TEAM INSTAGRAM BEST PRACTICE
TIPS AND TRICKS TO ENGAGE WITH STUDENTS VIA SOCIAL MEDIA.
ACE MENTORS OF GREATER NEW YORK
CREATE A TEAM ACCOUNT

01 HANDLE
USE YOUR TEAM NAME IN THE HANDLE. CREATE A PASSWORD THAT IS EASY TO REMEMBER.

02 LOGIN
ALL MENTORS CAN LOGIN TO THE ACCOUNT; OR DESIGNATE A SOCIAL MEDIA CHAMPION.

03 HASH-TAG & TAGS
STUDENTS CAN @ THE TEAM PAGE OR # IMAGES FROM THEIR INSTAGRAM ACCOUNTS.

NOTE:
PRIOR TO POSTING ANY IMAGES OF MINORS; ENSURE EVERY STUDENT SUBMITS A SIGNED CONSENT FORM FROM PARENT OR GUARDIAN. THIS FORM CAN BE OBTAINED FROM ACE LEADERSHIP.
MENTOR SPOTLIGHT

Post mentor spotlights on the ACE Team Instagram page so the students gain a better idea of who the mentors are. This can be as simple as a single photo or a collage. Best to have a photo of the mentors outside of the traditional workplace setting (to prove we are human).

Additions can include: hometown, education, favorite local building, and a piece of advice to the students.
SESSION POSTS

ACTIVITY + STUDENT PRESENTATIONS

Post session images each week. Select dynamic action shots of students engaging with activity and of students' presentations.

Post right after or during the session. Review the team account at the end of each session to recap the day’s lesson/activity.
HOMEWORK ASSIGNMENT

Post a weekly homework assignment that engages students outside the session.

STUDENT SUBMISSION

Students submit their submission by @ing the team account using the weekly # or if student account is private have the student send a direct message to the team account.