



Instagram

The Insta411

- Instagram is a free smartphone app used to capture and share moments through photo and video
- It provides individuals, businesses, and organizations with a powerful tool for connecting with and engaging an audience through visual storytelling
- Great instagram accounts take their followers with them – on the road – behind the scenes – sneak peaks into new products or events



The #'s don't lie

- Fastest growing platform, more than 400 million daily active users and 600 million monthly active users
- Over 40 billion photos shared to date, an average of 95 million photos and videos shared per day
- 59% of Instagrammers access the platform daily
- Of the 50% of Instagram users that say they follow at least one brand: 60% learn about products & services through the platform, 75% take an action, such as visiting a website
- This year, an estimated 70.7% of businesses will use Insta for marketing, edging out Twitter for the first time

Why go visual?

- Consumer behaviour and shift towards visual content
- Visual content increases message association, brand awareness, and engagement
- On average, visual content performs over 4 times better than text-based content
- Visual content is more than 40 times more likely to get shared on social media than other types of content



Instagram? InstaMaybe.

Show of hands!



Instagrammers

- Most popular with 18-29 (59%), ~90% are under 35
- 38% of online women, 26% of online men
- 83% of teens in wealthy households are on Instagram.



A highly engaged community

- The Instagram community likes (double-taps) and shares content more than many popular social media platforms, and are generally positive and friendly with comments
- Top brands on Insta are seeing a per-follower engagement rate of 4.21% (58 times higher than Facebook and 120 times higher than Twitter)



It's a mobile world

- Mobile is at the core of Instagram
- You can only create an Instagram post on your phone (not on desktop)
- It's made to be mobile, so you can take people with you anywhere, anytime!



How to get started

- Download the Instagram App to your smartphone
- Set up your account using email or Facebook
- Add a profile picture that followers will understand
- Write a profile: What do you offer and why is it worth following you? Include:
 - Link to your (mobile friendly) website
 - Your branded #hashtag

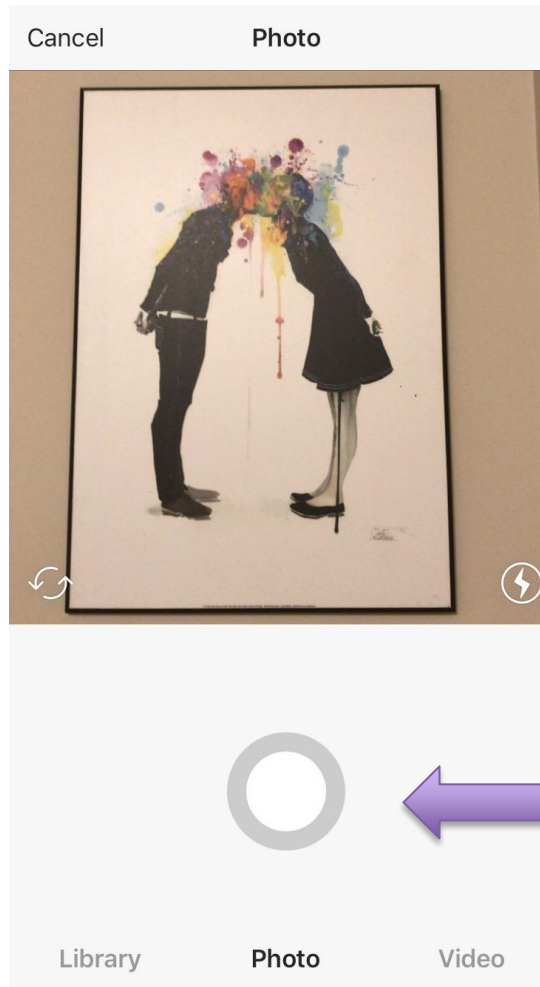


What's what?



- a) **Newsfeed** > just like Facebook where you'll find images from the instagrammers' you follow
- b) **Explore** > find instagrammers and topics using #hashtags
- c) **Take a pic or video** or upload an existing image or video file
- d) **Your notifications** > See who's followed, liked or commented on your pics
- e) **Your profile** > Check out your bio, followers, who you're following & all your pics
- f) **Stories** > Create or add to your story, and view stories from those you follow
- g) **Direct Message** > Send a private message to a contact

