The Loop Head Peninsula
Digital Academy

Digital Training Institute
Bring your learning into the Digital Age

Zucca Films

astoneco
management

Loop Head Tourism

WEEK 7

Instagram Video
& GDPR for Digital Marketing

This project receives financial support from:

Clare Local Development Company

LEADER

The European Agricultural Fund for Rural Development: Europe investing in rural areas

Rialtas na hÉireann Government of Ireland

Tionscadal Éireann Project Ireland 2040

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Planning your IGTV Channel

Poll
What's Your Favourite Instagram Feature?

Planning your IGTV Channel

GROUP TASK

- Groups of 5
- 4 Part IGTV Series (to include)
- Livestream – who / what
- Stories – who / what
- Reels – what
- Grid Photo/Carousel

Choose a Topic   #LoveLoopHead

- Life on the Loop
- Lonely Planet Award Winning Sustainable Tourism
- Food on the Loop
- Walk the Loop
- Peninsula Personalities
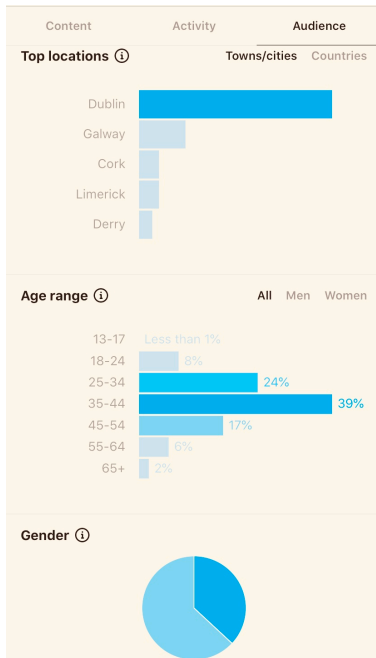- Business on the Edge
- Community Connections

Breakout Room

Instagram Analytics
Let's Take a Look at Competitor Accounts

Content, Activity, Audience

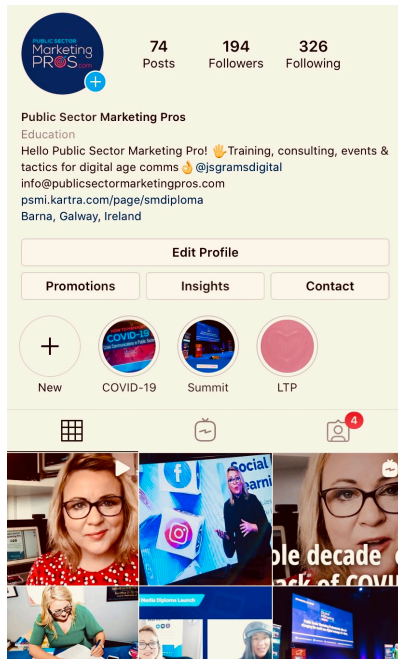|	
Audience	• Location, age, gender, day & time when followers are active
Profile visits	
Interactions	• Actions that people take when they engage with your account
Discovery	• Posts viewed by the discovery feature
Content	• Post insights
Stories Insights	• Hashtag performance
Promotions Insights	• Paid for engagement

Metrics That Matter

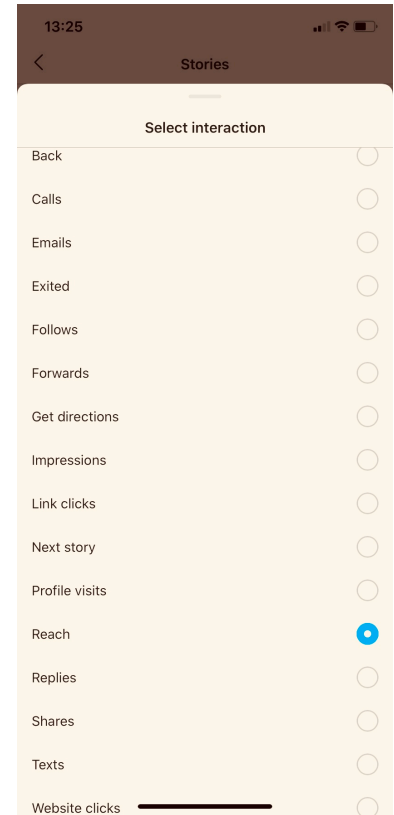|	
Engagements per follower	• Engagement relative to your follower count
Follower growth	
Comments received	• How engaging your content is
IGTV	• Video views
Video	• Video views
Most engaged hashtags	• Hashtag performance
Referral traffic	• Impact on your website traffic
Instagram Stories metrics	• How popular and engaging your Stories are

Engagement metrics

- High performing **+3%**

$$\text{Engagement} = \frac{(\text{likes} + \text{comments})}{\text{followers}}$$

Stories metrics

- **Two weeks** of Stories metrics in app

- **Third party apps** provide deeper insights

- **Interaction metrics**

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Top Tool
https://analisa.io

GDPR and digital marketing

GDPR and digital marketing

- The General Data Protection Regulation

- May 2018 it became European Law

- Aim is to ensure that personal data for individuals is protected locally in each country

- It also has a set of guidelines about restricting personal data from being exported

- The aim is to ensure that citizens are protected and that their data remains under their control to the extent that they are also granted the right to "erasure," or a withdrawal of consent

GDPR and online forms

- A tick box for users to confirm that they accept the terms of using your website and how they agree to be contacted

- A further tick box must be added if you wish to send further marketing communications to the customer

- This tick box must be unticked when they start and you will need a specific box for each type of communication whether it is email, text message or post

GDPR and your website

- Data hosted securely and ability to delete data of users if/when asked

- Cookies Consent – plugin for your website

- Privacy Policy – see sample in Learning Hub

- Email Marketing – opt-in only and for the purposes of opt-in only

- GDPR Checklist

https://gdpr.eu/checklist/

Q&A With the Expert?

What's Your #1 Takeaway from Today's Session

THANK YOU!

See you on the next session...