



Instagram



Instagram  
*for*  
PEER-TO-PEER  
FUNDRAISING  
EVENTS



♥ 2,017 likes

**IT PROBABLY DOESN'T SURPRISE YOU TO HEAR THAT INSTAGRAM IS ONE OF THE FASTEST** growing social networks out there. (It has more users than LinkedIn, Pinterest, Snapchat and even Twitter.) After all, you already know that Instagram is really popular with your peer-to-peer event registrants. You've seen the pictures and short videos from the finish line or polar plunge!

But have you thought about how your nonprofit organization can use Instagram strategically? Many good causes like your own have worked Instagram into their overall event management plans to help engage current supporters and reach brand new ones.

It's easy to get started and definitely worth the effort.

**Here are our five tips to help you integrate Instagram into your next P2P campaign:**

## **#1 DO YOUR RESEARCH.** 🔍

If you're just getting started with using Instagram, you'll need to begin slowly – and that means doing a bit of research into how the platform will best fit your nonprofit. Start off with looking at how other similar organizations – even your competitors – are using Instagram. What does their feed look like? How do they space out their posts, and when are they most likely to upload new photos?

Next, try looking up local events. This can give you a sense of how many event attendees are using Instagram – for example, charity fun runs are super Instagram-friendly due to the colorful costumes of the participants. You also might get some great ideas for how to make your event more attractive to people using Instagram – it could get you a boost in participants!

One more step in your research involves searching for popular hashtags based on the P2P event or activity you're managing. If you're planning on hosting a 5K marathon, look up #running on Instagram. Considering a New Year's plunge to benefit polar bears? #polarbears is what you'd be searching for. **It's all about giving you a wider sense of how Instagram can be utilized for your charity,** and how other P2P events are taking advantage of the platform to raise more awareness – and more donations.

### **TIP**

***Keep a spreadsheet with a list of hashtags that you've researched, and mark off the ones that your nonprofit can target when you hold your own event.***

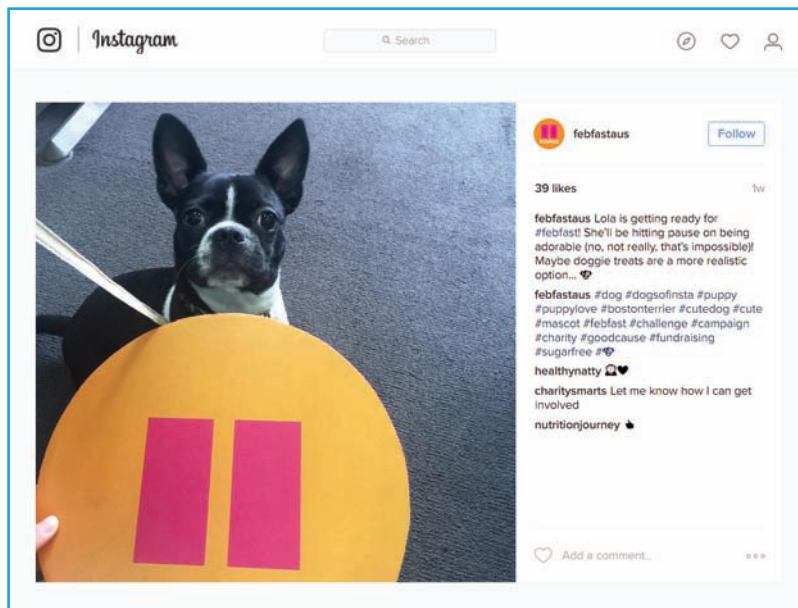
➔ **#2 SHARE YOUR CAUSE STORY.**

Social media only works if you devote the proper time and attention to it – you won't see any results if you pop in and out once or twice a month, toss up a piece of content, and then log off for another few weeks. This is especially true when it comes to Instagram, where photos can fly by in a matter of minutes. You'll undoubtedly be fighting for attention amidst photos of delicious food and cute cats!

