



PR News: Brand Communications Success on Instagram

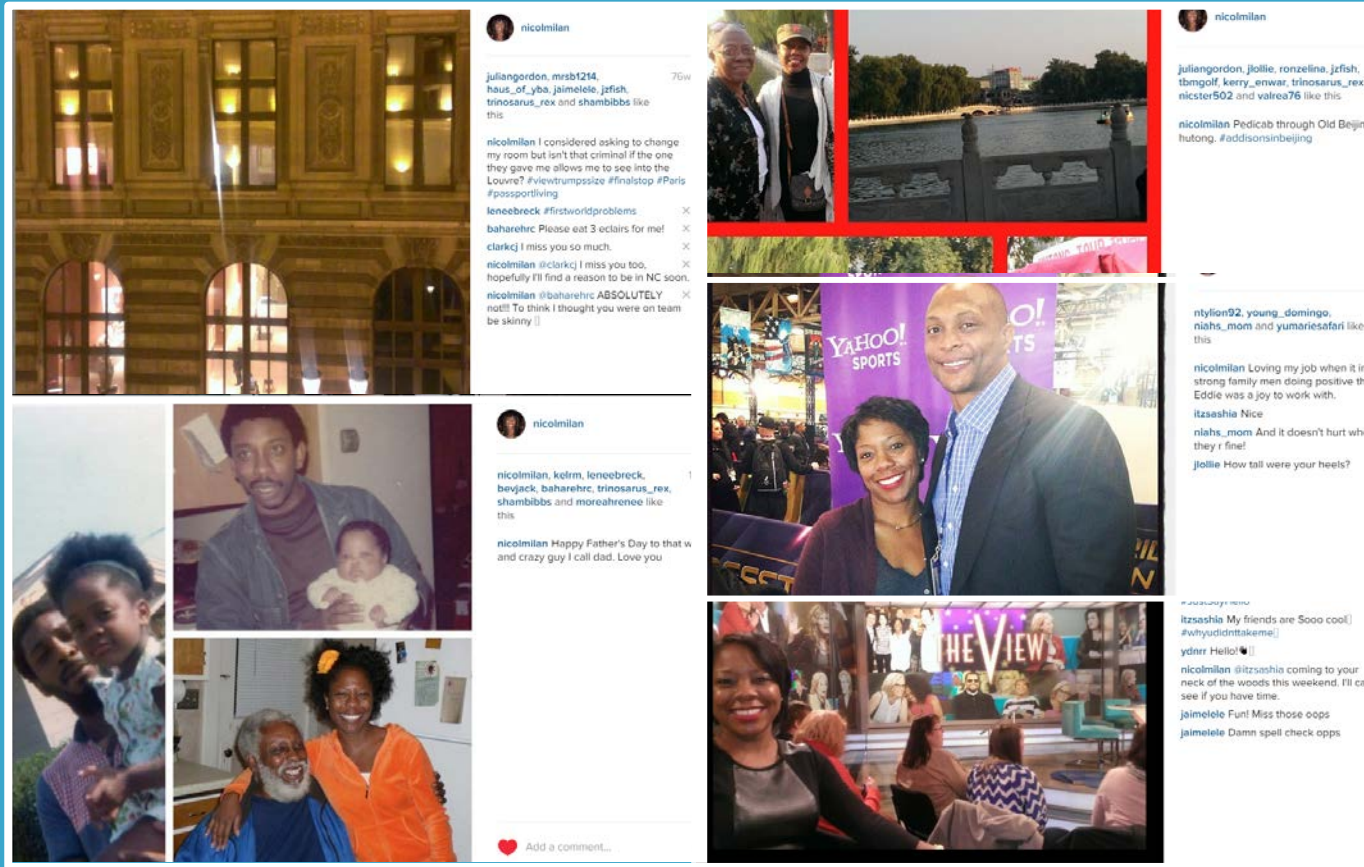
August 2015

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TOTAL COMMUNITY VIDEO

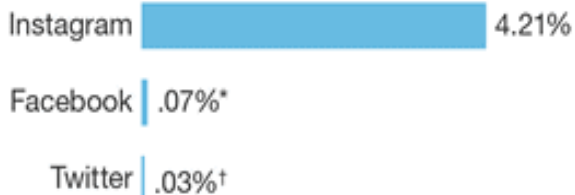
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FORRESTER DATA: INSTAGRAM

Figure 1: Instagram Offers Brands Almost Sixty Times As Much Engagement As Facebook

User interactions with brands' posts as a percentage of brands' fans or followers



