### Instagram Tactics for **Organizations** That Think They Don't Have a Visual Story to Tell







# O) Instagram

ForRent NATION'S LEADING APARTMENT RESOURCE

@EricaCampbell @AptsForRent

## **EVERYONE** HAS A STORY



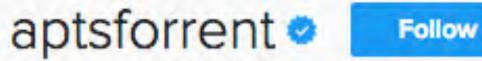
2,875 posts

ForRent.com ForRent.com<sup>®</sup> inspires renters to discover their next #apartment. Find ideas surrounding your home decorating style, rental tips and more! #ForRentLife ForRent.com/blog

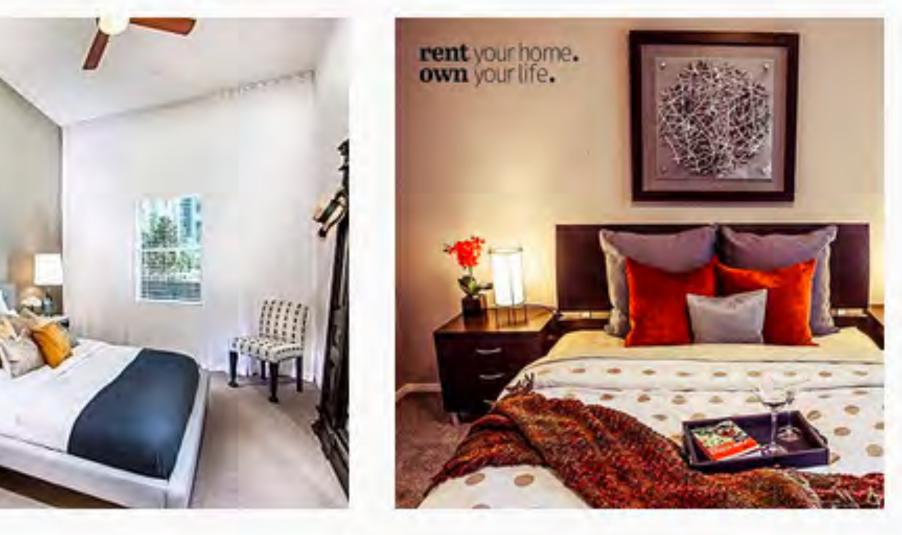




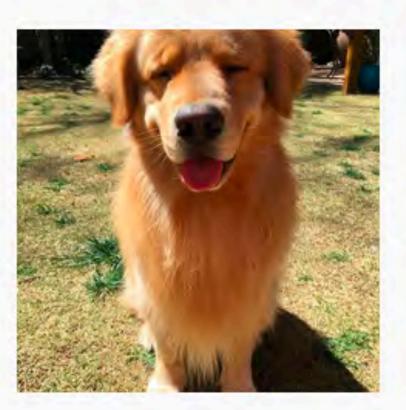


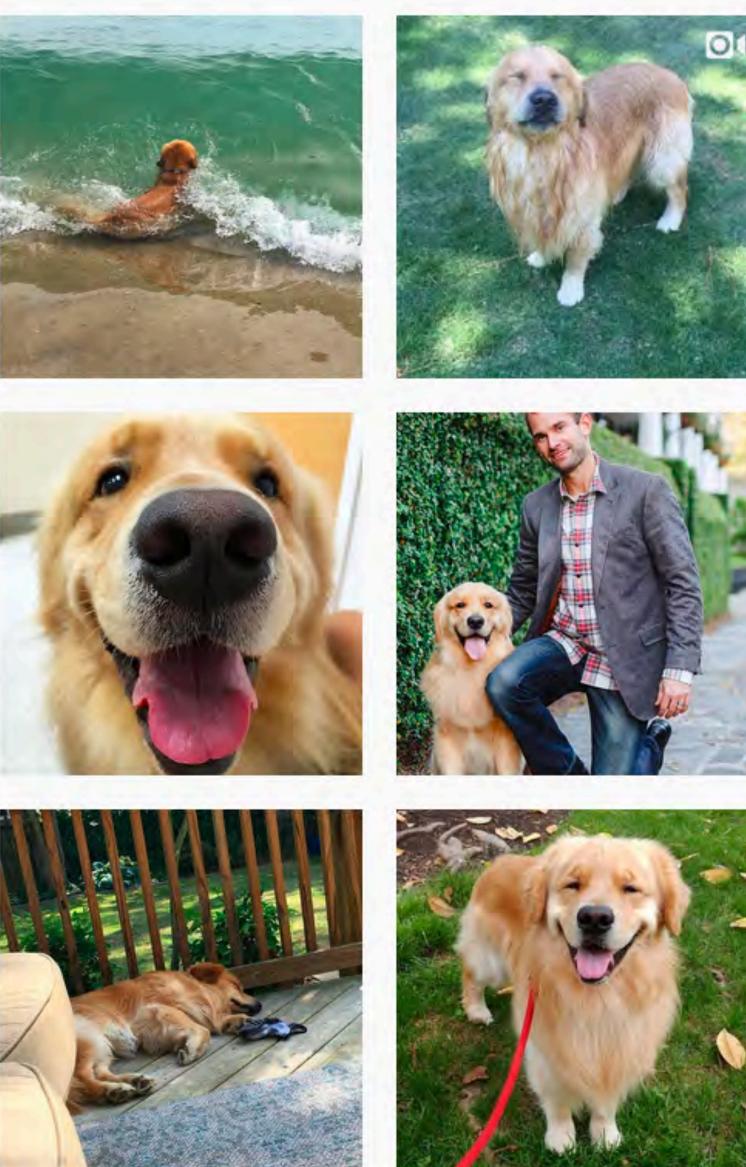


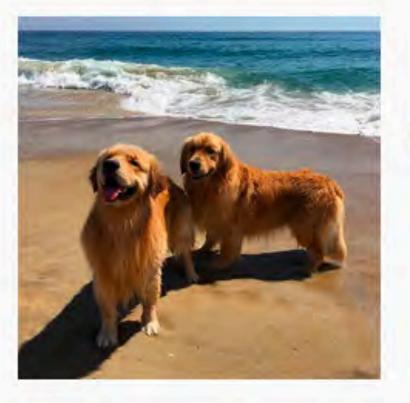
5,571 followers 901 following



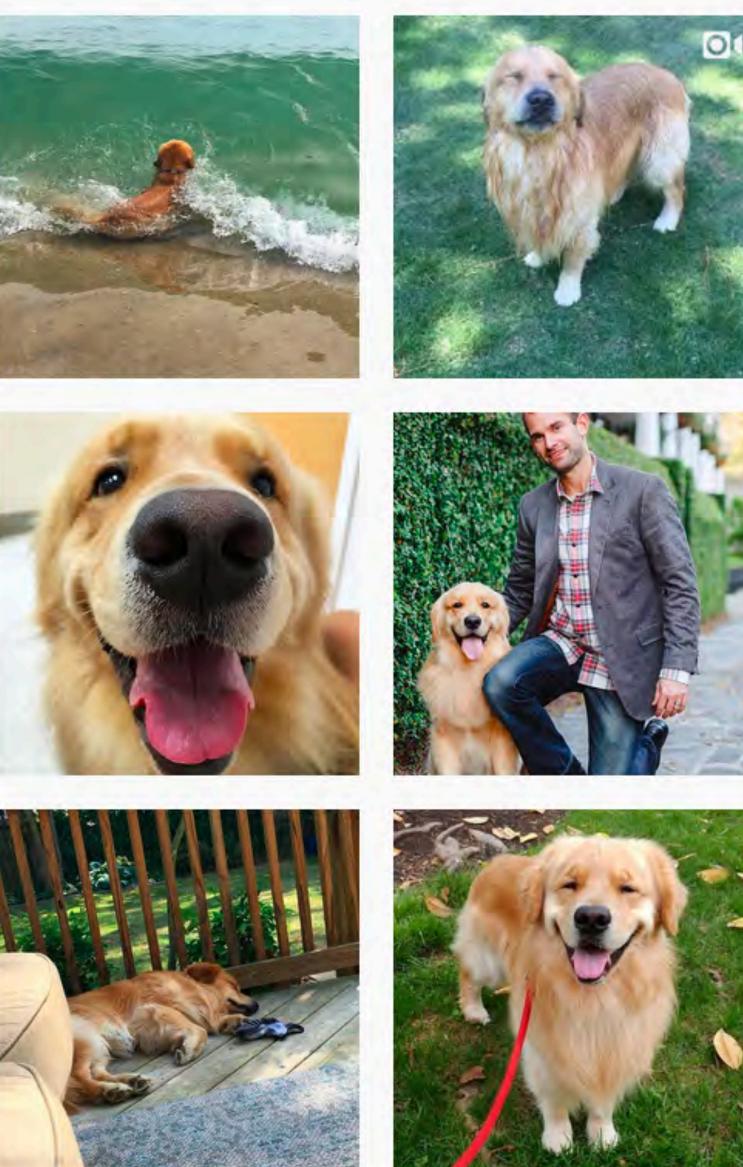


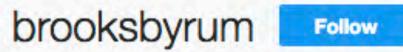












67 posts 143 followers 34 following

Brooks Byrum Golden Retriever. Fluffy. Snuggly. Sleepyhead. #BrooksByrum

## 9 NSTAGRAM ACCOUNTS THAT AREKILLNG









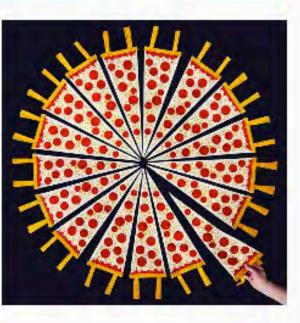








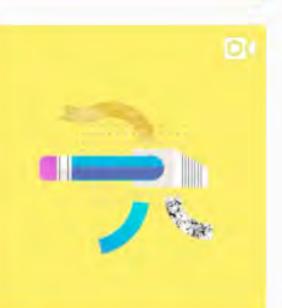














HubSpot A full stack of products for marketing, sales, and customer relationship management. Living that #HubSpotLife hubs.ly/H06B0250

















1,099 posts 65.1k followers 444 following











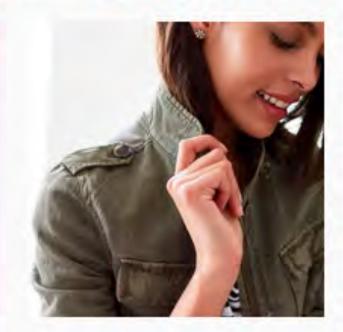




### loft 오



LOFT







011 011



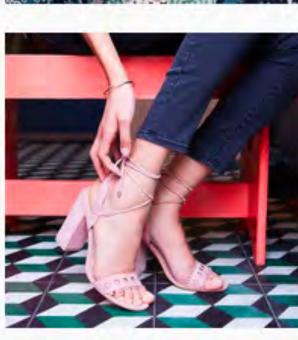


1,838 posts 376k followers 209 following

LOFT Live in what you love #loveloft like2b.uy/loft









LOFT Laughs presents "I just can't with plants" Starring Jessi Klein





### jcrew 🧟

like2b.uy/jcrew





















1,953 posts 1.7m followers 451 following

J.Crew Snapped. Our first-ever (100% totally made-up) holiday, #nationalstripesday, is coming: 3.31.17. Shop our feed + read our stories:

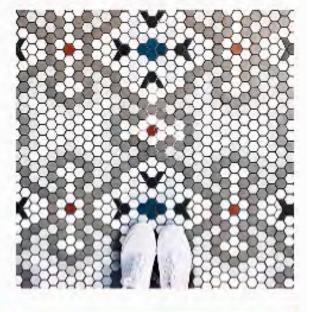


















Cabin Folk A collective of folk living the cabin life 🔺 Inspire | Explore | Create Curated by @jackboothby Share your adventures : #cabinlife 👇 Visit Iceland goo.gl/FLrhWe





JOIK















372 posts 100k followers 99 following











### hp 💿 📘

HP Snapchat: hp\_snaps Engineering experiences that amaze. #KeepReinventing www.hp.com

















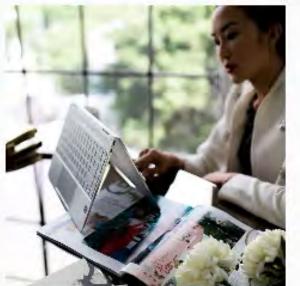


788 posts 643k followers 95 following













VORY

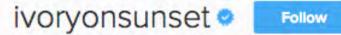
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252 posts 1,725 followers 15 following

Ivory on Sunset A culinary concept inspired by Hollywood's Golden Age and its eternal, timeless glamour. bit.ly/lvoryOnSunset



1-100 000

















HELLO 2017 IT'S NICE TO MEET YOU

States and the

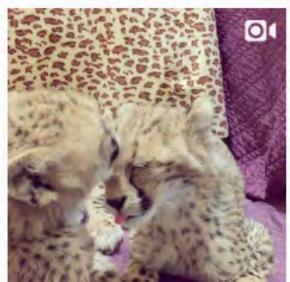








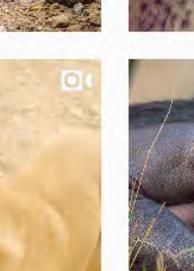
San Diego Zoo Wildlife sanctuary and conservation organization with 140+ projects in 80+ countries. 🖾 snapchat: sandiegozoo zoo.sandiegozoo.org/yaycation





SAN DIEGO

200

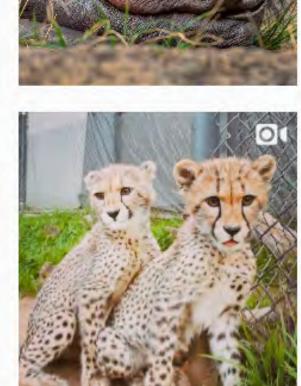
















1,192 posts 402k followers 374 following

















### sanfranciscospca



















542 posts 11.6k followers 206 following

San Francisco SPCA Our mission is to save & protect animals, provide care & treatment, advocate on their behalf & enhance the human-animal bond. sfspca.org













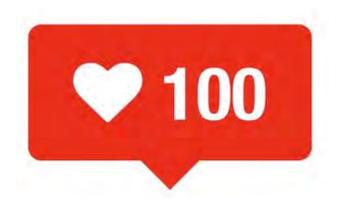


## VISUAL CONTENT

### Visual Content Ideas

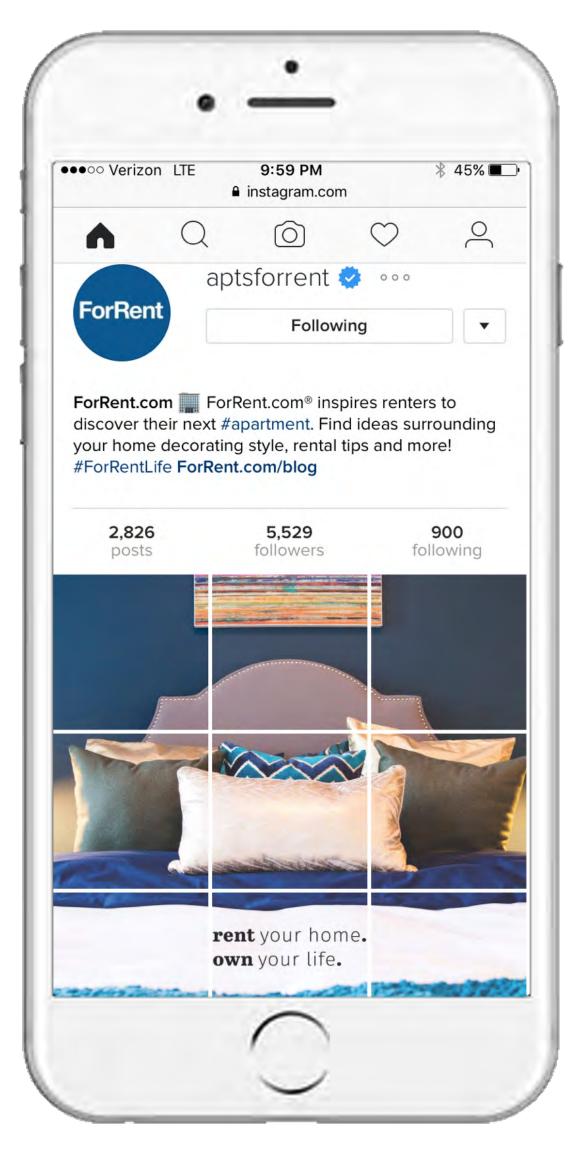
- 1. Highlight company culture
- 2. Share behind the scenes
- 3. Share & trail your blog/newsletter content
- 4. Share tips & tricks
- 5. Promote events
- 6. Introduce your team
- 7. Show your product in action
- 8. Share customer testimonials & ask for feedback
- 9. Reveal sneak peeks
- 10. Share interviews
- 11. Share relevant inspiration or finds
- 12. Celebrate holidays & milestones







### Use Your Whole Grid



Create a series of posts where you only see the full picture when you look at your grid as a whole.



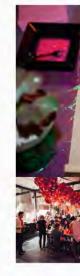
### Unique Hashtag





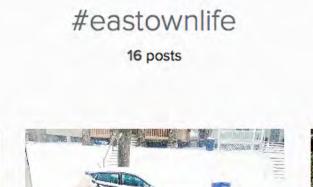


MOST RECENT





































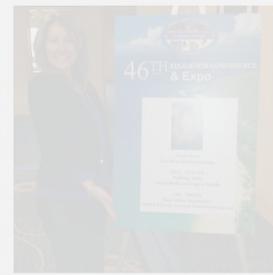


















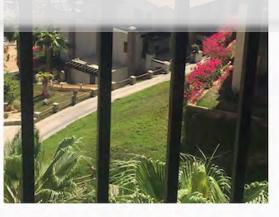




















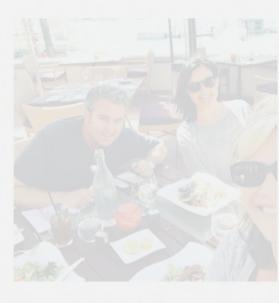








### #ForRentLife ForRent.com® NATION'S LEADING APARTMENT RESOURCE





































### **Employee/Follower Takeover**



bedbathandbeyond

483 likes

bedbathandbeyond "Hi everyone, @enh410 here (along with my fiancé Nick!) taking over for #WeddingWednesday! We can't wait to share our registry favorites & must have items that we picked out during our appointment at our local Bed Bath & Beyond! Stay tuned ....! #HappilyRegistered #BedBathandBeyond" - @enh410 // photo by @loganleeperphoto

pinkchampagneproblems So exciting! Can't wait to follow along

kateireneblue Yay! Such an exciting time! Thrilled for y'all and BB&B was one of our favorite places we registered!

katieurban\_ Can't wait to follow along! I love Bed, Bath & Beyond!

\_how2wearit\_ This post was so fun and incredibly helpful for all those bride-to-be's!

alexcarreno\_ Can't wait to see some of

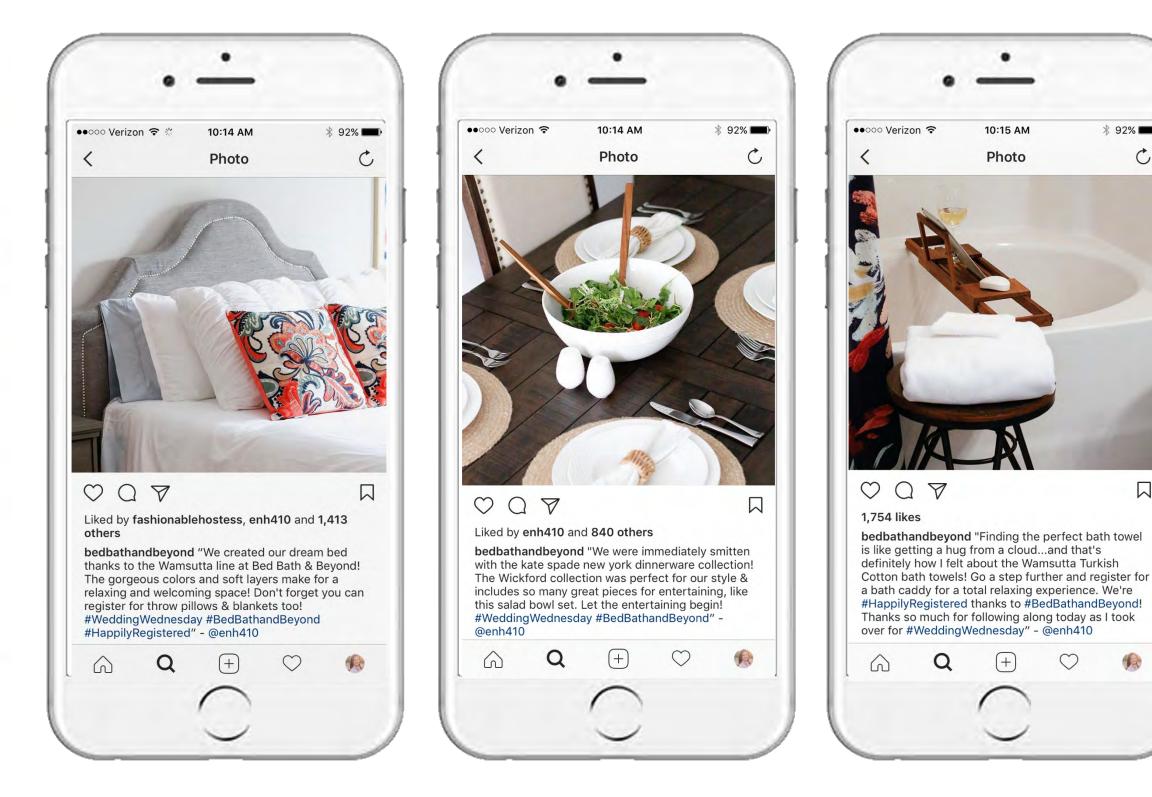
Log in to like or comment.

Where you invite a social-savvy individual to create authentic user-generated content for your channel or an employee to provide behind the scenes.

