

Social Media Guide - Bowls Victoria (Instagram)



BOWLS
VICTORIA

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Introduction

This guide is a resource for Bowls clubs in how to use Instagram and tailor their Instagram use to increase their awareness within their particular community.

Instagram is a form of instant news, but in a visual format! This Social Media Platform gives your club a chance to showcase different parts of your club by uploading photos and videos of events, club activities and people!

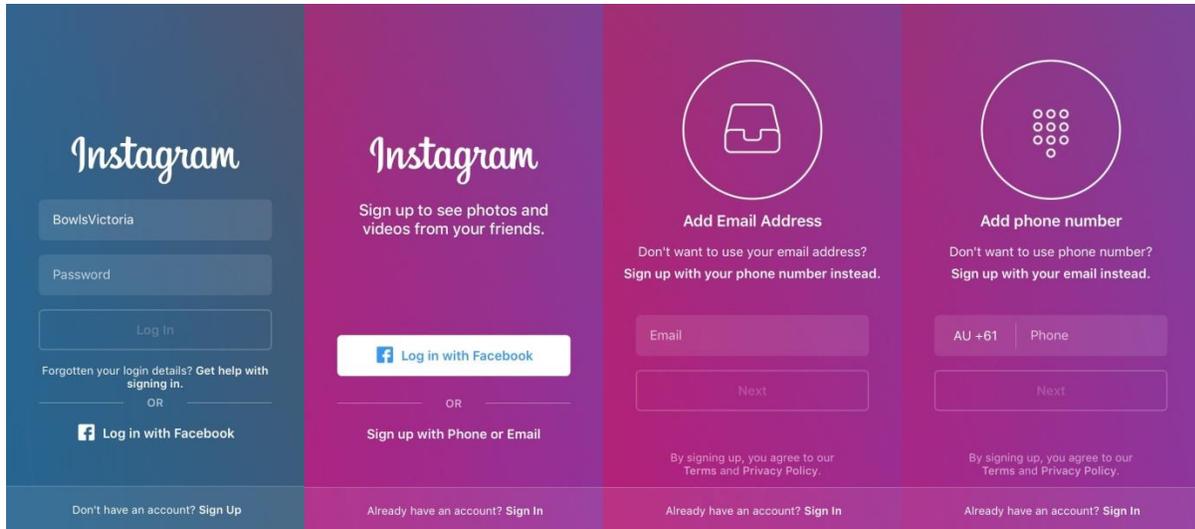
If you are reading this and have never used Instagram before, that's ok. This guide will show you how to post on instagram, how to understand hashtags and tagging, as well as choosing a profile picture and lead you through administering your club's Instagram page.

If you are having trouble at any stage in building your club's instagram account and need some questions answered, please do not hesitate in giving us a call on 9861-7109.

Basic Level – Instagram

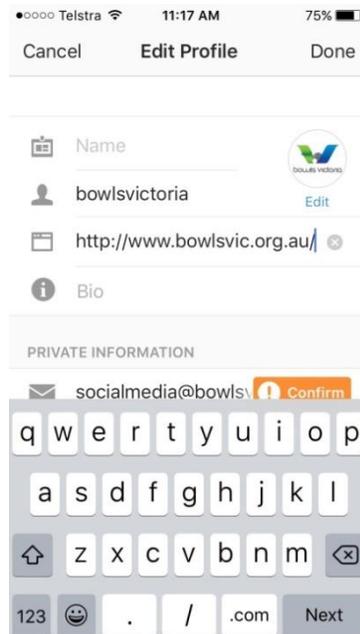
How to create your Instagram Account?

Because Instagram is based around activity on your mobile phone and tablet, after downloading and opening the application, your club's Instagram can be created through the following screen. Simply click the 'sign up' button below and log in either by using a club e-mail address. It's not recommended that the club signs up with a Facebook account or mobile, as this would be a personal account rather than a club based form of connectivity.



