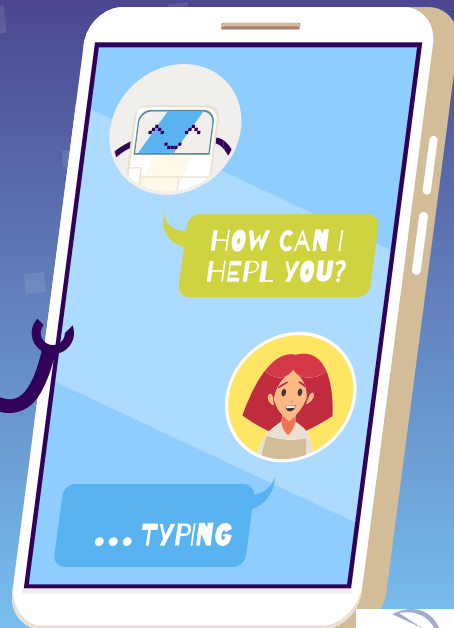
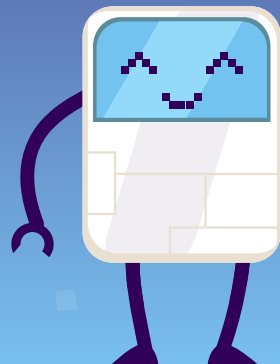


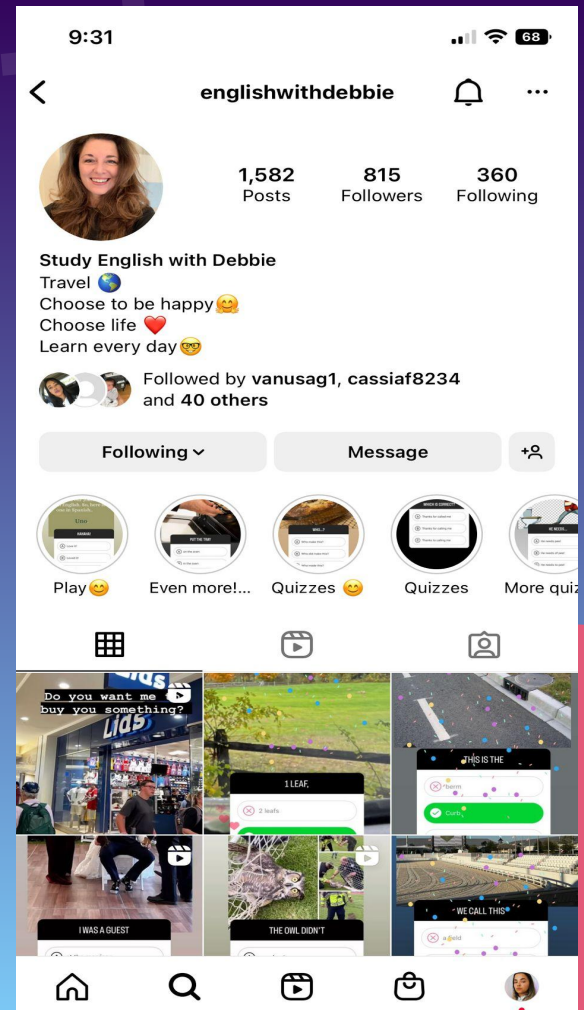
Instagram for Teachers

Presented by
Deborah Centamore

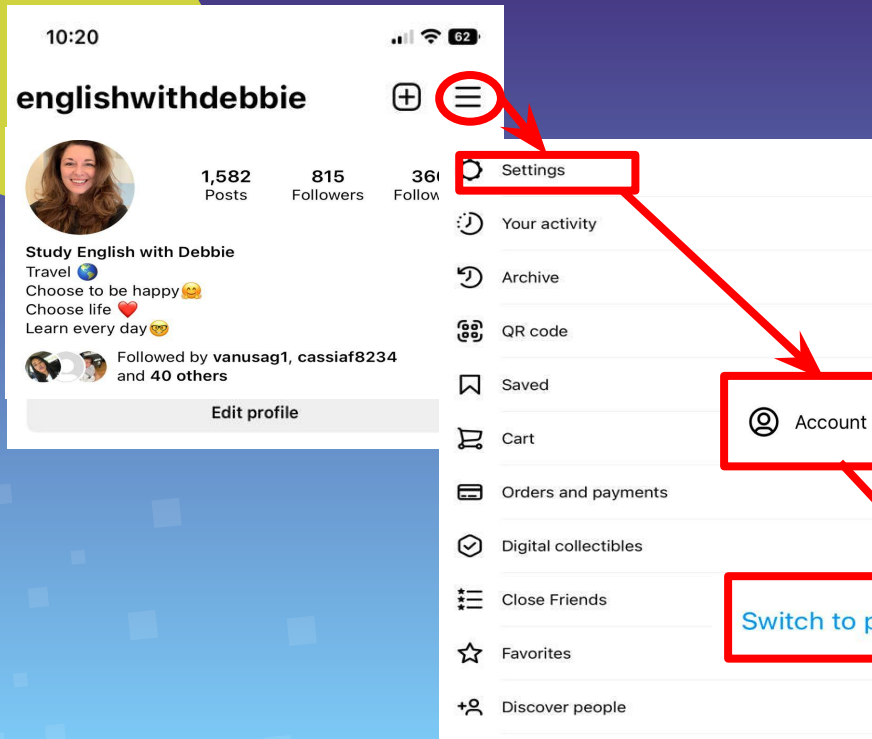


How to create your Instagram account

- Have a business account
- Plan your content
- Use all the tools available on Instagram : feed, story and reels



