



Brand Communications Success on Instagram: @FedEx

Charlene Macielag, Social Media Strategist

@macielag
#powerofPR

Inspire love and preference for FedEx.



#powerofPR @FedEx

What's Working



fedex

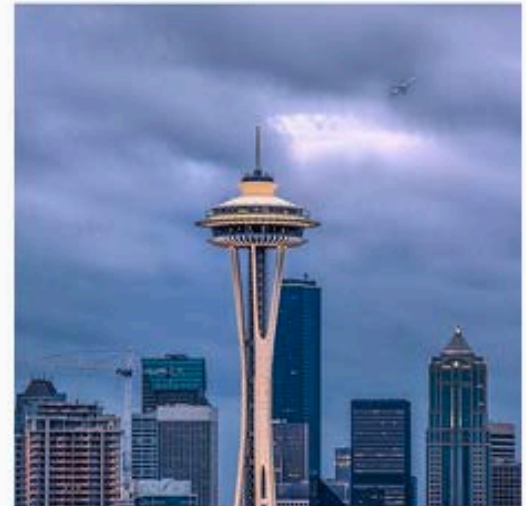
FOLLOW

FedEx Delivering a more colorful, connected world. → www.blog.fedex.com

238 posts

24.8k followers

103 following









Our customers are cool, quirky and fun.



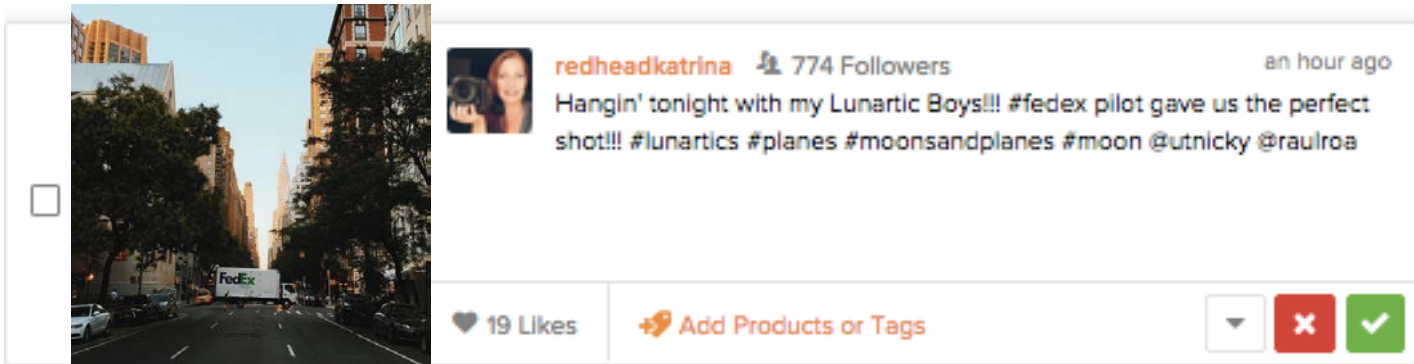
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We enable connections.








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 **redheadkatrina**  774 Followers an hour ago

Hangin' tonight with my Lunartic Boys!!! #fedex pilot gave us the perfect shot!!! #lunartics #planes #moonsandplanes #moon @utnicky @raulroa

 19 Likes  Add Products or Tags   



joao_coutinho
Lexington Avenue

FOLLOW

123 likes

2d

joao_coutinho Out for delivery
#VSCOcam #igersNY #newyork_instagram
#fedex #manhattan #NYC

fedex Hi there, great pic! We'd love to share it from our social accounts and give you photo cred in the caption. Reply with #YesToFedEx if we can!

joao_coutinho @fedex sure. It's a pleasure.
#YesTIFedEx

joao_coutinho @fedex #YesToFedEx

Log in to like or comment.



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“FedEx has truly mastered the art of making their deliveries inconspicuous [frowny face emoji]” - @boriflor3







Surprise and Delight



jfashlongirl87

FOLLOW

807 likes

10w

jfashlongirl87 Thank you so much **@fedex** for this mother's day gift! I was able to capture some **#proudmom** moments with the FUJI instax mini 90. Love this camera! Everything about this is so nostalgic💕💕
#thepettways

view all 9 comments

esh_naturalchic I need this asap

fedex 😊

b0red_photography Omg this is the best thing ever

jampatgrant **@grantfineart** sept 21 please **wildfoodjourney** Have the pink oneI think it cost like 70 bucks on amazon....I'm going to get the wide film one now....I think that one cost like 100 bucks

craftsandglory That camra looks beautifully retro.

tamster07 **@adorejuu** **@ayo_tiwa** I want this for my bday... Pls and thank you.

thegoodwifellife **@26_love** I want this camera!!!!

