



Visual Storytelling With... *Instagram*

John Lane

CSO / CMO Centerline Digital

PR News' Digital PR & Marketing Conference



everlane

Follow



Everlane Know Your Factories. Know Your Costs. Always Ask Why. #Everlane // Snapchat: Everlane [evrln.co/1NC4FnU](https://www.everlane.com)

1,676 posts

238k followers

537 following





everlanestudio

Follow

0 posts

Everlane Studio The official private account for Everlane shoes. Made in Italy. Get it here first. everlane.com

3 posts

4,892 followers

0 following

This Account is Private

Request to follow everlanestudio to see their photos and videos.



everlanestudio

Following



Everlane Studio The official private account for Everlane shoes. Made in Italy. Get it here first. everlane.com

3 posts

4,893 followers

0 following





everlanestudio

Following

122 likes

2h

everlanestudio We invited 25 women to a fit clinic in our office for the Modern Oxford launching later this summer. We're still distilling the results but here are 3 learnings so far.

1. People love the sleek pointed toe silhouette and menswear inspired look.
2. The tongue may be a bit long for some, we are looking at having this adjusted. Let us know if this is important to you.
3. The Oxblood color is getting a lot of love since it's different from what's out there.

Overall it's getting a very high rating for comfort, definitely a show you can walk all day in.

If you live in SF and would like to be part of a future fit clinic send us a DM.

emilymahiai So excited about these!!

dianaelbasha yessssss

vaiton13 I also had issue with the tongue. Would love to see this resolved

brendilw @maddy_cw @ehofmeyer

duhitslindsay amazing 🙌

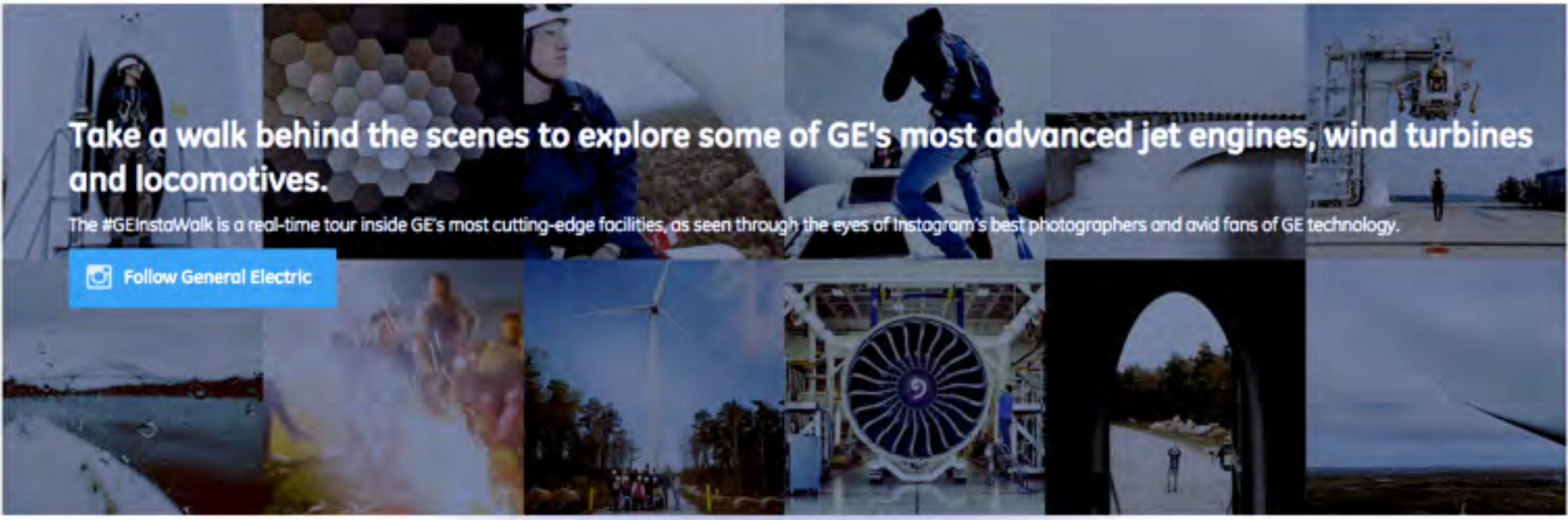
acidyoo I love all of your shoe collections and definitely agree with number 1 part. However, I found the loafers have high sides that it hurt my ankle bone, which is why I ended up returning one. 😞 You guys make the best looking shoes in the world and I'm sad I can't enjoy it :(if you can

1

**Take advantage
of Instagram as
a feedback loop.**


**Make Instagram
an incubator.**

#GEInstaWalk



Take a walk behind the scenes to explore some of GE's most advanced jet engines, wind turbines and locomotives.