Switching your account to Business



- Tap the three lines in upper right corner
- Tap setting
- Tap account
- Tap switch to professional account
- Tap continue
- Select Category "Education"

Instagram Tools

01 Feed

A place where the public can see all your posts

02 Story

15-60 second video or picture that is available for 24 hours

03 Reels

You can upload 30 second videos. Other users can use your audio on their video. It's a trend right now

Posts



Posts consist of 2 things: an image (photo/video) and a message. Keep the message short.

Hashtags

Are used to categorize content and to make it easy to find. They are clickable and allow users to find more content related to a topic.

Reels



“Reels” is a tool on Instagram that helps you create 15 second fun videos; you can trim, add text or audio to any of your videos. They are a trend now, so IG pushes them to many users.

Reels are similar to TikTok and the trends change weekly. The idea is to create content that follows trending audio.

These are some Ideas:

- Create content with your apple Memoji or Avatar
- Answer questions from the story question box
- Post short tutorials

Story

Stories reach more people than posts.

There are so many ways to use stories.

- You can create multiple choice questions
- You can teach vocabulary
- Post audio/video with multiple choice answers
- You can let users ask questions



THESE ARE SMALL GIFTS. WE
CALL THEM

(A) tricks

(B) treats

(C) trunks

Ground / floor



Ask me a question

Type something....



WHAT DO YOU THINK OF BEN'S FEET
OUT?
_____ BRAZIL IS THE HOME
OF THE HAVAIANAS.
_____ HAVING A HEATED
DEBATE IN THE STUDIO TODAY,
ANITTA ABOUT WHETHER OR NOT
_____, OR INDEED WOMEN,
SHOULD HAVE THEIR FEET OUT,
OBVIOUSLY BECAUSE WE'RE
ENJOYING A _____ AT THE
MOMENT. HOW DO YOU FEEL ABOUT
THAT?

☐ OBVIOUSLY - WE ARE - MAN
- HEATWAVE

☐ ENVIOUSLY - WE WERE -
MEN - HEAT WAY

☒ OBVIOUSLY - WE WERE -
MEN - HEATWAVE

WEB



Whoa!

How do I create all this ?



How to use Instagram

01

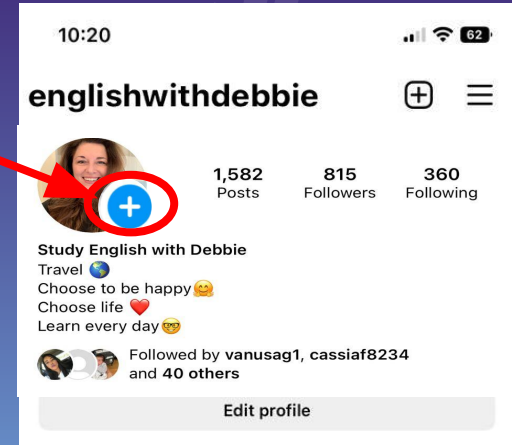
If you are on your feed hit the home symbol
If you are in your profile click on the + sign

02

You can choose between: Post, Live, Reel and Story.

Post

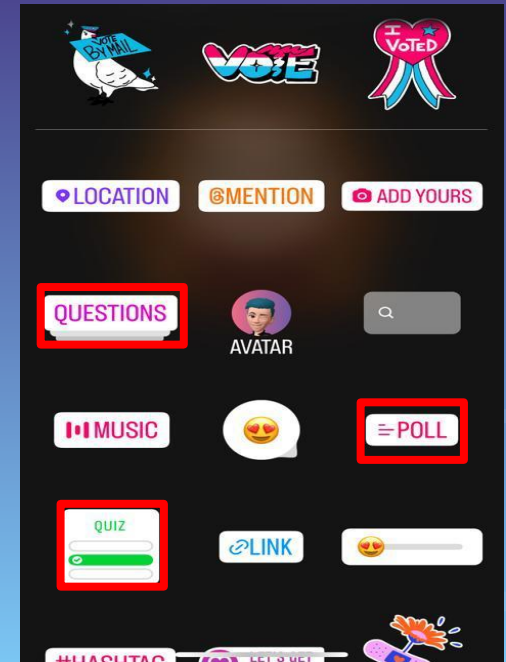
- Choose an image
- Crop image, pick a filter
- Click Next
- Type your message
- Use #



