

# Brand Communications Success on Instagram



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# How I think about Instagram

Instagram has nuances that are important to understand from a content strategy perspective.





# Reach specific audiences in meaningful ways

“PI DAY”  
VIDEO



# Reach specific audiences in meaningful ways

“PAUL RAND”  
VIDEO



# Case Study: #ViewFromMyDesk



## Objectives:

- Showcase IBM's global scale
- Show flexible working environments
- Drive traffic to recruitment website

## Measurement:

- Engagement on Instagram
- Engagement across other platforms
- Clicks to recruitment website

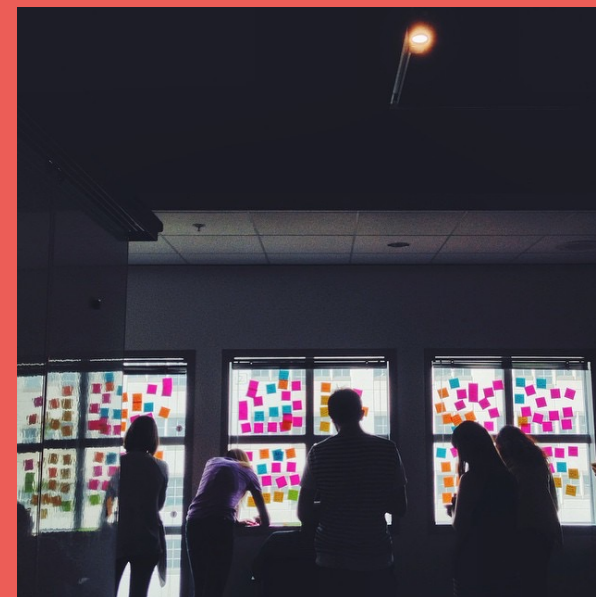


# Other collaborations

#InTheLab

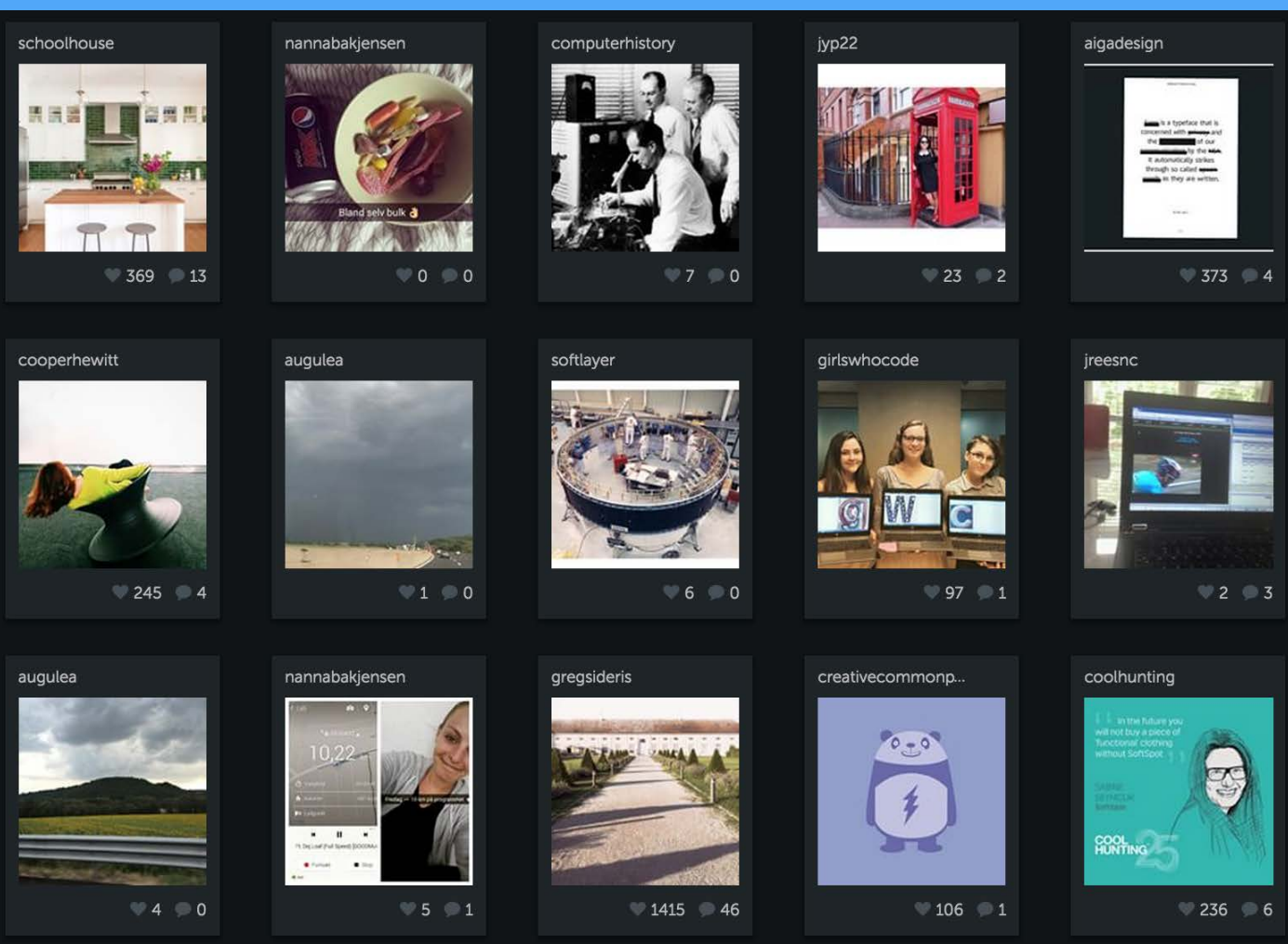


#IBMDesign





# Listening



## Your scores

### LOVE RATE

This is about follower engagement and how much they like your media.

3.2%  
4.15%

 Tweet this

► View all media sorted by likes

### TALK RATE

This is also about follower engagement and how much they comment your media.

