

5 Team Captain Tips for Instagram



With millions of users every day, promoting your walk team on Instagram is a great way to spread the word about the event. You can also connect your Instagram account to your team or personal fundraising page to share more pictures and provide updates to team members. Here are few quick tips to get you started:

1 Link to your team page

Because links in Instagram captions are not “clickable” it’s important to keep your Stride URL in your bio so your followers can easily register and donate to your team. When recruiting team members or soliciting donations, remember to direct your followers to that link. (example: “Join our team for the Down syndrome Walk Event! Register/donate at the link in our bio.”)

2 Leverage Hashtags

Hashtags are a great way for Instagram users to find your posts, and this will also increase the engagement of your posts. (Popular hashtags in the Down syndrome community include: #downsyndrome, #fundraising, #theluckyfew; you can also use local hashtags: #Columbus, #cbusbuddywalk)

3 Promote Your Walk Team Several Times Per Week

Invite your followers to register and donate, and keep them updated with your team’s progress towards goal, any important reminders, and walk day details.

4 Create Eye Catching Posts

Make sure your image is visually appealing. If you don’t have an actual photo to use, try using an app like WordSwag or Canva to create a quick graphic.

5 Utilize Instagram Stories

Using instagram stories to add text, GIFs, and interactive hashtags to your feed is a fun way to create engaging posts. Visit help.instagram.com for instructions

For Instagram inspiration, follow @dsconnex, @rgdsn, @dsadelaware or @teamalexcbus