How to use Instagram



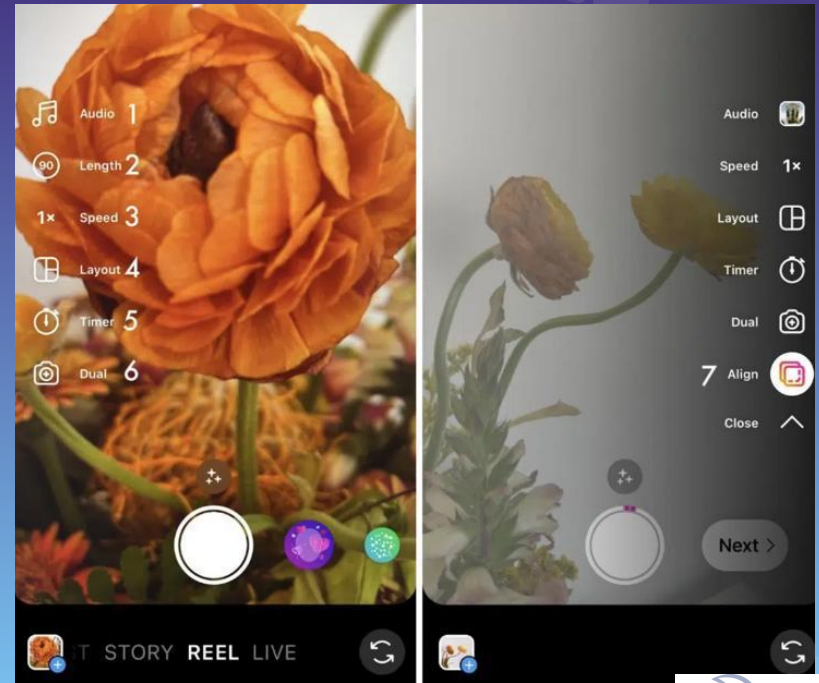
- Record or upload your image
- Click on the letter on the top to add a message
- Click on the emoji face to add a question box or a multiple choice question or pool



How to use Instagram

Reel

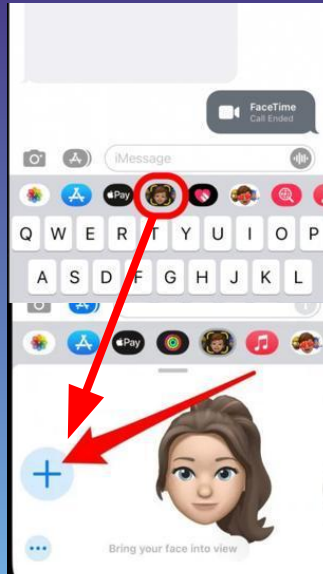
- Record or upload your video
- Edit your reel (adding audio, change length, speed)
- Choose a cover
- Type your message
- Add hashtags



WEB

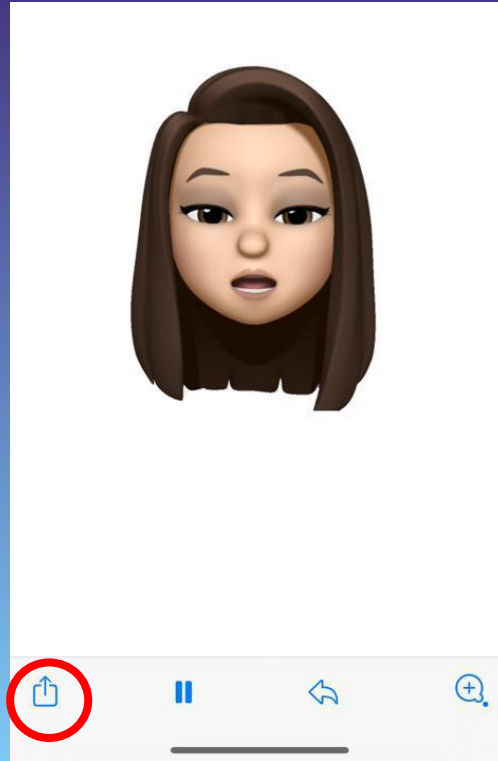
Creating a Memoji

- Open message
- Tap the "pencil and pen"
- Tap the emoji face
- Click + sign
- Customize your memoji
- Tap done



Talking Memoji on Instagram

- Open message conversation
- Choose Memoji
- Tap red button
- Record you voice and facial expressions
- Tap to reply to review
- Tap arrow to send
- Tap the sent emoji
- Tap arrow going up
- Choose instagram
- Choose instagram story



Follow me on Instagram

<https://instagram.com/englishwithdebbie?igshid=YmMyMTA2M2Y=>





Thanks!

Do you have any questions?

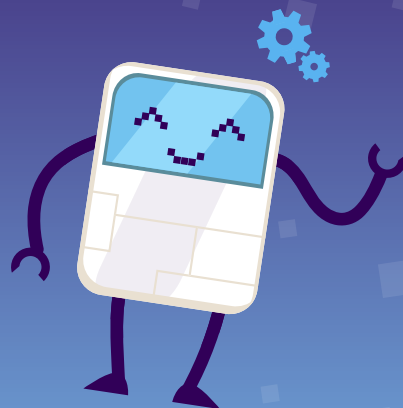
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Thanks to Wadya Jacob for creating the slides



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