

How to Use Instagram for Multigenerational Engagement

Hello!

I'm Bianca Prade

© How to Use Instagram for Multigenerational Engagement



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We develop integrated earned and social media winning strategies for clients including brands, non-profits, trade associations and political leaders.

George Washington University

Adjunct faculty member in the Strategic Public Relations graduate program.

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How to Use Instagram for Multigenerational Engagement

- ✓ Instagram video strategy
 - ✓ NewMe Startup Accelerator for Minorities
 - ✓ Tips and Tricks

Instagram Changes in the Past Year

⦿ **Longer Video:** Instagram videos can soon be up to 60 seconds long.

⦿ **View Counts:** View counts now appear underneath videos, where before you'd normally see likes.

⦿ **Self-service Ads:** Ads can now be purchased through Facebook's self-serve interfaces.

⦿ **Boomerang:** Video app that allows users to create mini, looping videos.

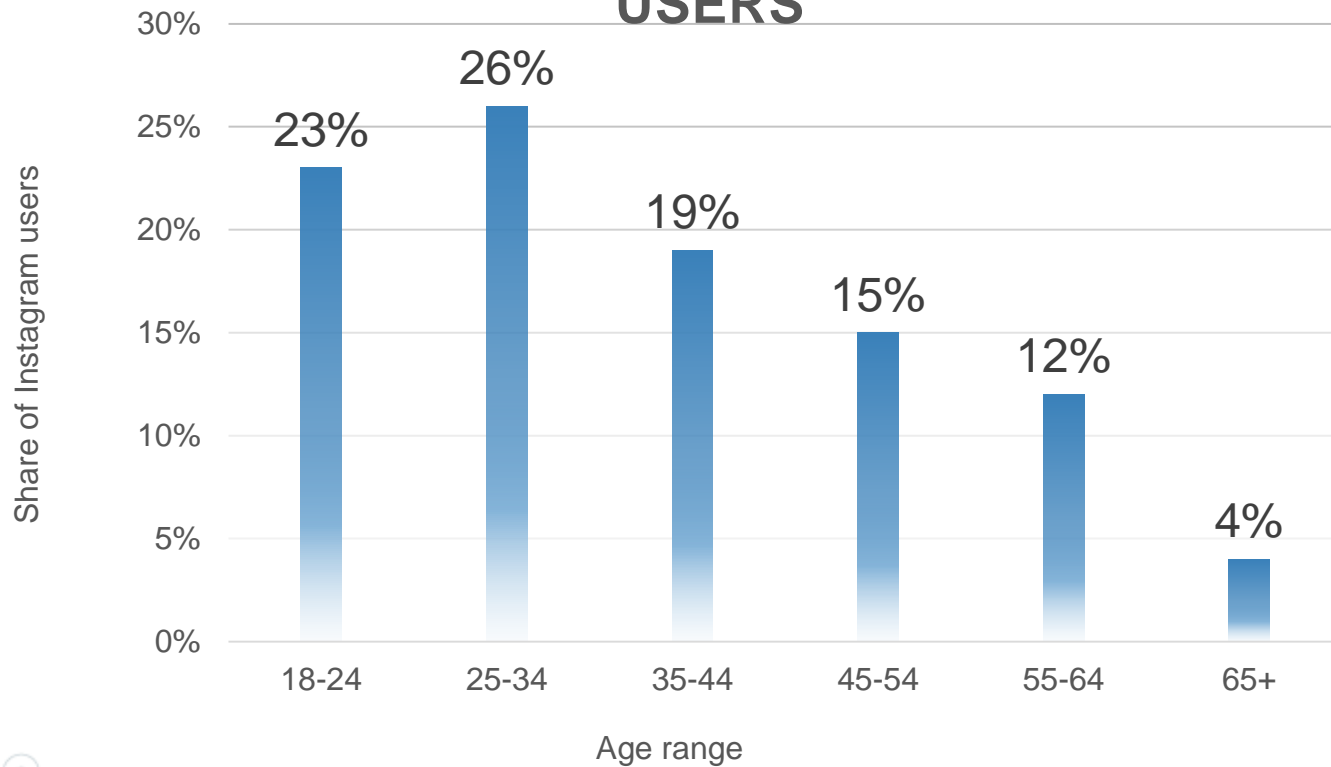
⦿ **Direct Message:** Improvements were made to direct message, allowing users to send content from their feeds as a direct message.

