



The Loop Head Peninsula
Digital Academy



WEEK 6

Instagram Marketing

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Project Ireland
2040



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2014-2020
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Instagram Use

Instagram use in Ireland



Instagram users in Ireland
October 2020



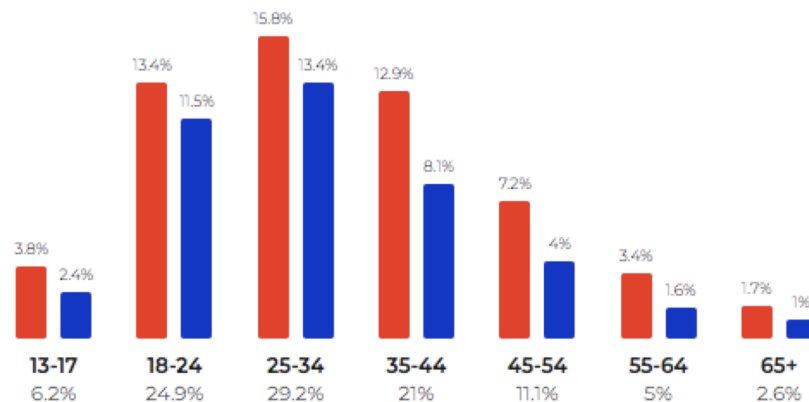
2 092 000



58.1%
women



41.9%
men



NapoleonCat.

Source: NapoleonCat.com

Instagram users in Ireland

October 2020

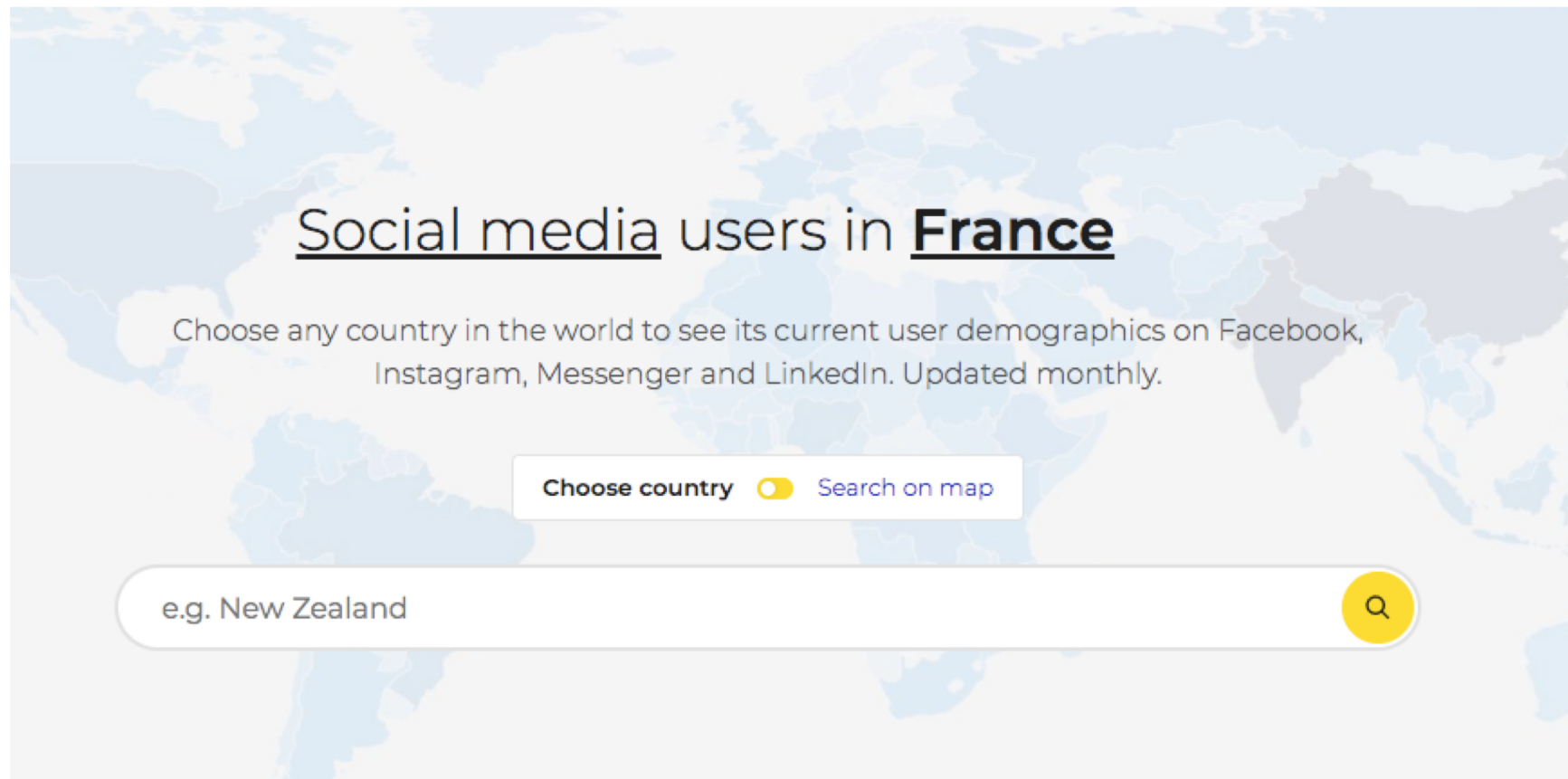
There were **2 092 000** Instagram users in **Ireland** in **October 2020**, which accounted for **42.5%** of its entire population.

The majority of them were **women - 58.1%**.

People aged **25 to 34** were the largest user group (**610 000**).

The highest **difference** between **men and women** occurs within people aged **35 to 44**, where **women** lead by **100 000**.

Check user-base in key markets



<https://napoleoncat.com/stats/>

Mapping out your Instagram Strategy

Goal Setting



What are you goals?



How will we measure them?
Set out your Key Performance Indicators (KPIs)



Who is your target audience?



What content will entertain, inform, surprise, inspire them?

