



INSTAGRAM MANAGER TOOLKIT

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ABOUT

Mortar Board, a national honor society that recognizes college juniors and seniors for their achievements in scholarship, leadership and service, provides opportunities for continued leadership development, promotes service to colleges and universities and encourages lifelong contributions to the global community.



OUR PURPOSE

Promote equal opportunities among all peoples, emphasize advancement of the status of women, support the ideals of the college or university, advance a spirit of scholarship, recognize and encourage leadership, provide service, contribute to the self-awareness of its members, and establish the opportunity for a meaningful exchange of ideas as individuals and as a group.



**MORTAR
BOARD**

NATIONAL COLLEGE HONOR SOCIETY



BRANDING GUIDELINES

COLOR PALETTE

MAIN COLOR (GOLDS)

#E4A11B & #EAAAF0F

MAIN COLOR (GREYS)

#282827 (dark grey) &
#CCECF (light grey)

ACCENT COLOR (REDS)

#B32317 & #7A2218

#E4A11B

#EAAAF0F

#282827

#CCECF

#B32317

#7A2218

Fonts

MAIN TEXT

ZILLA SLAB

SECONDARY TEXT

MONTSERRAT

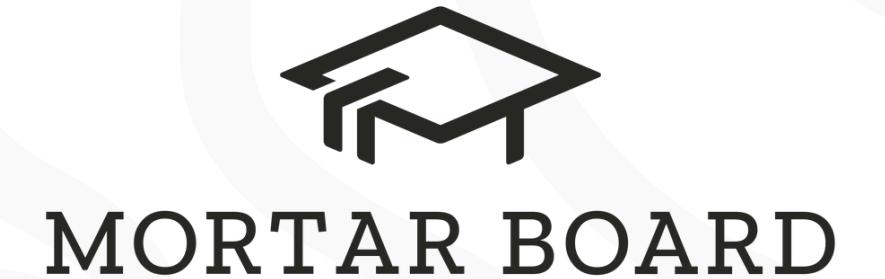
MONTSERRAT



**MORTAR
BOARD**

NATIONAL COLLEGE HONOR SOCIETY

LOGO VARIANTS



These versions in white are also acceptable on dark backgrounds.



LOGO VARIANTS

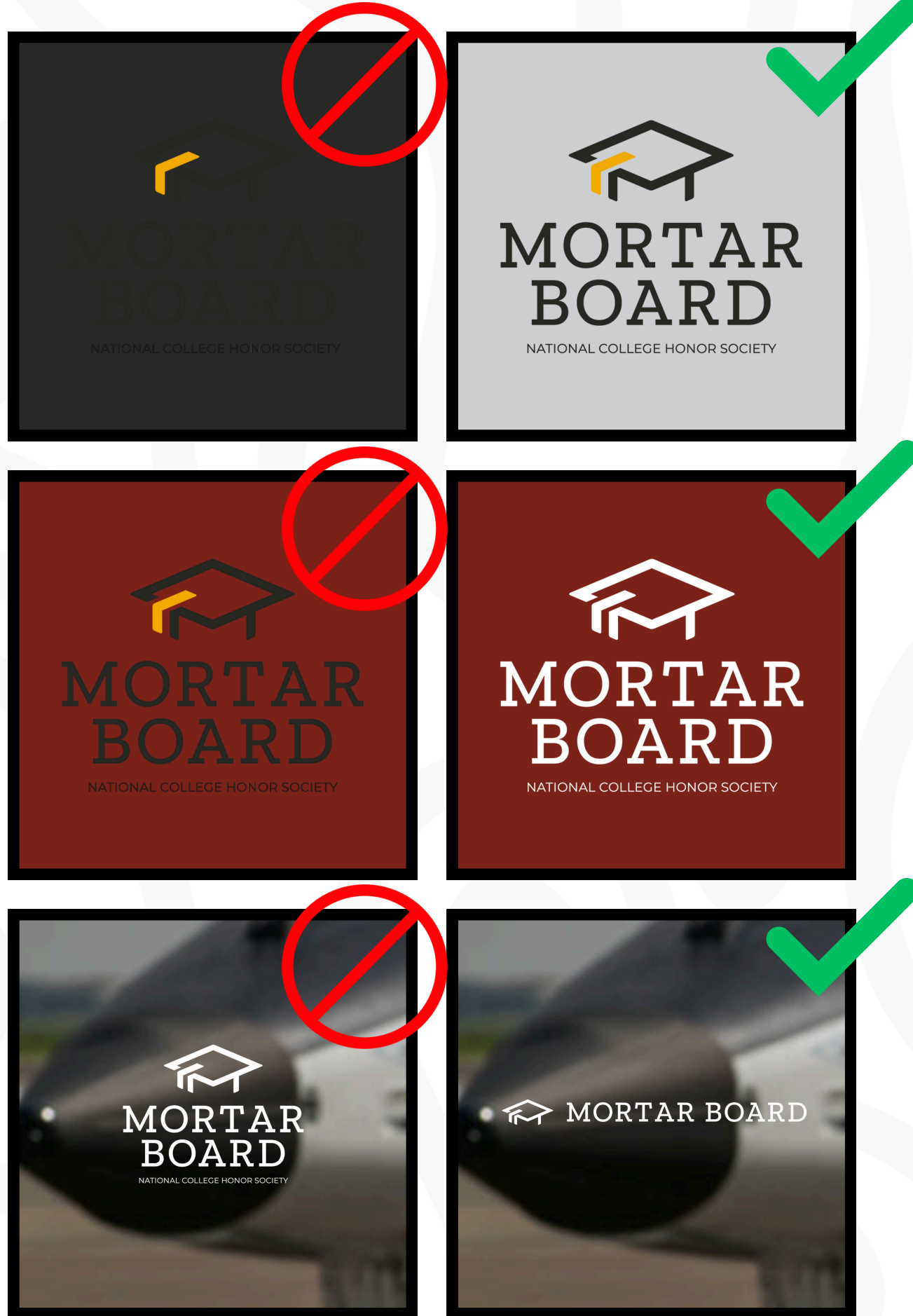
Mortar Board has gone through several logos. Old logos should be phased out of use on web, print & social media, including the most recent variation with “senior” in the title!

