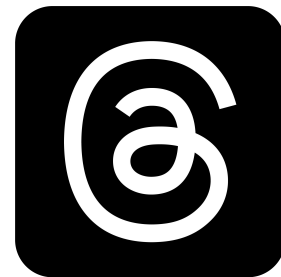
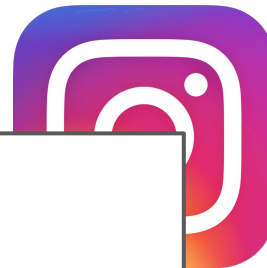
# Storytelling

seeing is believing



# 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://momentsthatsurvive.org/ngvsw)

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

#### RESOURCES

**Profile Picture:** <https://momentsthatsurvive.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

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

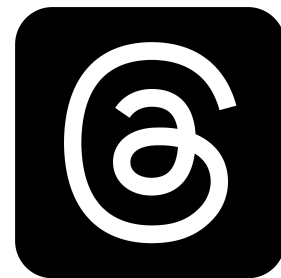
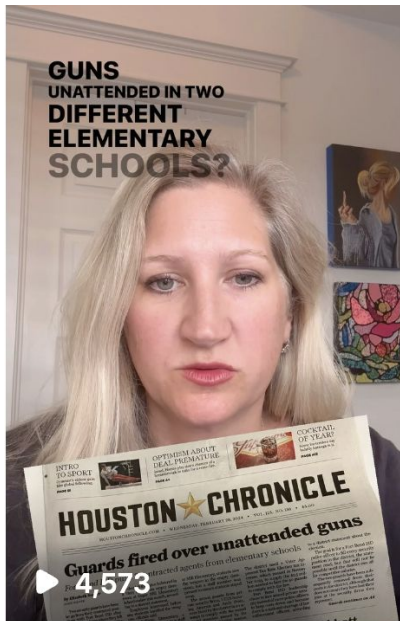
include video to tell your story

## Everything you do for a photo plus...

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



# Storytelling reels

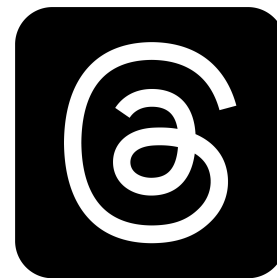
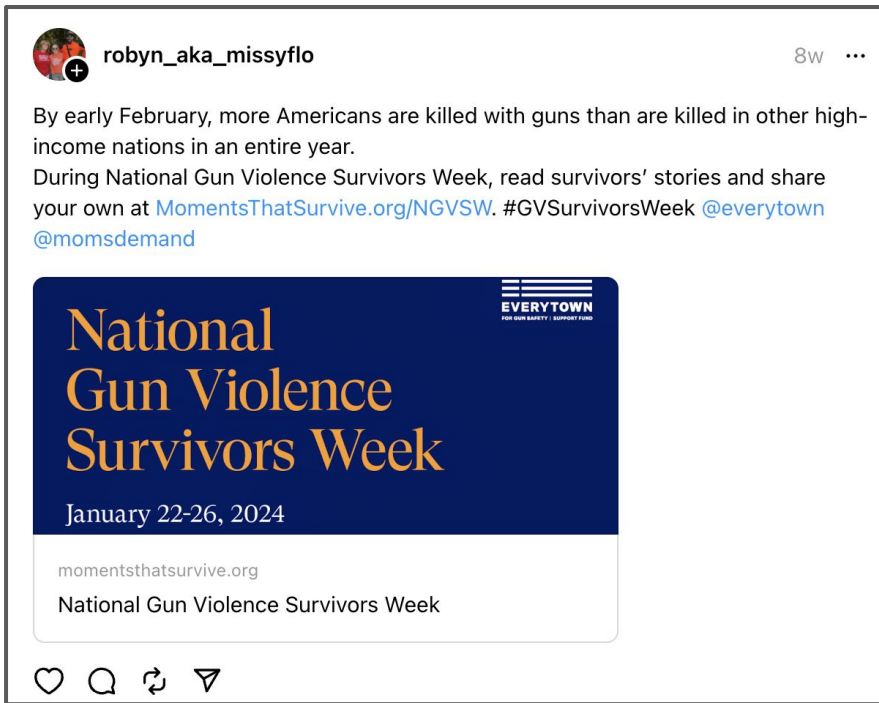


- Talking to the camera is great, but it's **not your only option** when making reels!
- **Have fun and get creative!**
- The **most engagement** right now!