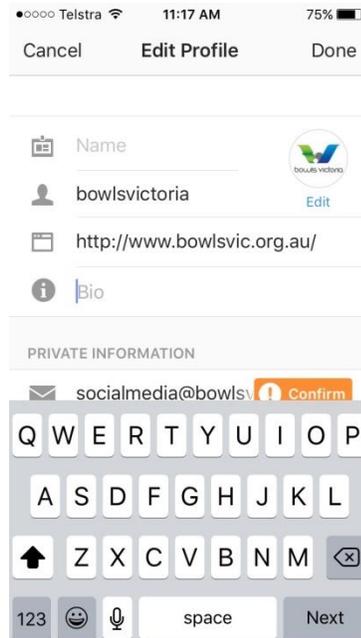
Creating a club profile picture/bio

Just like Facebook and Twitter, creating a profile picture and bio for your club's Instagram is easy. Simply click the 'edit profile' button. Additionally, in the photo below, by clicking 'edit' under the picture, the club can change the profile picture on the account. It's highly recommended that this is a logo of the club, just to show that it is an official account.



Developing a handle?

In this edit profile screen, you can also edit your club's Instagram 'handle'. Like Twitter, your club's Instagram account will have a handle. A handle is what you are recognized as on Twitter. As you can see below, our handle is 'BowlsVictoria'.



Linking Instagram to other Social Media accounts and e-mails

This process isn't too critical for Facebook being unable to transfer your club's Facebook page followers, but Instagram can be linked through a Facebook account. If you have signed up to Instagram on a mobile phone, and you have club contacts on the mobile phone, simply click the 'find contacts' button and you will be able to invite all club members who are already on Instagram to follow your club's account.



Adding and creating photos

The most essential part of your club's Instagram is uploading a photo of your club or club's activities to put on your club's Instagram. When someone from your club takes a great photo, click the bottom middle button (the camera icon) to upload it to your Instagram.



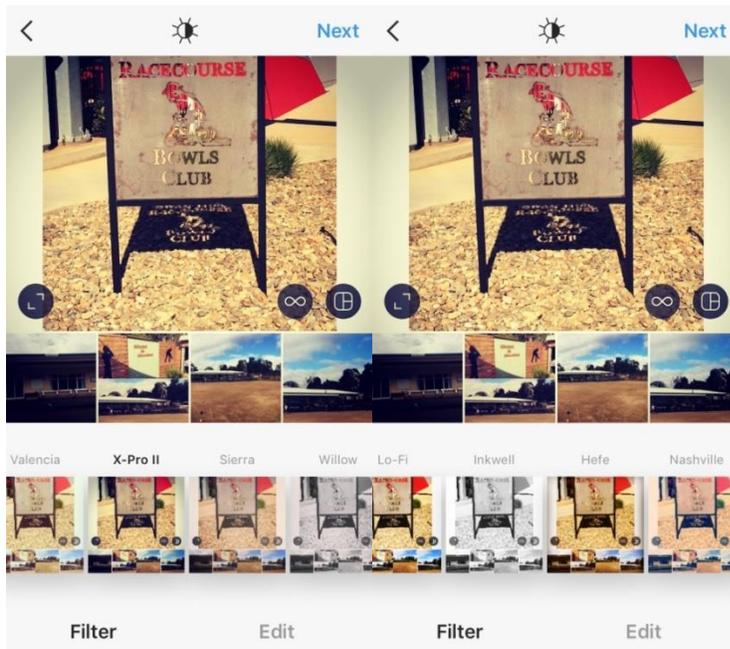
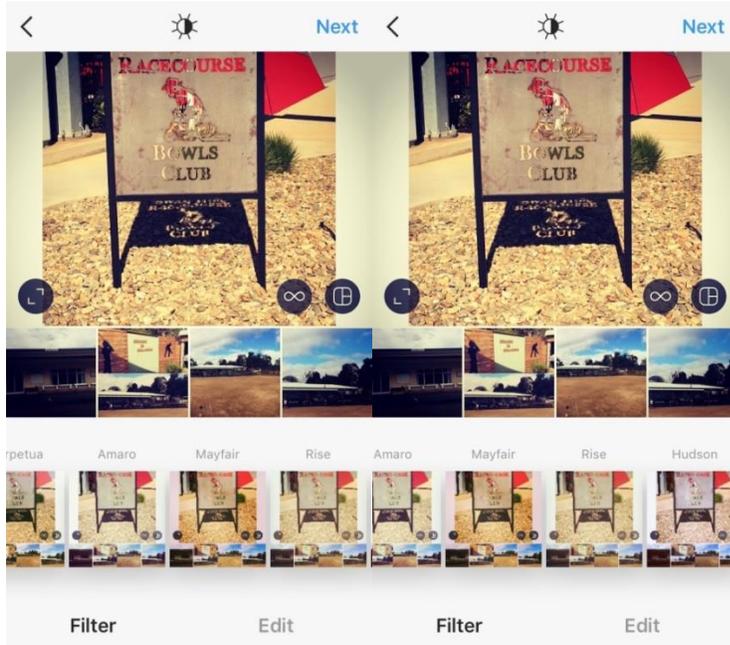
From this point, you will be able to put the photo up on Instagram for any of your club's Instagram followers to see.

