



INSTAGRAM GUIDE

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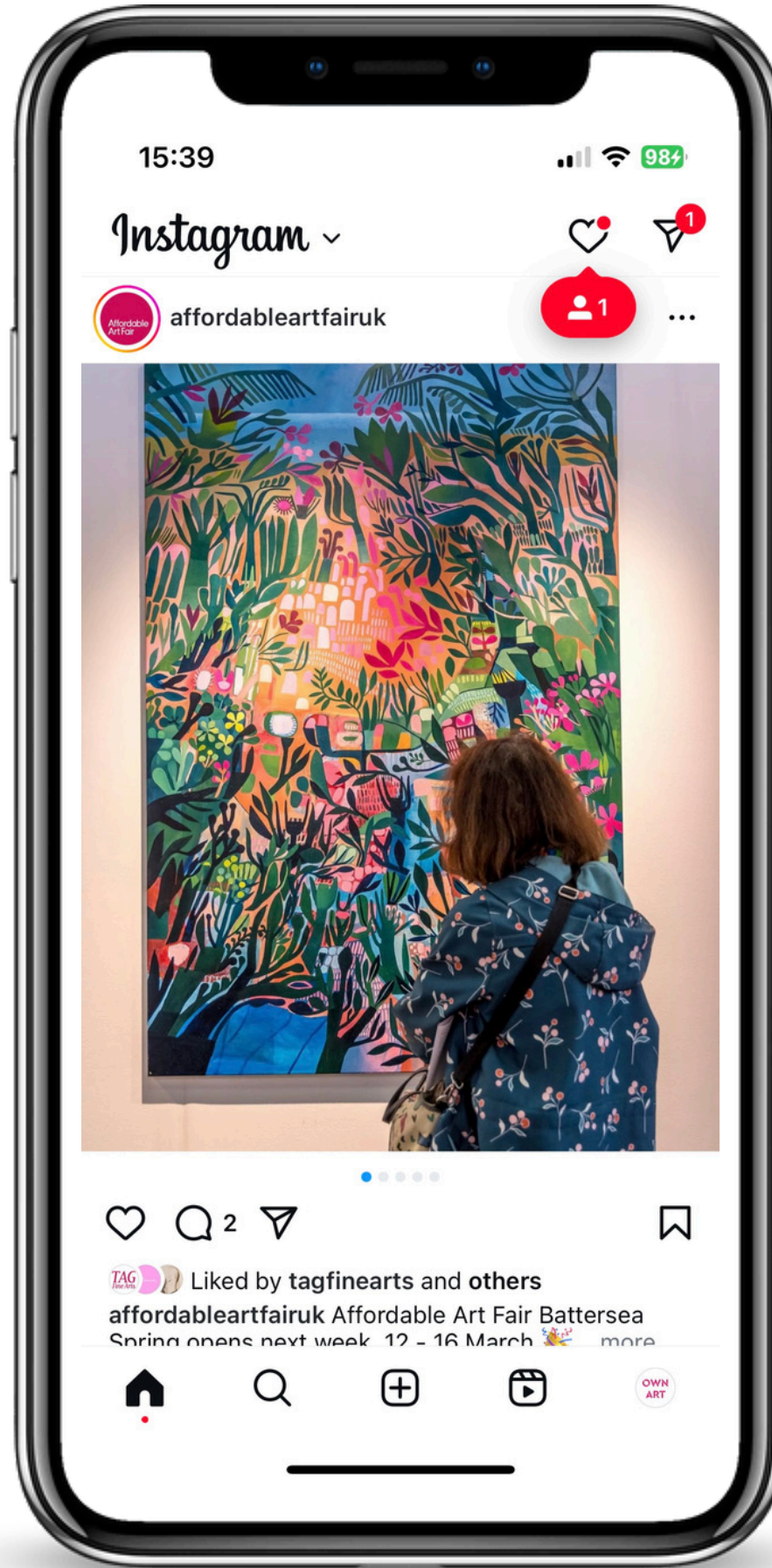
INSTAGRAM

WHAT IS IT?

Instagram is a social media app owned by Meta. Other Meta products include Facebook, Threads, Messenger, and WhatsApp.

Instagram allows users to share photos and videos via stories, posts, reels, and direct messaging. The platform is used for visual storytelling, building brand recognition through sponsored posts, engaging with audiences, and for some, earning money through sales or collaborations. It can be a place for individuals to explore new interests, connect with others, and stay updated. We recommend exploring all of the app's features.

For information on how to collaborate with us, please see pages 5-6. For tips, tricks, and information about a free digital marketing and e-commerce course, please see pages 8-10.