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FOLLOW

380 likes

31w

fedex Tis the season of #PurpleHats!
@christopherferris is glowing in his #FedEx hat during his morning run in CT. Congrats to our Instagram trivia winners over the past two weeks: @familyforhealth, @planebeau, @rwsmith1977, @joncorleone1, and @peruvian561.

christopherferris Thank you for the feature!
@fedex

jtsoldier21 FedEx number 1.

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fedex
fedex.com/deliverjoy

FOLLOW

343 likes

33w

fedex In what city will electric tricycles #DeliverJoy this holiday season? 1st right answer wins a #FedEx purple hat! #PurpleHats

view all 85 comments

centrairwingnut venice

centrairwingnut vatican

centrairwingnut las vegas

yelkhou Where is my purple hat! I'm Still. Waiting 🎁🎁🎁🎄

geminijets166 @fedex Rome, Italy

caseman315 @fedex New York City

ally_56 My boyfriend works for fed ex nyc- he needs this!! ❤️❤️❤️❤️

sammybaby___ @alfiezy

cpavao @moneymeech9 cp8

cpavao @victoriaaaa_1010

pastorcitord What do you think papaito @gjesusito @adrian_salazar25

lesterdsouza16 France

Log in to like or comment.



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Influencers



FOLLOW

5,007 likes

24w

fedex Oh my gosh, it's Manny! We hear @manny_the_frenchie loves looking for extra goodies in the box after he gets his deliveries. #dogsofinstagram #MannyTheFrenchie

view all 317 comments

adrixter @anaromandia

mac.designs @lexdup

lexdup Omg! That's so perfect! I love him
💖 @mac.designs

__nayhibe__ FED EX 🤔🤔🤔🤔

@olviab_13 @_e.l.l.a_

@ka_underwood2103

ka_underwood2103 🤔🤔🤔

@__nayhibe__ @olviab_13 @_e.l.l.a_

muori.felice.contento.ridendo Bello il cane come si chiama e se vuoi seguimi

denisekimberley @jameshong23

denisekimberley @jameshong23

fmarco95 Good

antonlovzk Haciendo envios

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justinliv snapchat Justi... [FOLLOW](#)

4,489 likes 8w

justinliv Headed out for some quick errands with my handmade @gradolabs headphones 🎧 // new posts over on my blog [link in bio] + a #bigboxofsmallgoods post/video will be up this afternoon... Happy Friday, y'all! #tgif #sampl

- itsactuallydan** 🎧🎧
- gregorydava** When are you in la next homeboy?
- cadetusa** Nice pants... 🎧👍
- mans_and_them** I skated by your crib today!
- schmidtpe** Cool!! Love it
- oh_antonio** Nice headphones! Stealing those from you obviously
- lifestylemaxi** 👍
- casetify** Can't wait to see it @justinliv!
- theclintonwebb** Want your closet, and your headphones
- iamgabp** Love your shirt 🎧

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CAMPAIGN DETAILS

Micro Businesses



PIE BOX

Coastal Road
American Made

Casetify

energybits
add more life to yours one bit at a time

GRADO

EPIC PICKLES

Micro Businesses' Products



FedEx Companies

Shipped in Custom Program Box



To Social and Relevant Industry Influencers



Guy Kawasaki



The American Edit



A Continuous Lean



Not Without Salt



Alexa Jean



Justin Livingston

And Share On Social

For Mutually Beneficial Exposure



YouTube



Texas Preview

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joegibbsracing

FOLLOW

473 likes

15w

joegibbsracing Get up to speed on Denny Hamlin & the @fedex Racing team with this Texas Preview!

ibragim_501 Oh yes ❤️❤️❤️

ilovestarbucks911 I'm ready

sibillekaren You got your clock, now go get your hat! :)

fedex 😊

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What's not working



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See bio for official r...

FOLLOW

462 likes

23w

fedex CONTEST: Missing your #Valentine? Enter the #TicketToLoveContest and you could win an airline voucher to see your loved one! For a chance to win, post a pic of your V-day gift with #TicketToLoveContest and @FedEx by 5PM CT on 2/17/15. <3

fedex #ValentinesDay #love

ladylaureng What a cool way to advertise this!

kellykinsss @tinytashxo get a ticket to Cali!

tinytashxo This is beautiful!! ❤️❤️❤️❤️
@kellykinsss

kellykinsss @tinytashxo haha it is it is!!