If you'd like to make an alteration to your photo to make it a bit easier on the eye – the following 'filters' and 'adjustments' to your photos can help! Once clicking on the camera icon, your latest photo in your photo will come up.

If you do not want this photo, scroll down and select another photo. If you want to zoom in your photo for Instagram, pinch your screen to emphasize a certain area on your photo! In the examples below, you will be able to see the changes that you can make to any photo of your club to make it look great for your club's Instagram followers!

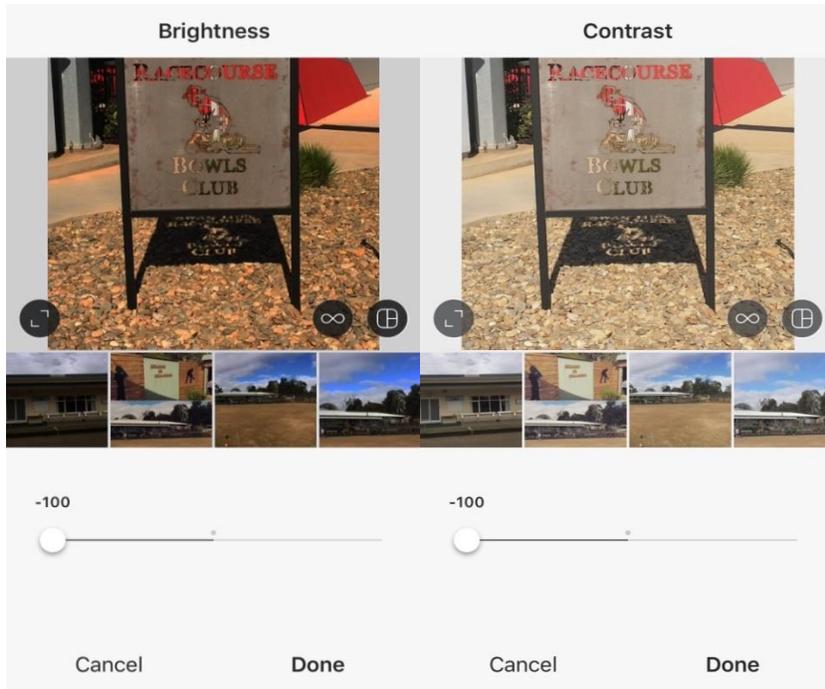
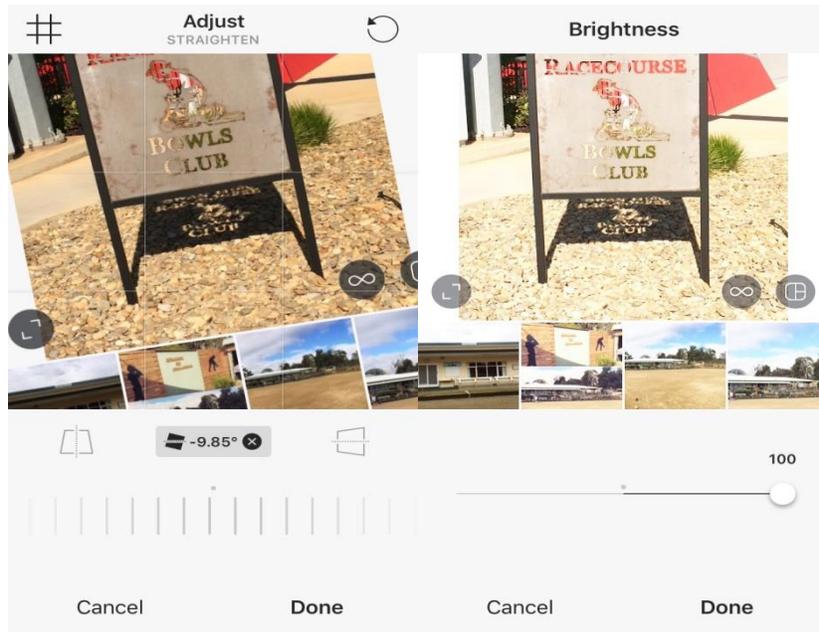
Different 'filters' for your photos

Filters change the image to put a light or dark shade on your club's photo. As you can see below, there are many filters to choose from. Some bring out the shadow in this picture more than others and it's up to you to choose what looks the best! Simply click on the filter that applies best to your photo. If there are none that you like, you can always have no filter – simply click 'none'.



