

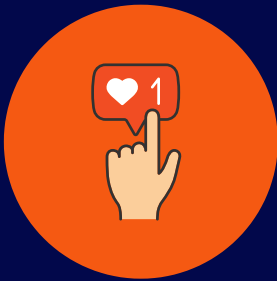


# USING INSTAGRAM AS A MARKETING TOOL FOR NONPROFITS

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## WHY USE IT?

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Social media as a whole has exploded in popularity, and can be used as a great tool for business to engage with consumers

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## HOW TO USE IT EFFECTIVELY

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Create a marketing strategy. Determine what kind of content you will make, and what demographic you are aiming it towards.



Create a posting schedule. It has been found ideal to post in the afternoon on Wednesdays, but make sure to stay consistent.



You don't have to abandon more traditional forms of marketing! You can make fliers AND have an Instagram account at the same time.