

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



Instagram

ForRent.com
NATION'S LEADING APARTMENT RESOURCE



@EricaCampbell @AptsForRent

**EVERYONE
HAS A STORY**




aptsforrent

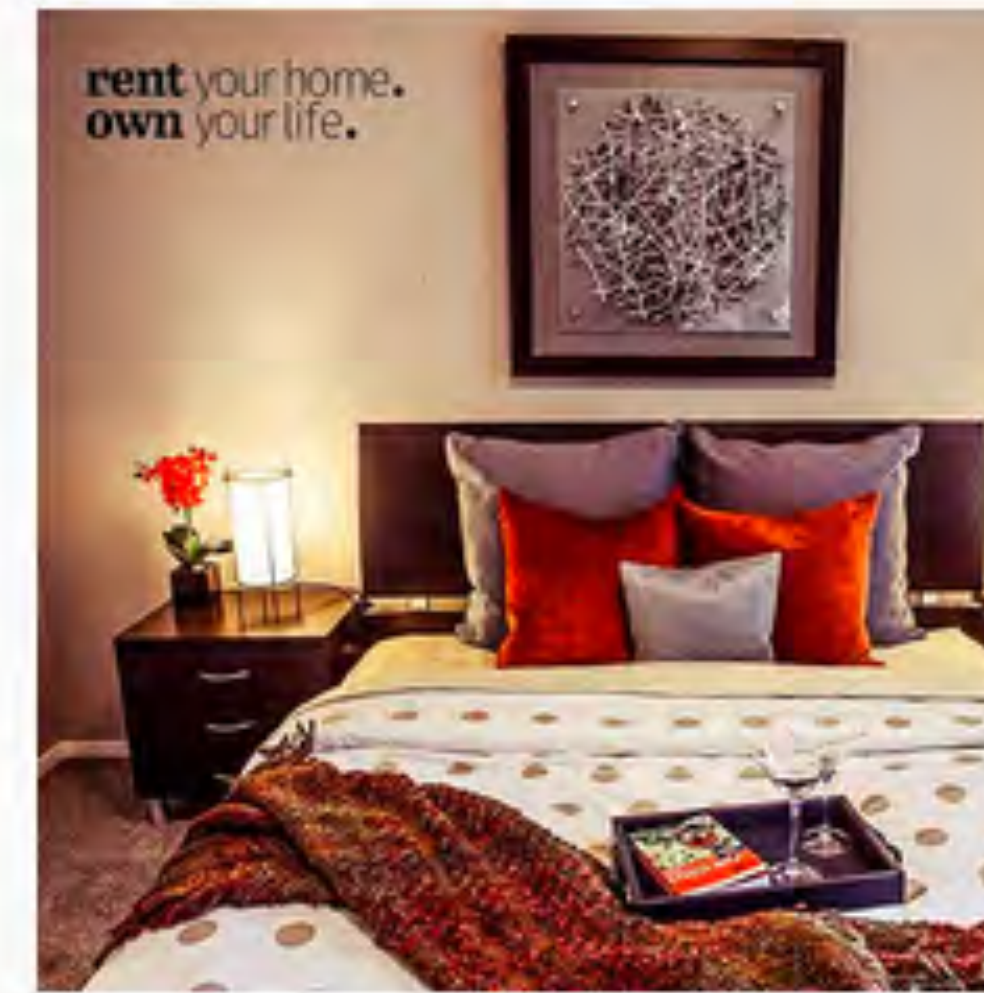
Follow

2,875 posts

5,571 followers

901 following

ForRent.com  ForRent.com® inspires renters to discover their next #apartment. Find ideas surrounding your home decorating style, rental tips and more! #ForRentLife [ForRent.com/blog](https://forrent.com/blog)