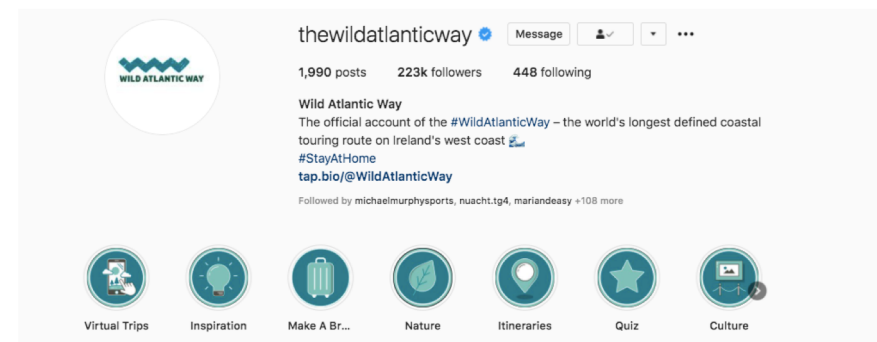
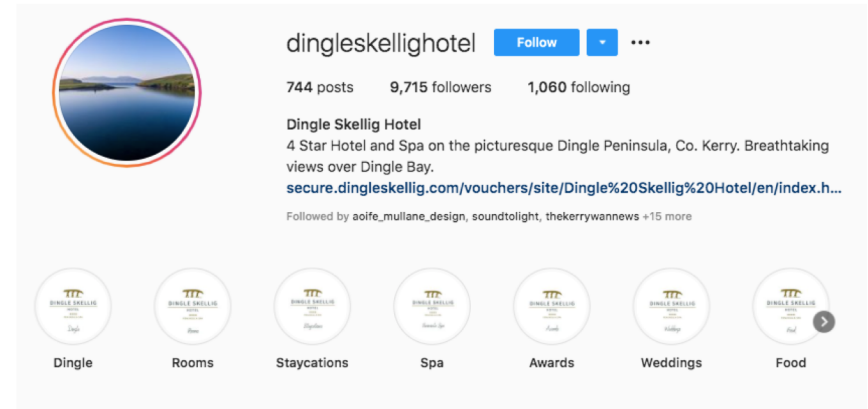


Who will go front of screen: IGTV, Stories, Reels?

Audit of Your Profile

Write your Bio...

- Who are you?
- What are you going to post about?
- Why should I follow you?
- Where are you based/relevance?
- How will you add value to my Instagram experience?
 - URL/offers
 - Hashtags
 - Emojis
 - Highlights
- What profile pic?



Mapping out your Instagram Strategy

Your Profile Checklist

- ☐ Account name correct
- ☐ Username on brand
- ☐ Profile photo (logo/optimised)
- ☐ Verified (blue tick)
- ☐ Bio complete (update when in crisis or campaign mode)
- ☐ Emojis as bullet points
- ☐ Write in notes / paste to profile
- ☐ Correct/relevant URL/Linktr.ee
- ☐ Hashtags (campaign, brand)
- ☐ Highlights
- ☐ Highlight cover images
- ☐ Highlight optimised text



Create Custom Instagram Highlight Covers

- ☐ Open up app in mobile
- ☐ Choose + symbol
- ☐ Choose Instagram Story layout
- ☐ Tap template to add colour to background
- ☐ Tap shapes/icons or search
- ☐ Choose
- ☐ Save to camera roll
- ☐ Upload to Instagram Highlight

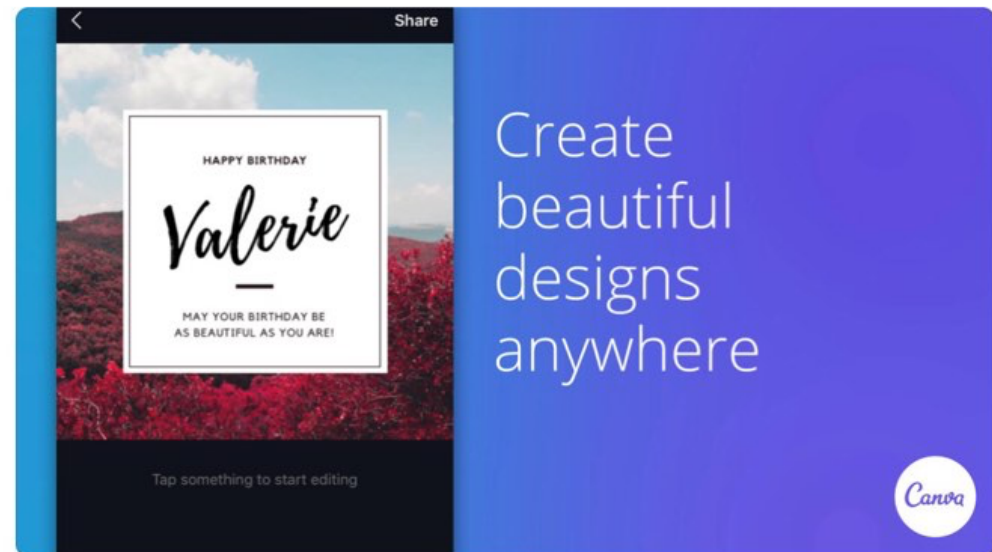


Canva - Photo Editor & D...

