

How to Start and Create an Instagram Account

01/06/2026 11:15 am CST

Instagram is a great place to engage youth and I'm getting a lot more questions from parishes about it.

First, this is a great place to [start](#) with creating an Instagram account.

We also [put together a video](#) on tuning up your social media as a parish.

We've put together our top 5 rules and recommendations for parishes looking to make a mark on Instagram. Here it is :)

1. Post authentic photos

Graphics don't do as well on Instagram. People want to see faces and places. Post photos of the people in your parish and staff. They don't need to be doctored up or anything fancy. Just be real!

2. Post often

If you want to stay relevant, you need to be posting often using each method (posts, Stories, and Reels). If you can, shoot for...

- 3-5 posts a week
- 3-5 Stories a day
- 1 Reel a week

This can be difficult at first, so start slow and work your way up.

3. Be social

Make a point each day to reply to comments, DMs, and comment on other posts!

4. Utilize Instagram Reels

Instagram Reels is growing rapidly and helping people, brands, organizations, and non-profits reach new people like never before. Don't miss the opportunity to put your parish in front of people that might not otherwise be exposed to the Gospel!

5. Provide value

Social media is all about providing value for people you are trying to reach. You must either be educating or entertaining at all times. Find ways to get creative in engaging your audience.

Additionally, here are some good questions to help audit your Instagram:

1. Are we creating content that provides value for young people?
2. Do we engage with people through comments, likes, shares, etc.?
3. Do we utilize Instagram Stories, polls, and other interactive elements?
4. Do we incorporate in-the-moment photos and authentic content?
5. Do we make our youth aware of the Instagram page? Do we give them a reason to follow it?

Some parishes will even recruit the help of high school volunteers to run the Instagram. This is also a great route to go.

Here are three Instagram pages that do a really great job. One parish we work with, the others we don't:

1. <https://www.instagram.com/ap.church/>
2. <https://www.instagram.com/stanncatholic/>
3. <https://www.instagram.com/stpatrickyorkville/>
