

## 4 Team Captain Tips for Instagram

With millions of users every day, promoting your walk team on Instagram is a great way to spread the word about your walk team. Here are few quick tips to get you started:



### 1 Link to your team page

Because links in Instagram captions are not “clickable” it’s important to keep your Stride URL in your bio so your followers can easily register and donate to your team. When recruiting team members or soliciting donations, remember to direct your followers to that link. (example: “Join our team for the Down syndrome Walk Event! Register/donate at the link in our bio.”)

### 2 Leverage Hashtags

Hashtags are a great way for Instagram users to find your posts, and this will also increase the engagement of your posts. (Popular hashtags in the Down syndrome community include: #downsyndrome, #fundraising, #theluckyfew; you can also use local hashtags: #Columbus, #cbusbuddywalk)

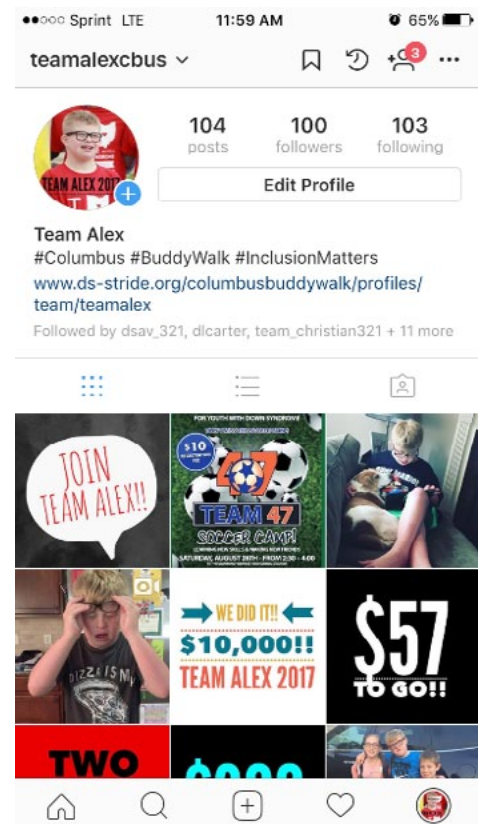
### 3 Promote Your Walk Team Several Times Per Week

Invite your followers to register and donate, and keep them updated with your team’s progress towards goal, any important reminders, and walk day details.

### 4 Create Eye Catching Posts

Make sure your image is visually appealing. If you don’t have an actual photo to use, try using an app like WordSwag to create a quick graphic.

For Instagram inspiration, feel free to follow @dsconnex, @rgdsn, @triangledsn, @teamalexcbus or @team\_christian321



For more useful tips to help you make this the best walk yet, please follow @dsconnex on [Twitter](#), [Instagram](#) and [Pinterest](#), and like us on [Facebook](#)!