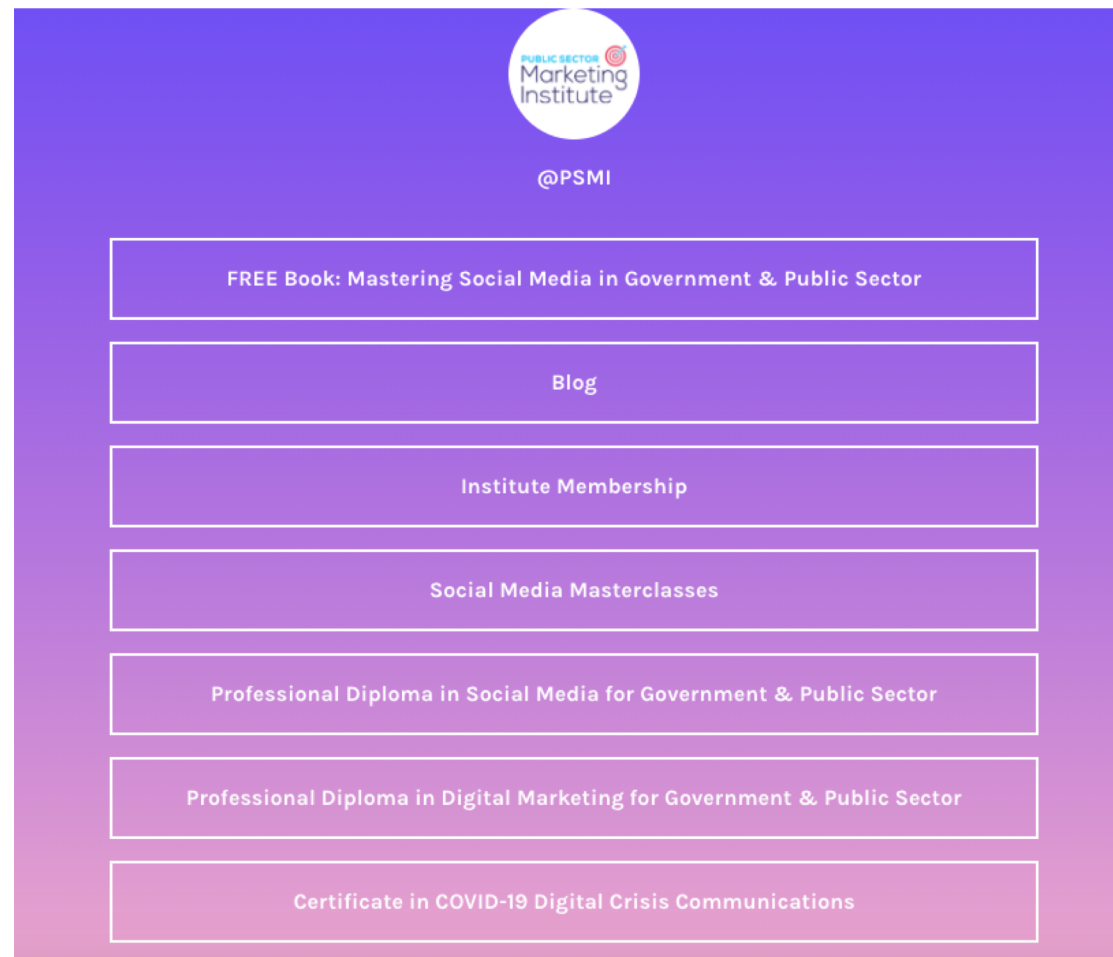
Create collages, logos, posts

★★★★★ 54.1K

OPEN



Mobile Links with Linktr.ee

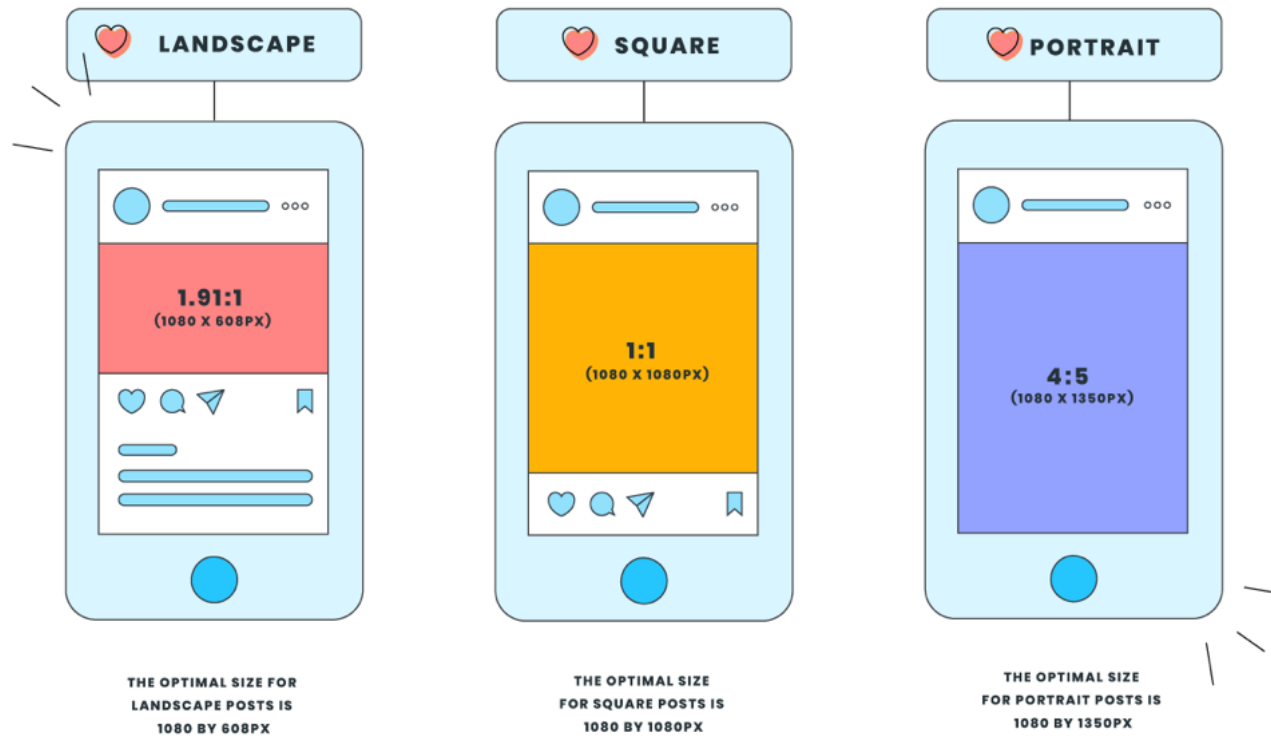


<https://linktr.ee/>

Mapping out your Instagram Strategy

Image and Video Size Guide

INSTAGRAM **PHOTO POSTS**

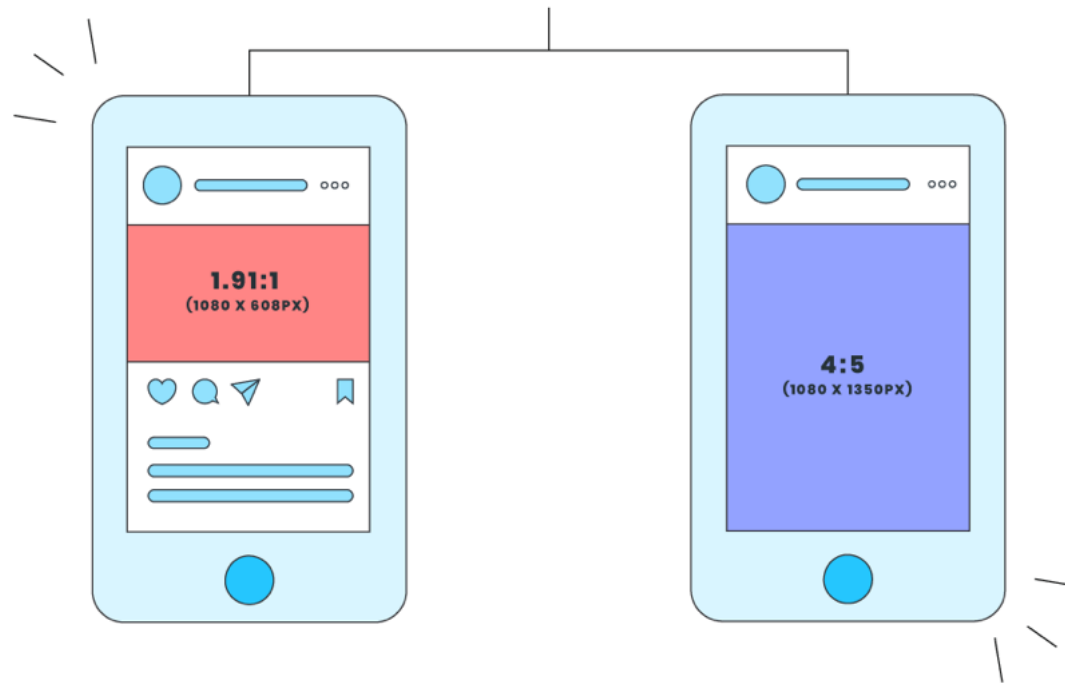


Mapping out your Instagram Strategy

Image and Video Size Guide

INSTAGRAM **VIDEO POSTS**

→ **INSTAGRAM SUPPORTS AN ASPECT RATIO OF 1.91:1 TO 4:5 FOR ALL FEED VIDEOS**



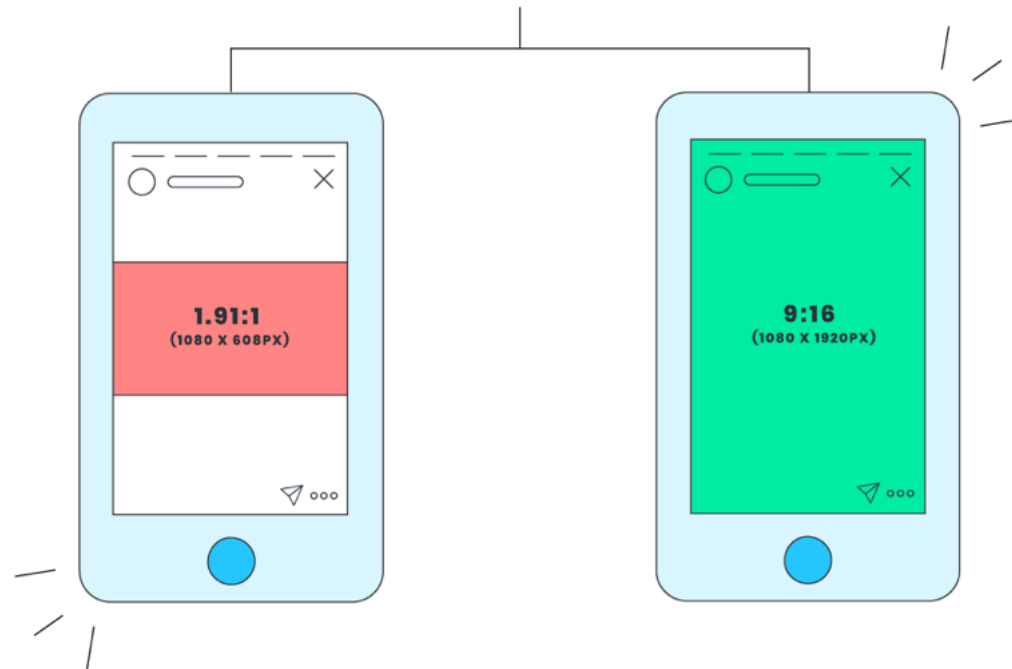
