IGTV

Link to digital tool	https://www.instagram.com/
Level of knowledge	intermediate
Learning objectives	LO1: Be able to create, design and implement relevant contents (non-conventional city tours) through relevant channels. LO2: Be familiar with the concepts, tools, and strategies of gamification and storytelling, and apply them to content creation. LO3: Identify and use different communication strategies according to the specific engagement target.

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Linked to module	3, 4, 5
Description of the tool	**Instagram videos** (aka IGTV or IG LITE) are a free feature on the Instagram app that you can use from mobile devices such as a smartphone or tablet, or from your laptop. With this feature, you can upload or record a video and share it to the Feed, your profile grid and the video tab on your profile. It also allows you to add and edit your video descriptions, add your video to a series and save drafts to be posted in the future. When you share a video on Instagram, a preview of it (the first section of your video) will appear in the Feed. The full video will be visible from the Feed, your profile grid, your profile's video tab and on the Instagram TV app.

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	The visibility of your videos depends on your account's privacy setting: for private accounts, only your approved followers can see your videos, while for public accounts anyone on Instagram can see your videos.
	Technically you can upload a video with an aspect ratio between 1.91:1 and 9:16. Videos should have a minimum frame rate of 30 FPS (frames per second) and minimum resolution of 720 pixels. The maximum file size for videos that are 10 minutes or less is 650MB. The maximum file size for videos up to 60 minutes is 3.6GB.
	There are plenty of tutorials on how to get the most out of the Instagram TV feature online and basic instructions can be found on the Instagram platform itself.

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How to use the tool as part of the course	For our purpose of Storytelling and Engagement of the public, Instagram Videos are easy and functional ways to share virtual urban tours. **For Storytelling** 0) Whether you choose to have a dedicated Instagram account or use your own personal account, you can easily create videos about virtual urban tours and collect them into the TV section of your profile. To get the most out of it, and according to our purpose of creating a virtual urban tour accessible to a wider audience, we suggest making sure that the profile you are posting the videos on is set as public. 1) First of all, you have to **choose what kind of "story" is behind the tour video and how you want to tell it.**

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	You can do that following different approaches. According to the learning objectives of Module 3, our suggestions for organizing your virtual urban tour through Instagram Videos are:
	
	● Collect your video tours in series, eventually one per each tour, topic or episode:
	
	   - **Case a)** If the narrative behind your profile is to tell the story of a "user/ profile" that explores/travels/works in different locations, each series will include all the video content that you will create about a single location. (i.e., collect them by neighborhoods such as "Corviale Rome", "Ortica Milan", "Stoke Newington London" or by format: "vlogs", "to do lists", "events and festivals around the world", etc.)
	
	   - **Case b)** If the narrative of your profile is to tell the story of a "place/community", each series of videos in your profile can be focused on single aspects of the specific location. The collection of series will compose the chapters and sections of the whole virtual tour. The whole TV section of your profile will be considered the digital urban tour. (i.e., the profile

name could be "DiscoverYourPlace" and each series may be "history of YourPlace", "traditions in YourPlace", "fun facts of YourPlace",etc.)

- Every time you create a video relevant to a specific tour or topic, make sure to collect it in the relevant series.

2) **Choose the format for your videos**, making sure to include more than one to avoid a monotonous experience for your audience.

- Keep yourself up to date on the most current formats on Instagram by following and checking profiles that focus on similar topics.
- Some popular formats that can help to get the most out of your virtual urban tour are video blogs (vlogs), to-do lists (x things to do in YourPlace), checklists (x events you don't want to miss when in

	YourPlace), interviews (a day with Ms Sunshine in YourPlace), pathways to follow, and more. You can really get creative and find inspiration through the online community.
	● Try to include a variety of formats in your video contents while maintaining a certain consistency. It is preferred to have a few formats equally distributed through your video contents instead of having lots of formats with only one video per each of them (i.e., it is better to have 3 formats x 3 videos each than 9 formats x 1 video each). 3) Whatever the format you choose for your video(s), **it's essential to jot down a script or storyboard to organise your ideas**. It doesn't need to be always extremely detailed, but it is essential to have some structure or a draft storyboard when designing and creating video content, especially with complex or longer videos.

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4) **Include texts in your videos** in order to simplify the viewing experience.

- Titles and short headlights in the video as graphic elements.

- Explanatory and detailed descriptions.

- Eventually include external links in the caption to refer your audience to more detailed information.

For Engagement

In order to keep your niche engaged and gain new audiences, the main suggestion is to keep consistency within your content in terms of both the topics and the regularity of your posts. It is also recommended to stay updated on format trends on the platform.

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| | Other aspects you should consider including to keep a good rate of engagement could be:

1) **Incorporate relevant hashtags in your descriptions**.

2) Consider recording the video with your smartphone camera or an external camera and then uploading it on Instagram, **rather than recording it directly on the app**. This will allow you to achieve better quality for both the video and the audio. You can also use an editing app to enhance the quality of your content.

3) **Include both voiceover and captions in your content** in order to be inclusive for people with auditive or visual disparities and to engage the wider public.

4) **Engage your viewers in taking some action and participating as much as possible**. With videos this can usually happen with you (or your voice) inviting them into actions: |
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	- A classic **Call to Action**, usually at the end of the video: You can invite them to follow your account for more tours or to comment below the video and share their opinions, ideas, suggestions, etc. You can also invite them to share their own videos using a specific hashtag, or you can engage them in asking you questions or answering your questions, and more (i.e., "3 fun facts about Main Street of YourPlace, guess what the 4th is"). - Launch a Challenge: This can be a good way to engage and bond with your niche. (i.e.,"Explore YourPlace in X days"). 5) Last but not least, on top of the previous points, **you should aim to engage, create and keep a positive and proactive online community.** - Maintain a safe virtual space, providing positive and ethical behaviour. **Do not engage** in hate speech or misleading or "fake" news. If you experience being attacked by haters or cyberbullies, use

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	the tools provided by the platform such as "report", "ban" and "block", and eventually consider reporting these instances to authorities and proceeding with legal action. ● Interact with others as much as you can, both in your community and in the larger community on Instagram. Keep your attitude positive and ethical. Interactions are meant as comments, likes, visualisations of others stories, replies, mentions, etc.

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