A simple way to tell your story



brooksbyrum

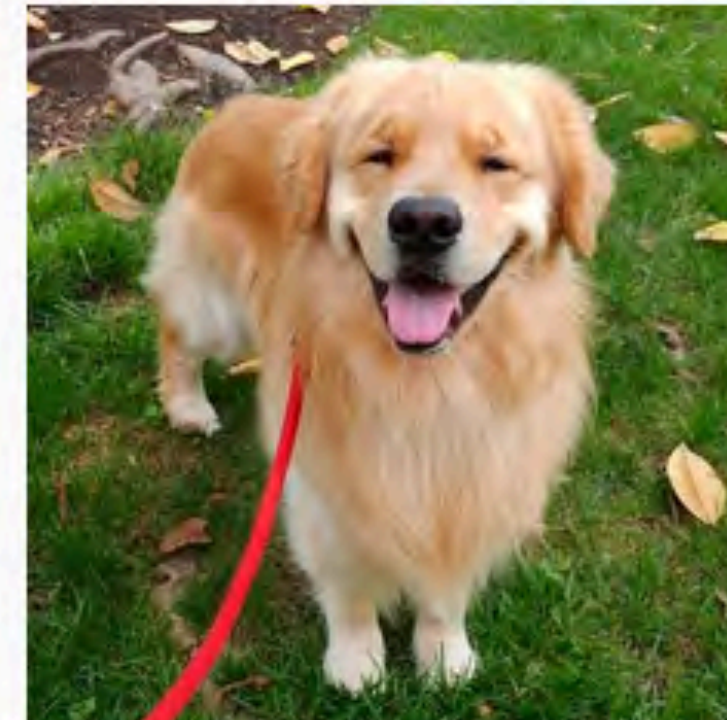
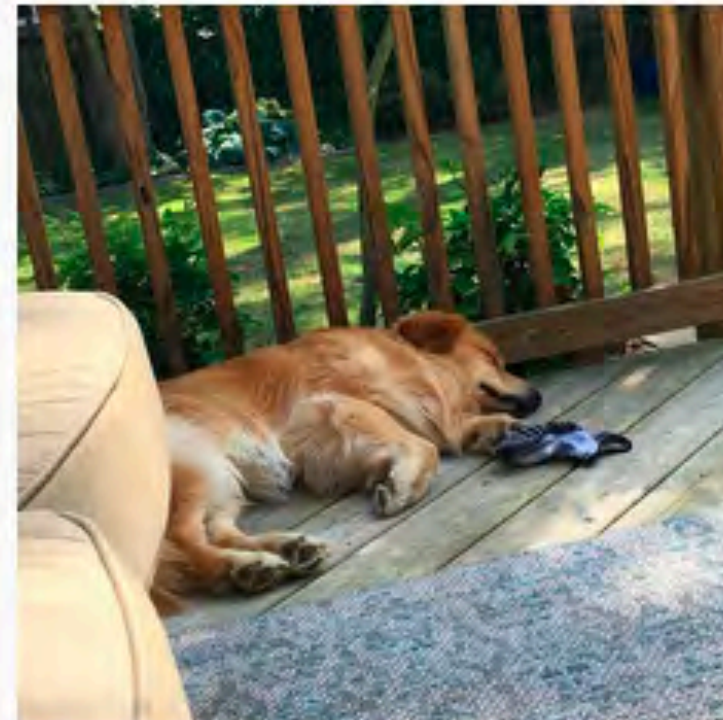
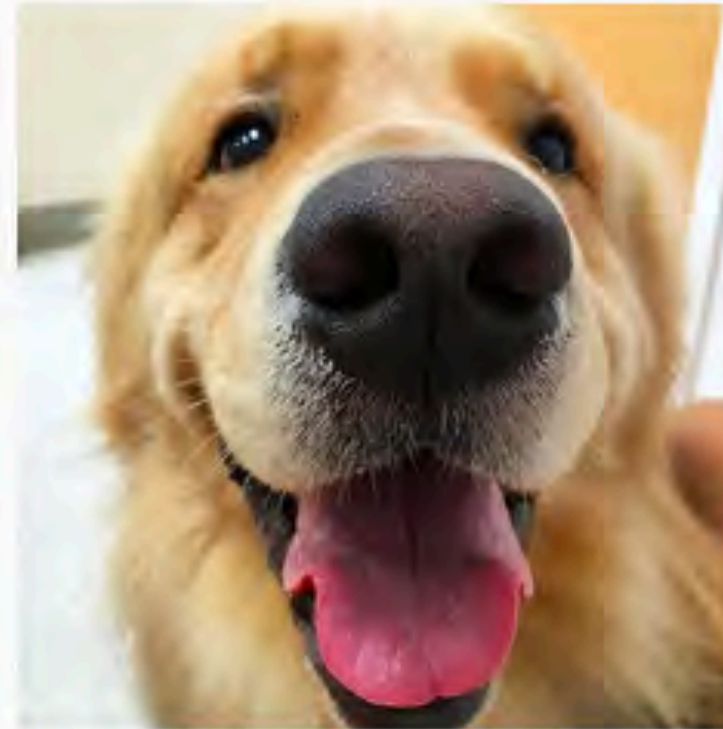