@OWN.ART



WHAT DO WE USE INSTAGRAM FOR?

We are on Instagram as own.art, and use the platform for live event coverage, introducing new Own Art members, keeping up to date with our community, industry news, sharing Own Art gallery news and events, and sharing our interviews and blogs.

CAN I/WE FEATURE ON YOUR INSTAGRAM?

Yes! We regularly monitor ownart.org.uk/news for Own Art member gallery news or events. Please keep your Own Art page up to date and ensure you are publishing updates via your [Members Area](#).

For information regarding collaborative post requests, please see page 5 and 6.

For help accessing your Members Area, please contact marketing@creativeunited.org.uk.

COLLABORATIVE POSTS

OWN
ART

Before inviting us to collaborate on a post, please consider the guidance below. We would be happy to help with designing graphics and providing suggested text. Feel free to contact us via **marketing@creativeunited.org.uk**. Unless you have reached out to us via email, we cannot guarantee that we will accept your collaboration invite.

Always ensure the featured artwork(s) are eligible for sale on Own Art.



Check with us or our brand guidelines before using the Own Art logo



Use our logo incorrectly



Double-check the post for spelling and grammar



Skim-read and post in a rush



Include information about Own Art in the post's description



Make little to no mention of Own Art



Ensure the images used are high-definition



Use images that are unclear, blurry, or badly cropped



Ensure the post's description is a maximum of 160 words (1000 characters)



Include too little or too much information



Double check Instagram's cropping guidelines (Page 9)



Use a photograph or graphic that loses key details or information after posting

COLLABORATIVE POSTS



Blurry, dark



Instagram's grid displays images in a 3:4 ratio (1013 x 1350 pixels). Regardless of the dimensions of your image, it will be cropped into a 3:4 format for your grid. It is, however, possible to edit the image thumbnail by tapping the three dots in the top right corner of your post and then selecting 'adjust preview'.

We recommend posting photos in a 4:5 ratio (1080 x 1350), considering Instagram's crop zones (details of this are on page 8).

Tag people

Done

Invite Collaborators

Tap the photo to tag people.



TIPS AND TRICKS

INSTAGRAM CROPPING

Reel
1080 x 1920 (9:16)



Portrait
1080 x 1350 (4:5)



Square
1080 x 1080 (1:1)



Landscape
1080 x 608 (16:9)



We recommend posting photos in a 4:5 ratio (1080 x 1350) to minimise cropping and maximise space in your followers' feed.

Keep any text or key details within the safe zones to avoid awkward cut-offs or cropping.

DIGITAL MARKETING AND E-COMMERCE FOR GALLERIES

FREE ON-DEMAND COURSE FOR OWN ART MEMBERS

[CREATIVEUNITED.LEARNWORLDS.COM](https://creativeunited.learnworlds.com)

Access our Digital Marketing and E-Commerce for Galleries course for free if you're an Own Art member (usual price: £100 + VAT). You'll learn how to grow your online presence by optimising your digital marketing and e-commerce. Our expert trainers will provide lots of practical tips, ideas and real-life examples.