### Follow

2w

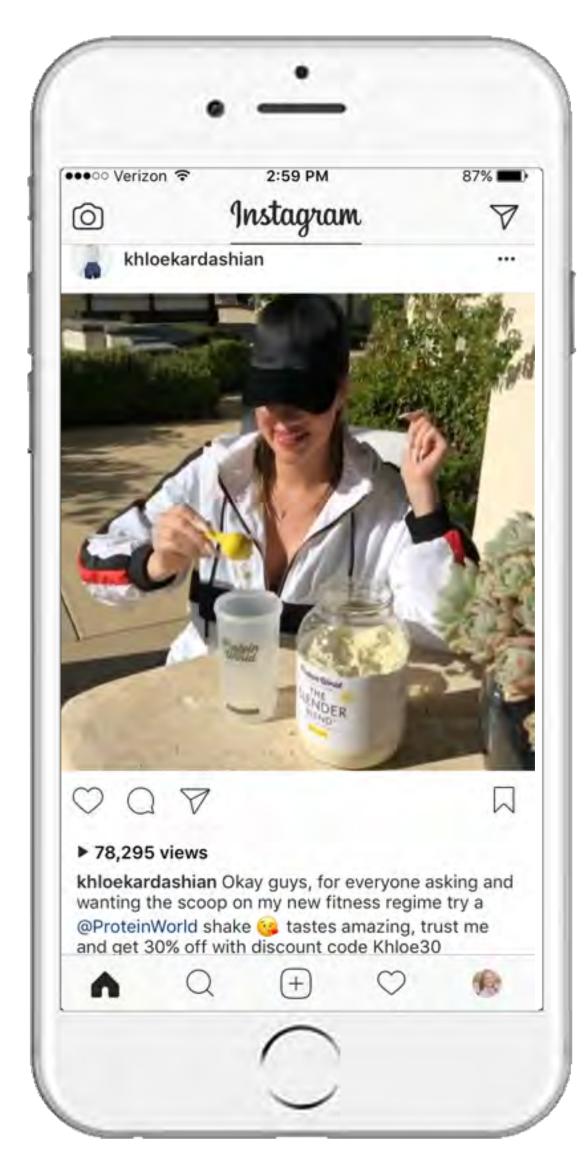
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### Work With Influencers





### proteinworld Follow -

Protein World We gour best you in 2017 Lake the 30 day challenge! Share your progress #proteinworld <a>Take it to the next level - shop here</a> www.proteinworld.com

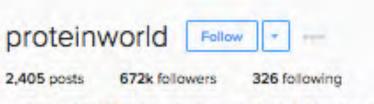










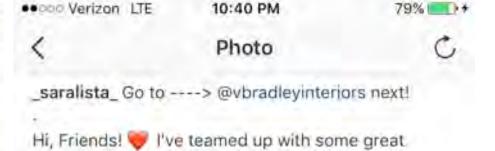


Where someone who has a sizable following on social media that your target audience trusts or admires takes over your account or cross promotes your content.



### Loop Giveaway





Instagram ladies to give one of YOU 1000 more. reasons to smile this Holiday season! chance to win a \$1000 Pottery Barn gift card -OR-\$1000 PayPal cash! All you need to do is enter for a chance to win it all!

To enter, follow these simple steps: 1. Follow me. We double check.

2. Like this post. This is how we see your entry. . 3. Follow @vbradlevinteriors next and repeat the steps above.

When you make it back here (and have followed everyone in the loop) you're entered to #win!

We'd love to know a little bit about you! Tell us which room in the house is your favorite to decorate!

Details: The giveaway will run until 12/24 at 10:00 pm EST. The winner will be randomly drawn and announced on 12/26 and has 24 hours to claim their prize. You can always find who the winner is @ loopsforyou.

The winner must agree to post an "I WON" photoonce they've received the #prize.

If you've won a #giveaway in the last 6 months (over \$500 value) you are not eligible to win. Must have a mont iccured ID to chow proof of soo



.... Verizon LTE

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If you've won a #giveaway in the last 6 months (over \$500 value) you are not eligible to win. Must have a valid government issued ID to show proof of age. . This giveaway is not sponsored, endorsed or otherwise affiliated with Instagram Inc, Paypal Inc, Or #PotteryBarn. By entering, you agree to hold Paypal inc, Instagram Inc, & Pottery Barn harmless - confirm that you are 18+ years of age - and shall adhere to all Instagram's terms of use. VOID WHERE PROHIBITED BY LAW. NO PURCHASE NECESSARY TO ENTER. #farmhouse #Christmas #tistheseason #farmhousestyle #blogger #instagood #instadaily #momlife #instamom #like4like #follow #photooftheday

View 11.8 comments



10:40 PM 79% C Photo

our.stone.cottage Great prize! My favorite room to decorate is my livingroom!



A contest that incorporates 5-30+ brands that are interested in hosting a contest and giving away a prize in exchange for more followers.











### **Recycle User Generated Content**



ericacampbellbyrum Leones - Italian

Follow

37 likes

1w

ericacampbellbyrum Gorg bar vibes here.

#rosé #yeswayrose #roséallday #brutrose #downtownnorfolk #norfolk #cocktails #marble #jcrew #jcrewstyle #norfolkva #barvibes

somethingfoundaus

klstieg Nice! 😄

jcrew We love this photo! We like it so much that with your approval, we'd like to share it in J.Crew marketing-including our website, social media, social media advertising, email, stores & print. Read our terms & conditions here (http://jcrew.co /Trigi) & just reply with #yesjcrew to agree. Thank you!

Log in to like or comment.

### Gain permission to use consumer photos.



000

### Contests

### 0 **#RENTERSUMMERFUN** AUGUST PHOTO-A-DAY INSTAGRAM CHALLENGE

ONE WINNER WILL WIN A \$300 AMAZON GIFT CARD

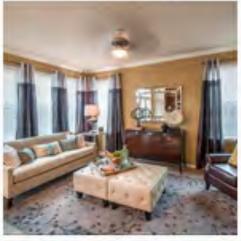
### Tag @AptsForRent & Use #RenterSummerFun

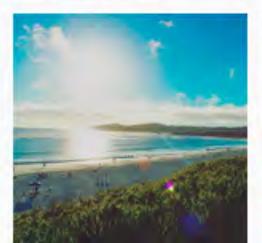
AUG1: Home AUG 2: Sunset AUG 3: Pet AUG 4: In Your Closet AUG 5: Local Brew AUG 6: Celebrate AUG 7: Farmer's Market AUG 8: Floral AUG 9: Door AUG 10: Favorite App AUG 11: Organization AUG 12: Happiness AUG 13: Drink AUG 14: Vacation AUG 15: Breakfast AUG 16: I Can't Live Without

AUG 17: Fitness AUG 18: Favorite Space AUG 19: Nature AUG 20: City Pride AUG 21: Bedside Table AUG 22: Books AUG 23: On Your Plate AUG 24: DIY: Before & After AUG 25: Tablescape AUG 26: Sweet Treat AUG 27: Water AUG 28: My Town AUG 29: Desk AUG 30: In Your Drawer AUG 31: Fresh Fruit