If you're **NOT using the updated logos, please reach out to mortarboard@mortarboard.org to have new versions sent over.**

LOGO USAGE

Be mindful of the logo you use!

- **Don't** use a logo with dark text on a dark background
- **Do** use a logo with contrast to ensure visibility
- **Don't** use the full logo when the subtext will get lost
- **Do** select the version of the logo that will be the most legible for the size it will be viewed at





***SOCIAL MEDIA
TIPS & TRICKS***

SET GOALS

IDENTIFY YOUR NETWORKING OBJECTIVES

Are you aiming to connect with new members, share expertise, build a community, etc.?

Who are you trying to communicate with most? Is it members, prospective students members, alumni, or some other group?



SET GOALS

CREATE MEASURABLE GOALS

Track and monitor weekly analytics, ROI (return on investment) and other key data necessary to achieve your goal

(For example: Gain X followers a week, engage with X comments, post X stories)



PROFILE TIPS

PROFILE PICTURE & BIOGRAPHY

Be precise! Make sure your page's first impression properly reflects your professional image and tone. Make sure the imagery and text are clear and legible on each platform. (And don't use the old version of the Mortar Board logo!)

Tip: Based on different platforms and how they operate, your tone may be different on TikTok versus Instagram.



Nonprofit organization

Mortar Board is the premier national honor society recognizing college juniors and seniors for exemplary scholarship, leadership and service. 🎓💛