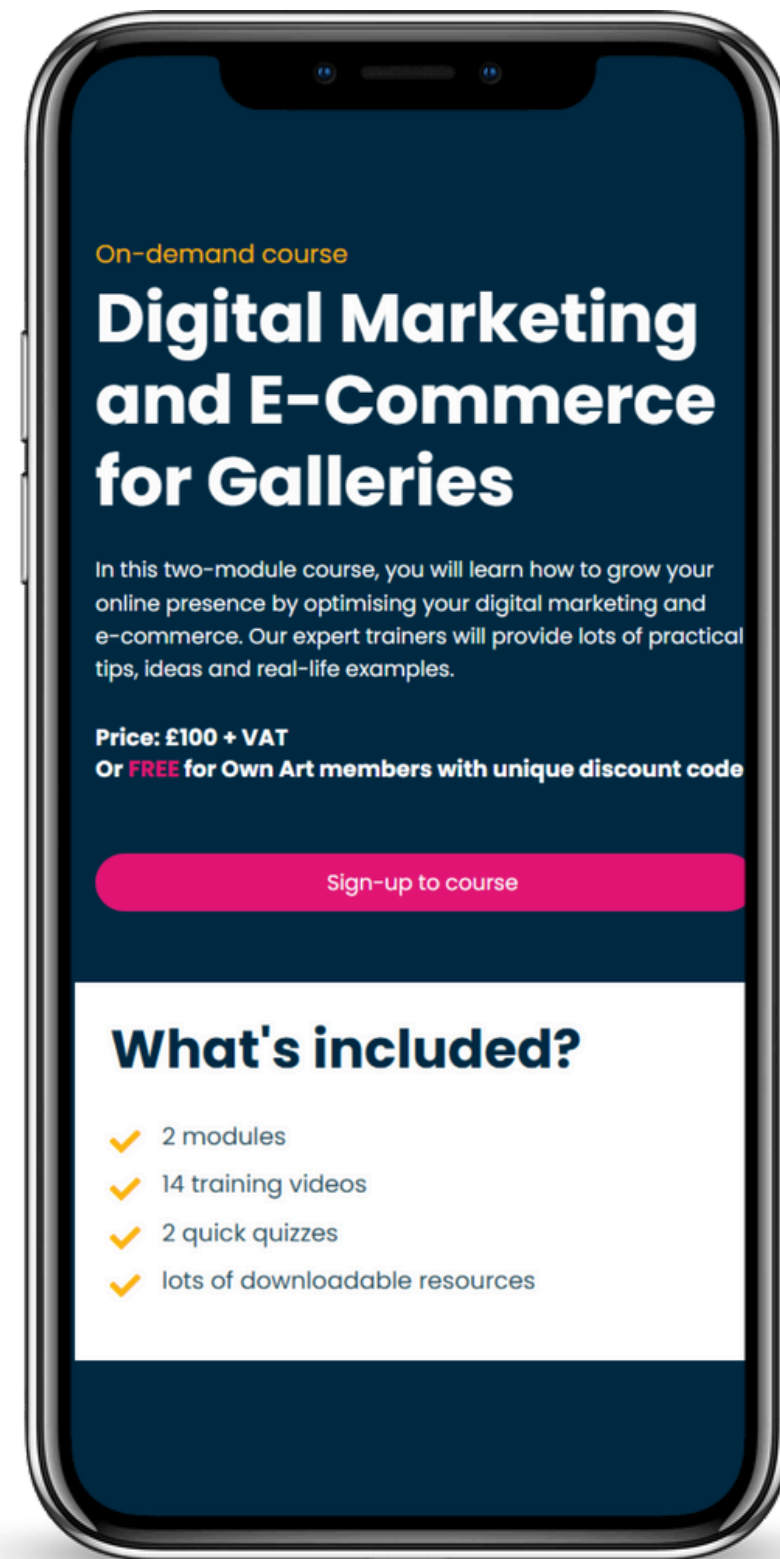
If you're a current Own Art member, email info@ownart.org.uk to receive your discount code for you or your team.

Grow your
online
presence

Create your
marketing
plan

Connect and
engage with
audiences

Build an
appealing
online store



[CREATIVEUNITED.LEARNWORLDS.COM/COURSE/DIGITAL-MARKETING-ECOMMERCE-GALLERIES](https://creativeunited.learnworlds.com/course/digital-marketing-ecommerce-galleries)

GLOSSARY AND GUIDELINES

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- **Algorithm:** A computer formula that uses behaviour and interactions to determine what content you see.
- **Archive:** A feature you can use to hide but not delete an Instagram post.
- **Bio:** The description in your profile that details who you are.
- **Boomerang:** A short repeating video that loops back and forth.
- **Caption:** The description of the post that appears directly beneath the image or video.
- **Carousel:** A single post that allows users to upload and display multiple images or videos within it
- **DM:** Short for direct message, a DM is a private messaging function.
- **Explore:** The search function on Instagram.
- **Feed:** The scrollable collection of current posts shared by accounts you follow.
- **Filter:** An editing feature that you can apply to your post to enhance features and colours.
- **Geo-tag:** A location tag that allows a post to appear on a map that users can search.
- **Grid:** A term to describe the grid of posts on your profile tab.
- **Handle:** An alternative term for username.
- **Hashtag:** The # symbol placed in front of a key word/phrase that is used to categorise the post and make it searchable.
- **Insights:** Analytics and measurements of your profile content/performance.
- **Mention:** When an account mentions another account on Instagram, it uses the @ symbol along with the username of the account to hyperlink to that account.
- **Reels:** A reel is a content format that allows you to create and share short engaging videos that are between 15 and 180 seconds long.
- **Stories:** Short-form content that remains on a user's profile for 24 hours.

Character limit in a caption: **2,200**

Number of people you can tag in a post: **20**

Single image or carousel -

- Recommended size: **1080 x 1350 (4:5)**
- Image format: **JPG or PNG**

CONTACT US

MARKETING@CREATIVEUNITED.ORG.UK

+44 (0) 20 7759 1111

OWN ART
C/O CREATIVE UNITED
SOMERSET HOUSE, STRAND
LONDON
WC2R 1LA