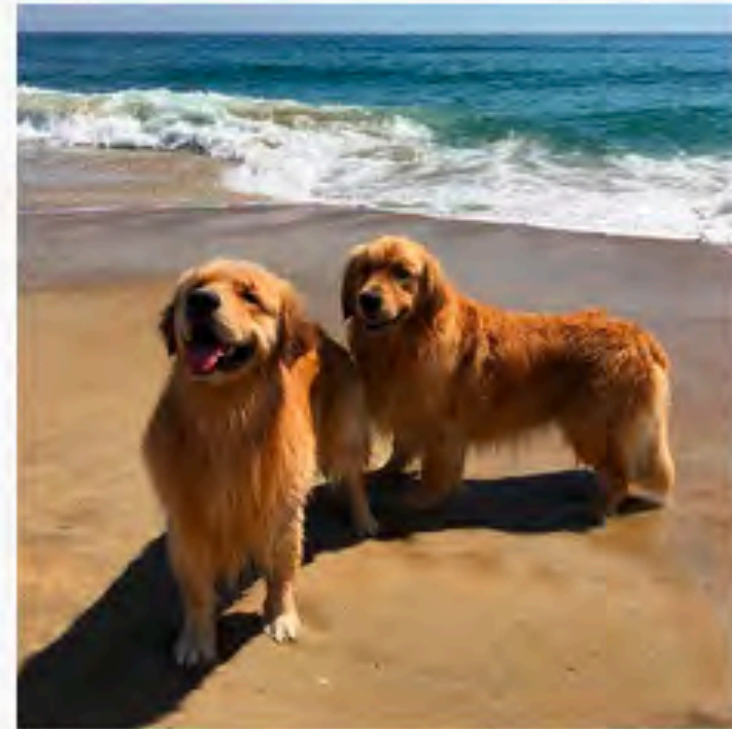
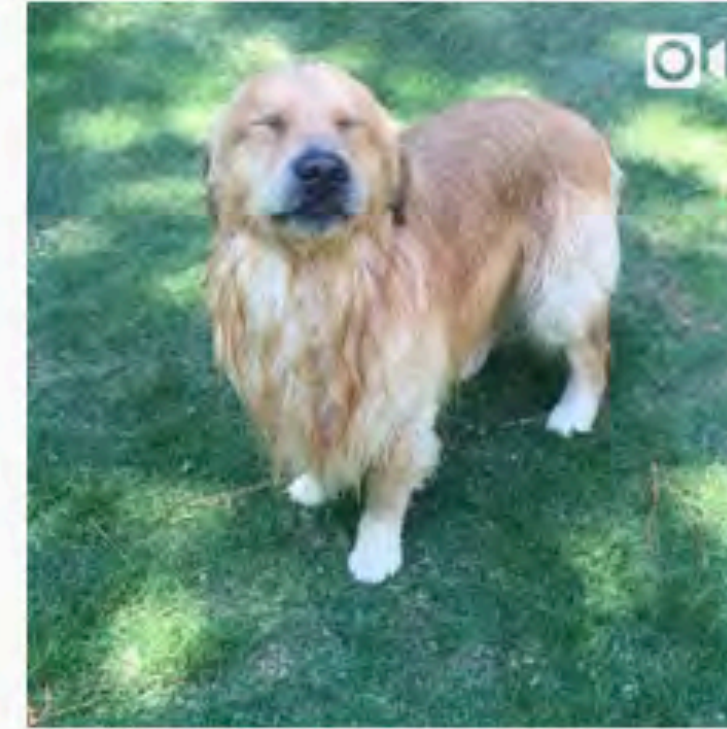
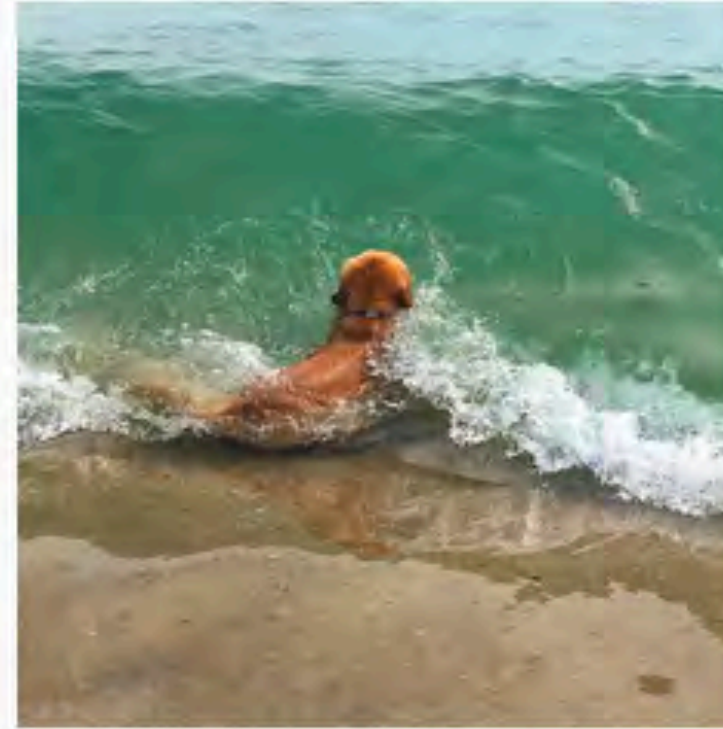
Follow