Mapping out your Instagram Strategy

Image and Video Size Guide

INSTAGRAM **STORIES**



**INSTAGRAM STORIES SUPPORTS ANYTHING FROM 1.91:1 TO 9:16, BUT
RECOMMENDS AN ASPECT RATIO OF 4:5 AND 9:16**



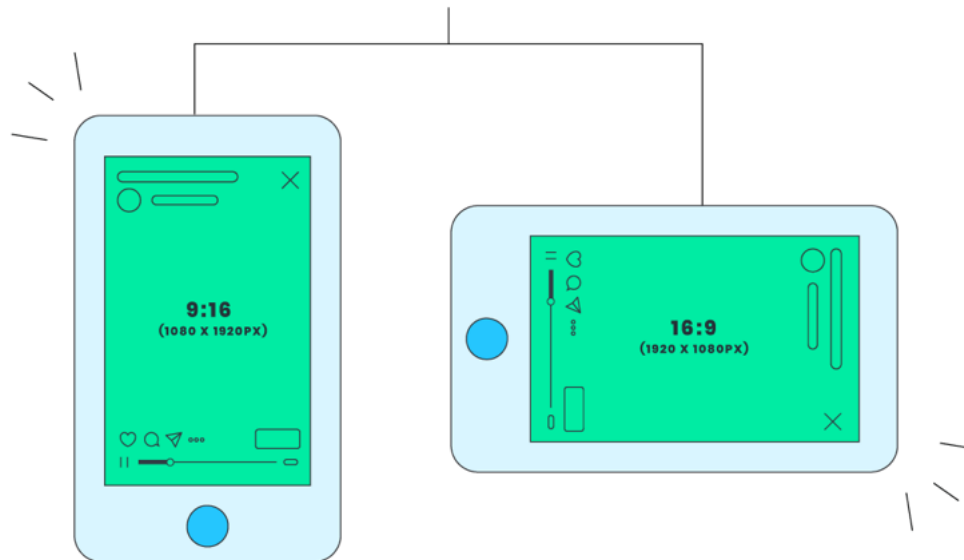
Mapping out your Instagram Strategy

Image and Video Size Guide

IGTV

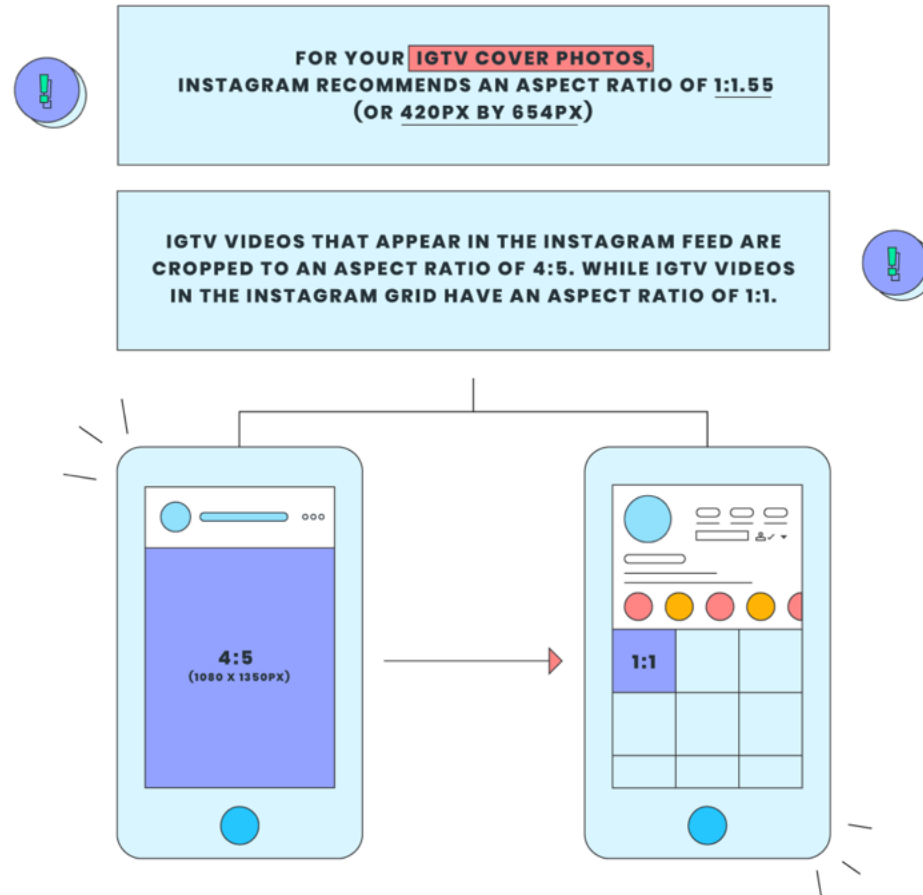


IGTV VIDEOS CAN BE BOTH VERTICAL AND HORIZONTAL. VERTICAL VIDEOS CAN HAVE A MAXIMUM ASPECT RATIO OF 9:16 AND A MINIMUM OF 4:5. HORIZONTAL VIDEOS CAN HAVE A MAXIMUM ASPECT RATIO OF 16:9 AND A MINIMUM OF 5:4.