⦿ **Landscape and Portrait:** New feature allows landscape and portrait photo formats in addition to square.

⦿ **New Search & Explore:** More powerful search for people, places and tags, as well as a more customized Explore page.

Instagram's Multigenerational Demographic

AGE DISTRIBUTION OF INSTAGRAM USERS



Source: comScore 2015



*Don't focus on the technology.
Focus on the end goal and how
to **create business value** using
digital and social media.*

~ Charlene Li




Client: NewMe Accelerator

Leveraging Instagram Video to
Drive Sign Ups

Client: NewMe Accelerator

- ◎ Tech startup accelerator for businesses led by underrepresented groups.
- ◎ Growth plan, evolve from residential to online support.
- ◎ Video as key part of content strategy

 **The Issue:** One hour, Q&A YouTube webinars were seeing large drop offs after 30 minutes.

Client: NewMe Accelerator

180 weeks

NewMe launched on Instagram

2013 June

Video on Instagram Launches

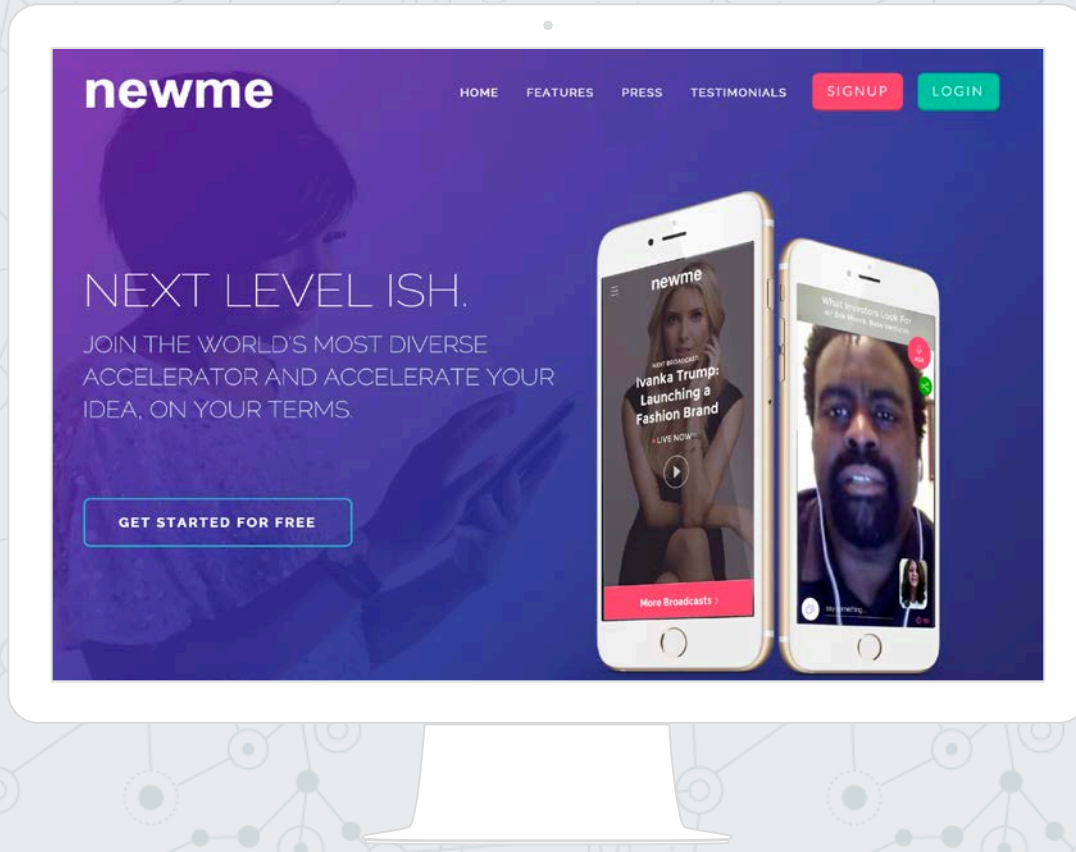
2015 May

NewMe + SKDK

NewMe Live

Bring audiences same
great Q&As **live**,
interactive, **shorter**
and **sweeter**.





Live.NewMe.In

Custom build, proprietary desktop and mobile platform.