# 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

## Coping with

### 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

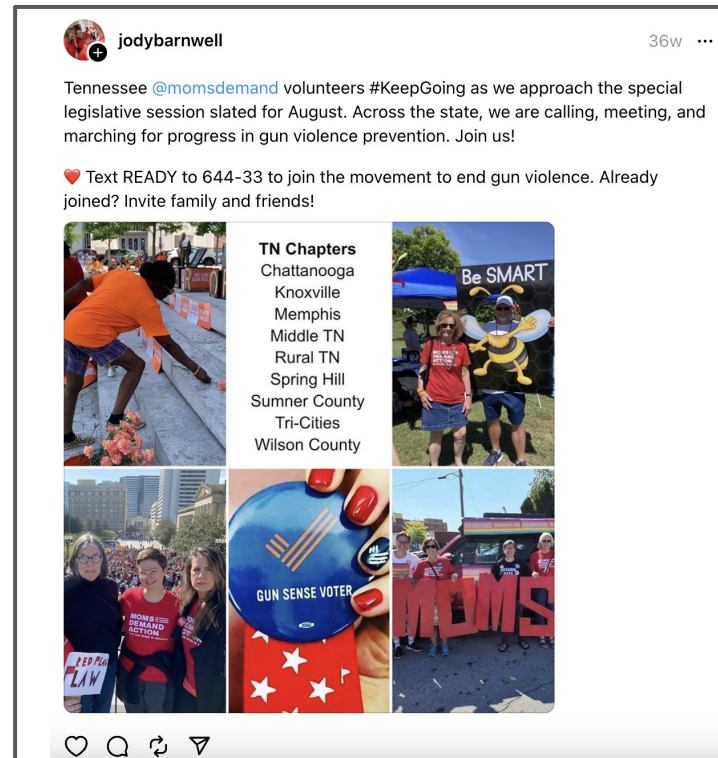
**SURVIVOR** Survivor Network Sign-Up

**SOCIAL** Grassroots Social Team Sign-up

**STUDENTS** Join Students

**SMART** Start Volunteering With Be SMART

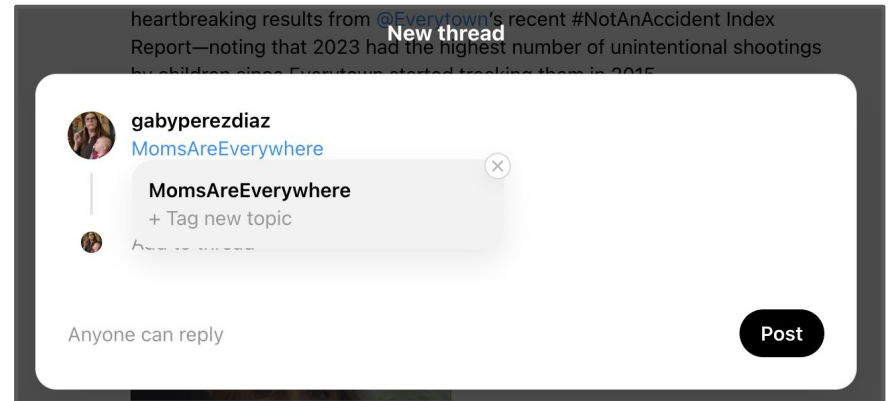
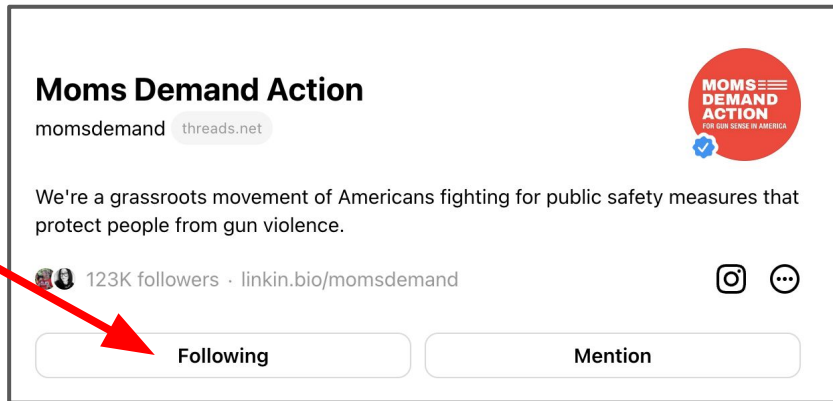
**EVENTS** Find an Event



# Best Practices

how do I join the conversation?

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



# Best Practices

join **MomsAreEverywhere**



**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

# Questions



# Contact

Email Grassroots Social Media for any additional questions at **[grassrootssocial@everytown.org](mailto:grassrootssocial@everytown.org)**