Mapping out your Instagram Strategy

Image and Video Size Guide

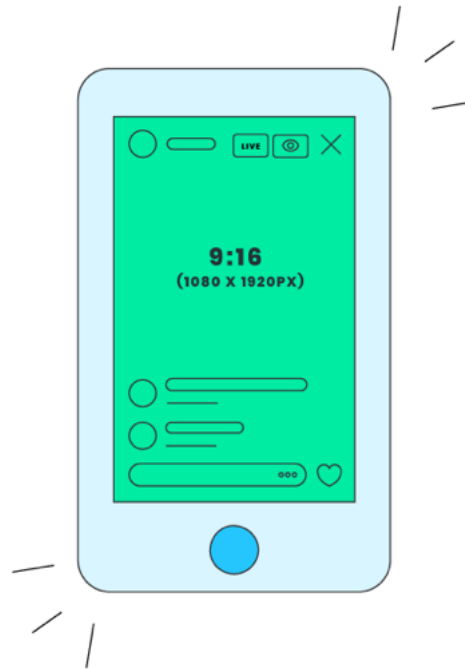


Mapping out your Instagram Strategy

Image and Video Size Guide

INSTAGRAM **LIVE**

→ **SINCE INSTAGRAM LIVE IS SHOT VERTICALLY, THE ASPECT RATIO SHOULD BE 9:16**



Mapping out your Instagram Strategy

Image Creation using Canva

INSTAGRAM TEMPLATES
made in

Canva

FULL ACCESS TO EDITING
INSTANT DOWNLOAD

GRAB YOUR SEAT!
Webinar name
December 1, 2017
2:00 PM
YOURWEBSITE.COM

Don't stop until you are *proud*
YOURWEBSITE.COM

YOURWEBSITE.COM
Access my library of free resources on
Time-Management







5 steps to a more productive day
YOURWEBSITE.COM

YOURWEBSITE.COM
Don't quit your *day dream*

5 steps to getting more done in a day
YOURWEBSITE.COM

Mapping out your Instagram Strategy

Content Plan

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
 Engagement Accounts & Hashtags 5-10 MINS DAILY	#	#	#	#	#
 Grid 3 X PER WEEK	■		■		■
 Stories 2 X PER WEEK		+		+	
 Live AS NEEDED					
 Update bio IN TIMES OF CRISIS OR CAMPAIGN					
 IGTV WEEKLY SHOW Q&A / LONGER INFORMATIVE VIDEOS / CAMPAIGN					

NOTE: the more you post the quicker your following will grow, but relevance is key!



TOP TIP

Scheduling Content Tools

PLANOLY, LATER, AGORAPULSE
and CONTENTCAL

NEW CANVA!

Save time by scheduling your posts

Streamline your workflow with Content Planner. Create, schedule and publish your social media posts directly from Canva.



Part of our time-saving Canva Pro suite:

- ✓ Never pay for images, videos and audio – get our entire library, free
- ✓ Turn one graphic into many with one-click
resize

Try it free for 30 days

Mapping out your Instagram Strategy

Types of Content

- **Educate** (need to know)
- **Entertain** (fun, light-hearted)
- **Inspire** (compelled to like, comment, share)
- **Inform** (real-time)
- **Curated content** (other sources)
- **Celebrate** (we are back open!)
- **Round-up Posts** (best Loop Head Peninsula accounts to follow)
- **Discuss** (prompting conversation, opinion)
- **Call to action** (let me know in comments, double tap if you agree, A or B, DM)



TOP TIP

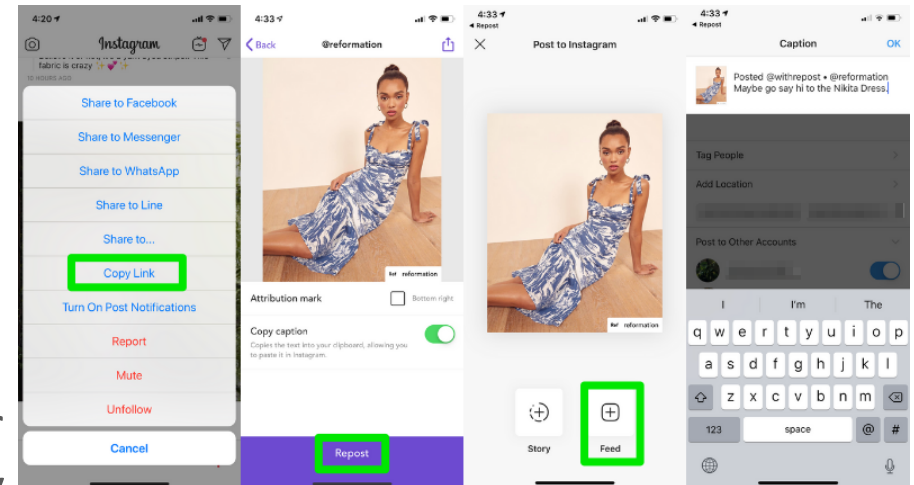
App to Regram

REPOST



How to Regram

- Find the post you want to regram
- Click on the three dots in the upper right corner of the post
- Open up the Repost for Instagram + app
- The post will appear. You'll have a choice on which corner to place the repost overlay. You can also have no overlay
- Choose if you want to copy the caption or not. Click repost. If you do choose to copy the caption, the app will add “Posted @withrepost •”
- The app will request to open up Instagram