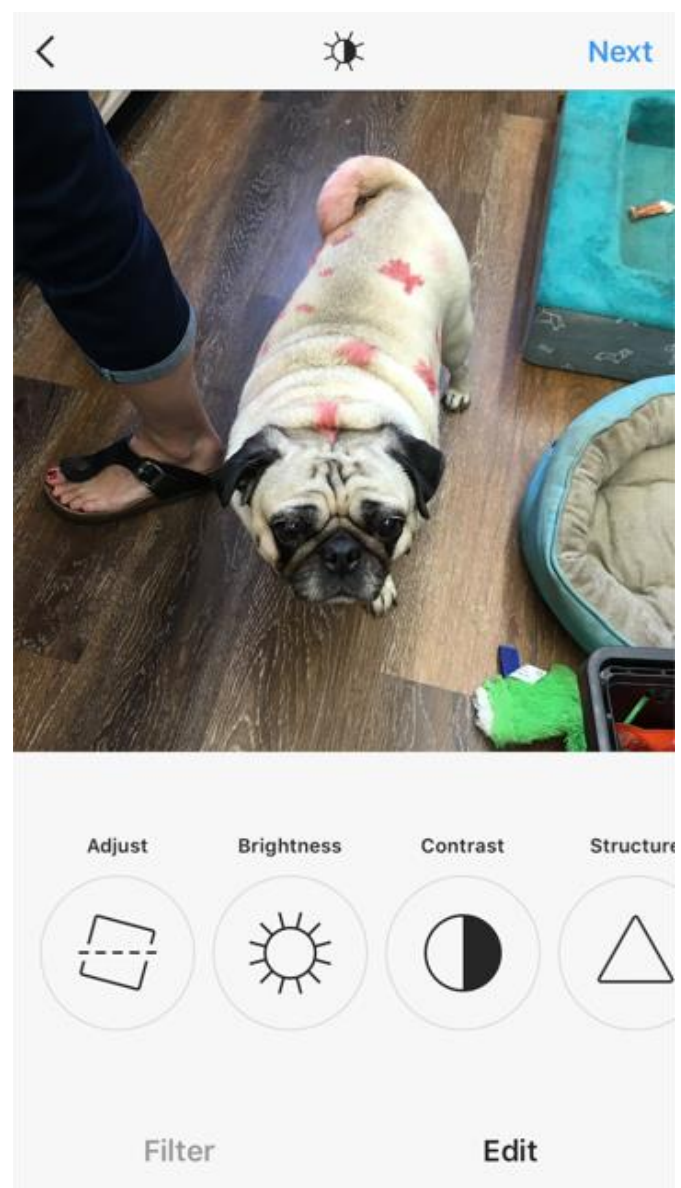
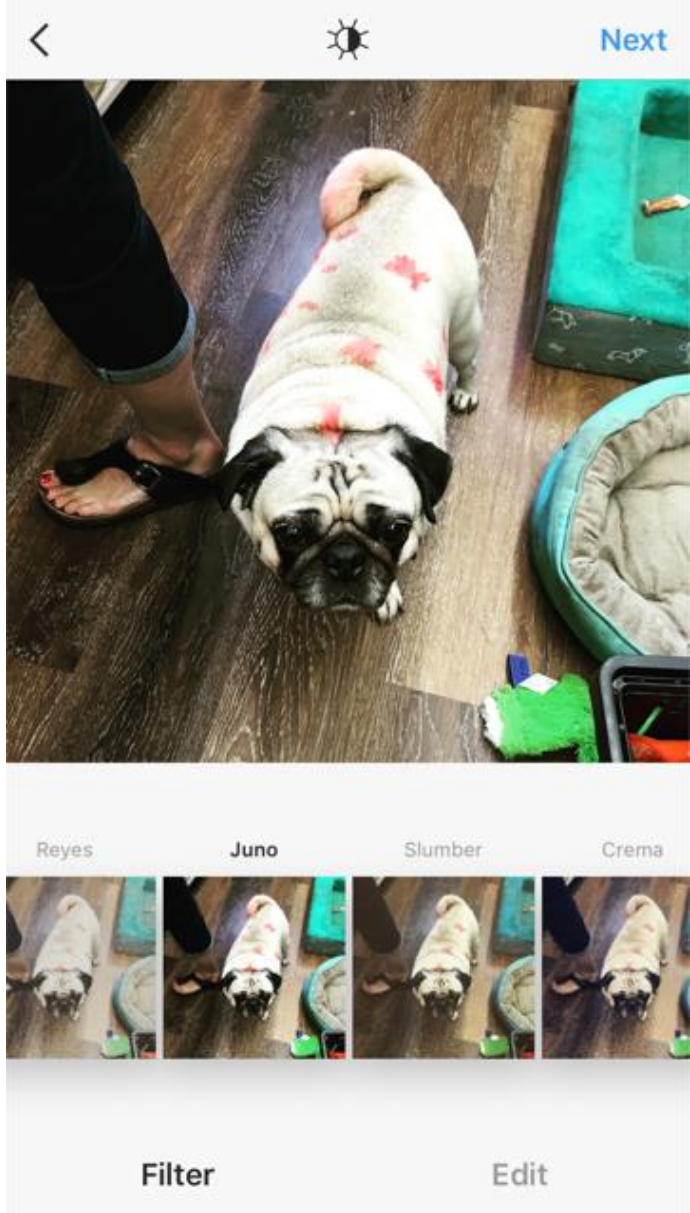
Get Sharing!