Different 'Adjustments' for your photos

Adjustments will usually make more of a change to your photo than a filter. Adjustments can be anything from rotating your picture, making it coloured or blurring parts of the photo out to highlight a certain section of the photo. A really great tool to use on Instagram if you have taken a photo that is not that good in quality is the 'sharpen' tool. As you can see below, this makes your club's photo a bit easier to see to your Instagram followers.



Structure



Warmth



100



100



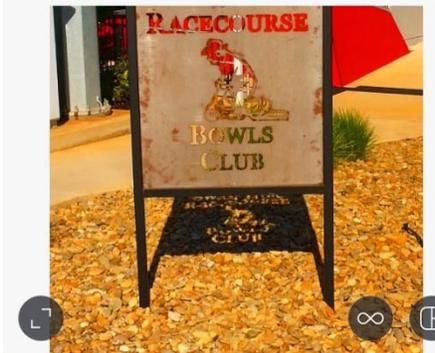
Cancel

Done

Cancel

Done

Saturation



Colour



Shadows

Highlights

100



Cancel

Done

Cancel

Done

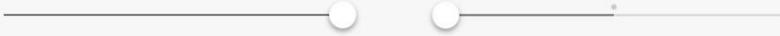
Fade

Highlights



100

-100



Cancel

Done

Cancel

Done

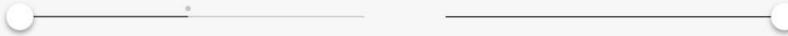
Shadows

Vignette



-100

100



Cancel

Done

Cancel

Done

Tilt Shift



Sharpen



Off



Radial



Linear

100



Cancel

Done

Cancel

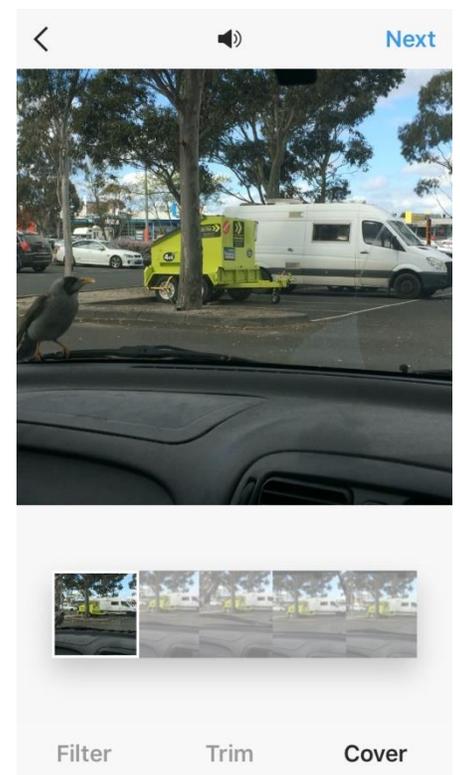
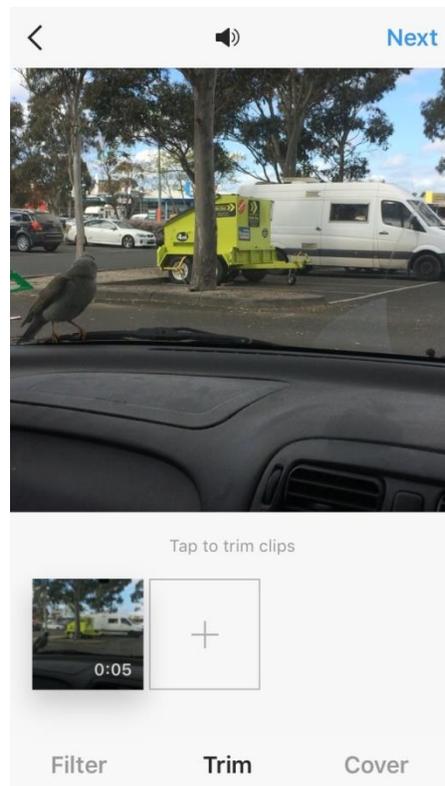
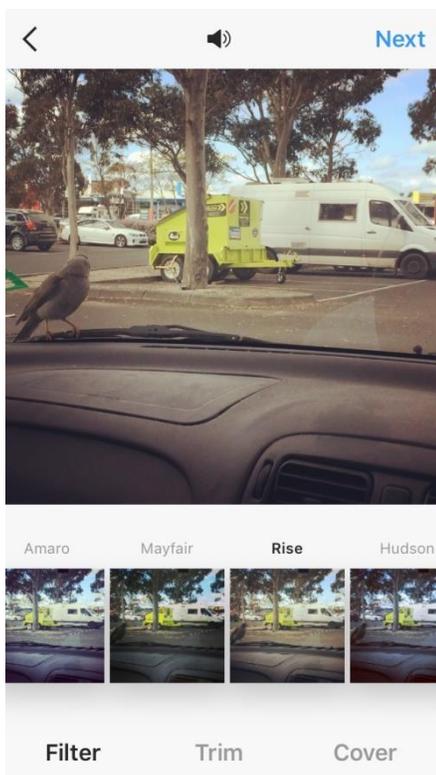
Done