Your Instagram Marketing Plan



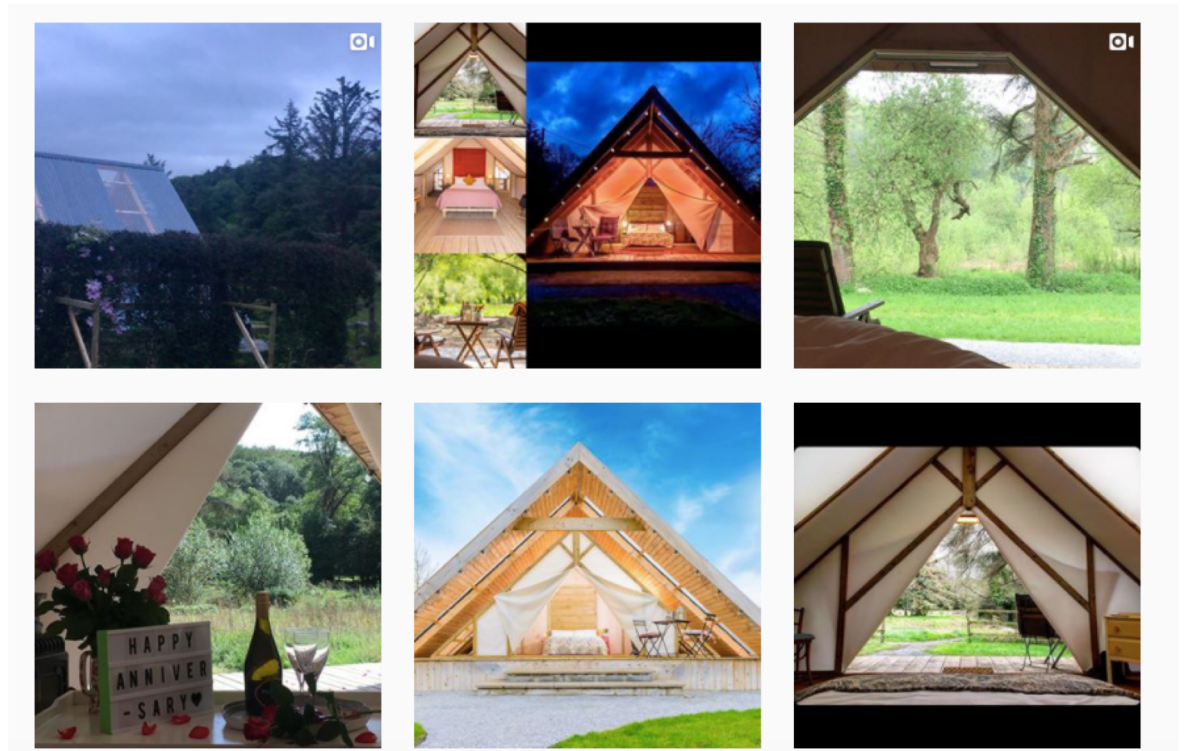
Your Instagram Marketing Plan

Let's work on it now!

Visual Storytelling on Your Grid

Visual Storytelling on Your Grid

- Canva templates
- Consistent design
- Photos only
- Graphics
- Carousel
- Video
- Brand colours
- Fonts



Canva for Design & Video Creation



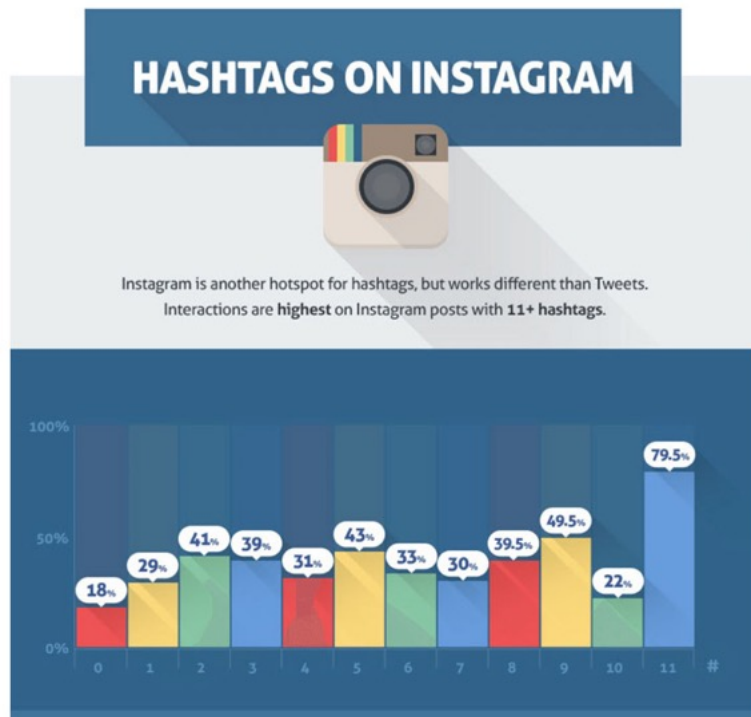


Hashtags

How Many Hashtags to Use?

- You can use up to 30 hashtags
- Posts with **11 *or more*** hashtags get the best engagement
- **Test engagement rates** with posts with 11 hashtags and 30

A study shows....

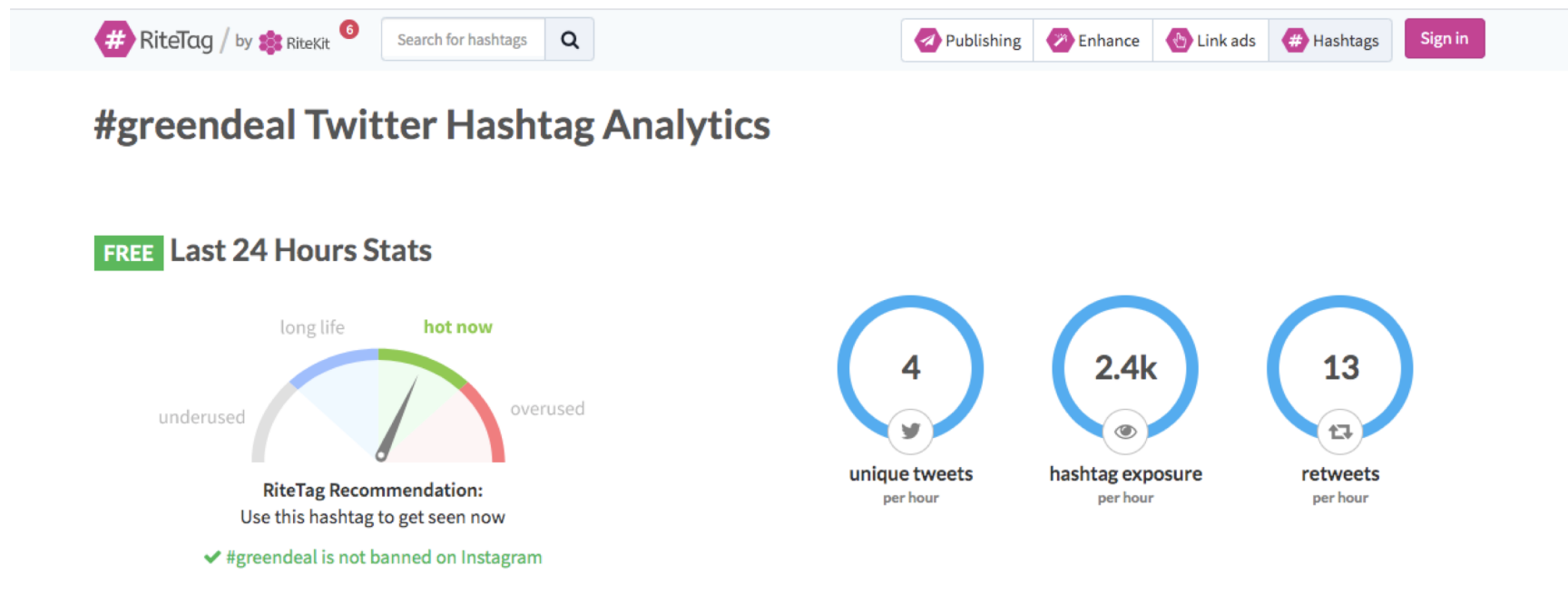
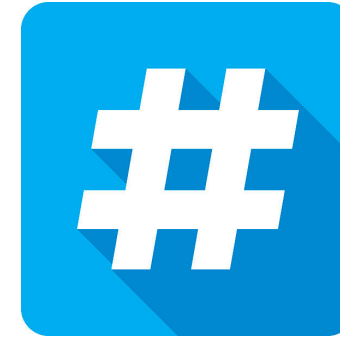


