

# PR News: Brand Communications Success on Instagram

August 2015



# NICOL ADDISON, LITHIUM TECHNOLOGIES



nicolmilan

juliangordon, mrsb1214, haus\_of\_yba, jaimelele, jzfish, trinosarus\_rex and shambibbs fike this

nicolmilan I considered asking to change my room but isn't that criminal if the one they gave me allows me to see into the Louvre? #viewtrumpssize #finalstop #Paris #passportliving

baharehrc Please eat 3 eclairs for me! clarkcj I miss you so much.

nicolmilan @clarkc| I miss you too, hopefully I'll find a reason to be in NC soon. nicolmilan @baharehrc ABSOLUTELY not!!! To think I thought you were on team be skinny!



nicolmilan

juliangordon, jlotlie, ronzelina, jzfish, tbmgolf, kerry\_enwar, trinosarus\_rex, nicster502 and valrea76 like this

nicolmilan Pedicab through Old Beijing hutong, #addisonsinbeijing







nicolmilan

nicolmilan, kelrm, leneebreck, bevjack, baharehrc, trinosarus\_rex, shambibbs and moreahrenee like

nicolmilan Happy Father's Day to that w and crazy guy I call dad. Love you



ntylion92, young\_domingo, niahs\_mom and yumariesafari like this

nicolmilan Loving my job when it inv strong family men doing positive this Eddie was a joy to work with.

itzsashia Nice niahs\_mom And it doesn't hurt whe

ilollie How tall were your heels?



manacadyr rent

Itzsashia My friends are Sooo cool() #whyudidnttakeme[]

ydnrr Hello!♥

nicolmilan @itzsashia coming to your neck of the woods this weekend, I'll call see if you have time.

jaimelele Fun! Miss those oops jaimelele Damn spell check opps

Add a comme

# TOTAL COMMUNITY VIDEO

### 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

Instagram 4.21%

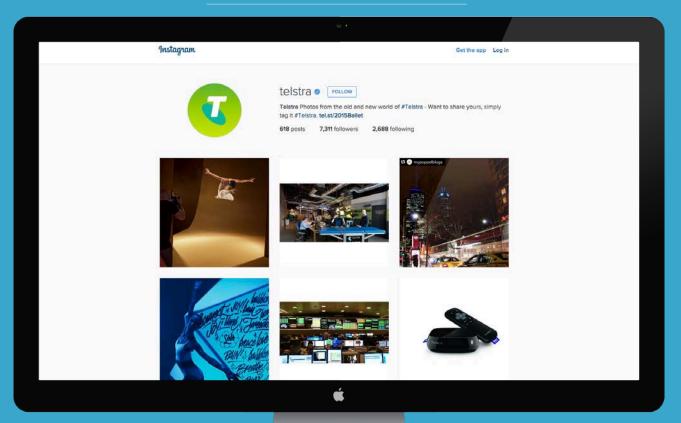
Facebook .07%\*

Twitter .03%†

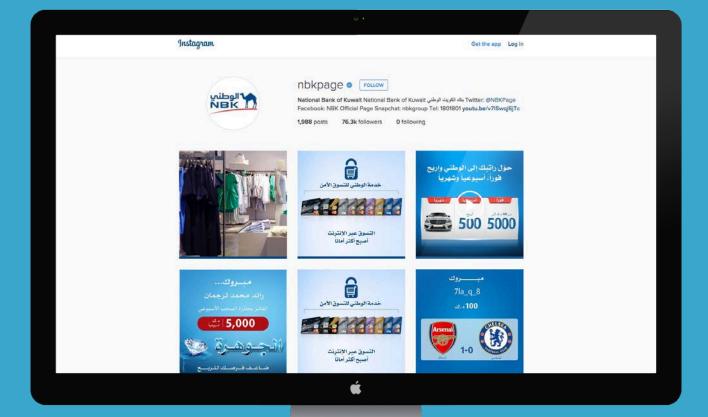
Base: 1,526,388 user interactions on 162 Instagram brand posts \*Base: 1,405,249 user interactions on 329 Facebook brand posts †Base: 98,298 user interactions on 910 Twitter brand posts

Source: Q1 2014 US Top 50 Brands Social WebTrack

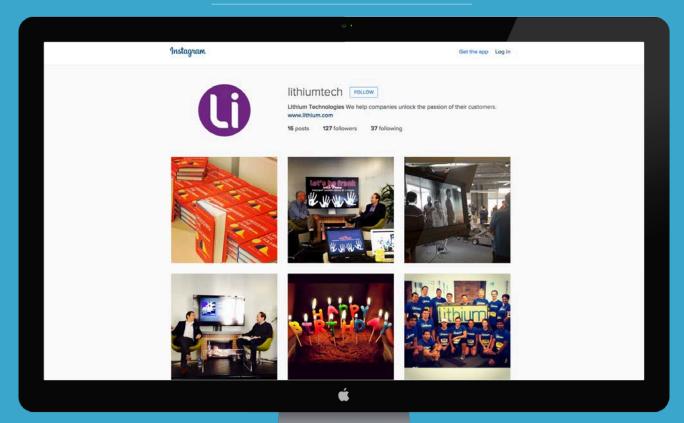
### **TELSTRA**



### NATIONAL BANK OF KUWAIT



# LITHIUM



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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





# Thank You

@NicolMilan

#TotalCommunity @LithiumTech

Lithium | EXKLOUT