NewMe's Content Strategy

Broaden to Lifestyle

Previous expert network was residential and largely only known in the Silicon Valley tech community. New expert network is online and features entrepreneurs at the top of their game, across all industries.

Leverage Instagram

NewMe was already creating video content for its own desktop/mobile platform. Curate NewMe video content for Instagram in a visually compelling way that demonstrates the value of NewMe and drives sign ups.

NewMe's Instagram Uses

Drive NewMe Live

Because NewMe Live runs on its own proprietary desktop and mobile platform, it is important to use Instagram's tagging features to promote upcoming sessions and drive prospects to sign up for upcoming broadcasts.

Promote Events

A regular on conference circuits, NewMe captures video content while on the road at CES, Revolt Music Conference, Google for Entrepreneurs and various multi-city pop ups.

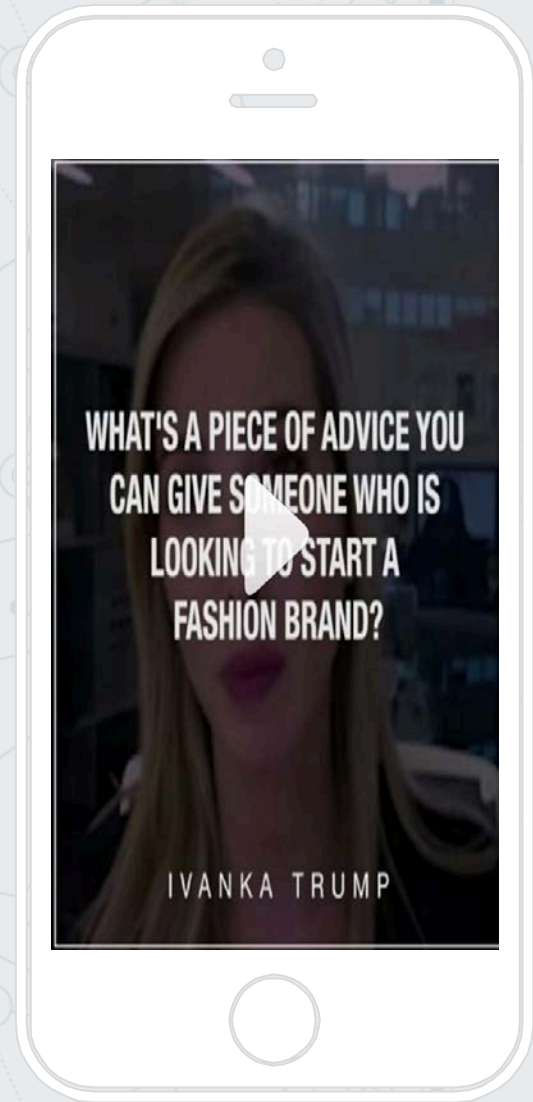
Introduce Founders

The founders are at the very core of the business, so what better way to tell their stories than to capture them on video and share on Instagram.

Drive NewMe Live

Thinking about starting your own fashion brand?