linktr.ee/mortar_board

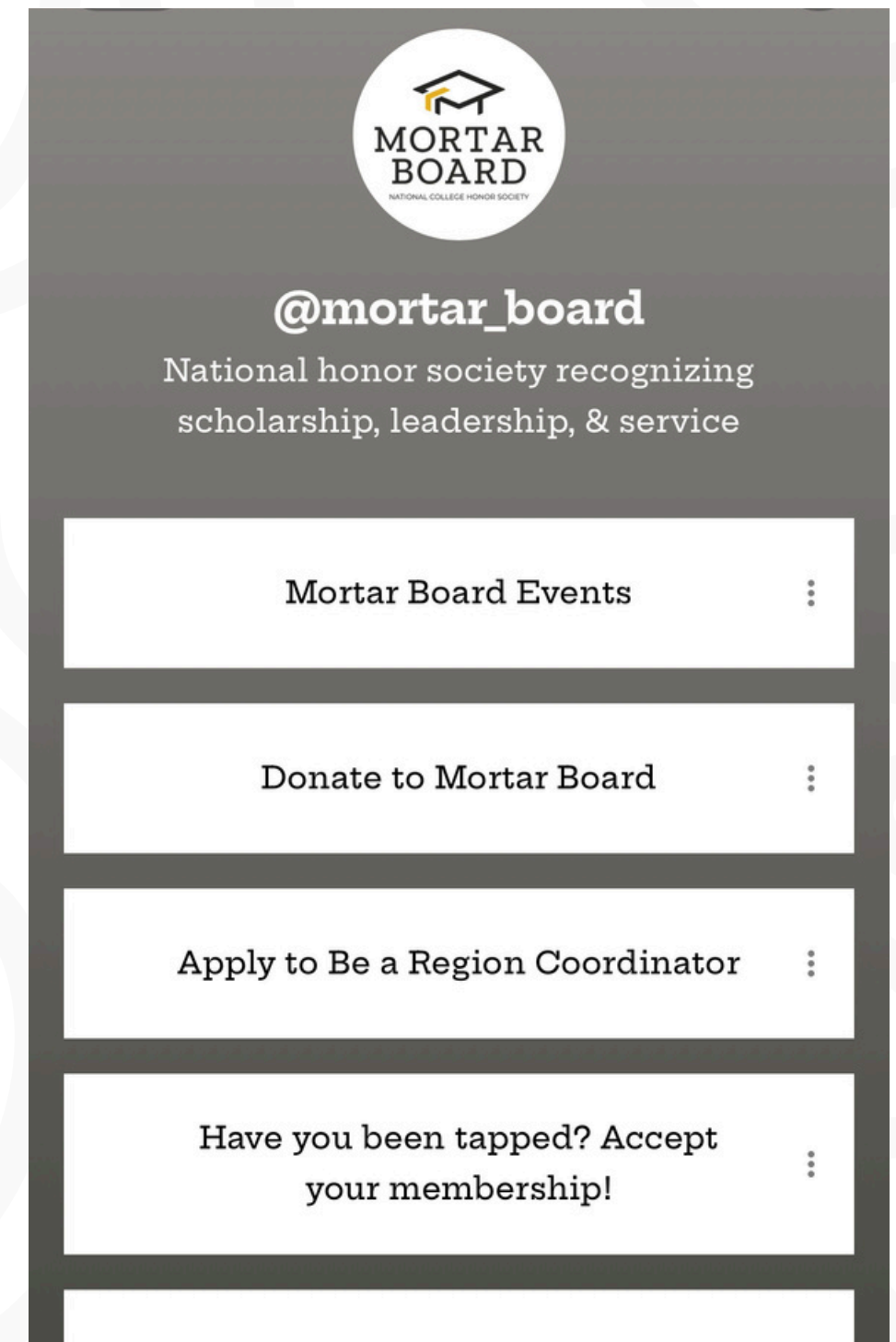
PROFILE TIPS

CONTACT INFORMATION

Make sure these are constantly up to date, and also remember to include all information to make contacting your chapter page more accessible.

**WANT TO SHARE
MULTIPLE LINKS
SIMULTANEOUSLY?**

Use a free link manager like [link.tree].
Make sure these links are constantly up to date - set up a regular review schedule to review any links posted.





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***INSTAGRAM
ENGAGEMENT TIPS***

#1. FOLLOW RELEVANT ACCOUNTS

ENGAGEMENT TIPS

Does your institution have their own social media page? Make sure you tag them, whether in the caption or as a collaborator. And be SURE to tag Mortar Board's National Office!

TIP: Follow other Mortar Board chapters and alumni associations!



#2. USE HASHTAGS EFFECTIVELY

ENGAGEMENT TIPS

Look at blogs or articles that can share some commonly used hashtags to reach your audience (#explore & #explorepage are super popular hashtags!) - and be consistent!



Stumped? Try some suggested Mortar Board hashtags:

#mortarboard #scholarship
#leadership #service #MBweek (for
Mortar Board Week) #MBtapping
#MBNC (for annual conference)

#3. LIKE, COMMENT, AND SHARE

ENGAGEMENT TIPS

Interact with relevant accounts and posts you've been tagged in, whether it may be: liking, commenting, or sharing a post on your platform.

TIP: The more you interact with others - whether on other posts or on your own - the more they will interact with you!





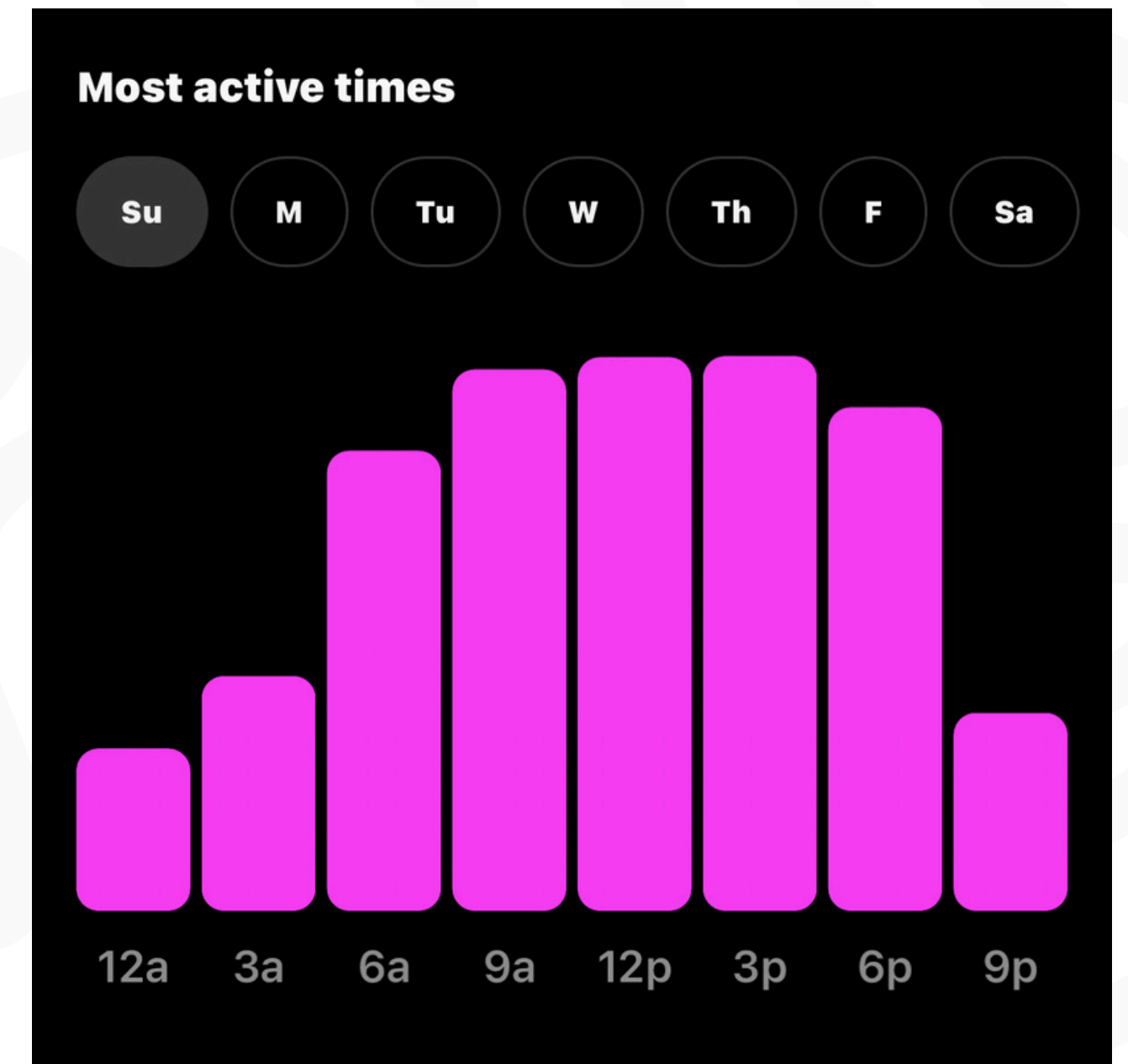
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***HOW TO BEST
UTILIZE INSTAGRAM***

