



How To: Instagram

Instagram is a highly visual platform - the best content displays information that will clearly communicate critical information about the California Gubernatorial Recall Election.

Other items to keep in mind:

- When a call-to-action is posted, a relevant link should be posted in your profile's bio as well for audiences to access, or added to your link aggregation system.
- Increased engagement helps widen the reach of your Instagram posts, so it can also be useful to encourage comments, story reposts, and shares.
- Instagram Stories are a valuable asset to amplify the images, videos and messaging you are posting. In posting variations of the copy in your Stories, you can also post questions, polls, and share audience responses.

Plan your vote today at
[LAVote.net!](https://LAVote.net)

PLAN YOUR VOTE
September 2021