@ivankatrump tells us you betta WORK #mindthegrind #workethic #inspiration #NewMELive #fashion



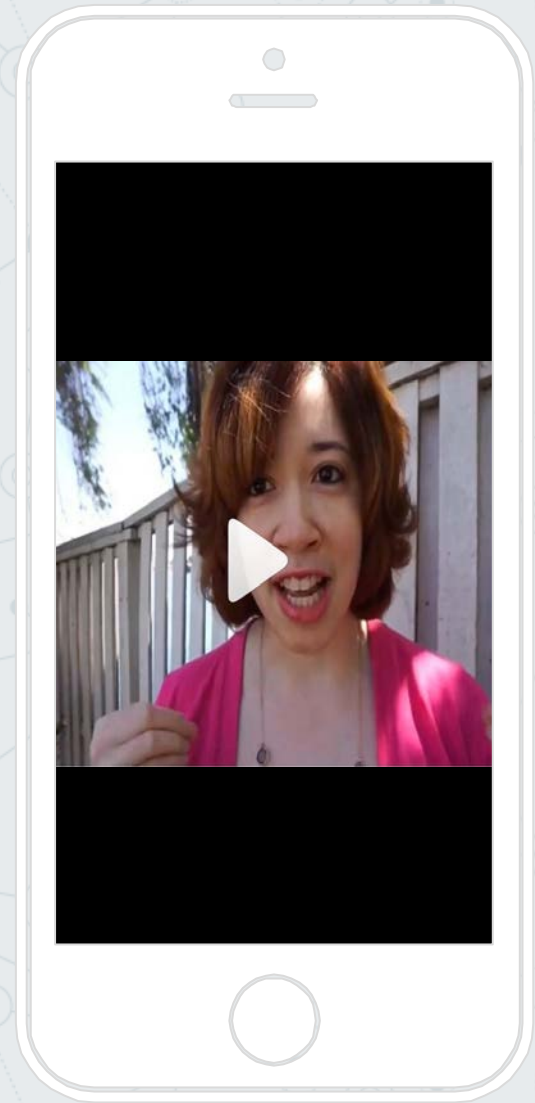
Promote Events

Amazing 3D printing
Technology on their rovers
displayed here with @NASA
at #CES2016.



Meet the Founders

At #NewMe15 we're always learning and growing. TJ's name is now LegalLinc. Why? Her previous name was already trademarked. Here's her advice for other #entrepreneurs.



[Instagram Video](#)



Client: NewMe Accelerator

293 posts

Less is more

1,669 followers

And still growing

300%

Total success since May 2015!

Key Takeaway: If a picture is worth a thousand words...

Storylines can be conveyed using video, despite Instagram's 30 second ad limit (15 second for non-ad videos). Create a series of videos on a variety of themes to allow your audience to absorb, learn and convert.



Let's review some Instagram video tips



Tell a Story

You only have 30 seconds to make an impression. Stories that peak interest will stop the scroll. Skip opening graphics and get right to the story.



Audio Matters

Audio does not auto play on Instagram, so make videos that are not dependent on sound.



Smooth Transitions

Instagram video ads run on a loop, so make sure it will transition well if it gets played more than once.



Know Your Objective

Instagram ads support clicks to websites, website conversations and calls to action, mobile app installs, mobile app engagement, video views, reach and frequency, page post engagement, mass awareness.



Leverage Social Influencers

Source creative for paid campaigns via tagging and hashtags and placement in creative. Hashtags can also be used to insert yourself into mainstream conversations.



Show Unique Perspective

Focus on details that are exclusive to your brand, also keeping in mind that camera angles matters. Elevating the camera is key.

What's Next – Multigenerational Growth

This year, Instagram will have **89.4 million monthly users** in the U.S. – this is 34.1% of mobile phone users.

With mobile use changing the way people communicate, Instagram is seeing robust growth among **millennials & Gen X-ers** in particular.

This year, there will be 48.2 million **millennial** Instagram users in the US.

Source: eMarketer 2016

Thanks!

Any questions?

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