Adding and creating videos

As you can see below, the process for adding a video to your club's Instagram account is slightly different. Click the camera icon on your Instagram home page (in the below tool bar). Then click the video in which you wish to upload. After clicking the upload button, you will see three options below. One is to apply a filter (just like photos) which will change the colour shade of the video (as seen in the left photo below).

The next photo is how to trim your video. Videos on Instagram only allow for up to 60 seconds of footage. If you don't want to use that much video, then this option from Instagram allows you to trim your video to include only the important parts.

Lastly, the photo on the right is a cover image. Simply place your finger on the point at which you think would be the best indication of the video, in one picture. After you've chosen a cover photo, this becomes what your followers see, before the video starts on their Instagram news feed.



What is a good post/photo to take on instagram?

Photos from your club's Instagram account should show different aspects or happenings from around your club on a weekly basis. These could be:

General photos of your club & Barefoot Bowls



Events/Functions



Photos of people playing/having fun at the club



Navigation of Instagram

Home Page/News Feed

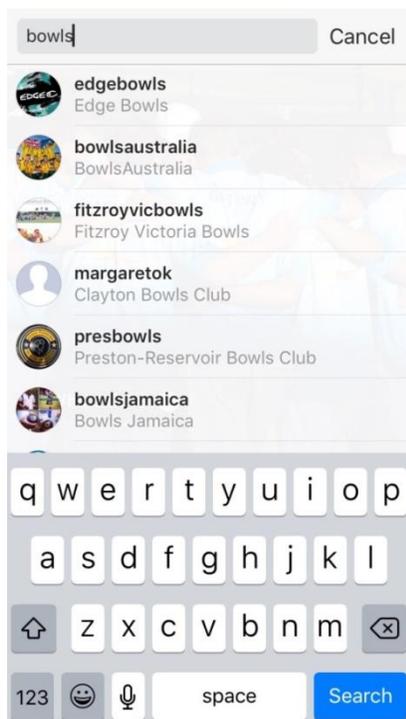


Above is an example of Bowls's Victoria's homepage or newsfeed. The accounts that your club follows on Instagram will appear here. In turn, the Instagram accounts that follow your club means that anything your club posts will feature in their news feed too! Your club account can follow as many accounts as they like. There are many great Bowls accounts to follow, and these will be highlighted below.

