

INSTAGRAM

The Instagram account 'Landsbyggare' is our foremost distribution channel for all the organisations that have chosen to embrace the concept Landsbyggare. This is where we spread photos and films of the people that are building the land and who in their turn define the image of the Landsbyggare. The Landsbyggare come from all over the country and contribute towards strengthening the common brand and the images of the opportunities in the rural districts. We all work towards attracting more followers who are looking towards moving to the countryside and discover new ways of life and that it is possible to fulfil the dreams of a life in rural districts.

TIP:

Account log in and instructions for the period you wish to use the account are sent from us at Leader Höga Kusten. Contact us to get help in starting to use Landsbyggare.

INSTRUCTION

Congrats! You have selected the Landsbyggare, filming and shooting and now the time has come to spread this to more users and create a campaign.

DISTRIBUTION: Our best suggestion is to create a plan for spreading (see example distribution plan) to achieve a good mix of Landsbyggare, settings and to announce when you will be releasing the material, so that the Landsbyggare may share it at the same time for optimal effect. There are various tools for preparing and drawing up the plan.

IN PRACTICE: During the period when you are sharing your campaign on the Landsbyggare account, it should be kept alive by publishing two to five posts per week. Sharing a combination of stills and videos adds action.



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POSTS: The posts reflect the perspective of the Landsbyggare, either in a short post written by the Landsbyggare about why they opted for rural life (example below) or use part of the film scripts that you have produced together.

The posts should be tagged by #landsbyggare

#leader

#landsbygdsutveckling and possible others.

SPREADING SHORT FILMS (max 30 sec for Instagram), should also be posted as part of stories. The stories you make with Landsbyggare, may be saved under your region/destination/organisation.

HOW TO GET STARTED

1. Click on the three dots at the top of your Insta acct
2. Select 'Add account'
3. Log in: landsbyggare (small l)
password: landsbyggare2019
4. you may switch between accounts
5. when you add a post, tag #landsbyggare
6. Select share on Facebook (leader Höga Kusten)

LENDING THE ACCOUNT TO LANDSBYGGARE

The account may be lent to Landsbyggare for up to one week and it is her or his posts incl text and images that are valid. In case the account is borrowed, the following applies:

- **Consider the uniqueness** of your life and focus on that.
(Places, activities that may serve to inspire)
- **Create around** one post per day
- **Focus on good** photos, look for angles, atmosphere, interesting light, etc..
- **Describe the feeling** in what you do but also how you feel in these contexts
- **Source inspiration** from other Landsbyggare who have used the Instagram account.