

# Japanese Imperial Family Launches Official Instagram Account

SNSは他者とつながるためのコミュニケーションツールとしてなくてはならないものになりました。個人だけでなく企業や自治体も人々との交流を図るために活用しています。ついに宮内庁もInstagramに公式アカウントを開設。気になるフォロワー数は？その発信内容は...？



## 1. Article

Read the following article aloud.

A screenshot of the official Instagram account of the Imperial Household Agency. On April 1, the Imperial Household Agency launched its official Instagram account, quickly **amassing** over 160,000 followers by 2 pm. Vice Grand Steward Buichiro Kuroda addressed the press, stating, "We hope that a broad audience, including the younger generation, will **engage with** our updates about the imperial family. We will continue to further our efforts in this aspect."

The official Instagram account, named "宮内庁/Imperial Household Agency," with the ID "kunaicho\_jp," was **made public** at midnight on April 1. It features photos and videos of Their Majesties Emperor Naruhito and Empress Masako. They capture moments from events like the visit of the general public to the palace for His Majesty's birthday in February. Photos also show their reception for foreign **dignitaries** in March and other activities.

For now, the account will **primarily** highlight the activities of Their Majesties. In the future, the agency plans to consider including content about other imperial family members.

Source : Japanese Imperial Family Launches Official Instagram Account  
[JAPAN Forward](#)

## 2. Key phrases and vocabulary

First repeat after your tutor and then read aloud by yourself.

1. **amass** 寄せ集める、収集する、蓄積する、蓄える

The team worked together to **amass** enough evidence to solve the case.

2. **engage with** ~と触れ合う・関わりを持つ、~とかみ合う、~に関与する

She likes to **engage with** her friends on social media every day.

3. **make public** 公開・公表・発表する

The company **made public** its plans to expand into new markets.

4. **dignitary** (政府などの) 高官・要人、高位の人

As diplomats, **dignitaries** negotiate treaties and agreements between nations.

5. **primarily** 最初のうちは、当初は、元々は、第一に、主として

He was **primarily** interested in studying biology when he started college.

## 3. Questions

Read the questions aloud and answer them.

1. How many followers did the Instagram account amass by 2 pm on April 1?
2. What is the main purpose of the Imperial Household Agency launching its official Instagram account?
3. Have you ever followed an official account of a public figure or organization on social media?
4. How do you think Instagram can help the Imperial Household Agency connect with a broader audience?
5. Do you believe it's important for organizations to use social media to share updates and events with the public? Why or why not?

## 4. 日本語関連記事： 宮内庁がInstagramの公式アカウント開設 午後2時時点で16万人超のフォロワー

宮内庁が1日から運用を始めた交流サイト（SNS）「Instagram」の公式アカウントのフォロワーが、同日午後2時現在で16万人を超えた。宮内庁の黒田武一郎次長は同日の定例記者会見で、「若年層を含む幅広い層の多くの方に、皇室に関する発信をご覧いただきたい。引き続き、努力を重ねていきたい」と述べた。

Instagramの公式アカウント名は「宮内庁／Imperial Household Agency」、IDは「kunaicho\_jp」で、1日午前0時から公開。2月の天皇誕生日の一般参賀や、3月の外国賓客の接遇など、天皇、皇后両陛下のご活動の様子が写真や動画とともに投稿されている。

当面は、両陛下のご活動を中心に投稿。ほかの皇族方のご活動の発信についても今後、検討する。