67 posts

143 followers

34 following

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






**9 INSTAGRAM
ACCOUNTS THAT
ARE KILLING IT
AT CONTENT**

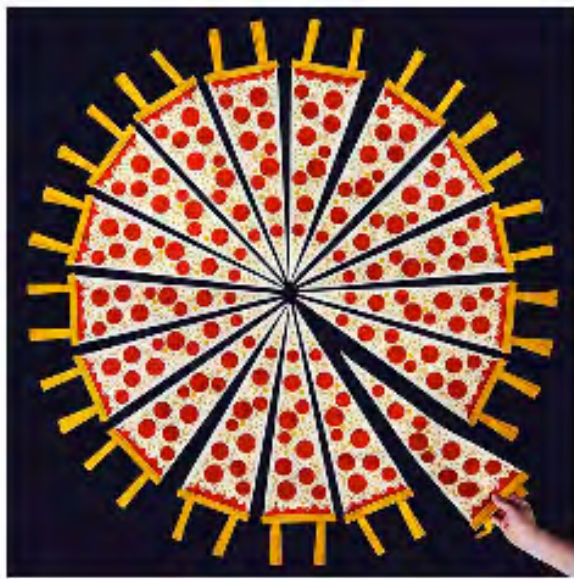
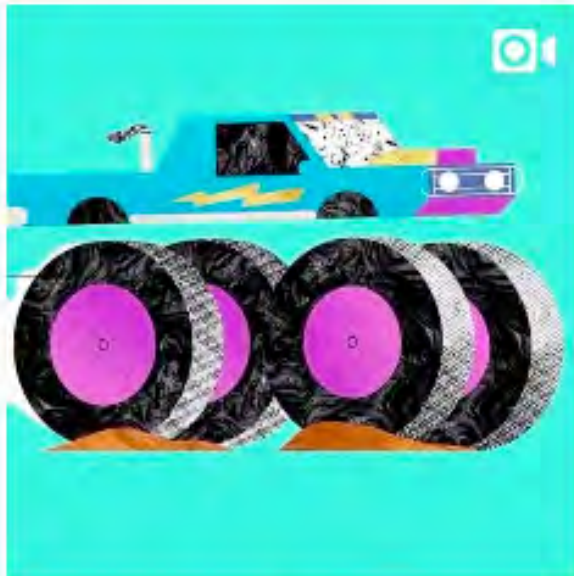