The #GEInstaWalk is a real-time tour inside GE's most cutting-edge facilities, as seen through the eyes of Instagram's best photographers and avid fans of GE technology.

 [Follow General Electric](#)



Locomotives in Fort Worth
October 2014

Witness the world's most efficient heavy-haul locomotive being built on one of the world's most advanced assembly lines.

[See it now](#)



@johnvlane | @centerline

#social16

#GEInstaWalk



Meet the Instawalkers






#DRONEWEEK

One week on board a re-engineered drone overlooking the world's most powerful machines.

STARTING JULY 20

LIVE ON PERISCOPE

 @generalelectric



generalelectric

Following

1,519 likes

43w

generalelectric Follow us on #Periscope for #DRONEWEEK: one week onboard a re-engineered #drone flying across 5 facilities in 5 days.

wei_sq @sandys_b2beebies

gonpile @vittorangeli

garza_ivy Amazing!

ededini @robertodedini

bruno.delucca @giglisouza

thehmsheather @gregorylau

glasshausliving @spinaerial

fdalmouk @abdelaziz.almadhloom


alistair13 @jorgejovel

darvishzade65f Wow

vimaeda @dougguera

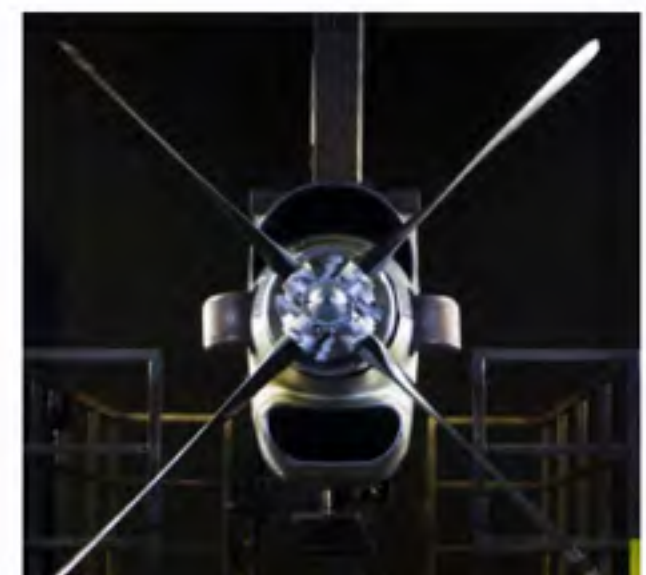
williewadegreen @henrikstein

@nocturnalninja @spluskis

 Add a comment...



@johnvlane | @centerline



#social16

2

**Invite your fans
to be part of the
creation process.**



amazonkindle

Follow

1,126 likes

29w

amazonkindle We're wheels up again collecting passport stamps and making memories. Follow along with #Kindle and @fursty as we explore beautiful #Norway, Kindle in tow. #HaveKINDLEwillTRAVEL

carolinmadrid @carlaclu1 collecting stamps! nat.foodie beautiful!

katharineashe This just gave me tingly feet.

barblkr67 Makes my blood run cold!

klipsun Cool

andrelabrune @fursty kills

thenomadicpeople Wouldn't mind becoming an ambassador for #kindle 😊👍

kandjdiaries @zaronian

cosettelynn @rachhhee

stellachanceromance Awesome!

