

POWERED BY

*PechaKucha*TM

20 X 20

IMAGES

SECONDS

PechaKucha.org

DEvised & SHARED BY
KLEIN DYTHAM ARCHITECTURE

CommuniCon 2017

{Jules Morris}



INSTAGRAM



Over 700 million
users



400 million users
are active everyday

59%

of 18-29 year
olds in the U.S.
use Instagram

70.7%

U.S. companies
use Instagram for
marketing, edging
out twitter



95 million photos
& videos shared a
day

32%

of teenagers
consider Instagram
the most important
social network

OUR INSTA APPROACH

KNOW YOUR AUDIENCE

+

CREATE GOOD CONTENT

+

DON'T BE BORING

MILLENNIALS

AGES **20** → **36**

1/4

OF U.S.
POPULATION

6+

HOURS A WEEK
ON SOCIAL
MEDIA

8

SECOND
ATTENTION
SPAN

90%

ARE ON
SOCIAL MEDIA

5 out of 6

CONTACT
COMPANIES VIA
SOCIAL MEDIA

GENERATION Z

AGES **8** → **20**

FURTHER DOWN
THE SOCIAL
MEDIA RABBIT
HOLE

63%

PREFER SEEING
"REAL PEOPLE"
IN ADVERTISING

MILLION
GEN ZERS IN
THE U.S.

65

CONNECTED
ONLINE FOR 10
HOURS A DAY

10

USE SOCIAL MEDIA
TO LEARN OF NEW
PRODUCTS

85%

CONNECT TO YOUR AUDIENCE



GROUPS

FOLLOW STUDENT,
DEPARTMENT, RESEARCH
GROUPS

EVENTS

ORIENTATION, GRADUATION,
COOL CLASSES, COLLEGE &
COMMUNITY EVENTS

ENGAGE

LIKE, COMMENT, AND
FOLLOW

IT MAY BE FREE, BUT IT TAKES TIME!

#HASHTAGS

HASHTAGS ARE KEYWORDS AND PHRASES TO SORT CONTENT INTO CATEGORIES FOR PEOPLE TO VIEW

DO'S & DON'TS

POSTS WITH
AT LEAST ONE
HASHTAG AVERAGE

12.6%

MORE
ENGAGEMENT

DO BE SPECIFIC TO
YOUR AUDIENCE

DO REPRESENT
YOUR BRAND

DO USE YOUR
OWN HASHTAGS

DO USE TRENDING
HASHTAGS

DON'T MAKE THEM
LONG

DON'T USE AN
EXCESSIVE
AMOUNT

#TAYLORSWIFT #INSTAGOOD
#VFL #PIZZA #DONUTS #ROCKYTOP

GEARING INSTA TO YOUR BRAND

WHAT DO YOU WANT TO FOCUS ON?

YOUR INSTA-FOCUS SHOULD TIE INTO YOUR STRATEGIC OR MARKETING PLAN

CEHHS HAS 4 FOCUS AREAS:

OVERALL BRAND EDUCATION
STUDENT EXPERIENCES
RESEARCH IMPACT
OUTREACH

OUR VALUES ARE WOVEN THROUGH THESE



GEARING INSTA TO YOUR AUDIENCE

TALK WITH YOUR AUDIENCE NOT AT THEM

NOW THAT YOU HAVE TIED IN YOUR STRATEGIC PLAN, FOCUS ON CONTENT THAT ENGAGES YOUR AUDIENCE

WHAT INTERESTS THEM?

WHAT DO THEY LIKE?

WHAT DO THEY WANT TO KNOW?

WHAT DO THEY CARE ABOUT?



WHY WOULD YOU DO THIS RESEARCH?

WHAT KIND OF JOBS CAN I GET WITH THIS MAJOR?

WHY SHOULD I GIVE TO UT?

WHY UT?

WHAT IS IT LIKE TO BE A STUDENT?

START WITH A QUESTION

STUDENT PERSPECTIVE

THINK OF DIFFERENT WAYS TO DELIVER
CONTENT THROUGH THE STUDENT PERSPECTIVE

TUTORIALS

BOOMERANGS

INSTAGRAM STORIES

LIVE

INTERVIEWS

TESTIMONIALS

VIDEO

STUDENT SPOTLIGHTS

"BEHIND THE SCENES"

Q&A

CONTESTS

KEEP IT FUN BY MIXING IT UP

AUTHENTICITY

FIND YOUR

VOICE

APPEARANCE

FEEL

AND OWN IT

LOOK GOOD

CREATE A CLEAR AND CONSISTENT STYLE
THROUGHOUT YOUR INSTA FEED
BY USING SIMILAR:

FONTS

COLORS

FILTERS

HASHTAGS

VISUAL
CONTENT IS

40X

MORE LIKELY TO
GET SHARED

60%

OF TOP INSTA
BRANDS USE THE
SAME FILTER FOR
EVERY POST

INSTAGRAM IS ALL VISUAL

NICE PHOTOS



BUT HOW?

WHEN SNAPPING A PHOTO...

SHOW
PERSONALITY

CANDID

REPOST
OTHERS' PICS
(MAKE SURE TO GIVE
THEM CREDIT)

TRY A NEW
ANGLE

TIMING

POSTING FREQUENTLY DRIVES FOLLOWERS
AND ENGAGEMENT

11-12 PM & 8-9PM

ARE CEHHS' BEST TIMES FOR OPTIMAL ENGAGEMENT

TIP:

KEEP POSTS SHORT. DON'T SHARE OR COPY AN ENTIRE ARTICLE. TEASE WITH THE BEST TIDBIT OR QUOTE. THEN SEND THEM TO A LINK IN YOUR PROFILE FOR FULL ARTICLE.

RAPID FIRE TIPS

15-30

SECONDS
IS THE OPTIMAL
LENGTH FOR AN
INSTA VIDEO

TO AVOID USING
TOO MANY
HASHTAGS IN
YOUR CAPTION,
ADD THEM AS A
COMMENT



YOU CAN ADD
LINKS IN STORIES

BEST TO LIMIT
CAPTIONS TO

125

CHARACTERS

POST UP TO

10

PHOTOS IN A POST

TRY NOT TO POST
MORE THAN

7X

A WEEK

TOOLS

FOR SCHEDULING POSTS

HOOTSUITE

FOR DESIGN

CANVA (MOBILE & DESKTOP)
PICMONKEY (DESKTOP)

FOR VIDEO

ADOBE SPARK
BOOMERANG (LOOPS)

FOR TEXT ON PHOTO

A BEAUTIFUL MESS (MOBILE)
OVER (MOBILE)

FOR INFOGRAPHICS

PIKTOCHART (MOBILE &
DESKTOP)
CANVA (DESKTOP)

GIVE IT A TRY

AUDIENCES VARY SO...

SEE WHAT WORKS

BE CREATIVE

KNOW YOUR AUDIENCE

TRY NEW STRATEGIES

ULTIMATELY, CHOOSE YOUR INSTA APPROACH
AND OWN IT

CHECK
POST ANALYTICS
USING
INSTAGRAM'S
ANALYTICS
TOOLS

IT TAKES A TEAM

#CEHHS DREAMTEAM  UTK_CEHHS

JULES MORRIS @THEBOMBDIGG @BEBOMBDIGGITY

BONNIE MAPLES @BJMAPLES6511

TESS WAIBEL @TESSWAIBEL @SALTLIGHTCO