POST SMART

Don't under-utilize your content! Study analytics on your social media. See what days and times your audience mostly engages with your content. From there, create a consistent posting schedule to help keep your audience engaged at all times.

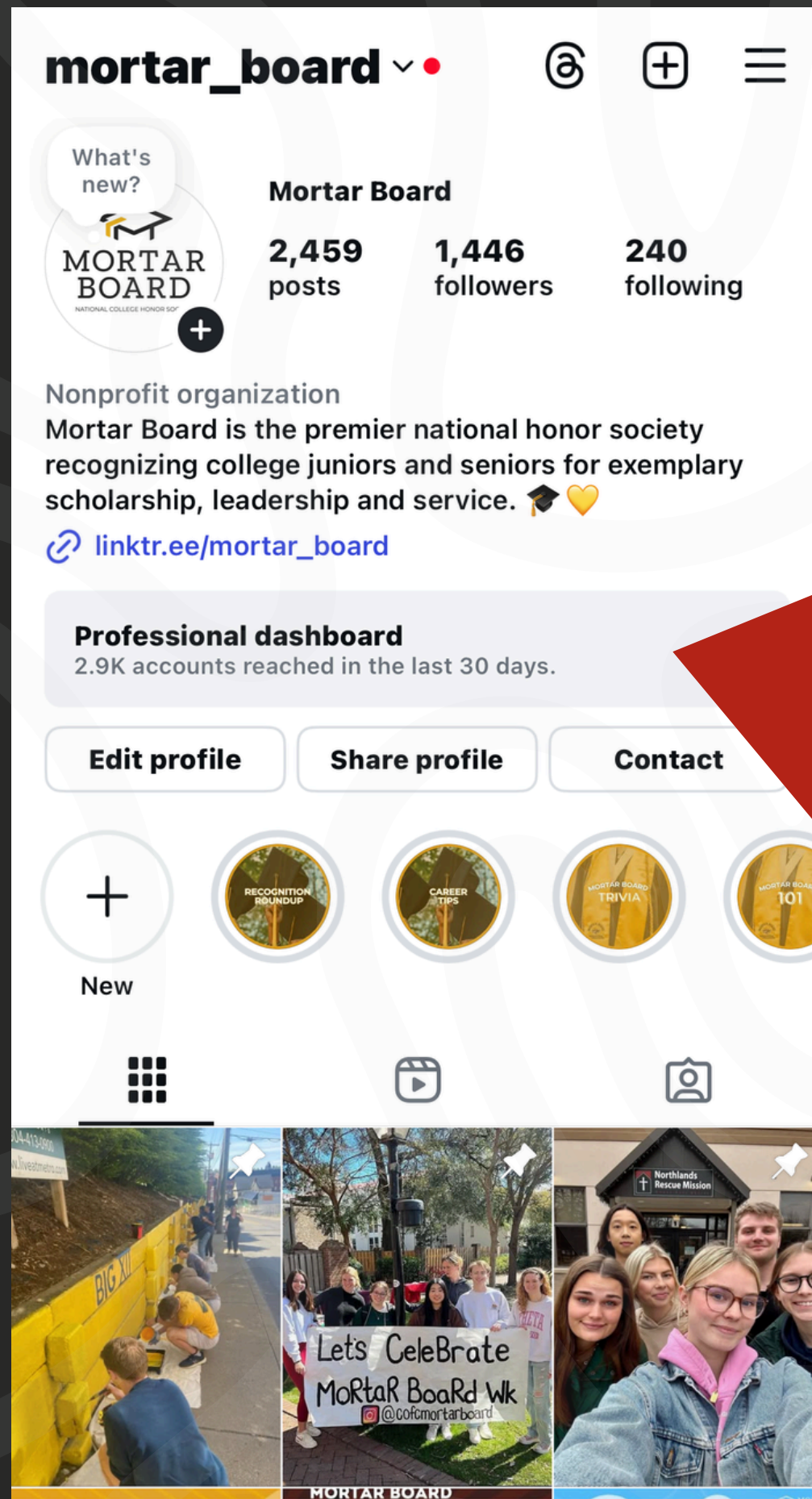
How do you do that?