### #rentersummerfun 2,594 posts



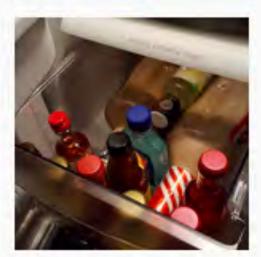




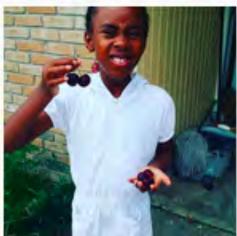














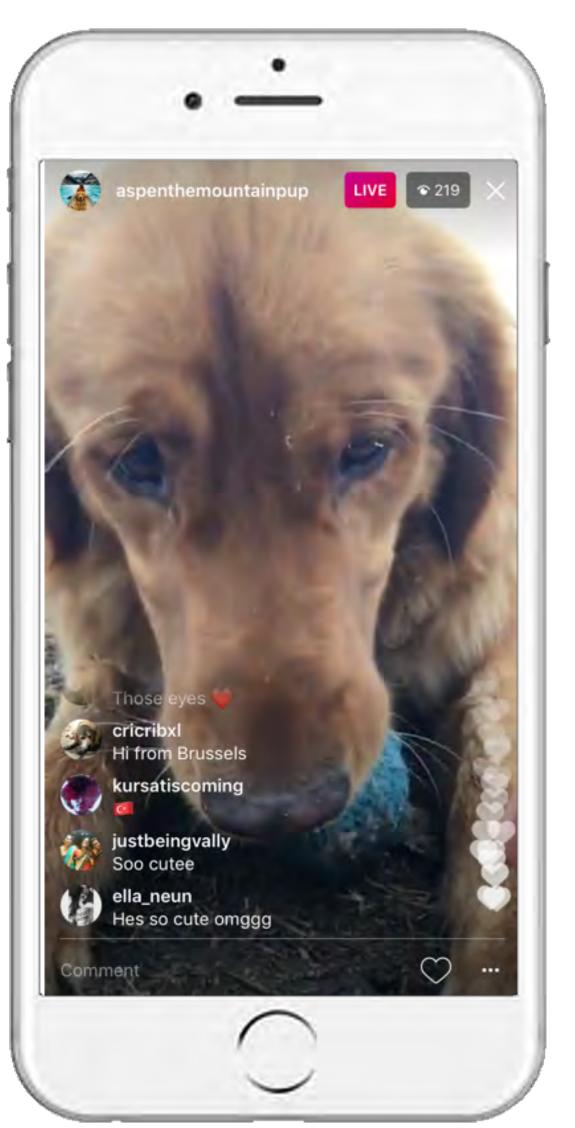


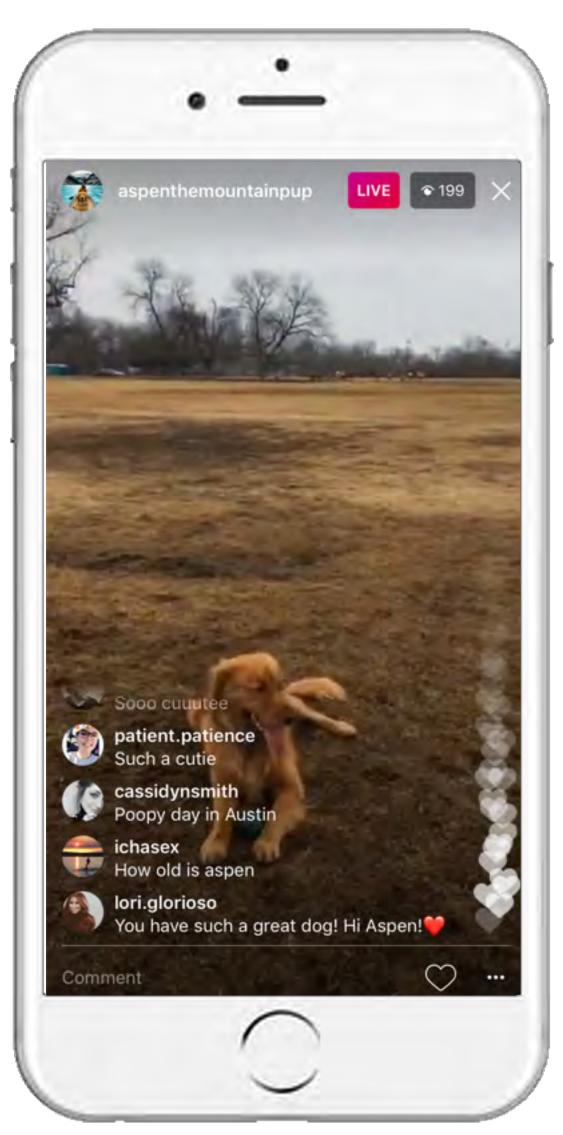
# 2,500+ photos



## NEW INSTAGRAM FEATURES YOU CAN'T IGNORE

### Instagram LIVE







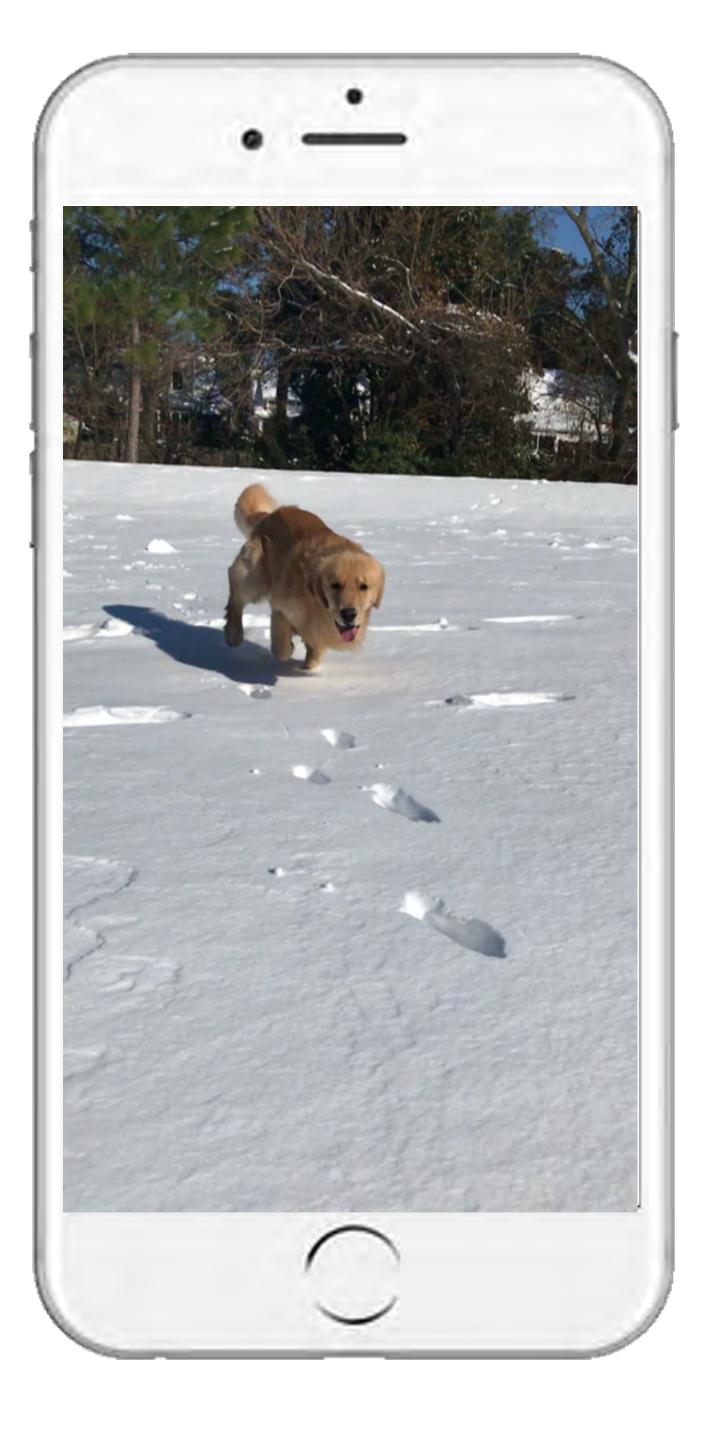
Instagram LIVE lets you broadcast video to your followers in real-time, but they can only watch while you're still streaming. No replays.



## Boomerang



Boomerang lets you turn everyday moments into captivating mini videos that loop back and forth.





### Mentions

Type "@" followed by a username and select the person you'd like to mention. Their username will appear underlined in your story.

And when someone taps the mention, they'll see a pop-up that takes them to that profile.

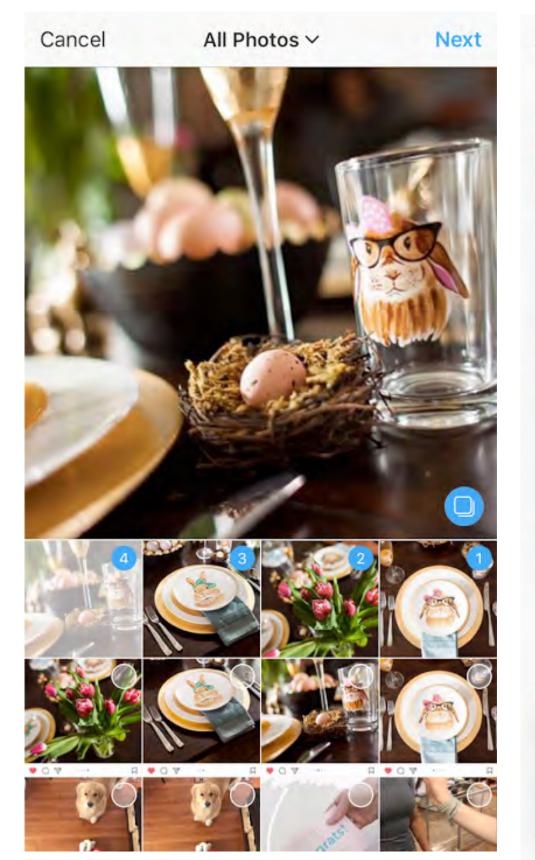






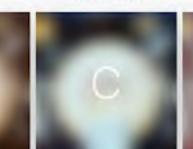


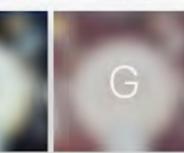
### Album

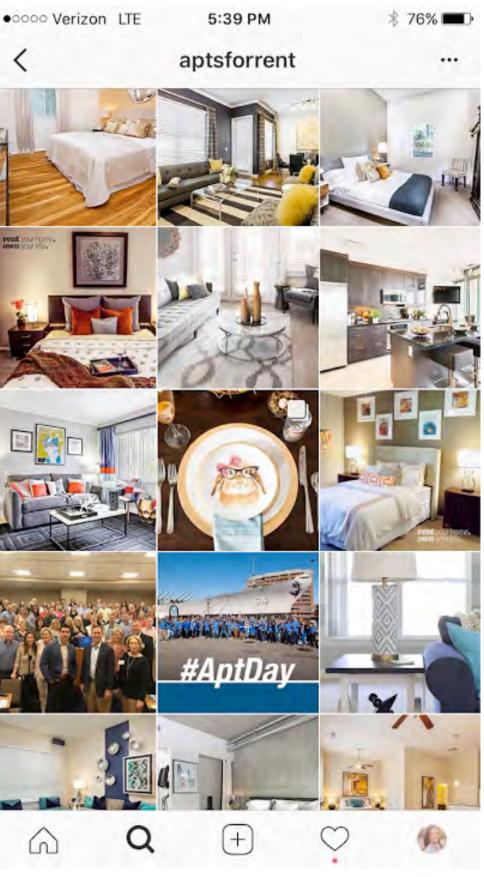












### Share multiple photos and videos (up to ten!) in one post, and slide through them like an album.

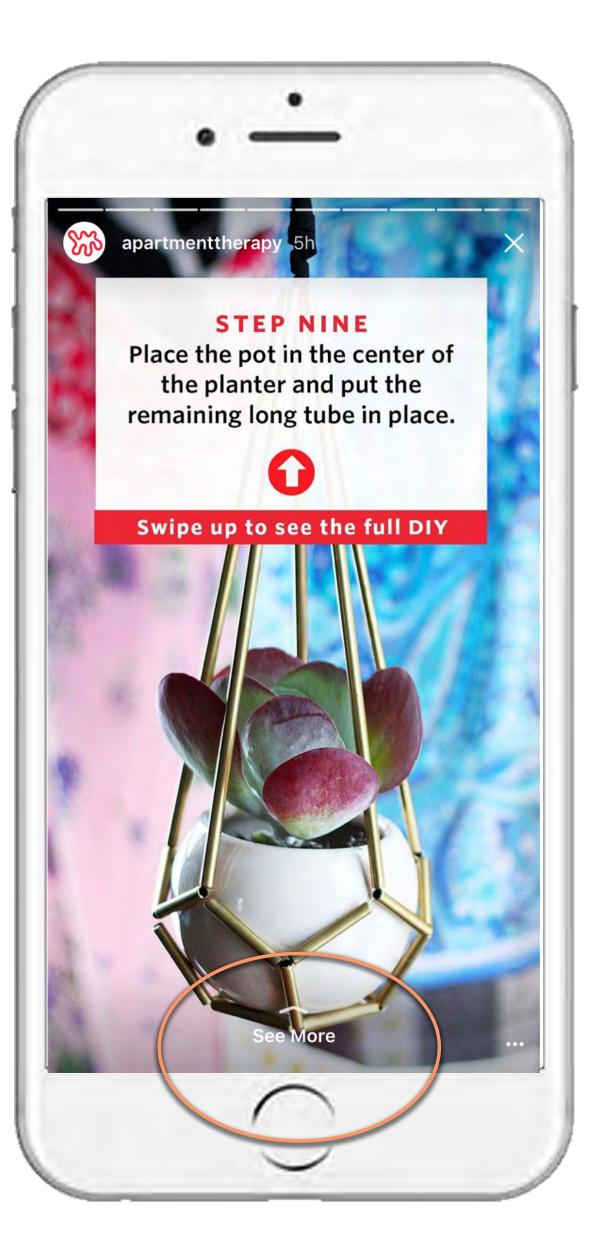




### See More Links

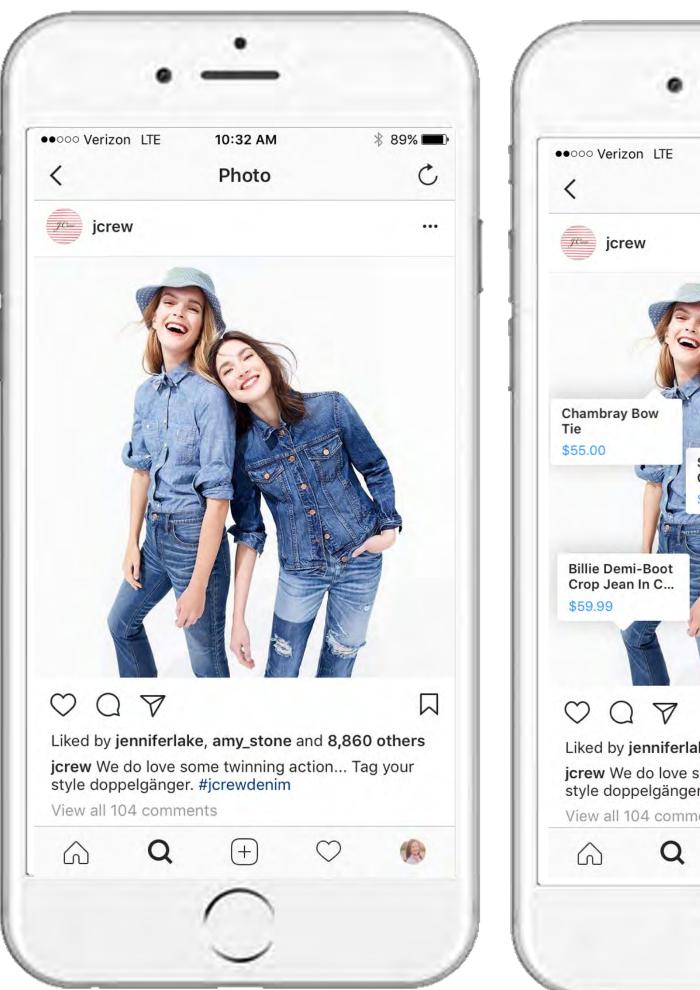
Verified accounts now have "See More" links at the bottom of their Stories. Users swipe up and view it with Instagram's built-in browser.