0.8%  
0.34%

 Tweet this

► View all media sorted by comments

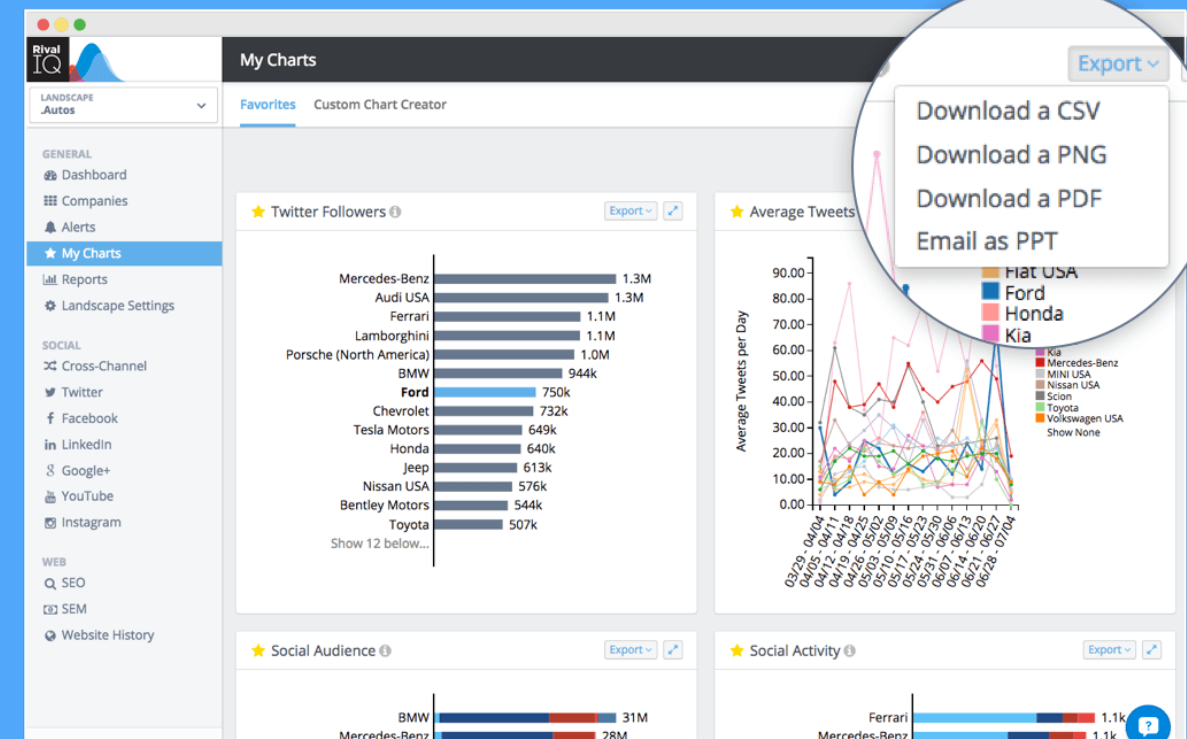
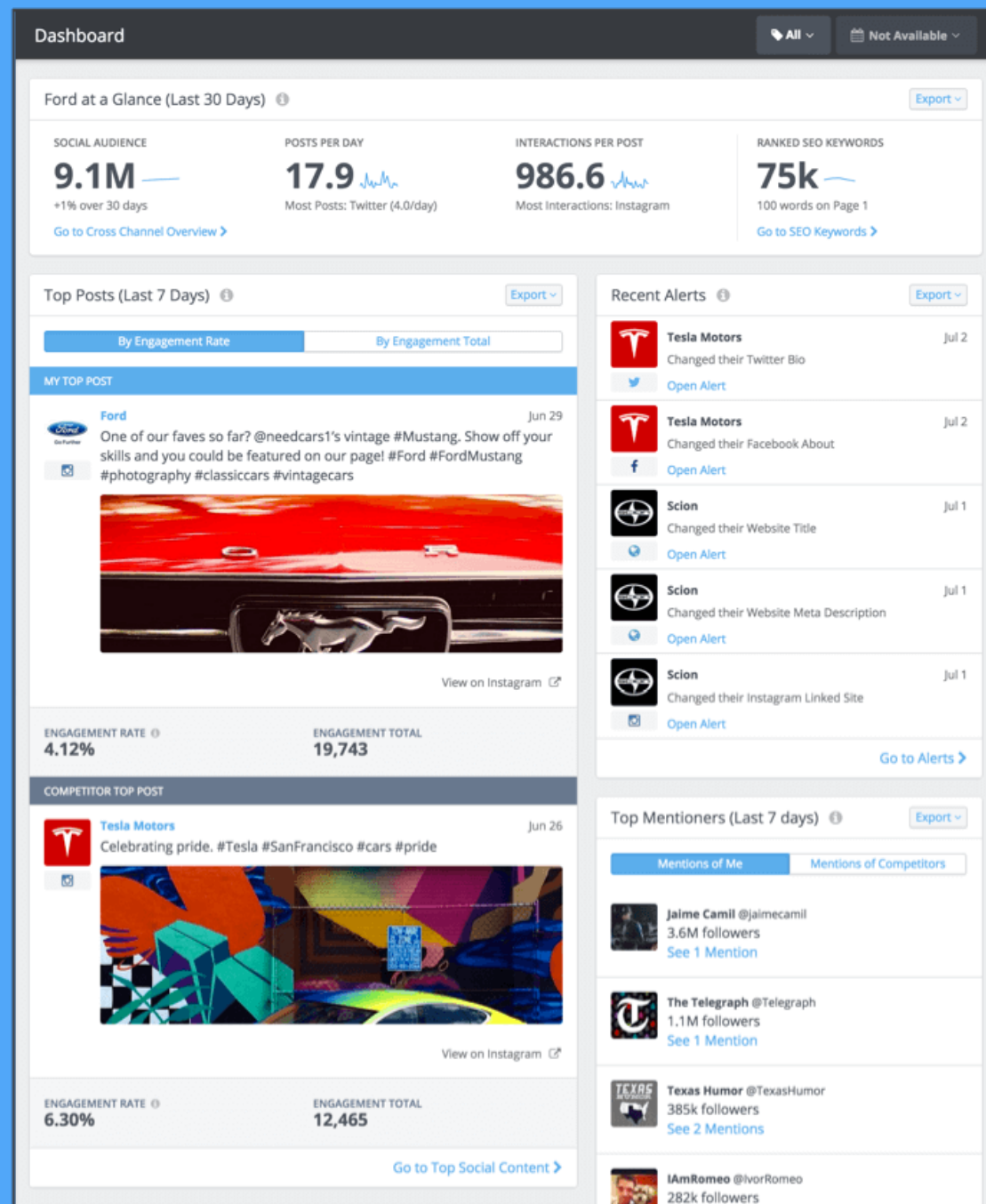
### SPREAD RATE