TUTORIAL

1

Open Instagram and click on “Professional Dashboard”

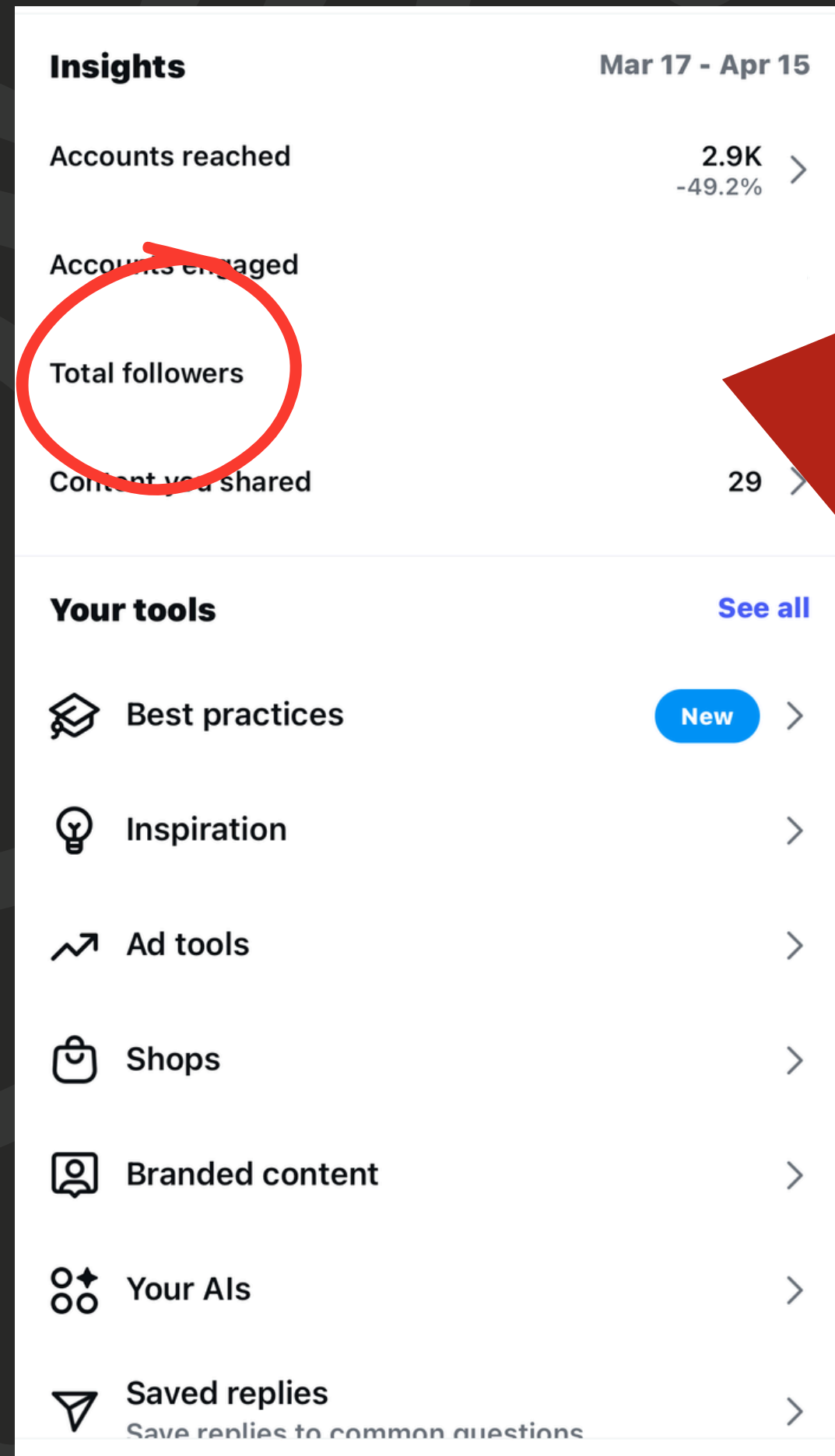


TUTORIAL

Click on
“Total Followers”