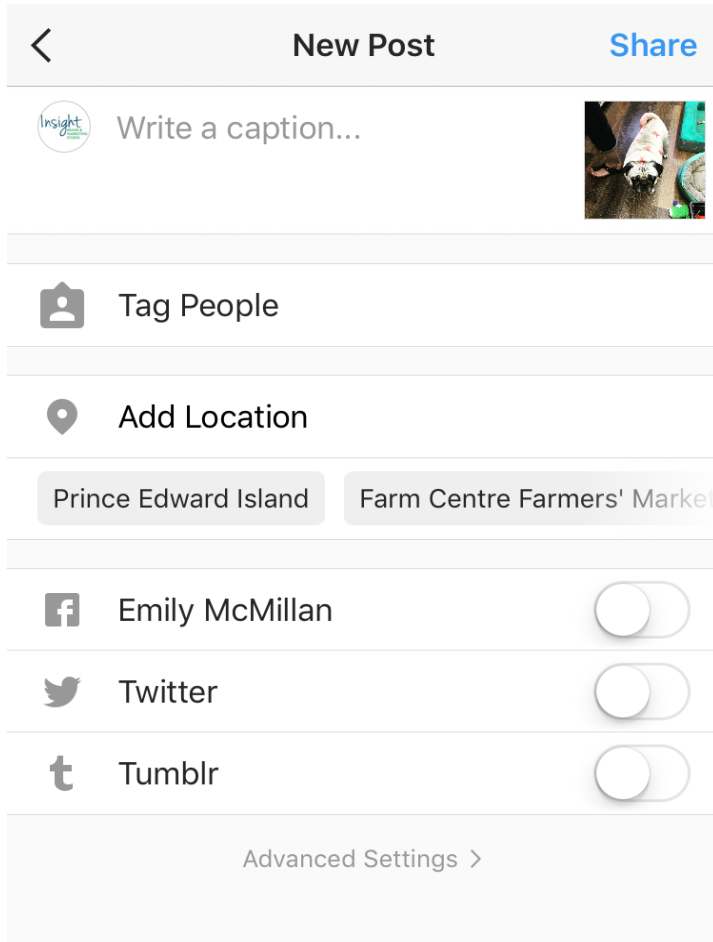
- Upload existing photos or videos by selecting from the library
- Take a pic or video or upload an existing image or video file by selecting the + icon in the middle of the tab options
- Line up for your pic and shoot by tapping the big dot in the lower centre of the screen
- Take 3-60 second video by selecting video and pressing and holding the big button

It's all in the details

- Perfect your image/video by adding a filter or edit it with Instagram's many tools:
 - Straightening tool
 - Filters & borders
 - Adjust
 - Brightness
 - Contrast
 - Warmth
 - Saturation
 - Color
 - Fade
 - Highlights
 - Shadows
 - Vignette
 - Tilt Shift
 - Sharpen



It's all in the details



- Add a compelling caption to your photo (don't forget your hashtags!)
- Tag people in your shots (@...)
- Add your location

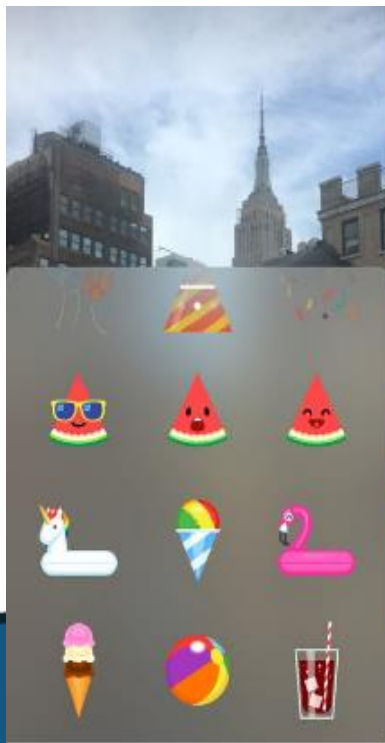
It's a two-way street!



- Remember to take the time to “double-tap”, comment and chat with others!

Instagram Stories

- Instagram Stories have quickly amassed 250 million average daily users
- Series of photos and videos strung together in a content package that disappears after 24 hours
- Disappearing content, live broadcasting feature and fun extras like pen, text, stickers, emojis, and face filters make Instagram Stories the perfect vehicle for businesses to take creative risks and create attention-grabbing content





What's with the pound key?

- A hashtag is a word or phrase beginning with a # symbol with no spaces or punctuation like #ComeTogetherPEI
- Hashtags become a clickable link
- They group conversations about topics making them easier to find, follow and join the conversation
- Hashtags help extend your own brand and distribute your content to Instagrammers interested in your cause



Keys for success

- Have a strategy
- Be a part of it
- Get creative
- Be authentic
- Be consistent
- Follow new accounts
- Learn from the past



Spread the word!

Don't forget to integrate Instagram into your website, blog and other social channels so that people know how to connect with you on Instagram!



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Instagram