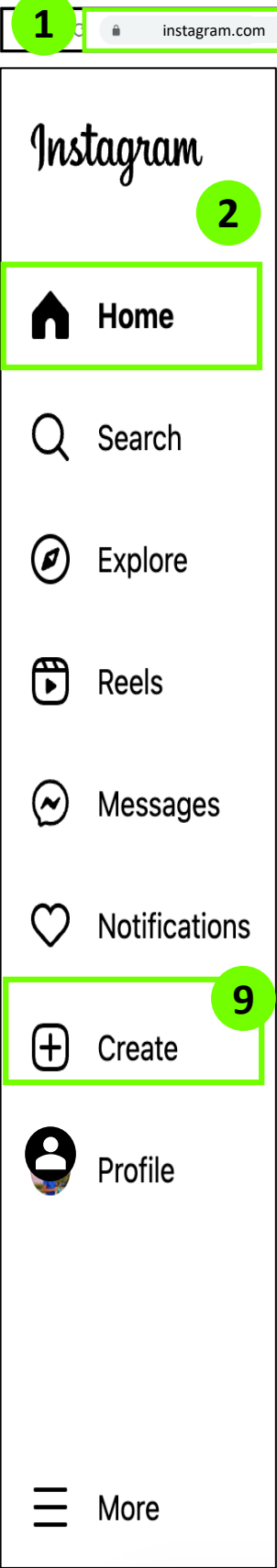# How-To: Post on Instagram

*The following slide outlines how an employee can post to Instagram using the social media language provided in the Toolkit.*

**1** instagram.com

1. Open your preferred browser, type in **https://instagram.com, and log in**

**4** Careers — cbp.gov/careers

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**2**

- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- **9** Create
- Profile
- More

2. Navigate to the Home Page

3. On the **left, you will see a list of options that you will engage with following steps 3, 4, and 5**

4. Open *https://careers.cbp.gov* in a different tab & find an **open role** that you feel would resonate with your network

5. Open the **Social Media Language Tab** in the Toolkit

6. Copy **a post that aligns** to the open position you've identified

7. Open the Social Media Attachments Tab to choose an **engaging image that also aligns to the open position**

8. Download **that image** to your computer to include in your post

9. Navigate back to Instagram & click on the "**Create**" tab on the sidebar

**5** Social Media Language: Twitter & Instagram

**6**
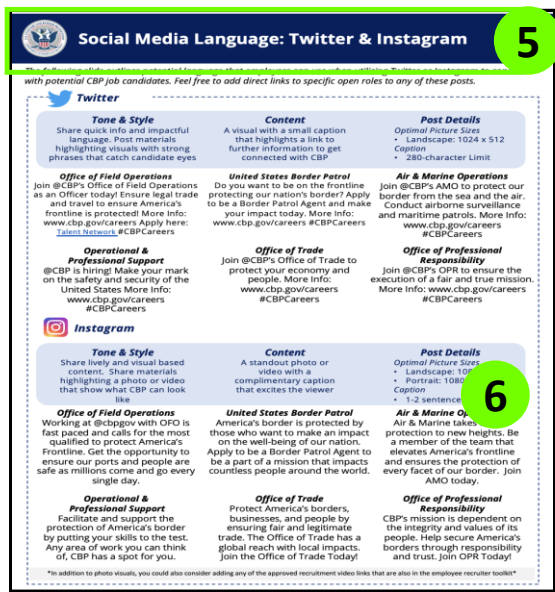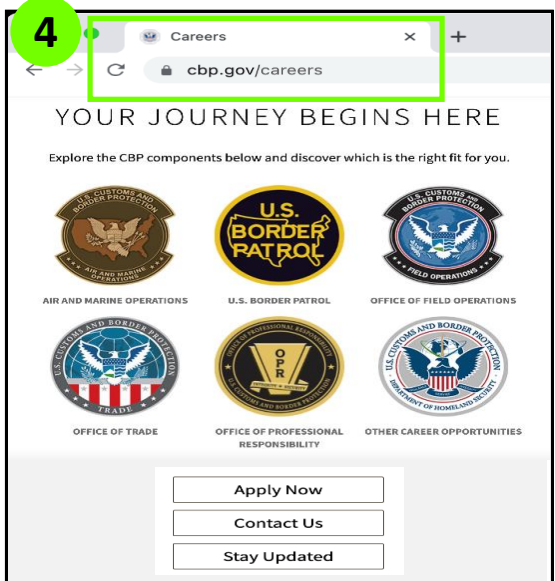
10. Click **Select from Computer** & choose the image you downloaded

11. Choose a filter & press **"Next"**

12. **Paste** your copied post as the caption

13. Press **Share** to post to your followers

Create new post

Drag photos and videos here

**10** Select from computer

**11** Next

Filters · Adjustments

Original · Clarendon · Gingham

**13** Share

John Doe

Write a caption **12**

0/2,200