

Grid (Instagram)

Grid is the bread-and-butter, the 'main' posts you put on your Instagram account. It can be photos or videos. It's what people see when they click on your profile.

- Features: Photo and video posts, can also contain "reels."
 - [Reels](#) are longer video posts that are posted on your "grid" and in the "reels" section of the profile page.
- Ideas for posting on your grid:
 - Repost CEC posts
 - Photos from a past event with the intention of "teasing" this year's event
 - Post a countdown ("We're one month away! Registration closes on _____, be sure to register now!")
 - Highlight CEC programs/new resources, repost Division announcements for conferences and webinars, speakers for an upcoming event or webinar, highlight your Teacher of the Year (and other award winners)
 - Traveling for a conference or hosting a conference? Highlight things to do in the area with several photos of local shops, restaurants, museums, etc. with a caption telling why you recommend them & each place's name
 - Promote/thank your sponsors
 - Announce your conference's theme
 - Post photos from Unit members at another conference/event

Stories (Facebook & Instagram)

Stories are a feature where users can capture and post related images and video content in a slideshow format.

- About Instagram Stories: <https://about.instagram.com/features/stories>
 - [For more on how to post a story, check out this webpage.](#)
- About Facebook Stories: <https://www.facebook.com/business/learn/lessons/facebook-stories-creators>
 - Learn more here: <https://buffer.com/library/facebook-stories/>
- Features:
 - Can add links to stories for people to access direct webpages like registration or info pages
 - "[Questions](#)" feature that allows members to ask questions directly to the account—you can reply to the person directly, or reply to their question via a new story post (which makes the person's question anonymous).
 - Repost another account's image to your story, post your own grid image to your story
 - Polls for people to vote ("Take what you need," "what's your go-to teaching tool," "who are you rooting for" when there's a big game for colleges/universities with teaching programs
 - Use the "[slider](#)" with changeable emojis for people to share how much they love, supported, etc. what you've posted
 - Countdown to event, award nomination closing dates, or Unit elections
 - Quiz
- Ideas for posting to your story:
 - Repost CEC posts

- Share grid photos to story with swipe-up to register, visit event webpage, access information, etc.
- Highlight things to do in the area
- Speaker bios & topics
- "What to Pack" or "What to Bring"
- "This or That" interactive image (repost tagged images)
- Share the hashtag to use
- Promote sponsors
- Countdowns
- Attendee testimonies
- Highlight things to do in the area of an event/conference

Highlights (Instagram)

Highlights allow you to save and categorize your Stories on your profile so followers new and old can still view and interact with past Stories, well after that first 24 hours expire. You will select individual story posts to go into a single "highlight" meaning, if you only wanted to add 4 posts from your story on a day you posted 6, you can do that!

- [For more information on highlights, check out this webpage.](#)
- Ideas for "Highlight" topics/categories
 - "Meet the Board"
 - On your story, post each board member individually, each person would have their own post containing their photo and a short bio.
 - Conference
 - 202_ Speakers
 - Highlight your speakers for a given event or webinar
 - 202_ Info
 - Story containing link to registration page
 - Story containing link to information page
 - Story containing link to schedule page
 - Schedule overview
 - What to pack list
 - Past Events
 - This highlight can be constantly added to with photos taken at past events— show people volunteering, keynotes, breakouts and general session rooms, registration area, etc.
 - Teacher of the Month
 - Highlight a teacher in your Unit every month.