2

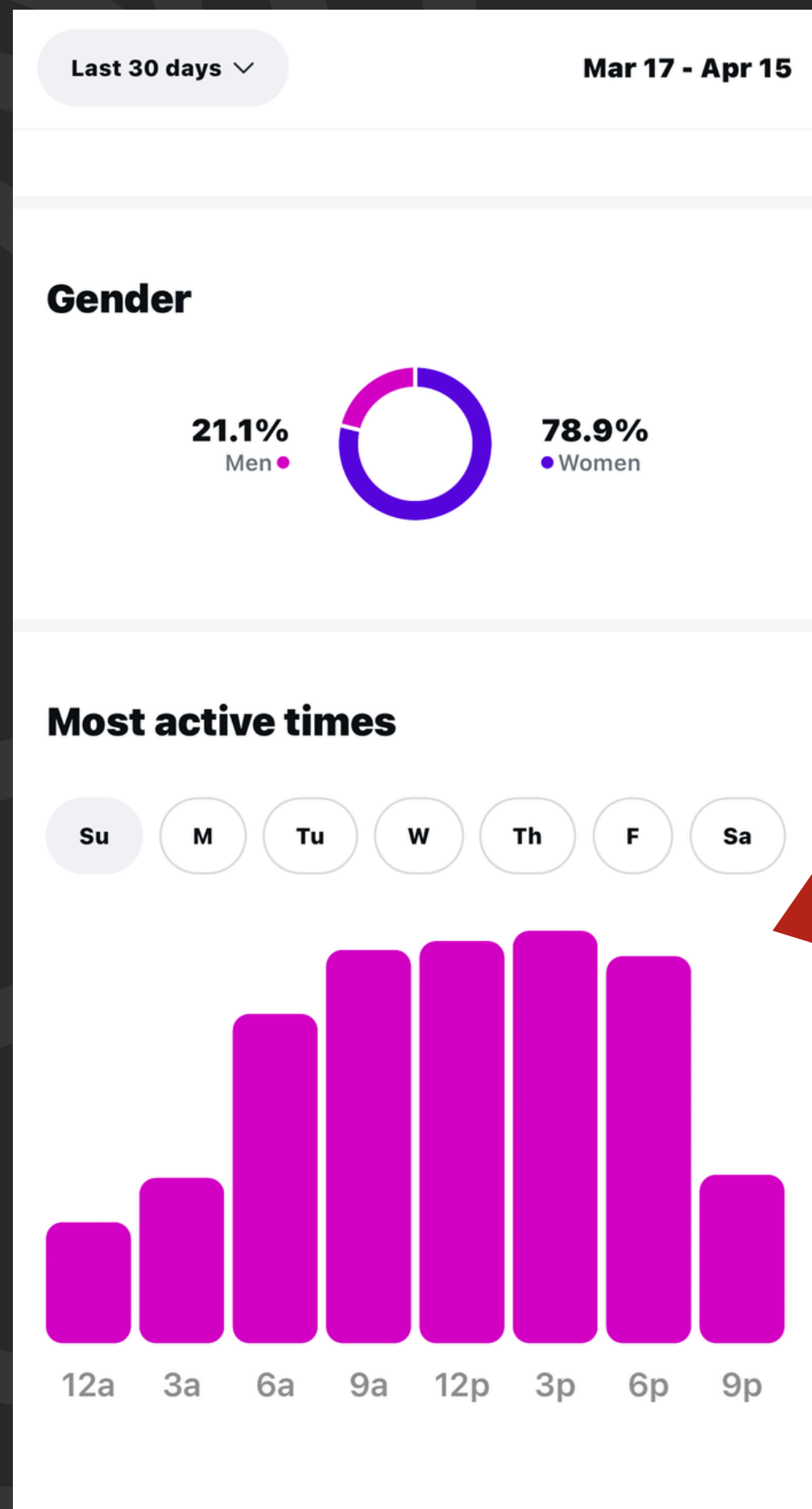
TIP: You can also view other insights to track your content engagement and interactions.



TUTORIAL

3

Scroll down to find
“Most Active Times”,
and go from there!



POST SMART

INTERACT WITH YOUR AUDIENCE:

Utilize other features, including the “polls” setting in your stories or posts.

LISTEN TO YOUR AUDIENCE:

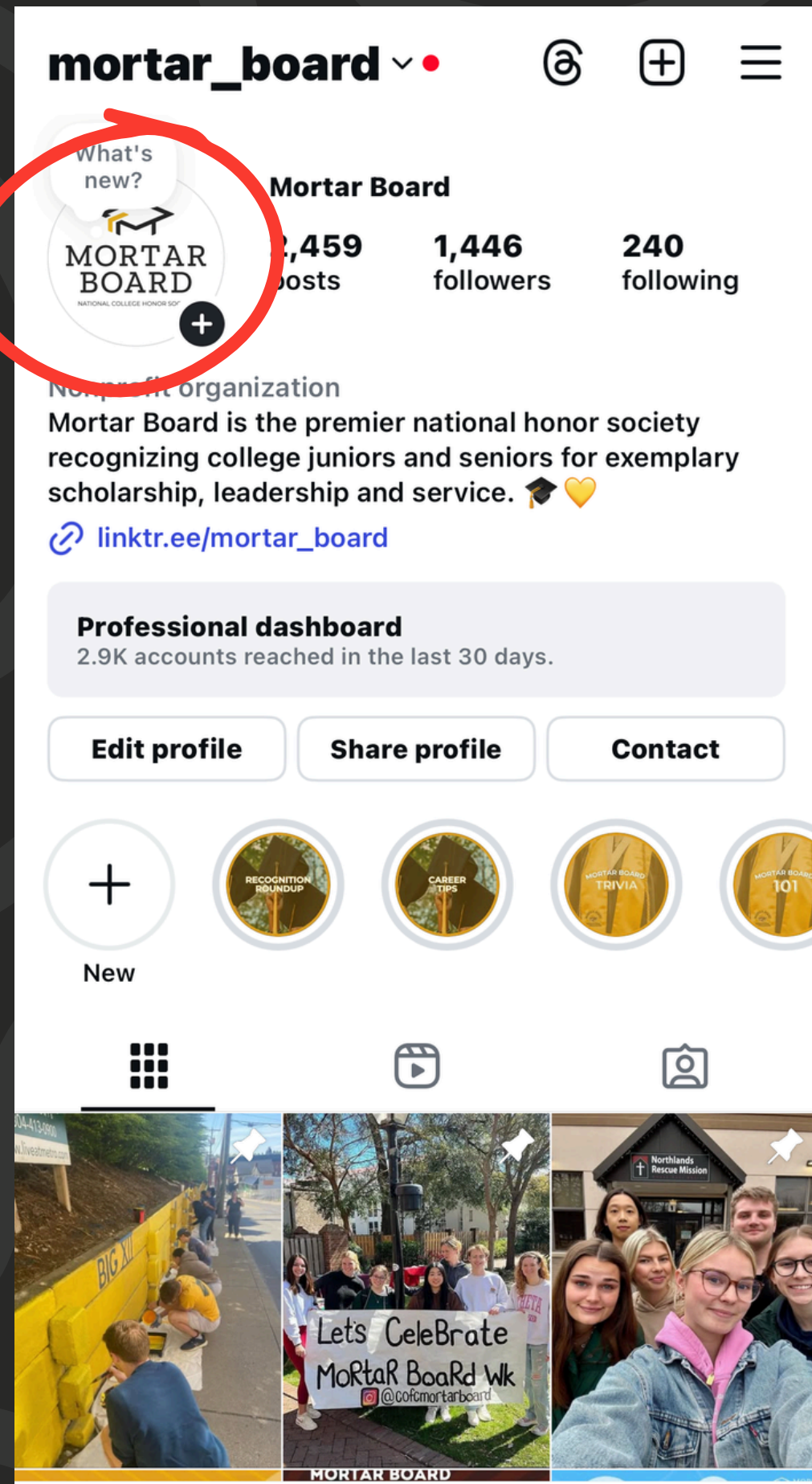
Monitor trends that may be happening, and participate in conversations with people you admire in your industry.

