

Do you know your Instagram from your TikTok, Twitter or Tumblr?



If not, we have created some basic Instagram tutorials on YouTube (see links below) to get your club onto Instagram and posting in no time!

Why Instagram?

- Great engagement with younger age group ie. 13-17 y/o compared to Facebook
- Easy to post – take photos and videos on rally days, competitions and camps, or re-post your members photos.

Some tips for using Instagram

- Engagement is more important than followers - remember, it's not a competition! Instagram is a really great tool to keep connected with your younger members, and also reach potential new members
- Having a business account will allow you to see your engagements, profile visits, audience demographics, and also when your audience is online the most (to help you to determine the best time to post)
- Remember to adhere to the Pony Club NSW Social Media Policy, which can be found here. A good rule is if you are questioning whether it is appropriate to post, it probably isn't!
- All Instagram users must be at least 13 years or older to have their own account.
- Don't share photos posted on members pages without asking them for permission first, and make sure you credit them for use of their image.
- Use a club email address to make your Instagram account, that way if the person looking after the account moves on from the club, the login details can be passed onto the new person responsible (succession planning).

Instagram vs Facebook

We have found at a state level, our Facebook followers are generally older than our Instagram followers, so we customise our approach depending on the platform. We tend to use Facebook for more informational purposes for our adults or parents, and Instagram more for connection and engagement. This is a general rule however - it's important to stay flexible and try out different approaches to see what will work best for your club!

If you have any further questions or need some help, please email the State Events & Marketing Coordinator on marketing@pcansw.org.au

[Instagram 101: Creating an Account](#)

[Instagram 102: Posting Content](#)

[Instagram 103: Developing your Account](#)