♡ Add a comment...



fursty Follow

Dylan Furst Outdoor adventure and lifestyle photographer from the Pacific Northwest. Snapchat: Furstyphoto Ambassador for @lgusamobile Fursty360@gmail.com www.dylanfurstphoto.com

952 posts

575k followers

276 following

3

**Empower your
influencers in
unique ways.**



themakerista

Following

202 likes

45w

themakerista And that's a wrap! A 14 hour day has never been this fun. #confessionals

mimosalaneblog Yeay! You look so beautiful!!

fleamarketfab What dis you shoot for? #beingnosy

sarah.geltz Are you hosting HGTV yet?! 🌟💛

athoughtfulplace Soooooo fun!!!!

caitfore Go girl! I can't wait to for more 🎉

Jenniferdimplesandtangles Oooh, tell us more!

brittanymakes Lookin good!!!

themakerista #videoshoot #specialproject #homeblogger #diyblogger #interiorsblogger #tv #studioshooting #instaset #onset #raleigh #film #video #confessional

themakerista @jenniferdimplesandtangles

❤️ Add a comment...



themakerista

Following



GWEN HEFNER | THE MAKERISTA BHG Decorating Blog of 2015 | Snap: themakerista | Making anything and everything...except dinner. Documenting it all at: www.themakerista.com/man-cave-details-mix-art/

1,221 posts

21.7k followers

266 following



eastcoastcreative

Following

135 likes

33w

eastcoastcreative I'm planning to finally makeover my own builder grade bathroom (I haven't touched it since we moved in 6 yrs ago) Would it be weird to re-do the exact same makeover I did for my blogger vs builder grade challenge for @loweshomeimprovement ? I really loved that floor and vanity a lot

#eastcoastcreative #diyblogger #bloggersvsbuildergrade #loweshomeimprovement #buildergrade #bathroommakeover

refreshrestyle Gorgeous 😍

mbanders1026 No- do it! Then do mine dwellbeautiful Doooo it!!!

danslelakehouse Gosh, it's gorgeous!! Do it!

coralsaver Looove this! Hope you do it!

kebhok Love it

♡ Add a comment...



eastcoastcreative

Following



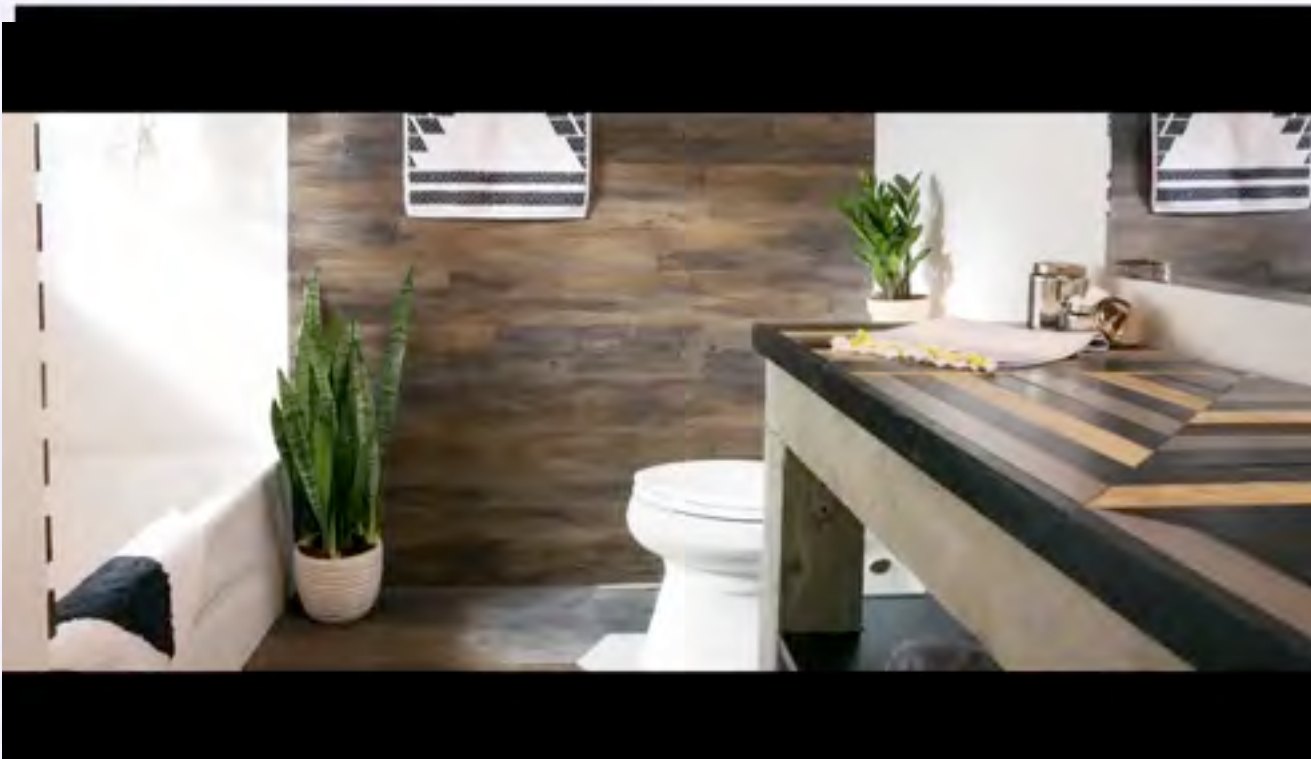
Monica Mangin TV Host | Designer | DIY Blogger | ABC's "Knock It Off!" | Home Expert on Live! With Kelly & Michael | Mom of 4 | Philadelphia |