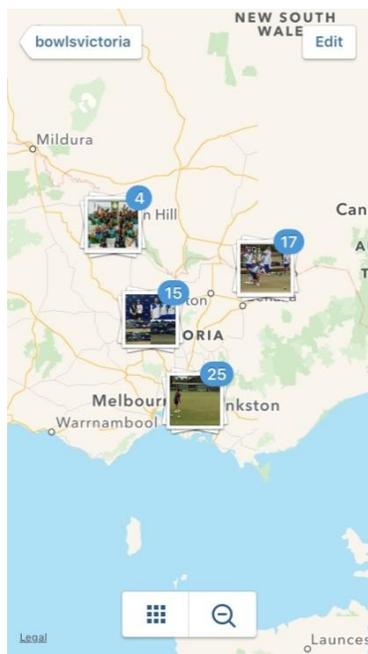
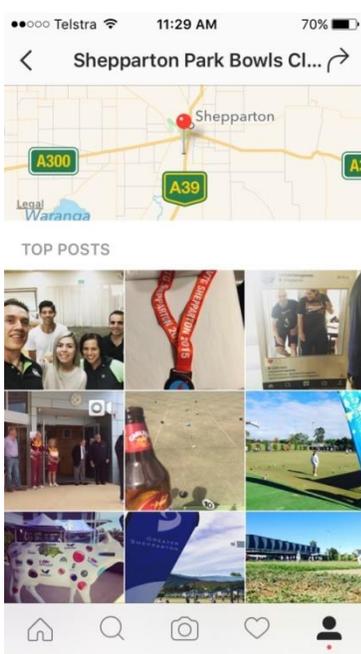
Search feature

In Instagram, the magnifying glass located in the bottom toolbar will enable you to search for any account on Instagram to follow. In order to follow an account, type the account in the search bar and press follow when you bring the account up (like above). In the search option, there are also options to search for locations and hashtags as well as accounts.

The location search option is a great way to find out what is happening at your club. Because Instagram has access to maps, you can simply type the name of your club in the 'places' tab and find out who has tagged your club in a photo and the activities that are already taking place. As you can see below, the location of your club will also be displayed on a map of Victoria.



Adding a location to your posts



Tagging accounts & Hashtagging

Much like Facebook and Twitter, when your club posts a photo on Instagram, there is the ability to tag accounts both in your description of your photo and on the actual picture. For example, the Bowls Victoria Instagram account (who took the below photo and uploaded it) has Northern Gateway bowls region included in it.

An example description for the below photo could be “Well done @NorthernGatewayBowls for winning the #RegionSides.”

The ‘@’ symbol at the front of Northern Gateway Bowls would be used to display an Instagram account for Northern Gateway. The Region sides hashtag is used to promote the Bowls Victoria event of Region Sides.

This process can be applied to your own club too. For example: If your club had a Barefoot Bowls night, your club could use the hashtag #BarefootBowls to explain what you are doing at the club.

Hashtags are critical to instagram promotion, and It’s proven that the more hashtags that you write on your post, the more people that will see your club’s photos.

Hashtags can be anything from #Bowls to #Victoria – your club can make their own hashtag up to reach more people, or it can be a hashtag/club motto that promotes your club eg: #GoGreen



Actions on Instagram



Commenting & Liking Photos

Writing a comment is an action that an Instagram account can write on your club's photo and your club's account can write on other Instagram photos. Above is an example of a comment. Your comments can always include tagging other Instagram accounts and adding hashtags.

In addition to commenting on photos, your club's account can also like photos. This involves pressing the heart symbol at the bottom of a photo.

Likes are a great indication of how engaging your photo is. The more likes means the more people have enjoyed your content. It's important to use this to your advantage as a bowls club. If you are receiving more engagement and likes from your barefoot bowls photos than any other photo - then keep posting barefoot bowls photos!!

When to post your photos/videos

It's recommended that posting on Instagram should be done in the Afternoon. Although, there is nothing stopping a club posting in the morning, but you will find that Instagram users engage with your club's photos and accounts more in the afternoon and evening.

Running Promotions

As a club, your Instagram account can also be used for running promotions at your club. For example, if Barefoot Bowls is only \$5 on a certain night or if meals or drinks are 20% off, simply post that as a photo on your Instagram account to show this to your club members and general followers.

Security & Creating a password

Much like Twitter, a password will need to be created when the club's Instagram account is made. It's advised to give this password out to just 2-3 people at the club to avoid confusion as to who is posting on Instagram as well as keeping your password secure.

