Making the most of Instagram

Regular updates and monitoring
Like for all social media, it is important to monitor and to update your content on a regular basis.

Precise descriptions
Like for Twitter, hashtags are important when posting content. The **"#"** symbol must be placed in front of any word (no space) of particular thematic importance or relevance to the post. This function helps other users to search your profile by keyword in **Instagram**.

A useful tip for the creation of tags: you should think of the content and try to anticipate the keyword that a user could enter to search that content. Searching common hashtags can also give ideas. More tags are entered, the better the chance of displaying them in the search engine. We recommend to always use the official USI hashtag **#USIlife** when posting related content.

In addition to hashtags, the "@" function (mention) should be considered for posts referring the USIuniversity, therefore to USI Università della Svizzera italiana. @USIuniversity gathers all photographic content related to the USIuniversity profile and allows profile administrators to be updated on postings and to evaluate the possibility to do a Repost.

How does it work? Place the @ symbol right in front of the username of the other user (no space), in our case USIuniversity.

Encourage virality
If you reckon the content of another profile is relevant, USIuniversity can do a Repost. To support this sort of action it is important you indicate "USIuniversity" and #USIlife in the description.

Follow and follow back
Your network grows by choosing to follow other users, and by inviting them to reciprocate. As the community grows, the question often arises whether to "follow" all your contacts or not. On one hand, it is certainly a nice thing to encourage the "follow back" instead of limiting it (in other words, *I follow you and you follow me*), but on the other it is compelling to have more 'followers' than 'following', which therefore would allow the creation of more specific and relevant communities. However, it is important that every profile follows @USIuniversity.

USI

All posted content is subject to the general rules on social media of the Università della Svizzera italiana and must be closely related to USI and to its activities. For any other doubts regarding the content or for any further questions, you can also refer to the guidelines of the Instagram community (http://help.instagram.com)