bedoadam @havaska

sweetifysteve Check your DM

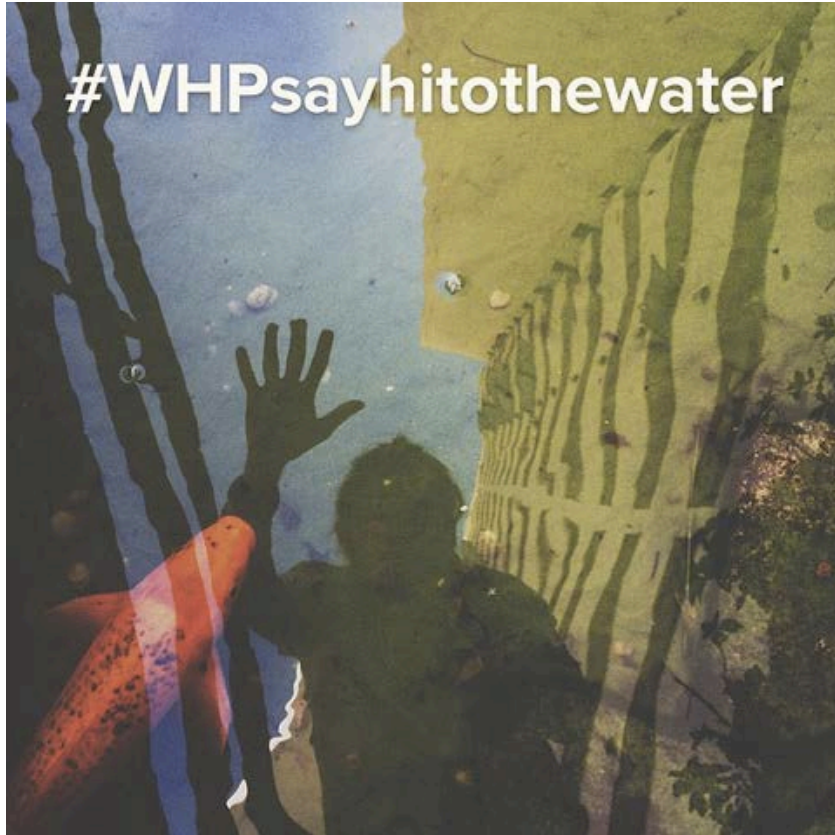
leonard.100.tomat Mira Chaparrita tal cual te los doy yo en puro FedEx envelope y FedEx large box ;) @ssrvfz16

ssrhytomat Sí amor 100% FedEx :)
@leonard.100.fz16

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What's coming up



Instagram

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546k likes

2d

Instagram Weekend Hashtag Project:
#WHPsayhitothewater

The goal this weekend is to make photos that creatively capture your own reflection in the water. Our inspiration for the challenge comes from Brazilian photographer César Ovalle (@cesinha), who created the #sayhitothewater hashtag. Some tips to get you started: Make sure to look beyond the puddle and get creative about where you might find interesting reflections. If you are in a dry area, fountains, glass and swimming pools can all reveal natural mirrors. Greetings come in many shapes and forms. Be bold when it comes to striking a pose with your hands, legs and feet. "Doing something unconventional is always worth a try," suggests César. Focus on reflections that have interesting backgrounds but are not too polluted. Make sure the surface beneath the water is clean. If it's too dirty, it can damage the end result. Pay attention to your style. "Wear interesting shoes,"

Log in to like or comment.

...



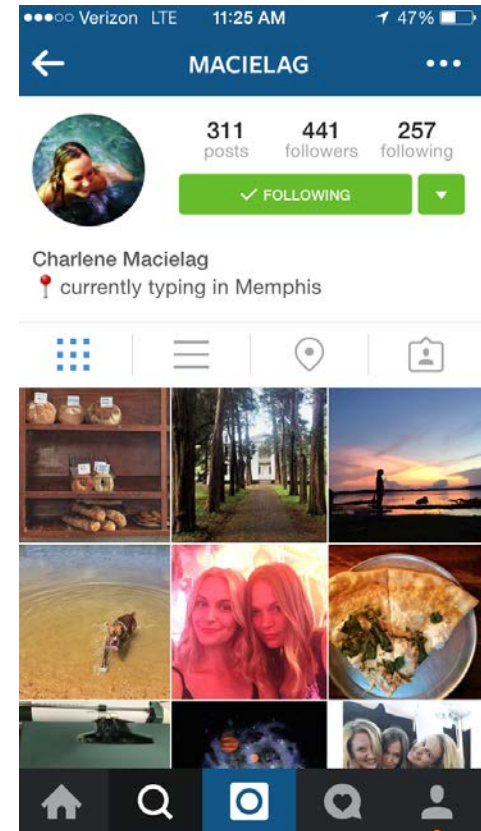
Key Takeaways

- Use fan content
- Surprise and delight your customers
- Ask your partners to tag you
- Try everything

Tools

- Curalate

Contact





Social Media B2B



ADWEEK



DIRECTIONGROUP

