



Instagram

What is it?

Instagram is a free, primarily app-based, image and video sharing social network. Over 90% of the 200 million+ people on Instagram are under the age of 35. Instagram skews heavily toward women; 68% of its users are female.

What makes Instagram different?

- The ability to add retro inspired image filters and hashtags to photographs is what made Instagram famous
- All about sharing images captured in the moment, using smartphone cameras (previously was exclusive to mobiles)





How do people use it?

Using the mobile app and the camera on their smartphone users can take, edit and share photos, both within Instagram and on other social networks including Facebook and Twitter. Users have the option to write a caption underneath each photo. This can include hashtags. This allows images to be easily found in search.

Instagram has a strong social component; users can follow the photostreams of others, interacting by liking and/or leaving comments on individual images.

Instagram video

Instagram also now allows users to capture and share 9 second long videos, sharing, tagging, and adding filters to these as they would photos.

What's the opportunities for brands?

Reach

- Brands can develop a presence and reach a significant number of users with their content. Instagram is particularly attractive to brands and businesses looking to reach a young audience
- Advertising – you can now sponsor your advertisement so that it appears on the feed of the people who's interests are similar to your brand.

Brand communication

Instagram offers companies the opportunity to change the way prospects, leads, and customers see their brand. Brands can communicate with their fans directly in a less formal, more personality-led way. Instagram captures the moment and offers instant brand communication.

Engagement

Instagram has changed the way that prospects, leads, and customers interact and engage with a brand.



Best practice: 5 top tips

1. **Use Instagram to report live** – When reporting live from the field or from events and conferences, you should consider using Instagram to document in real-time through photos and videos. Always include a short caption and the relevant hashtag(s) to increase engagement
2. **Share screenshots of photos (aka Regram)** – Capture screenshots on your smartphone and post them on Instagram. These could be screenshots of your website or comments on other social networks
3. **Add hashtags to captions** – People/Businesses that consistently use hashtags have twice as many followers as those who don't. Instagram regularly monitor hashtags, thus enabling you to gain more exposure. Keep an eye on popular hashtags, capitalising on opportunities to use those relevant to your brand
7. **Use third-party Instagram apps** – There are a number of third-party apps worth experimenting with. A good place to start is Statigram, which tracks your Instagram analytics
9. **Share at least one image daily** – To gain followers on Instagram, you must maintain an active presence. If possible, post once in the morning and once in the afternoon or evening. Instagram images and videos peak during the first four hours after sharing, so we'd recommend posting twice daily.



Learn the lingo

Instagram Term	Instagram Meaning
Feed	A series of the most recent images taken by those you are following, in chronological order
News	This is where you see your recent activity and notifications, such as likes and comments. You will also see a summary of what people your followers have been doing
Hashtag	A word with the # symbol in front of it which organises and categories an image, making it searchable
Followers	The people, businesses or organisations that have decided to subscribe to your page and receive updates from you in their feed. They are your audience and who you want to engage
Tag	An Instagram account name preceded by the @ symbol. This is how you interact
Like	Showing that you appreciate an image by double tapping the image or pressing 'Like'
Filter	An effect that you can apply to your image that makes it appear altered or professionally edited
Selfie	A picture taken by someone of himself or herself
Direct Message	This allows users to send private photos to each other
Insta	An abbreviation of Instagram

Useful Hashtags

A hashtag 'trends' when it has been used by a significant number of users in a short period of time. Whilst some hashtags may trend only once as they are relevant to a specific moment in time, others trend regularly. It's worth keeping an eye on both the most popular hashtags and the hashtags of the moment. When you see a trend that relates to your business, engage in it by using the tag. By using a trending tag in your content update, you can significantly extend its reach.

Regularly used hashtags

#ootd



#Sky



#PhotoOfTheDay



#Love



#Beautiful





PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

32% MALE
68% FEMALE

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS

150 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH 925,000 NEW USERS EVERY DAY

400 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



79% OF USERS ARE 35 OR OLDER

240 MILLION ACTIVE USERS

Instagram

CW Content Works

We'd love to hear from you
melanie@cwcontentworks.com
www.cwcontentworks.com

01527 61122