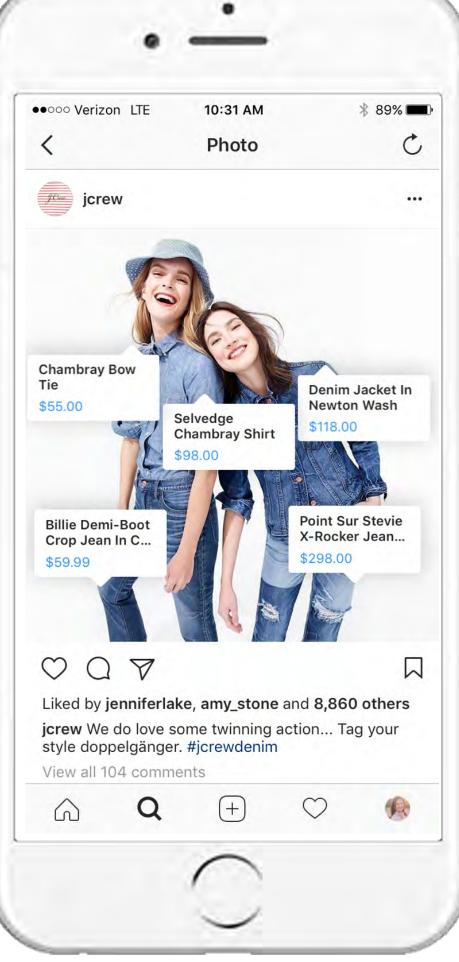


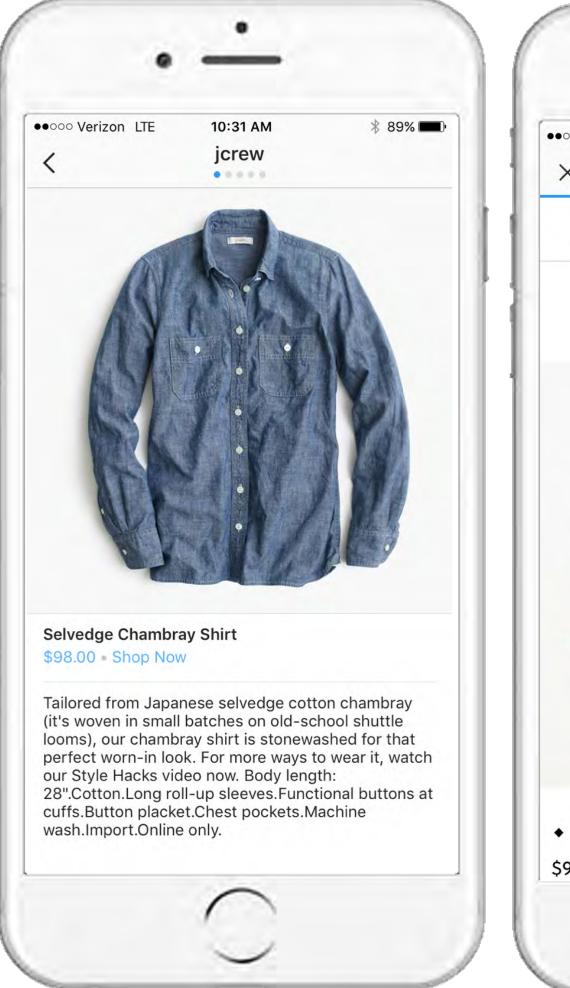


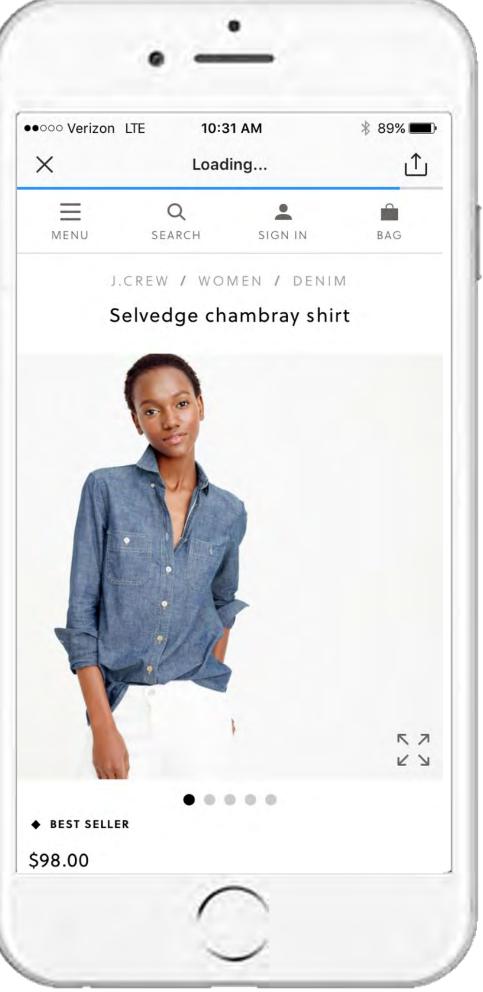


### Shopping [Beta] J.Crew











## IDEAS FOR INSTAGRAM STORIES

The Stories feature is now used by 150 MILLION people every day. This represents a 50-million-user increase in just three months. JJ - INSTAGRAM



### **Cross Promote**

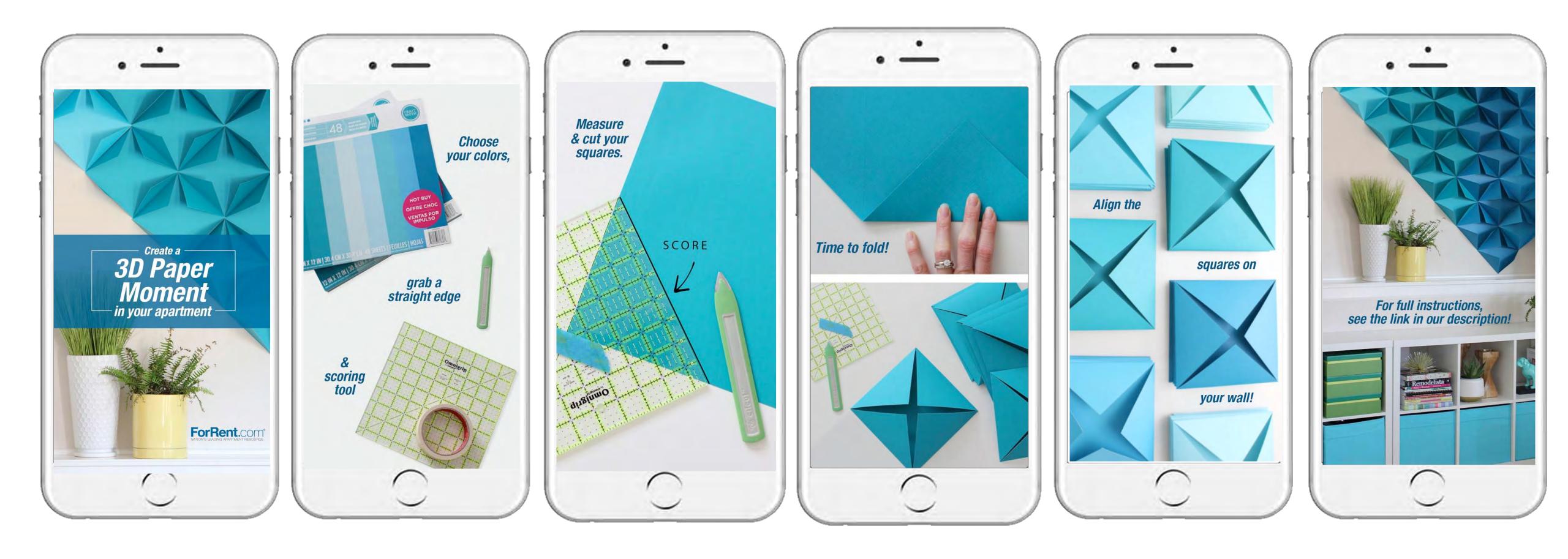




Cross promote your other social channels to drive awareness and increase followers.