eastcoastcreativeblog.com/2016/05/modern-study-makeover-the-study-ish.html

3,097 posts

14.4k followers

1,651 following



Blogger vs. Builder Grade Bath: East Coast Creative

Lowe's Home Improvement

220,769

136,128 views

+ Add to Share More

827 35

Published on Sep 16, 2015
 TV host and blogger Monica Mangin of East Coast Creative mixed patterns and textures to transform a boring builder grade bathroom to a modern rustic retreat for only \$1,000. Find the details here: <http://low.es/10H23AV>

Up next Autoplay

- Blogger vs. Builder Grade Bath: Amber Interiors**
Lowe's Home Improvement
103,575 views
- DIY Wood Plank Headboard - Lowe's HyperMade**
Lowe's Home Improvement
13,393 views
- Blogger vs. Builder Grade Bath: The Makerista**
Lowe's Home Improvement
191,513 views
- She Sheds: Plans for How to Build & Customize**
Lowe's Home Improvement
232,425 views
- How to Build a Shed Foundation**
Lowe's Home Improvement
157,536 views
- Preparing Walls for Painting**
Lowe's Home Improvement
164,467 views
- Hidden Storage: Under-the-Stairs Bookcase**
Lowe's Home Improvement
114,551 views
- Budget-Friendly Bathroom Remodel: Series Overview**
Lowe's Home Improvement
128,820 views



