**Using Instagram to Engage New Audiences**

The Lowenstein brothers have used Instagram to engage new audiences for investigative and accountability-minded reporting. Using Jon’s Instagram account, Jeff explains the story behind the pictures his brother makes, and they convene a rolling conversation in comments—answering questions and posing their own, soliciting similar stories and affirming them, sharing anecdotes and frustrations from the reporting process.

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<http://www.cjr.org/united_states_project/lowenstein_brothers_instagram.php>