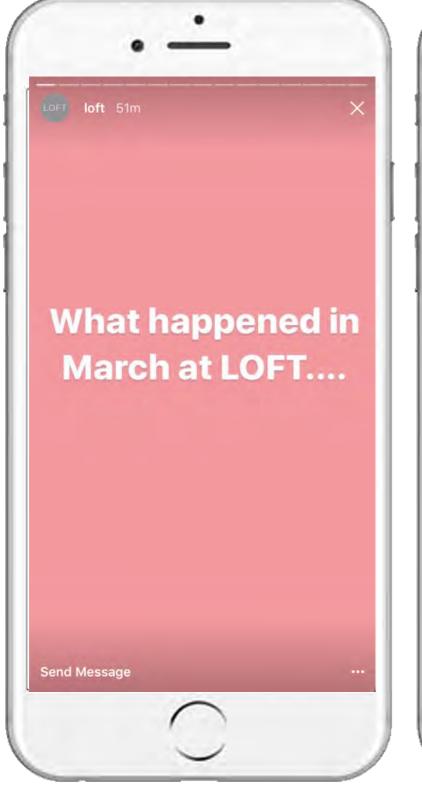


# Share Blog Content

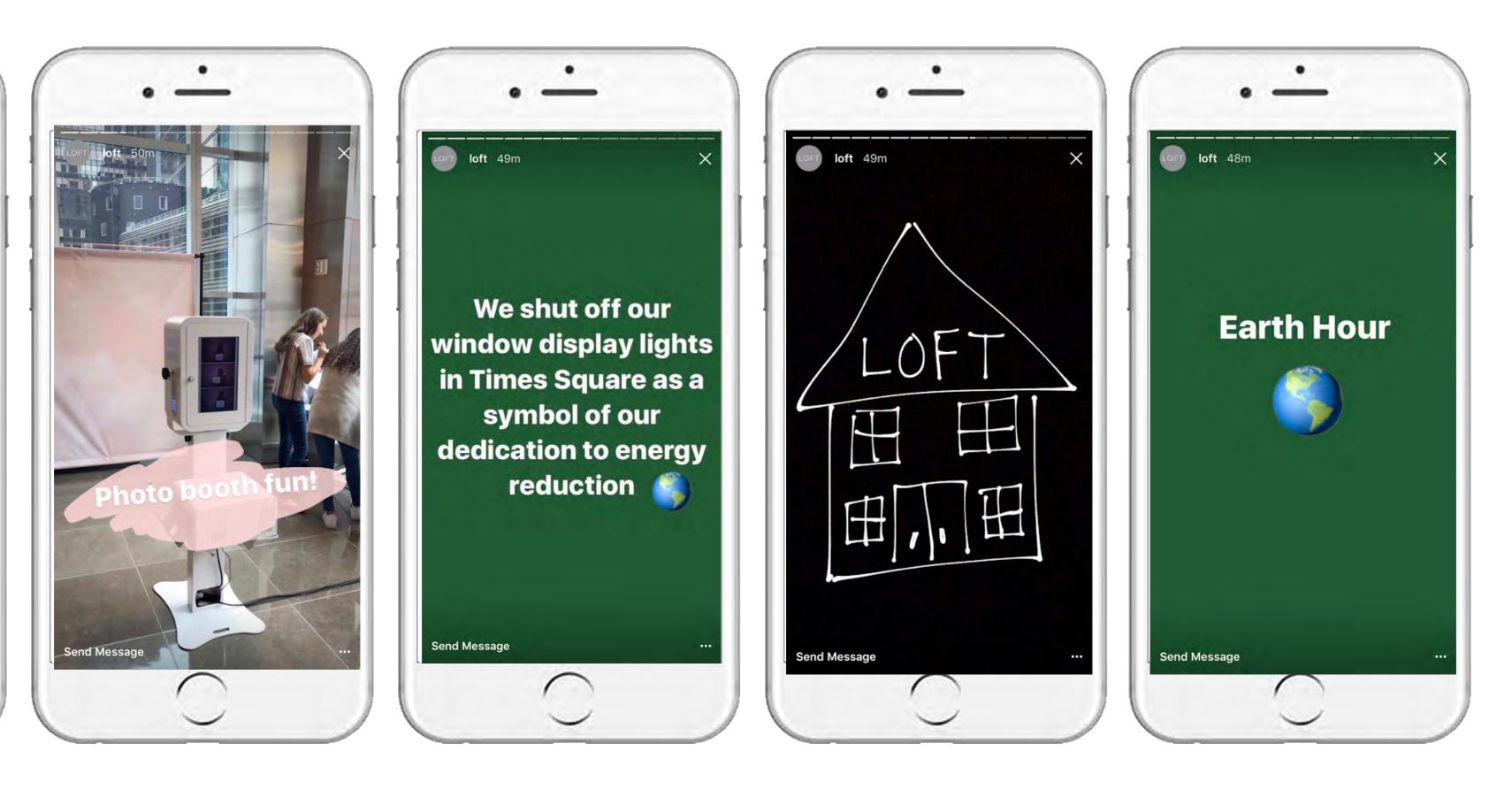




# Recap Your Month LOFT

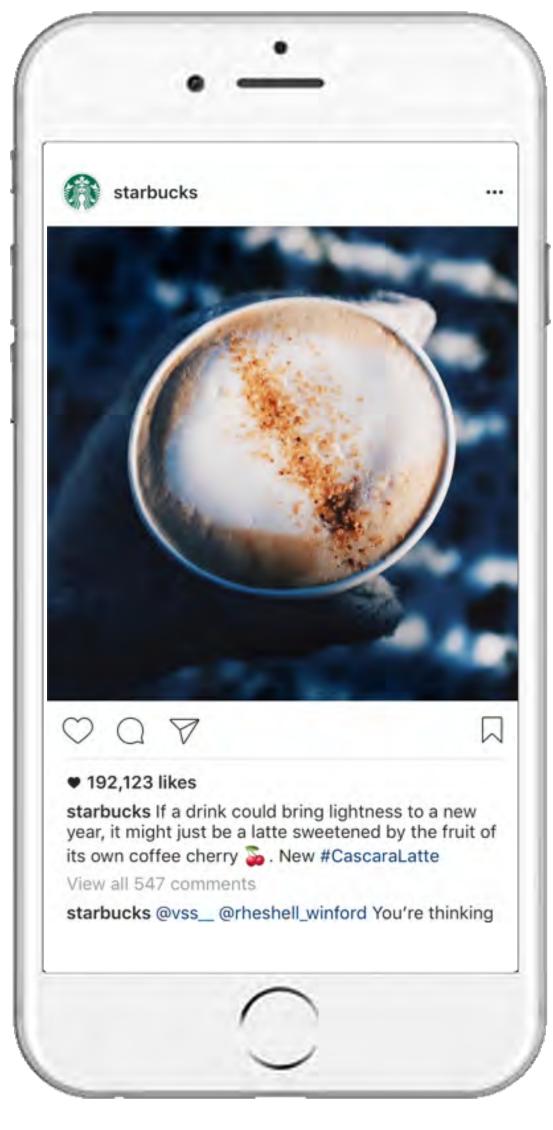








## Launch Products





#### Starbucks used Stories to announce their new drink Cascara Latte.



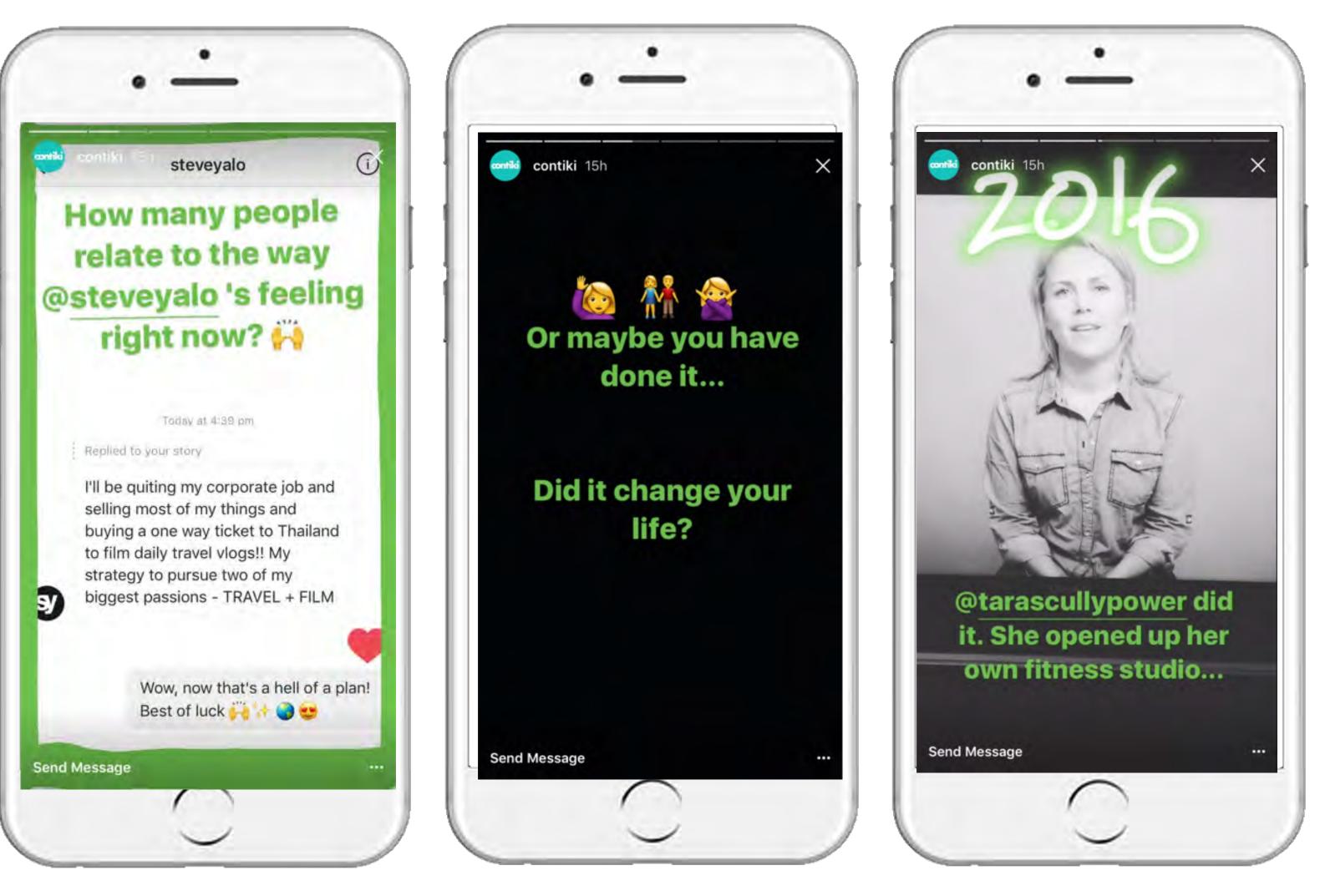


#### **STARBUCKS**<sup>®</sup>

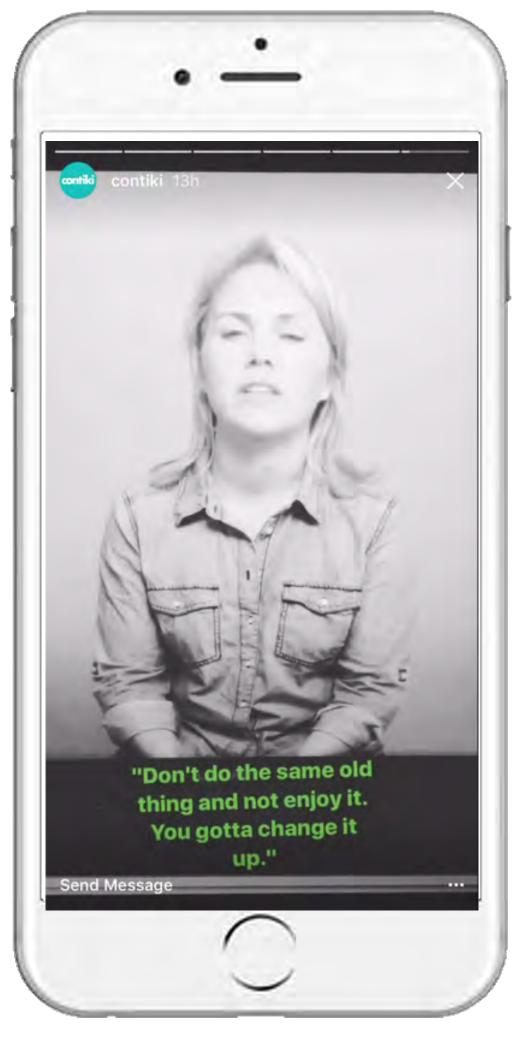




### Show Interviews









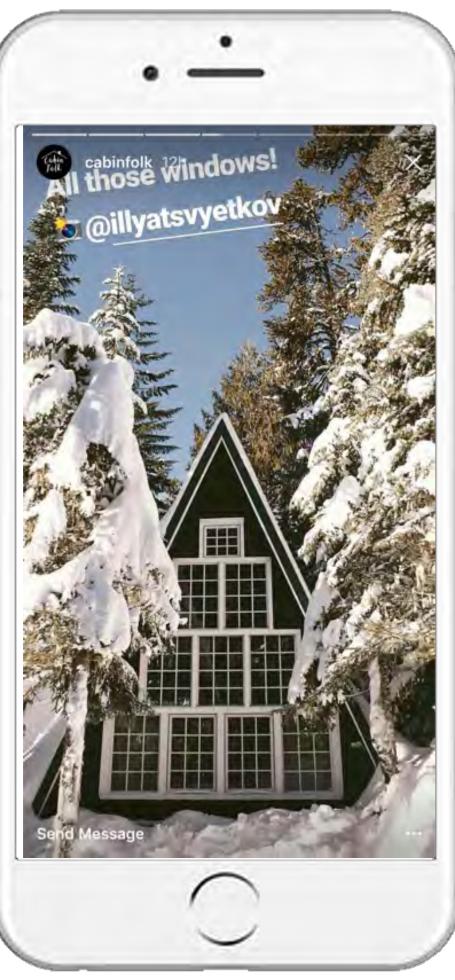
#### Feature User Content





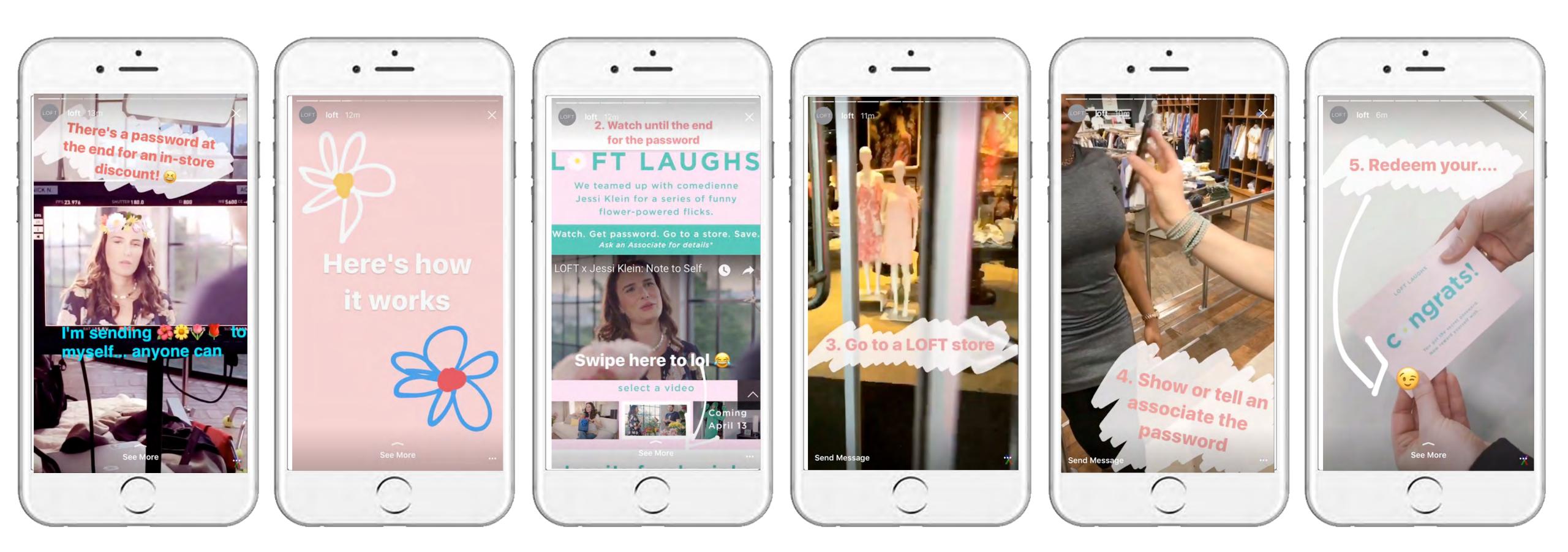