eastcoastcreative Following

116 likes 35w

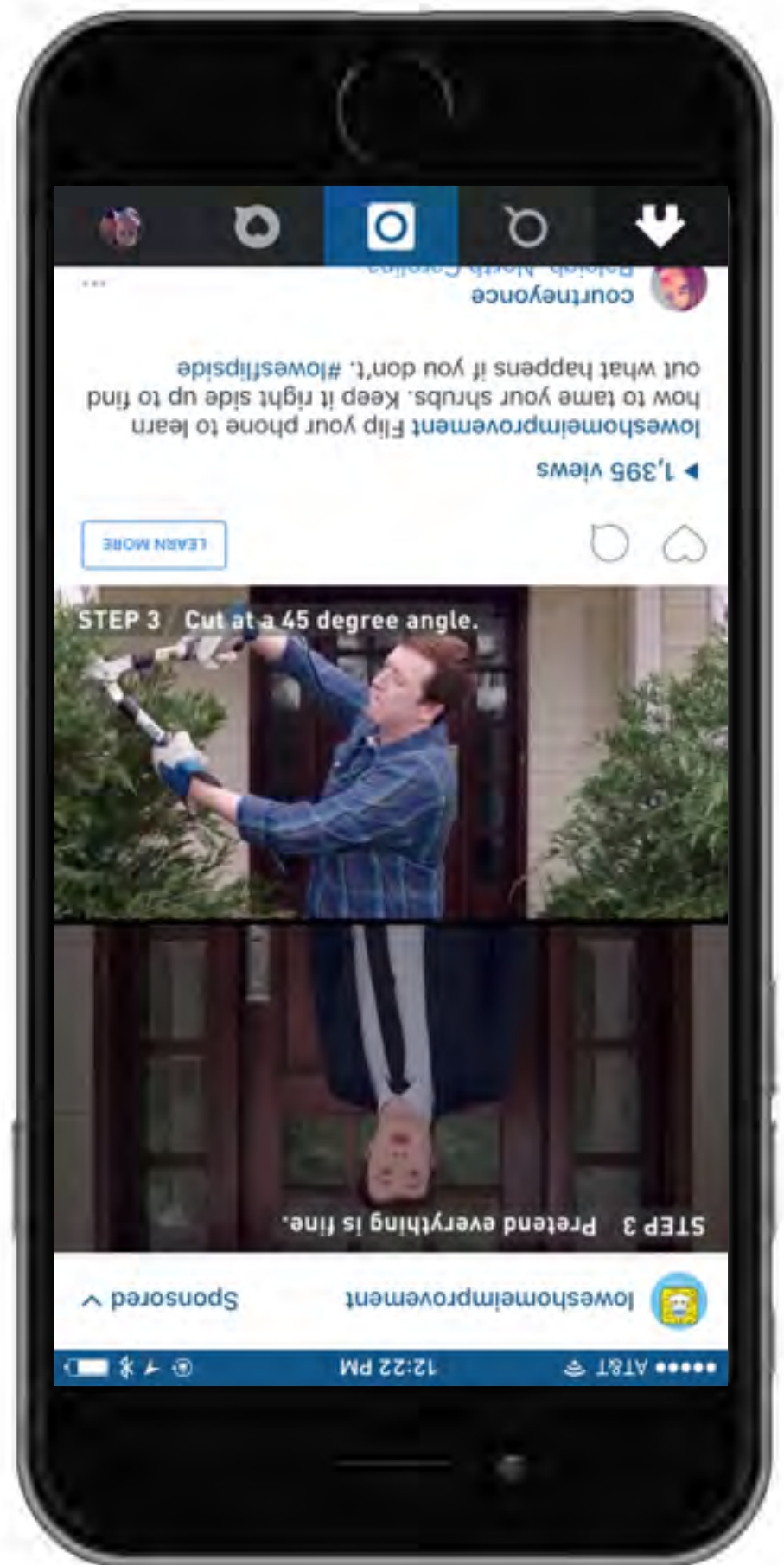
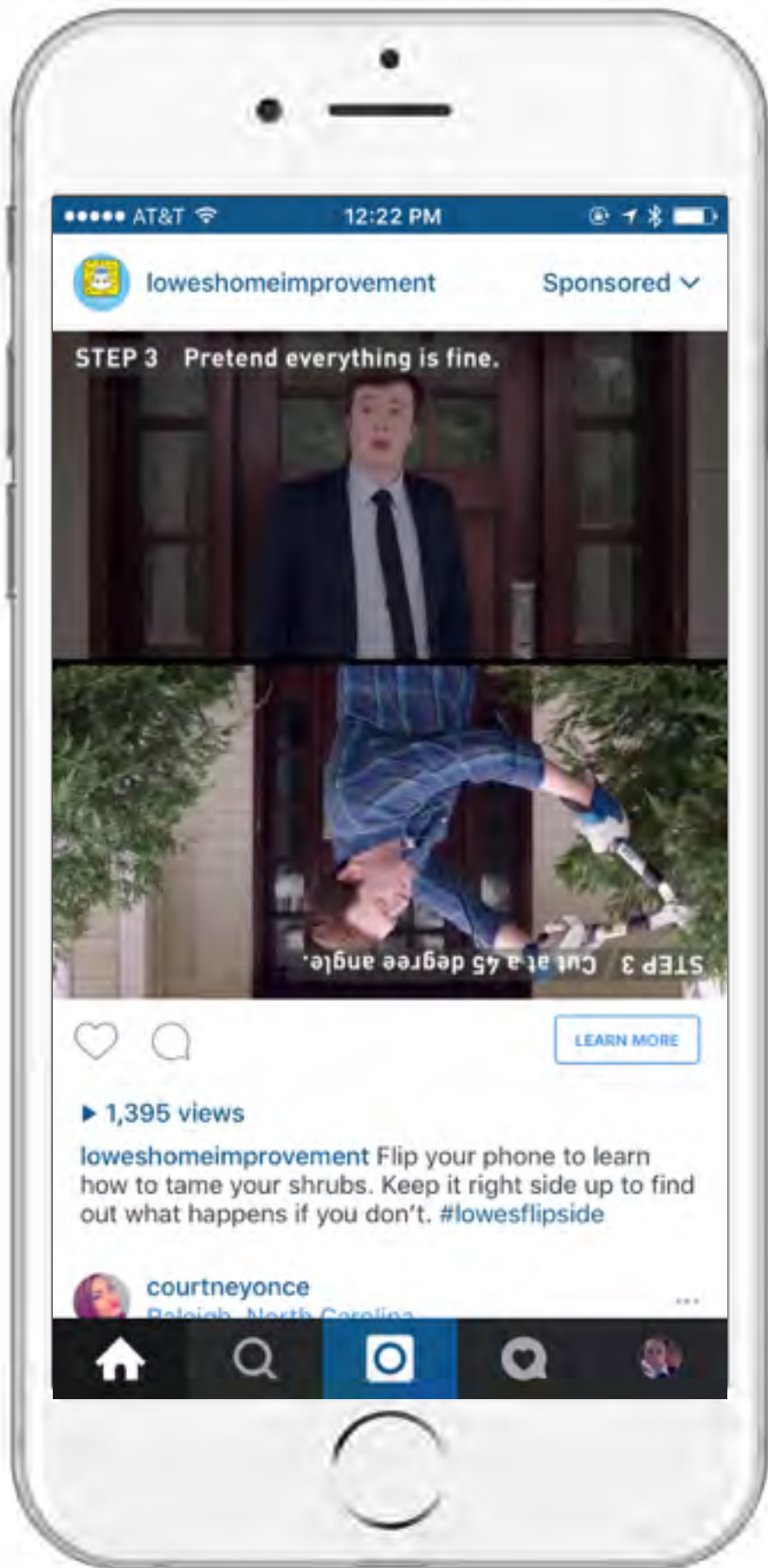
eastcoastcreative Building a custom vanity really is possible even for beginner DIYers