- 0 Hashtags – 18% interaction per 1k followers
- 1 Hashtag – 29% interaction per 1k followers
- 2 Hashtags – 41% interaction per 1k followers
- 3 Hashtags – 39% interaction per 1k followers
- 4 Hashtags – 31% interaction per 1k followers
- 5 Hashtags – 43% interaction per 1k followers
- 6 Hashtags – 33% interaction per 1k followers
- 7 Hashtags – 30% interaction per 1k followers
- 8 Hashtags – 39.5% interaction per 1k followers
- 9 Hashtags – 49.5% interaction per 1k followers
- 10 Hashtags – 22% interaction per 1k followers
- 11 Hashtags – 79.5% interaction per 1k followers

Using 11 or more hashtags means 442% more engagement than using none, and about double engagement over using 1 – 10. So yes, use at least 11, and more if you want to grow your account.

Study Source: <https://soonermarketingsolutions.com/social-media/how-to-use-hashtags-on-instagram-for-explosive-growth-2020-update/>

Popular Hashtags – Use RiteTag



Stories

Glossary

Frame

- a photo or video published to your Story

Story

- the entire collection of Frames.

Stickers

- dynamic elements added to Frames which can be animated, clickable, or even allow users to interact with a Story.

Direct Message (DM)

- a private message to one or multiple users. Quick

Glossary

Quick Reactions

- a set of eight emojis, revealed by swiping while watching a story. Tapping one will DM the emoji to the creator.

Verified Account

- Instagram has confirmed an account is authentic. Examples are public figures, celebrities or global brands.

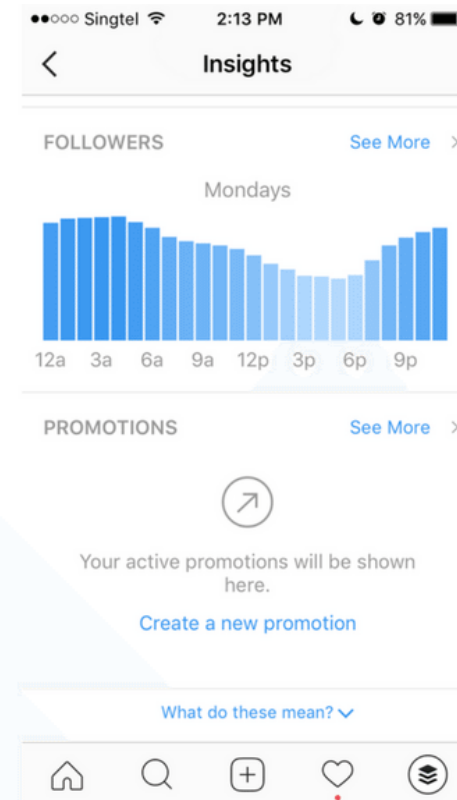
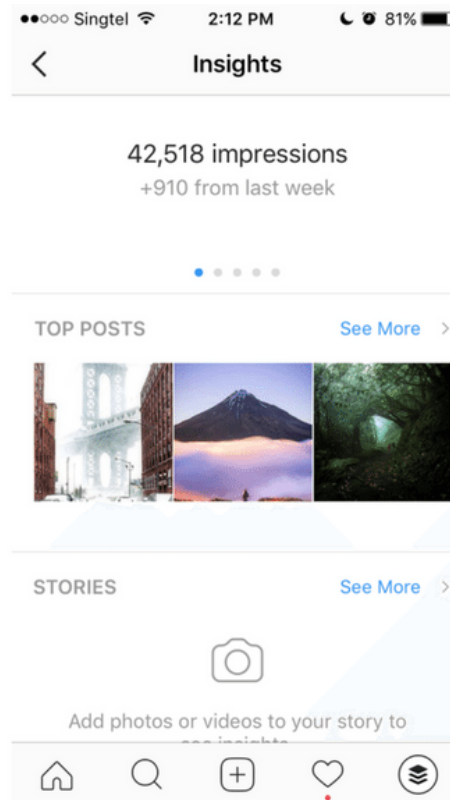
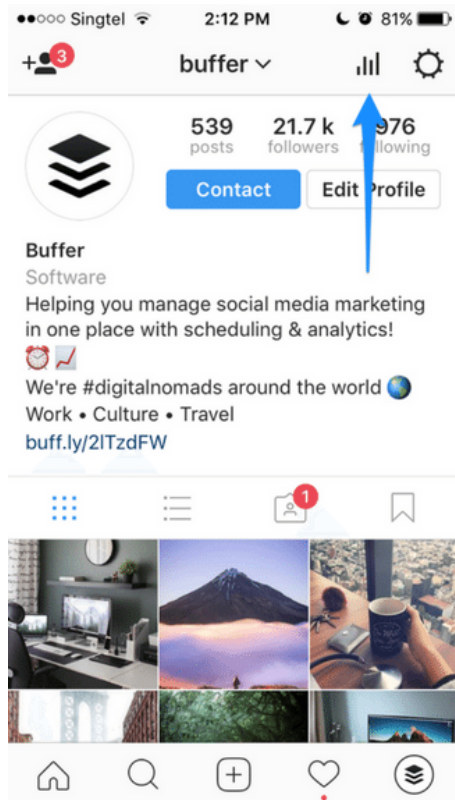
Response Rate

- The total number of users as a percentage who responded to a particular Frame in a Story.