mailchimp

Follow

532 posts 48.9k followers 126 following

MailChimp    www.mailchimp.com/did-you-mean





hubspot

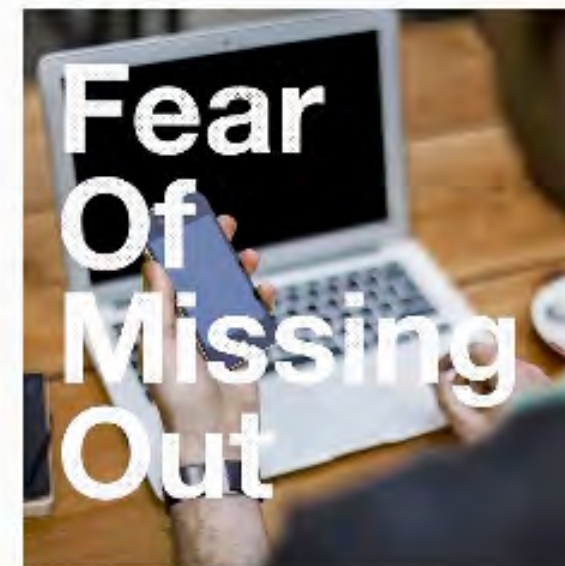
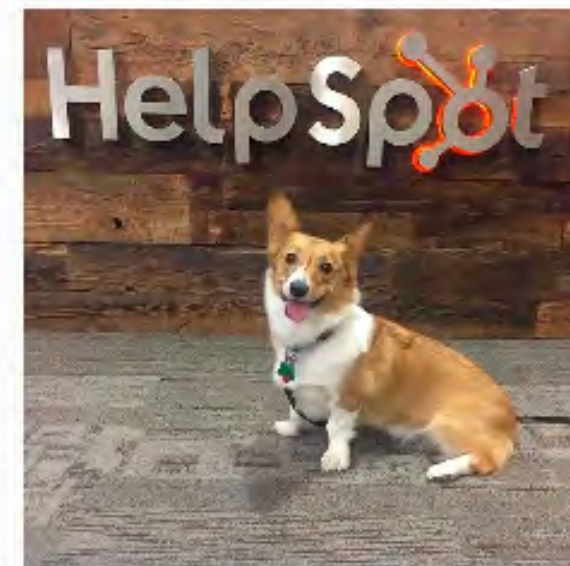
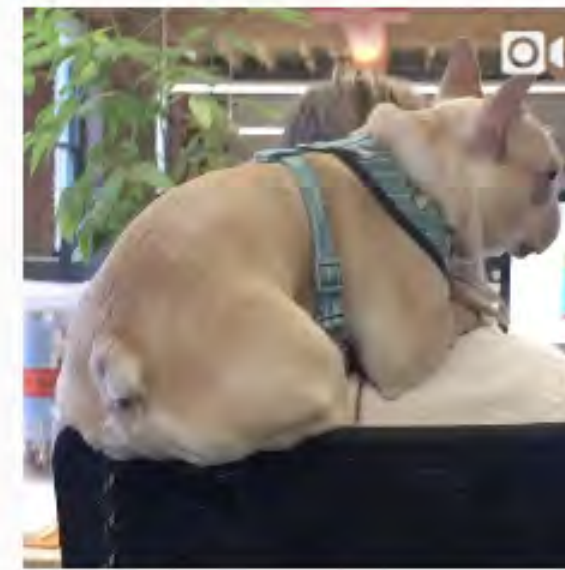
Follow