This is about engagement beyond your followers. How much of the likes you receive come from people who don't follow you.

0.53%  
0.6%

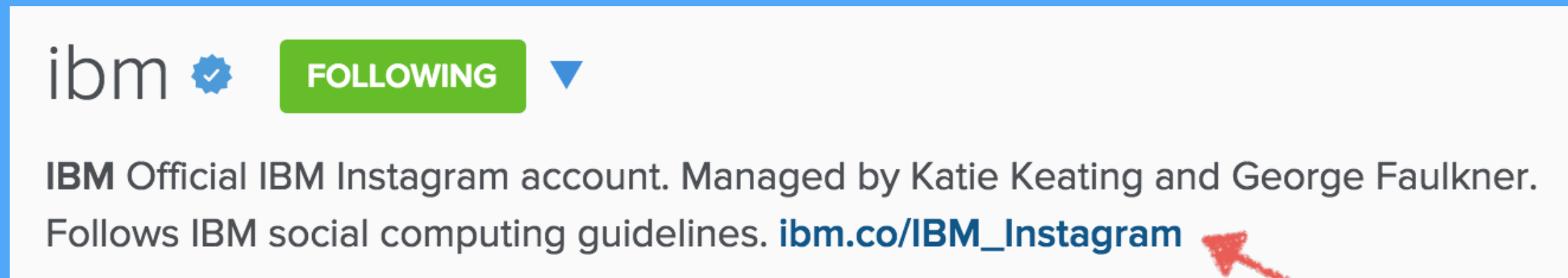
 Tweet this

# Listening





# Helpful hacks



Use a custom [bit.ly](https://bit.ly) as your Instagram URL

ibm Our [#IBMResearch](#) interns are an impressive bunch. 👍 🇨🇭 Nico Pinkowski, interning [#InTheLab](#) in [#Zurich](#), Switzerland 🇨🇭, is working here with a technology called [#Sunflower](#), which concentrates the [#sun's](#) radiation ☀️ 2,000 times to produce electricity, heat, desalinated water and even cool air. 🔬

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Put additional hashtags  
in as a comment  
so you don't clutter your  
caption

A red arrow points from the text 'Put additional hashtags in as a comment so you don't clutter your caption' to the list of hashtags in the caption of the post shown in the previous image.

# Recap

- Instagram has a unique aesthetic. Make sure you're true to the platform and the community
- Create content designed to subtly reach your key audience segments
- Iconosquare is a great free tool for measuring
- Rival IQ lets you track your progress against competitors
- Unite your audience around hashtags—but sprinkle in over time
- Use a custom [bit.ly](https://bit.ly) as your Instagram URL
- Add additional hashtags as a comment to increase search visibility