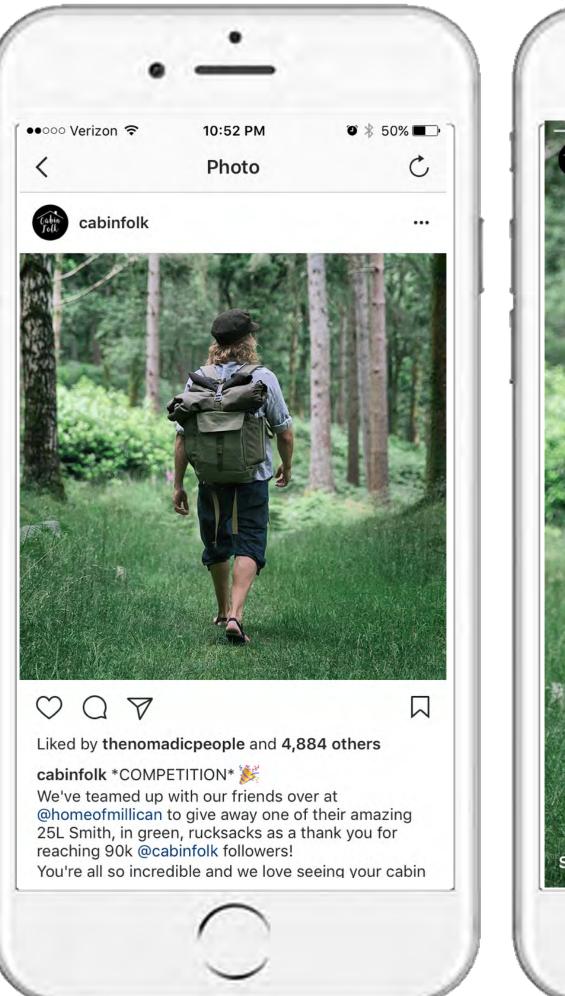


## **Offer Discount Codes** LOFT



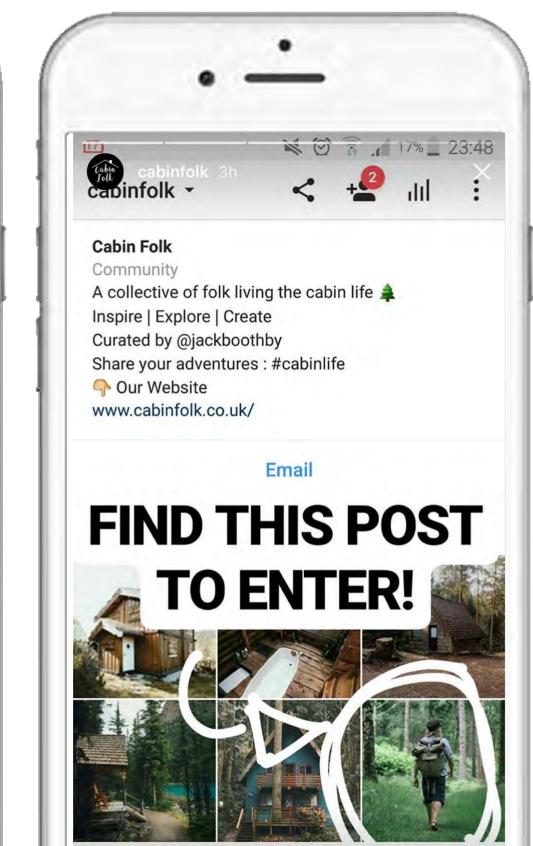


### Have a Giveaway









8

Tell

Send Message

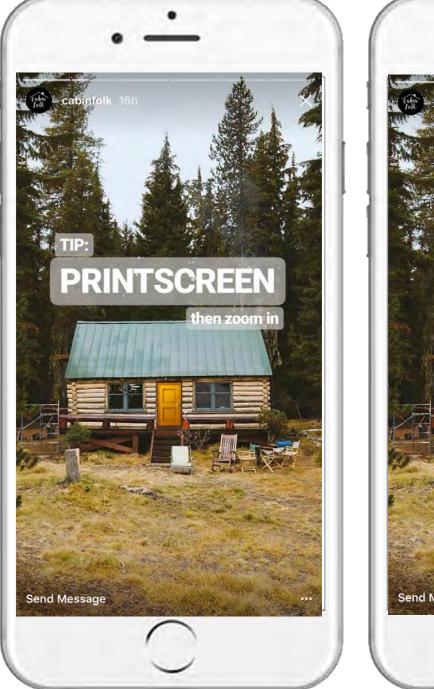




# Run a Scavenger Hunt



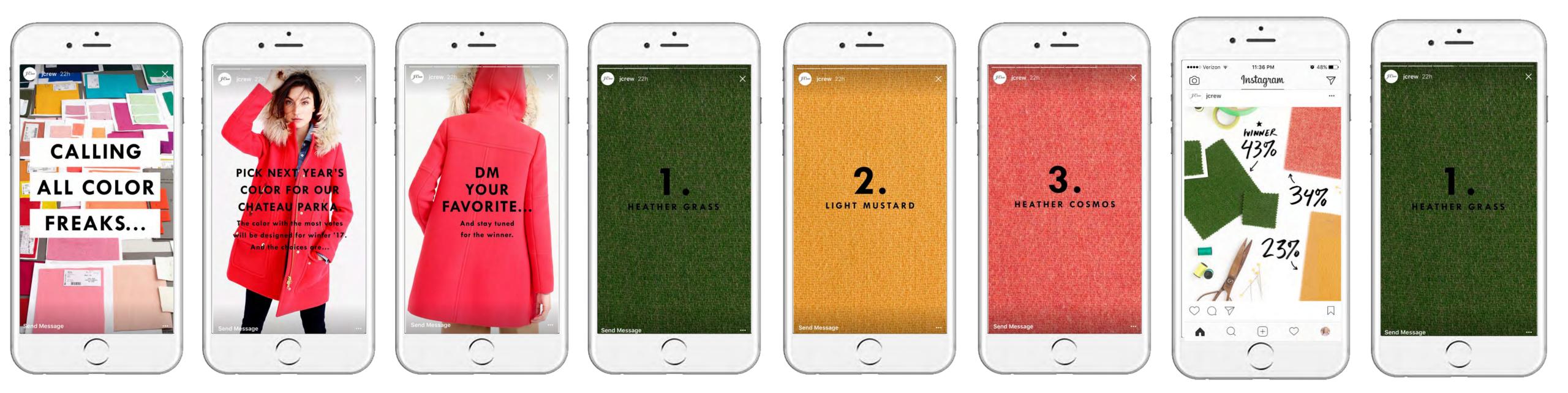










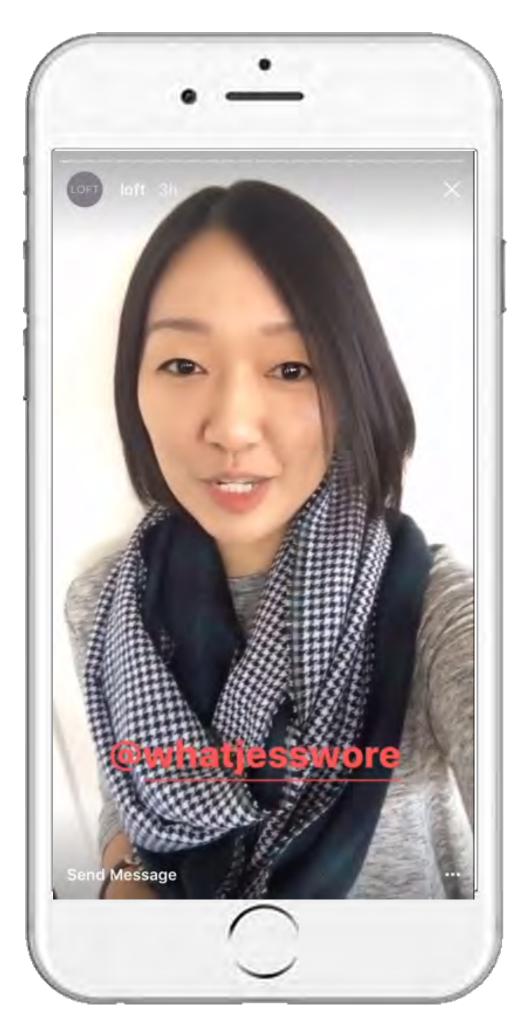


J. Crew used Stories to garner feedback from customers on a color for its 2017 Chateau Parka. Customers voted for the colors by sending a direct message to J. Crew's account, and the color with the most votes will go into production for 2017.