That's why it's so important that you outline your cause story and share it in as coherent and colorful a way as possible. It's smart to keep your strategy on track by including your planned Instagram posts into a content calendar, just so you can target certain dates with specific content (and know not to spam your followers with too many posts!).

Also, it can be tempting to fall into the same pattern of photos and content every day.

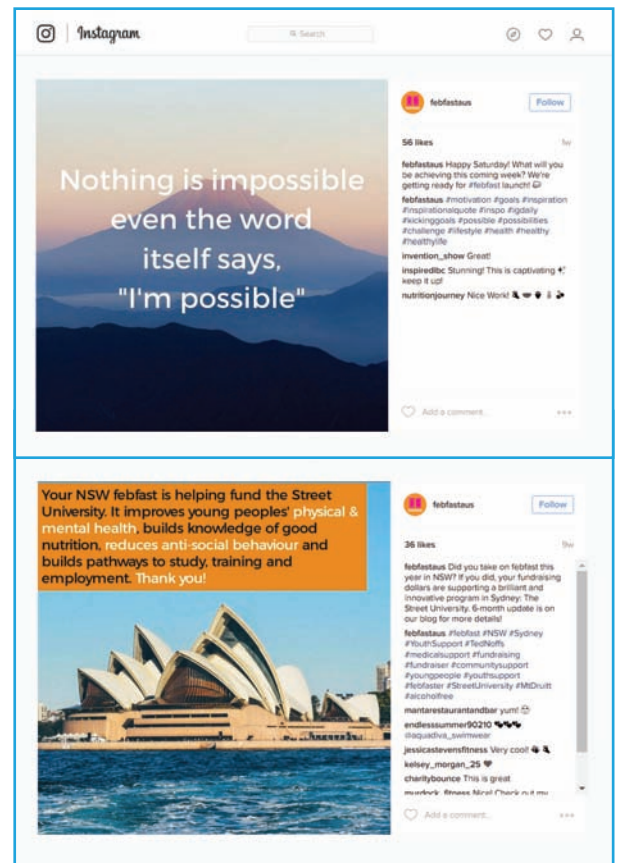
The really effective nonprofit organization Instagram accounts know how to mix it up and offer their followers a good selection of content – everything from personal accounts from CEOs to inspirational quotes to photos of good charity work being done. We really love the FebFast Australia Instagram account as an example of how to balance the personal with the professional (while still keeping things on-brand):



FebFast Australia

**@febfastaus / [febfast.org.au](http://febfast.org.au)**

*Pause for a cause to support disadvantaged youth across Australia. Hit pause on alcohol, sugar or something of your choice for the month of Feb!*



## TIP

***If you don't have a dedicated social media specialist, you might want to designate someone who's good with content creation and can set up reminders to post daily (or every other day).***

### #3 USE STRATEGIC ADS. ✨

If you're looking for higher registration numbers for your P2P event, Instagram could be the missing link. It's easy to see why: Gen X, Millennials, and Generation Z are charity-minded demographics, and they're very active on Instagram. These are the same folks that would love to take part in your P2P event ... If only they knew about it!

To get a bigger reach on Instagram, consider strategic ad placement. Instagram allows you to pay for sponsored postings and add a strong call-to-action like "Learn More" or "Donate Now". If you want more registrants for your event, try targeting the demographic profile of your typical event participant. You might be surprised at how easy it is – and how it can open up a whole new audience for your nonprofit. **The research shows that Instagram will have more advertisers than Twitter in 2017!**

#### TIP

*Switch up your strategy – do occasional A/B testing with your sponsored ads to see if some are performing better than others, and why. Ad placement on Instagram and Facebook is surprisingly inexpensive and you can set a maximum daily or weekly budget!*



### #4 ENCOURAGE YOUR PARTICIPANTS. 💬

Your event is fast approaching, and hopefully Instagram has helped you reach a new base of potential participants and donors. But, Instagram's just as useful when it comes to encouraging your participants!

