



UNIVERSITY OF
GEORGIA

/ **ALUMNI**

HOW TO UTILIZE INSTAGRAM FOR YOUR CHAPTER

HOW TO CREATE AN INSTAGRAM ACCOUNT

Sign up for an account using an email account. Make sure you add your profile photo.

HOW TO NAME YOUR INSTAGRAM

To keep names consistent, we suggest naming your page @YOURCITYdawgs or @dawgsinYOURCITY. For example, @nycdawgs or @dawgsinvegas.

HOW TO GAIN FOLLOWERS

Make a post on your personal Instagram or Instagram story asking people to follow your chapter's page. This is a great way for people to see your new Instagram account.

HOW OFTEN TO POST

We recommend posting at least once a week on your chapter's Instagram. This could be something as simple as resharing the main UGA Alumni page's post. The more active your account is, the more engaged your chapter will be.

If you need help with anything to manage your chapter's Instagram page, please email alumnichapters@uga.edu.