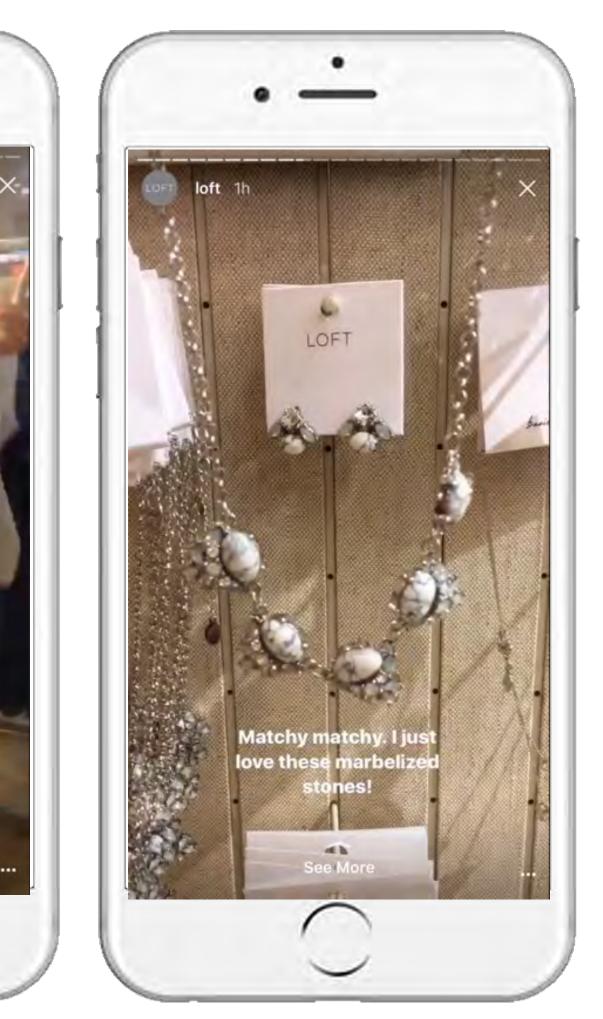
# Work With Influencers LOF

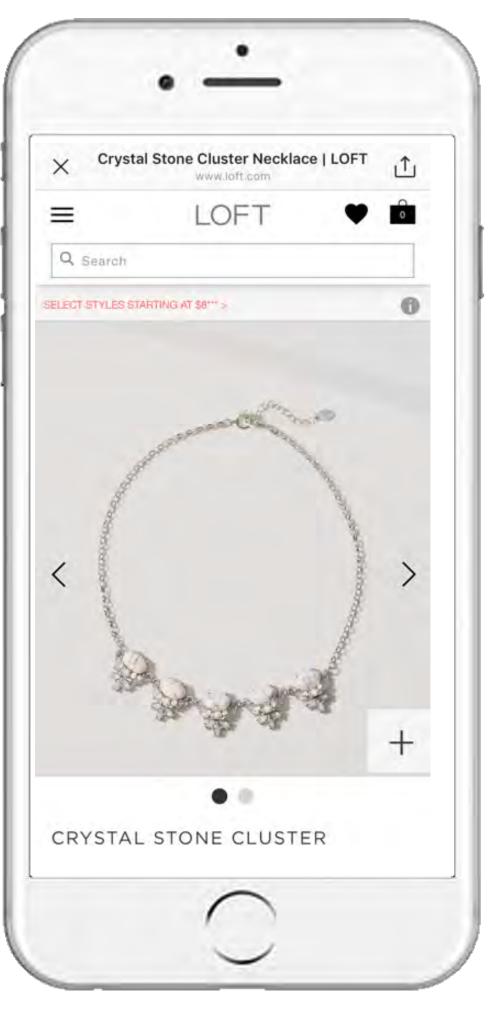


Yours truly power shopping! Let's try on some clothes shall we? 😑 (Swipe up to shop my exact tee.)

See More



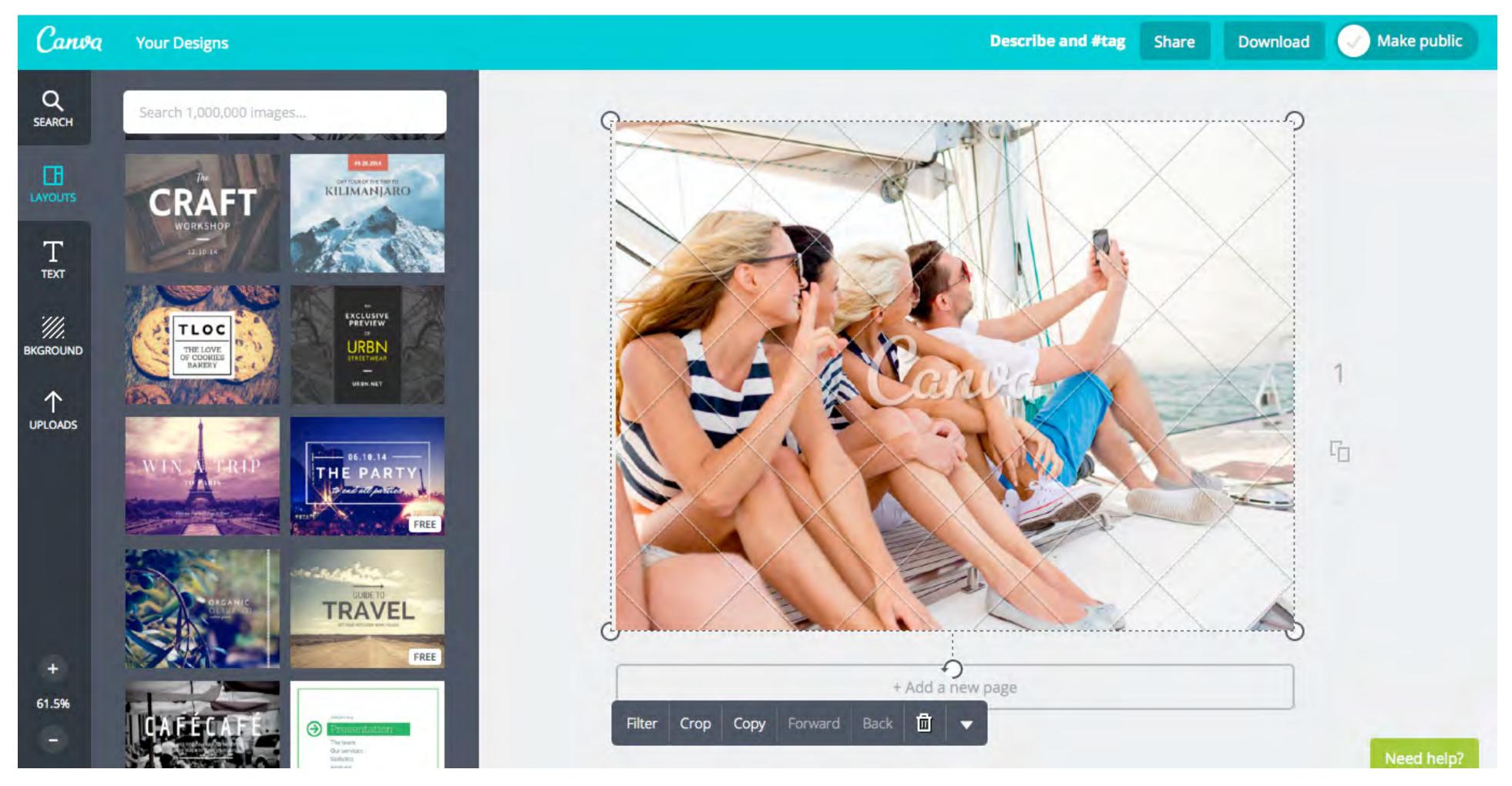






# RESOURCES & TAKEAWAYS

#### Canva











#### PICTAPGO



#### BOOMERANG









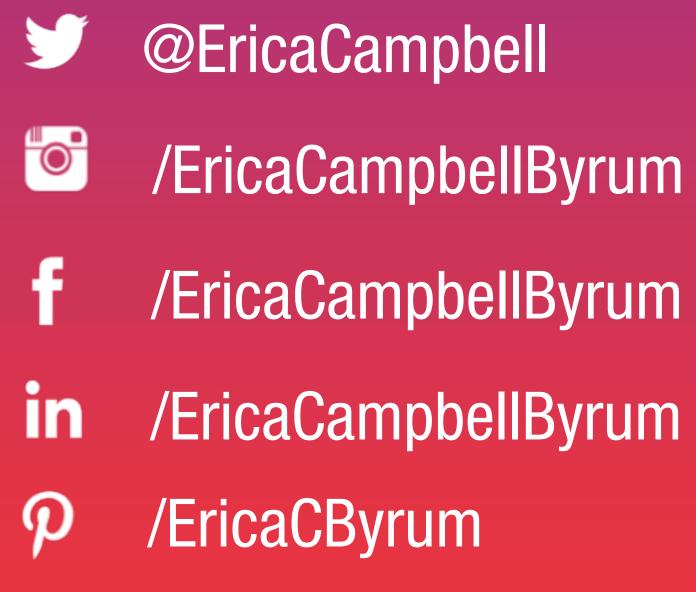
#### **A COLOR STORY**

# nstagram lakeaways

- **1.** Stick to a specific style.
- 2. Plan your posts ahead of time, space out your content and schedule in bulk.
- 3. Post during peak times of the day.
- 4. Be consistent.
- 5. Use hashtags a lot of them!
- 6. Take time to style your photos.
- 7. Shoot in natural lighting.
- 8. Use apps to edit photos.
- 9. Everyone has a story!









For Rent.com®