

## Do you uses Instagram?

### Reach a bigger audience and link your arty posts to the BDAG Instagram account

#### BDAG's Instagram account is [bdagroup2023](#)

#### HOW TO TAG A POST

When you create a new arty post on your account please use [@bdagroup2023](#) to tag us to your post

This will increase traffic/visitors to both your account and the group's one and we hope it will encourage people to click on the website link in the description of the BDAG Instagram page.

**How do I tag?** You use the @ symbol followed by the account you want to tag, anywhere in your caption.

Tagging on Instagram is a way to directly mention or link to another user's account in your photos, videos, or stories.

Tagged users get a notification, making it easier for them to see the post and engage with it.

The post appears on their profile in the "Tagged" photos section, making it visible to their followers (depending on their privacy settings).

Tagging other relevant accounts can expose your content to a new audience, to be re-shared, giving you more visibility.

#### Tagging in a New Post (Photo/Video)

1. Create your post (photo/video) as usual.
2. On the final screen before sharing, tap "Tag people" at the bottom.
3. Tap directly on the the photo.
4. Type their username (in this case [@bdagroup2023](#)) and select them from the list that appears.
5. Tap "Done" (top right) to finish tagging, then "Share".

#### Tagging in an Existing Post

1. Go to the post on your profile and tap the three dots (•••) in the top right.
2. Select "Edit".
3. Tap "Tag" at bottom left of photo
1. Tap on "Tag people" and (you might need to tap the photo first) search for their username( [bdagroup2023](#)) then select them.
4. Tap "Done" (top right) and then "Done" again to save.

#### HASHTAGS

##### What are **Hashtags?** #

Hashtags on Instagram are words or phrases preceded by the # symbol.

Hashtagged words categorise content, making posts discoverable to users interested in those topics.

Hashtags can connect your content with a wider audience beyond your followers, boost visibility, and help Instagram's algorithm understand and recommend your posts. For example, a post about a sandwich might include #sandwich, which can be tapped to see other posts about sandwiches!

You can follow hashtags, which means you'll see popular posts using that tag in your feed, in the same way that you can follow an account.

To create a hashtag, type # followed immediately by a word or phrase, with no spaces or punctuation, for example, #travelphotography. If that hashtag already exist Instagram will list it and you click on it to add it to your post

Where to put your hashtag: Hashtags can be placed in the caption, at the end of the caption, or in the first comment on your post.

Relevance is key: Use hashtags that are directly relevant to your content to attract the right audience and followers.