

FEED



Feed is still a great way to share your highlights and favorite moments. In a time when opportunities to create content may have changed, we are sharing a few tips and ideas to connect with your audience via Feed, and keep positive conversation going on your Profile.

First, some general tips

- ✓ Post a mix of videos and photos
- ✓ Go vertical (4:5)
- ✓ Always use hashtags and geotags
- ✓ Use carousels for more engagement in one post

CHALLENGES: ideas to get you started!

- ★ **#fromthearchives challenge:** make past content work for you now by sharing:
 - Your first Instagram photo
 - Greatest hits from major moments pre-containment
- ★ **#lovenotesto_____ solidarity challenge:** post an encouraging image or video updating the location tag to show solidarity with your hometown, or a city having a rough time (eg Milan, Italy)
- ★ **Viral memes:** if you haven't already, join in the fun of viral memes!