Great accounts and clubs to follow on Instagram

Bowls Victoria

11:16 AM 75%

bowlsvictoria

119 posts 318 followers 20 following

Edit Profile

www.bowlsvic.org.au/

Bowls Australia

12:13 PM 60%

bowlsaualia

109 posts 394 followers 175 following

FOLLOWING

BowlsAustralia
National Sporting Organisation for Lawn Bowls in Australia
bowlsaualia.com.au

Sale

12:11 PM 61%

salebowlsclub

5 posts 24 followers 108 following

FOLLOWING

Sale Bowls Club
www.salebc.bowls.com.au

Fitzroy/Victoria

12:13 PM 60%

fitzroyvicbowls

10 posts 205 followers 611 following

FOLLOWING

Fitzroy Victoria Bowls
Fitzroy Victoria Bowling & Sports Club, the home of barefoot bowls! Like us on Facebook & Twitter #fitzroybowls
barefootbowling.com.au

Moama

12:11 PM 61%

moama_bowling_club

101 posts 369 followers 257 following

FOLLOWING

Moama Bowling Club
Echuca Moama's Premium Sports and Entertainment Venue. 6 Shaw Street Moama 2731 (03) 54 813777
www.moamabowlingclub.com.au/

Stkilda Sports Club

12:11 PM 61%

stkildasportsclub

62 posts 109 followers 186 following

FOLLOWING

St Kilda Sports Club
The St.Kilda Sports Club is one of the most iconic and vibrant hotspots in St Kilda.
www.stkildasportsclub.com.au

Greater Shepparton City Council

Telstra 12:12 PM 61%

← **greatershepp** ...

 **275** posts **358** followers **159** following
✓ FOLLOWING

Greater Shepparton City Council
Official Instagram of #GSCC. Tag @GreaterShepp, #ExploreShepparton or #MyGreaterShepp to give us permission to share your photos and experiences.
greatershepparton.com.au

🏠 🔍 📷 ❤️ 👤



Vic Health

Telstra 12:12 PM 61%

← **vichealth** ...

 **142** posts **907** followers **136** following
✓ FOLLOWING

VicHealth
A world-first health promotion foundation focused on promoting good health and preventing chronic disease.
www.vichealth.vic.gov.au

🏠 🔍 📷 ❤️ 👤



Frequently Asked Questions

Is it free to Use?

Yes, it's free and does not cost your club anything. Just download the Instagram app!

How do I download the Instagram app?

Visit this link: <https://itunes.apple.com/au/app/instagram/id389801252?mt=8>

How safe is my Instagram page?

Extremely. Just remember to limit password access to your Club's Instagram account to key people and only 2-3 people (as recommended by BV)

Do you need any special training?

No special training. Just follow this Instagram guide to get you started and if you have any more questions, please call BV on 9861-7109 and we can help you out!

Can I use Instagram on My Phone or Tablet?

You can only use it on your phone or tablet! Simply visit the link above to download the app. Instagram is available on the internet, but only as a viewing platform. Account holders are unable to post.

Can more than 1 person use Instagram?

Yes, this means that you are able to give access to multiple people involved in your club if they have access to the club account password.

How does it help my club?

- Promotes your club to your local community
- Assists in promoting great achievements within your club
- Updates club information to members
- Let's your club promote its sponsors and partners and highlights deals at the club
- Share upcoming events

How do I connect to existing club members?

Club members must have an instagram account, and then head to your club eg: @BowlsVictoria and press the green follow button

How do I connect to non-club members?

Simply tell people around the club to invite their friends and advertise that you have an instagram page at your club!

What do I post **on my Club's** Instagram ?

Pictures of your club, upcoming events, great promotions at the club, and club highlights!

How do I upload video?

Please see the video section above. If there are any more questions, please give us a call!

How do I follow people back?

Easy! Head to their account and click the follow button. (It should turn green)

How often should I post?

Every 2-3 days is more than fine, but it's up to your club!

How should I filter out inappropriate content?

If a comment is inappropriate, scroll your finger to the left on the comment and click the little rubbish bin.

How do I promote an event?

Post about it! If you know the event is coming up in the next month, it might be wise to promote this by posting once with 4 weeks to go, and then every week leading up to the event to gain some traction!

How do I log onto my Club Instagram?

Head to the Instagram app on your phone or tablet and type in your instagram handle or e-mail up the top, followed by your password underneath.

I'm posting news and information but my members aren't seeing it?

This just means they aren't following your club's account – you'll have to get in their ear!

Do Bowls Victoria & Australia have Instagram?

We do!

www.instagram.com/BowlsVictoria

www.instagram.com/BowlsAustralia