User Generated Content (UGC)

- The Photos and videos shared by others directly or in reference to your account or brand.

Story Insights



Insights

STICKER TAPS

- What it means:

Whether voting on a poll, responding to a question or answering a quiz, Stickers allow followers a way to interact with a Story. Stickers help to indicate when followers are engaged and passionate enough your Story to become part of it.

- How to track:

You can review Sticker responses by swiping up on a live Frame to see how many of your followers have engaged.

Insights

PROFILE VIEWS

- What it means

Your followers can tap straight through to your Instagram profile by hitting your user name in any Frame in your Story. If someone is checking out your profile it's a sure fire sign they're interested in learning more about your brand.

- How to track

You can find this one in the IG Insights page.

Insights

REACTIONS & REPLIES

- What it means

Generating a reaction is a leading indicator of provocative content as someone has paused long enough to reply your Story.

- How to track

Pull out your spreadsheet for this one.

Insights

IMPRESSIONS

- What it means

The number of times all Frames in your Story have been viewed. A higher number of impressions is a good indicator people are enjoying your content, but don't use impressions in isolation, it quickly becomes a vanity metric.

- How to Track

Sum the total impressions across every Frame in your Story. Instagram provides total impressions on Frames, but does not group them together as Stories.

Insights

COMPLETION RATE

- What it means

The total number of followers as a percentage who watch a Story in its entirety. The higher the completion rate the better.

- How to track

Take the total number of impressions on the final frame of your Story, and divide it by the total on the first frame. (Multiply this by 100 to get the completion rate as a %.)

Insights

REACH

- What it means

The number of unique people who have viewed your Story. Instagram ranks quality content and engagement more highly in the algorithm. The better those are, the earlier your followers will see your Story when they open the app, and the more people you will reach.

How to Storyboard Stories

1. Start with a concept - linked to social media marketing objectives
2. Pick your theme and style - look and tone – fonts, colours, etc.
3. Storyboard your scenes - details each frame – media, copy, etc.
4. Add the extras - logos, hashtags, stickers, geotags etc.
5. Conclude with a branded call-to-action - e.g. Swipe up

Project Name: _____

Page: _____ of _____

By: _____

Date: _____

















Stories Tactics

- Using bright, contrasting colours
- Ensure text is legible
- Use interactive elements (e.g. questions)
- Use hashtags, stickers and GIFs
- Go front of camera
- Share user generated content
- Share behind-the-scenes stories
- Share how-to's and tutorials
- Run a Stories ad



Hosting a Takeover

"An Instagram takeover is when someone temporarily takes over another account to create and share content."

1. Set a goal
2. Choose your host
3. Decide on the format and length
4. Choose a hashtag
5. Promote your takeover
6. Measure your results

8 Reasons to Go Live



1. You've got an announcement



2. You're promoting or at an event



3. Tutorial



4. A live series (regular Q&A)



5. Celebration/milestone (launch, anniversary)



6. To interview an expert



7. Bring followers behind the scenes



8. Provide regular updates on business/organisation

Overcome Fear with a Plan

- ☐ Choose your **topic**
- ☐ Decide on your **audience**
- ☐ Choose your **platform**
- ☐ Prepare your **key message/key points**
- ☐ Decide on the **duration**
- ☐ Decide **time of day, day of week**
- ☐ Add a **call to action** for viewers
- ☐ Choose your **spokesperson**
- ☐ Choose your **device** - mobile, tablet, laptop, desktop
- ☐ What's the camera **set up/backdrop**
- ☐ What about **audio**
- ☐ Check your **connection**
- ☐ Be **clear** if you are taking questions



Overcome Fear with a Plan

- ☐ Welcome **live** viewers
- ☐ Welcome **replay** viewers
- ☐ Read out **questions/comments**
- ☐ Notify your audience via broadcast email
- ☐ If you are running a campaign, be sure to use a **hashtag**
- ☐ **Schedule** your live if using Facebook
- ☐ **Promote** it with an ad - if relevant
- ☐ Ask viewers to **share** when you are live
- ☐ **Re-purpose** livestream for greater reach
- ☐ **Re-share/download** the live video for upload to your website/YouTube
- ☐ Don't forget to **save** your live video on Instagram if you want to re-purpose it
- ☐ Do a **practice** run!



What is IGTV?

- IGTV is specifically built for high-quality vertical video longer than 60 seconds.
- IGTV works as either a standalone app, or as an experience built directly into the main Instagram app.



How to Upload a Video?

1. Click on your **profile button** on the IGTV home screen.
2. Now, either select the **'+' button** or click on the **'upload video'**
3. Allow the IGTV to access the videos from your device
4. **Select the video** you want to upload from your gallery
5. **Fill in the details** including name, description, and a cover of the video.
6. You can also like and comment on the videos of other users on IGTV.



Reels

- **Audio: Search** for a song from the Instagram music library. You can also use your own original audio by simply recording a reel with it. When you share a reel with original audio, your audio will be attributed to you, and if you have a public account, people can create reels with your audio by selecting “Use Audio” from your reel.
- **AR Effects:** Select one of the many effects in our effect gallery, created both by Instagram and creators all over the world, to record multiple clips with different effects.



Reels

- **Timer and Countdown:** Set the timer to record any of your clips hands-free. Once you press record, you'll see a 3-2-1 countdown, before recording begins for the amount of time you selected.
- **Align:** Line up objects from your previous clip before recording your next to help create seamless transitions for moments like outfit changes or adding new friends into your reel.
- **Speed:** Choose to speed up or slow down part of the video or audio you selected. This can help you stay on a beat or make slow motion videos.



Reels

- Reels can be recorded in a series of clips (one at a time), all at once, or using video uploads from your gallery. Record the first clip by pressing and holding the capture button. You'll see a progress indicator at the top of the screen as you record. Stop recording to end each clip.



Reels

- ***If you have a Public Account:*** You can share your reel to a dedicated space in Explore, where it has the chance to be seen and discovered by the wider Instagram community. You can also share your reel with your followers by posting it to your Feed. When you share reels featuring certain songs, hashtags, or effects, your reel may also appear on dedicated pages when someone clicks on that song, hashtag, or effect.
- ***If you have a Private Account:*** Reels follows your privacy settings on Instagram. You can share to Feed so only your followers can see your reel. People will not be able to use original audio from your reels, and people cannot share your reels with others who don't follow you.



Instagram Metrics



Engagements per follower

- Engagement relative to your follower count



Follower growth



Comments received

- How engaging your content is



Reach

- How many people are seeing your content



Most engaged hashtags

- Hashtag performance



Video views

- Grid, Reels, Livestream, IGTV Replay



Instagram Stories metrics

- How popular and engaging your Stories are



The Loop Head Peninsula
Digital Academy



Zucca Films



THANK YOU!

See you on the next session...

This project receives
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Tionscadal Eireann
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2040