1,099 posts

65.1k followers

444 following

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





loft

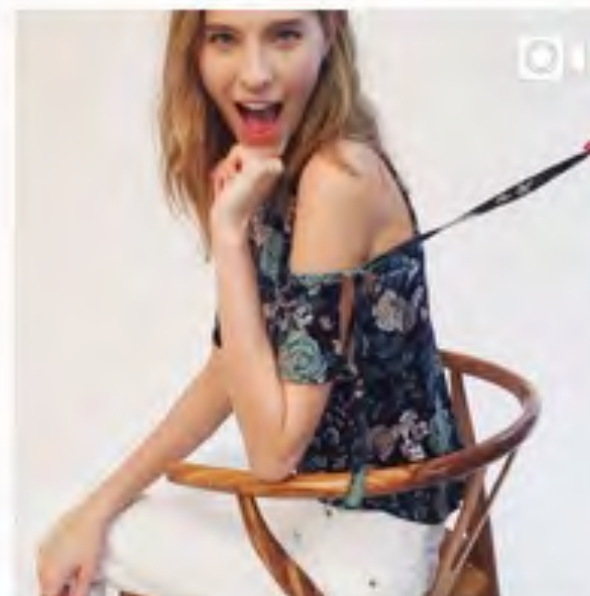
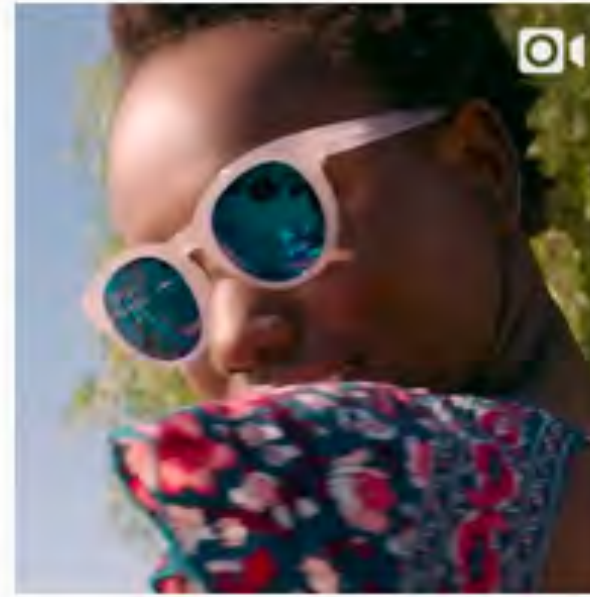
Follow

1,838 posts

376k followers

209 following

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





jcrew

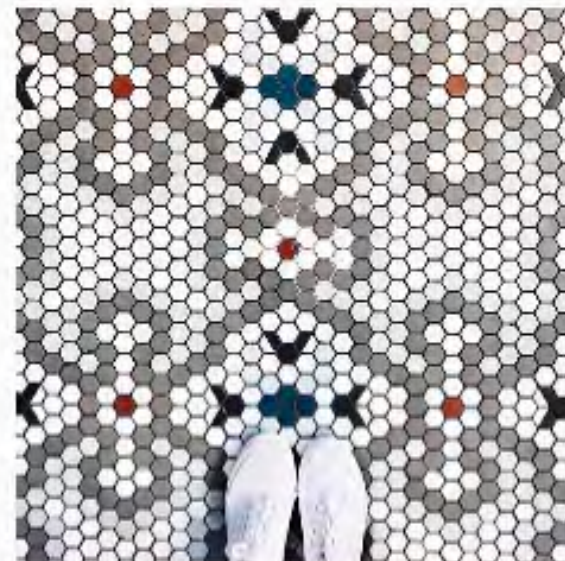
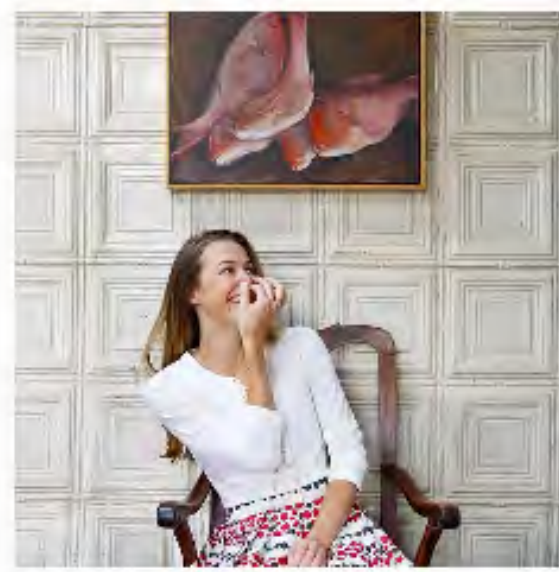
Follow