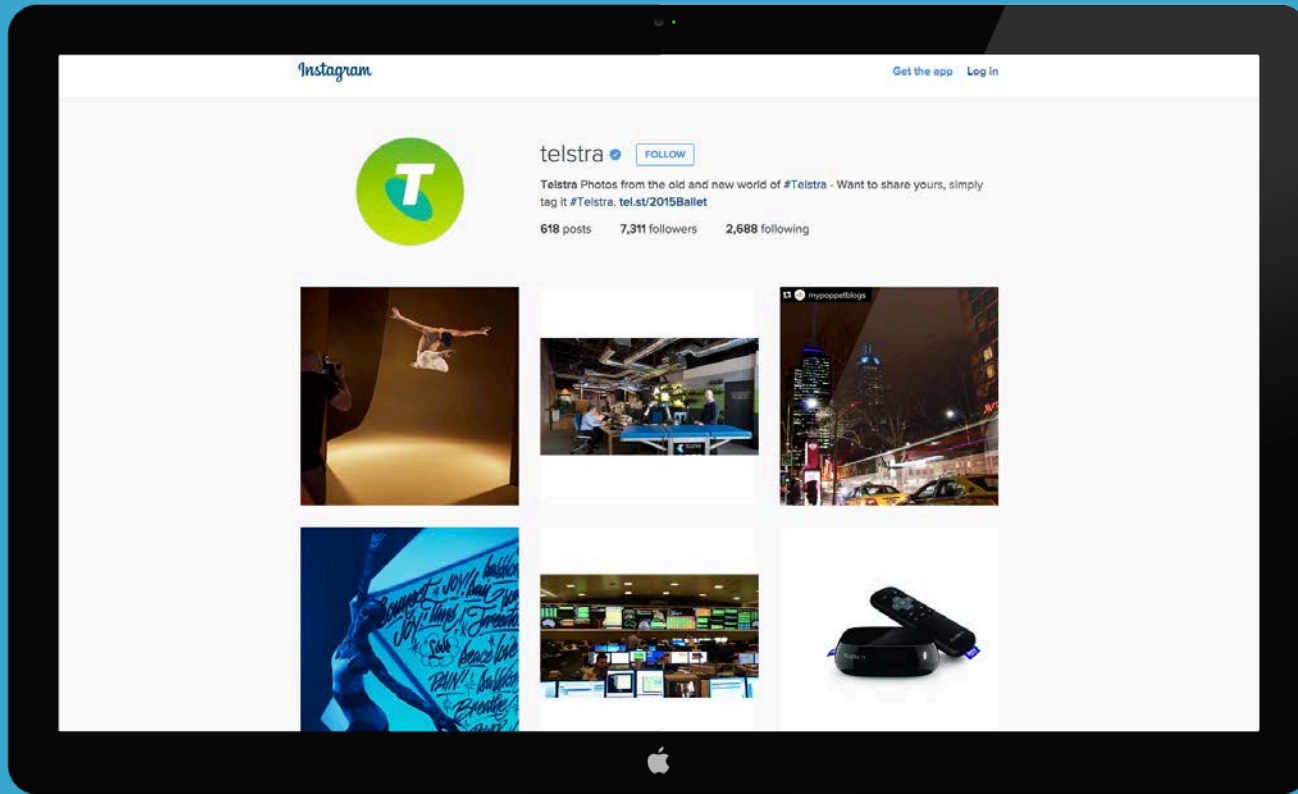
Base: 1,526,388 user interactions on 162 Instagram brand posts