Check out this video! What do you think?? Sounds like a weekend project idea to me
 #bathroommakeover #bathroommakeovers #diyvideo #diyvideos

♥ Add a comment...

4

**Extend stories
through unique
micro-content.**





5

**Take advantage of
the truly mobile
form factor.**



ibm
The Metropolitan Mu...

Follow

1,946 likes

1w

ibm The @marchesafashion and IBM Watson #CognitiveDress is here! And @karolinakurkova looks stunning in it. #MetGala

view all 71 comments

larisxsa @jxliak

sarahsonrisa @esther_clode

ibm @melissa_harris_jewellery You can find out more via the link in our profile 👍

simplimi_fit I would hate to see what it would be like to do alterations on that thing!! Lol It's truly stunning!

charliekins13 Love love love!!!

usowmyas Love it ...

usowmyas Awesome

What we have the
right to talk about

Design
Architecture
Cities
Behind the Scenes
Daily moments
Travel

Instagram's naturally
occurring themes
and topics

Datagrams Concept: Propagation Plan

Original Post On Instagram

By 2013

54%

of all phones will be smart phones

Pushed to...

Twitter

Facebook

LinkedIn

Etc.

Shared by others via
"Like," "Favorite,"
Retweet, email, etc.

Immediately Aggregated on
Specific Tumblr Page

Headline

100%

91%

91%

By 2013
54%

100%

100%

By 2013
54%

Pushed to...

IBM.com

Promoted on...

Shared by embedding one stat or page,
"Favorited," social mention (Twitter,
Facebook, etc.) or re-blogged.



40%
OF PEOPLE
USE SMART DEVICES

to log onto the web before getting
out of bed in the morning



#IBMMobile

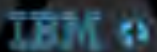


50%

OF THE TOP TEN
US INSURANCE
COMPANIES
and 15% of the
largest banks
world wide chose
IBM as their
Mobile Platform



#IBMMobile



75%

OF MOBILE
SHOPPERS
take action
after receiving
a location-based
message



#IBMMobile



96%

INCREASE IN
MOBILE CYBER
MONDAY SALES
between 2011
and 2012



#IBMMobile



IBM has made
10+ ACQUISITIONS
SINCE 2006

that strengthen our position in the mobile market



#IBMMobile



IBM received
125+
patents

for wireless inventions
in 2012, bringing the
total count to **270**



#IBMMobile



**The conventions
of the channel are
more important than
the conventions of
your brand.**

Break your own rules.



Instagram

- 1 ————— **Feedback Loop**
- 2 ————— **Co-Create**
- 3 ————— **Empower Influencers**
- 4 ————— **Extend the Story**
- 5 ————— **Don't Stop at the Image**
- * ————— **Think Audience Desires and Channel Conventions First**



Thank you!

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