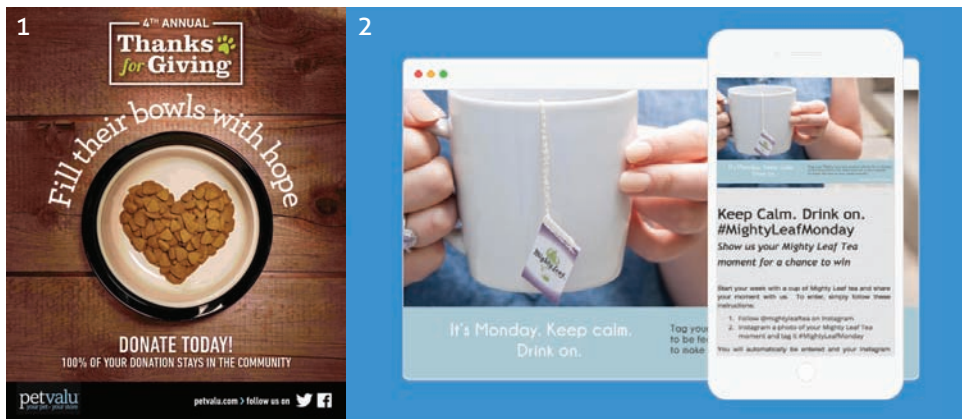
Since hashtags can be used on Instagram just as they are on Twitter, it's important that you determine what hashtag you want to use for your event, and then plaster it prominently on your collateral so participants know what tag to use when they upload photos to Instagram. (If you're holding a run, you may even want to look into putting the hashtag on running bibs as well for extra exposure!) It's definitely worth having a section in your event kit that outlines the hashtag as well as what social media participants should look to use.



Setting up a contest within or surrounding your event is another area where Instagram can help you out. Since participants are going to be Instagramming pics anyway, it's a smart move to make it easy for them. Try setting up a photo booth or backdrop at your event, and let participants know that you'll be holding a contest for the best event photo. This will provide even more hashtag usage and a wider spread of your cause.



**Run a professional-looking contest and boost your engagement rates using low-cost social media contest apps like Wishpond or Shortstack.**



1. Shortstack for [PetValu](#)
2. Wishpond for [Mighty Leaf](#)

## #5 BE SOCIAL.

That's right – it's wise to use Instagram to keep the social ball rolling both during and after your event. Check out your event's chosen hashtag and see who the top participants are, then follow them for some extra goodwill. Take a look through the posts that were uploaded with the hashtag, and hit the "Like" button on them. You can even leave encouraging comments on Instagram posts during the event, and comments expressing gratitude after your event has finished.



**Coldest Night of the Year**  
[@cnoyorg](#) / [cnoy.org](#)

As we mentioned in the second section, it's a bad move to completely abandon Instagram once your event has run its course. Instead, keep up with the steady flow of content, mixing it up with things like video and live-streaming as well as inside looks at your nonprofit. **You're going to want to ensure you maintain a presence on Instagram for any future P2P events that may happen** – and #GivingTuesday, of course.



**De-stress social media management by using a dashboard tool like Iconosquare or Agorapulse to help you manage multiple accounts, publish content, and track your metrics easily.**

# GET INSPIRED!

Still need a few ideas on how to use Instagram for your event? Check out these organizations that have done a great job utilizing the power of Instagram to promote their activities and attract new followers while they're at it:



**Ride for Refuge**  
[@rideforrefuge](https://www.instagram.com/rideforrefuge) / [rideforrefuge.org](http://rideforrefuge.org)



**World's Greatest Shave**  
[@worldsgreatestshave](https://www.instagram.com/worldsgreatestshave) / [worldsgreatestshave.com](http://worldsgreatestshave.com)



**Boston Marathon**  
[@bostonmarathon](https://www.instagram.com/bostonmarathon) / [www.baa.org](http://www.baa.org)