How do you do that?

TUTORIAL

1

Open Instagram and click on the '+' symbol on the top left corner.



TUTORIAL

2

**Add an image
and click on the
square icon with
the smiley face.**

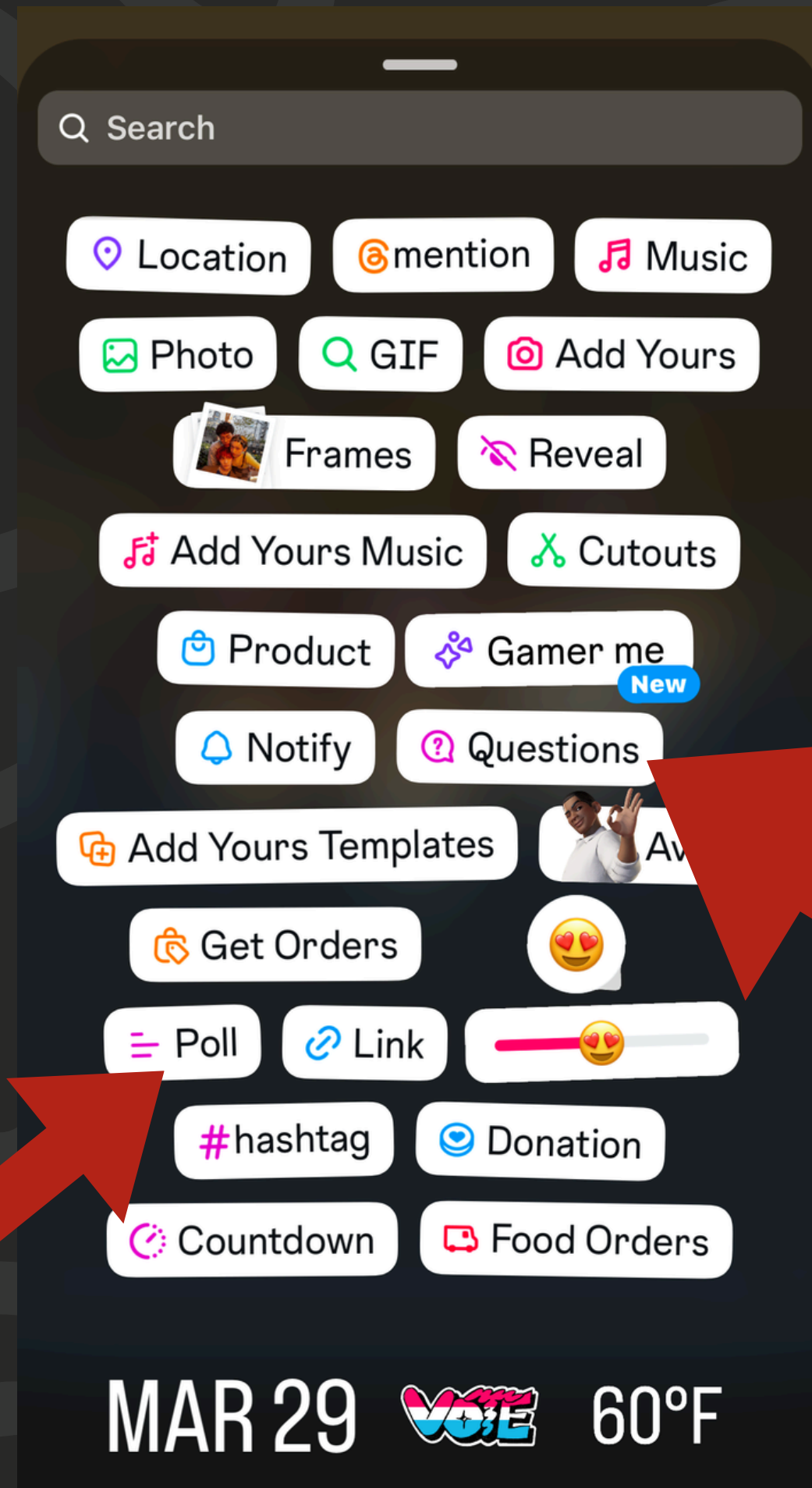


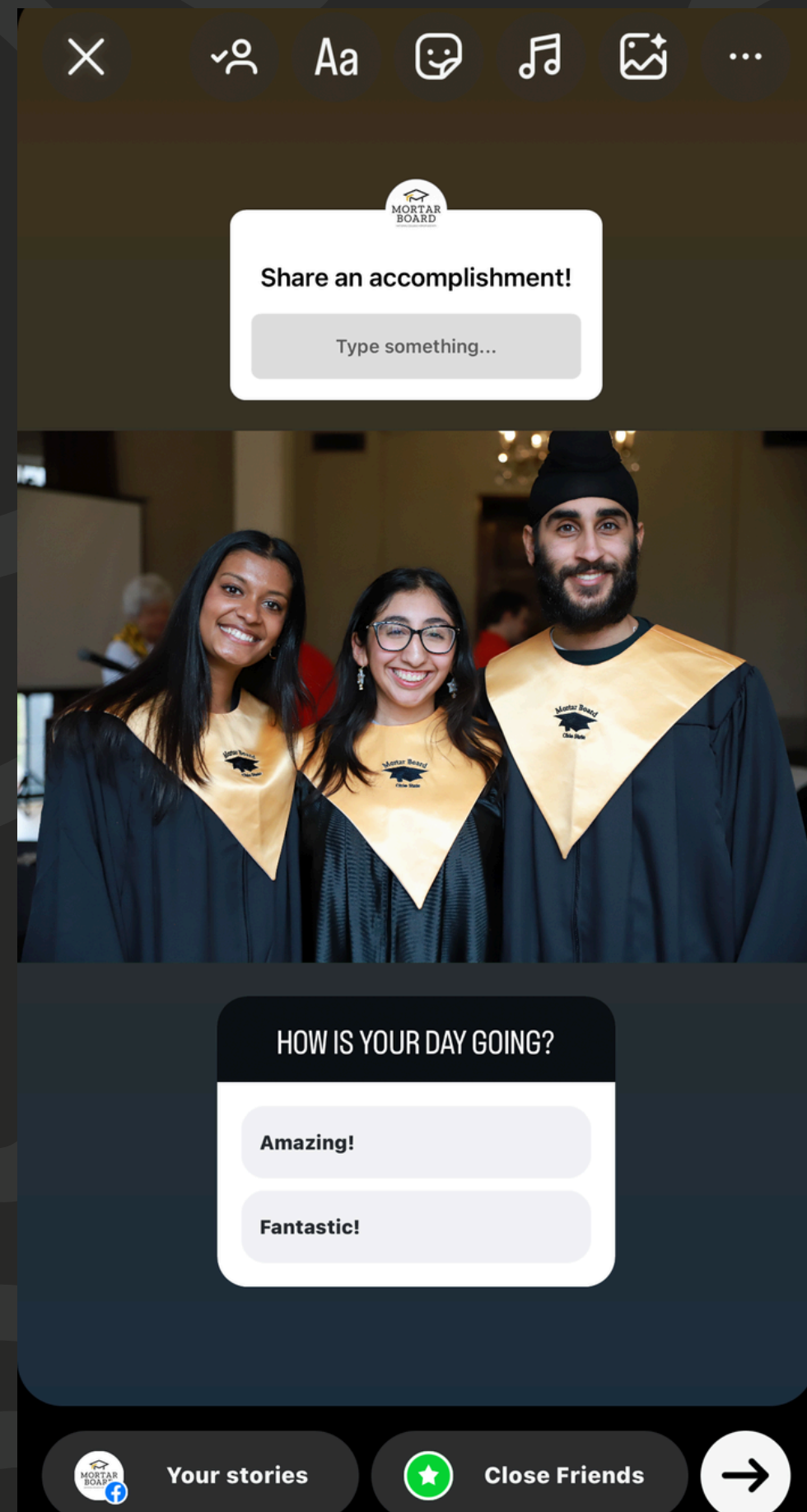
TUTORIAL

3

Click on the icon that says “poll” or “question”.

Experiment with & utilize other features here to boost engagement!





TUTORIAL

4

**Add a question and
share to your story!**

**TIP: To view who answered your
question/poll, click on your story
and scroll up on the screen!**

**PS: Stories are only viewable for
24 hours**

MEASURE & ADJUST

Use analytics tools (including the “view insights” feature on each post) to measure engagement, follower growth, and content performance. Based on your results, adjust your posting schedule, content type, or platforms.

Mortar Board Monthly Stats Sheet										
File Edit View Insert Format Data Tools Extensions Help										
100% 123 Default... 10 B I A										
A1										
1	Instagram Stats Sheet 2025									
2	Tr Month	Followers	Content Interactions	Reach	Total Number of Posts	Link to Best Performing Post	Likes and Shares on Post	Link to Best Performing Reel	Likes and Shares on Reel	Tr Notes
3	March									Eg: Our recognition round
4	April									Notes
5	May									Notes
6	June									Notes
7	July									Notes
8	August									Notes
9	September									Notes
10	October									Notes
11	November									Notes
12	December									Notes
Add 1000 more rows at the bottom										

***Feel free to use this as a template to track your analytics!**

LET'S STAY IN TOUCH!

INSTAGRAM



LINKEDIN



FACEBOOK



YOUTUBE



WEBSITE

