**—INSTAGRAM GUIDELINES—**

* Create a graphic or use a photo that represents your organization
* Give a short explanation of the organization and fundraiser, including your goals and why you’re raising money

“We’re raising money for [ORGANIZATION] and need your help! We’ve made it super easy (and fun) to support us. Simply shop through our Shutterfly Storefront to create photo books, gifts, home décor and more—and Shutterfly will donate 8% to our organization. Shop via the link in my profile!”

* Shorten your Storefront URL with a site like bit.ly:

-Visit <https://bitly.com/>

-Paste your Storefront URL into the box and click “SHORTEN”

-Copy the shortened URL into your post

* Once your shortened link is ready, you can add it to your profile at the top of your Instagram page
* Be sure to include a directive in your caption so viewers know how to access your Storefront:

“Link in profile” or “Shop our Shutterfly Storefront through the link in my profile.”