*Base: 1,405,249 user interactions on 329 Facebook brand posts

†Base: 98,298 user interactions on 910 Twitter brand posts

Source: Q1 2014 US Top 50 Brands Social WebTrack

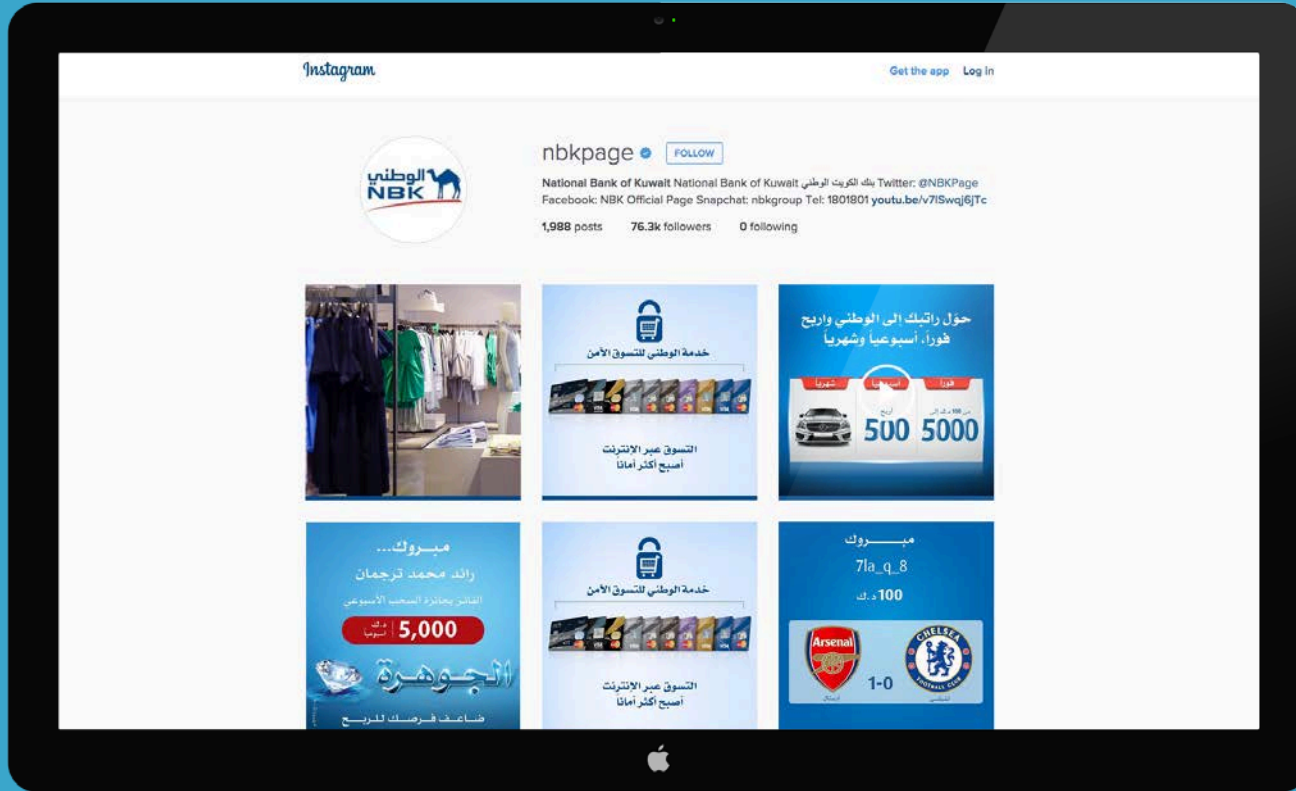
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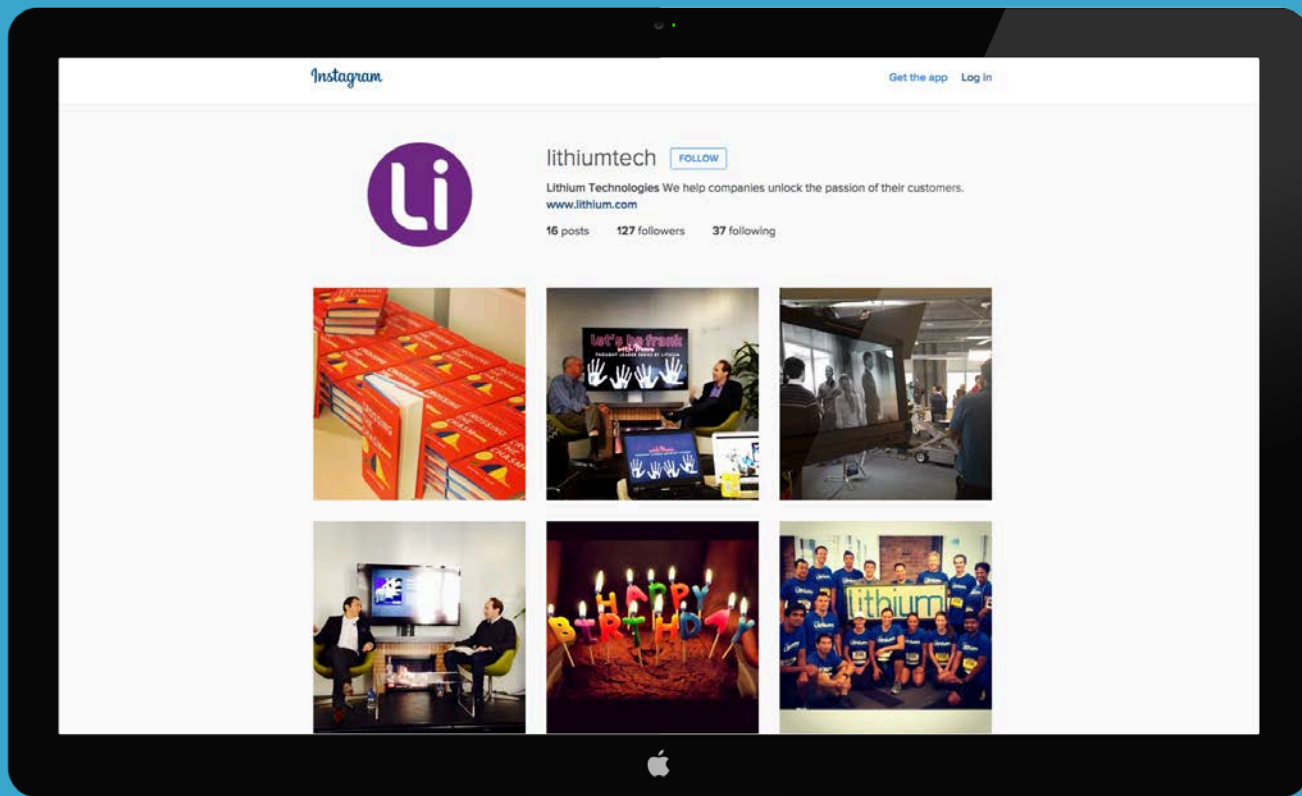
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USING INSTAGRAM EFFECTIVELY

- **Decide why you're using Instagram**
- **What Business Objectives does it map to**
- **Know your audience and how they use social tools**
- **Create a long term plan**
- **Remain active and responsive**

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Branded communities, social networks
and third party websites

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Thank You

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