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: like2b.uy/jcrew





cabinfolk

Follow

372 posts 100k followers 99 following

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



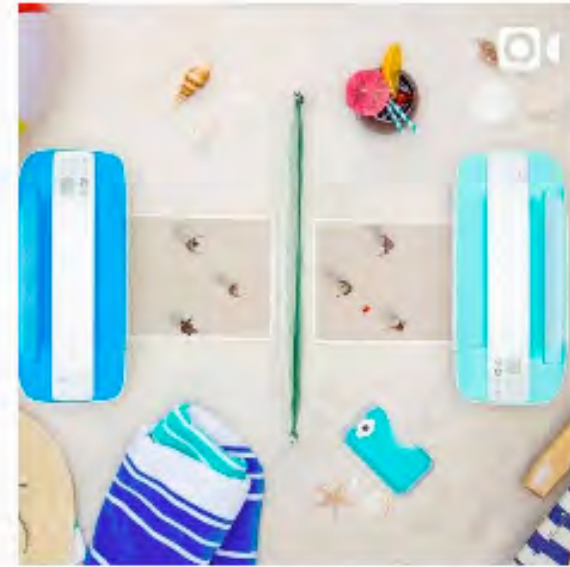


hp

Follow

788 posts 643k followers 95 following

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





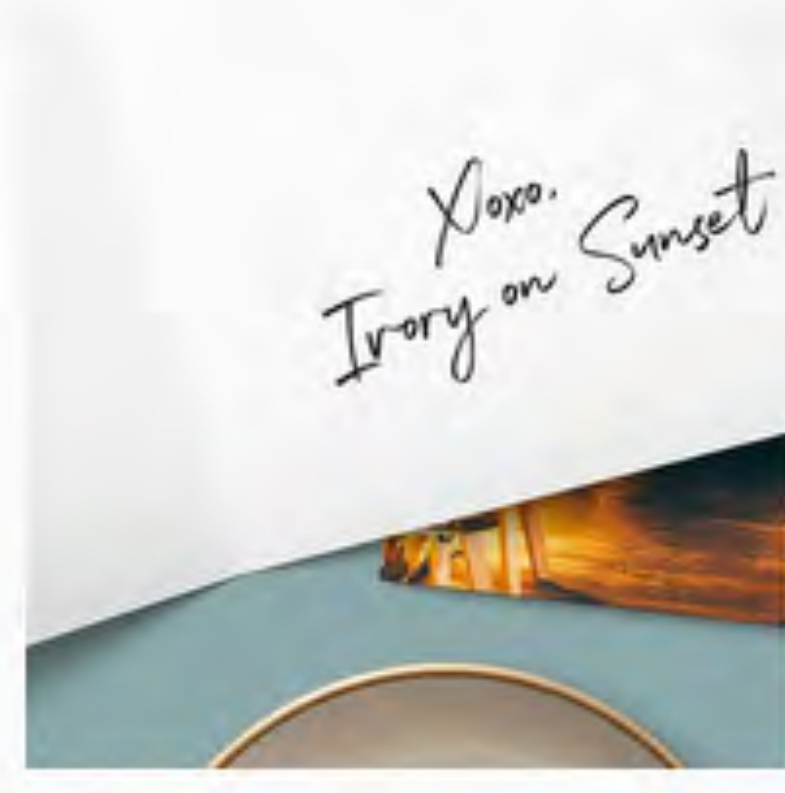
ivoryonsunset

Follow

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/IvoryOnSunset





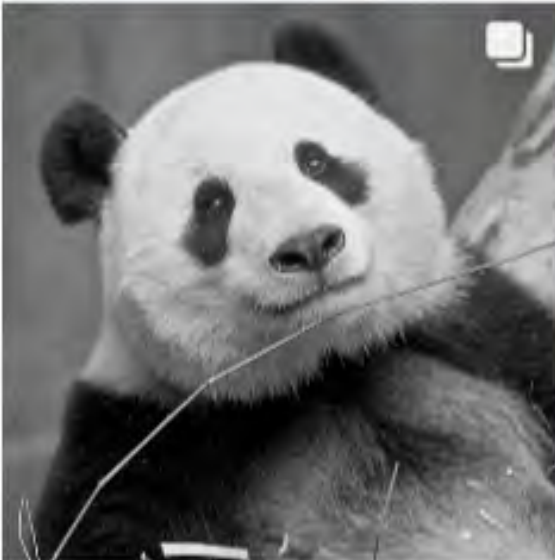
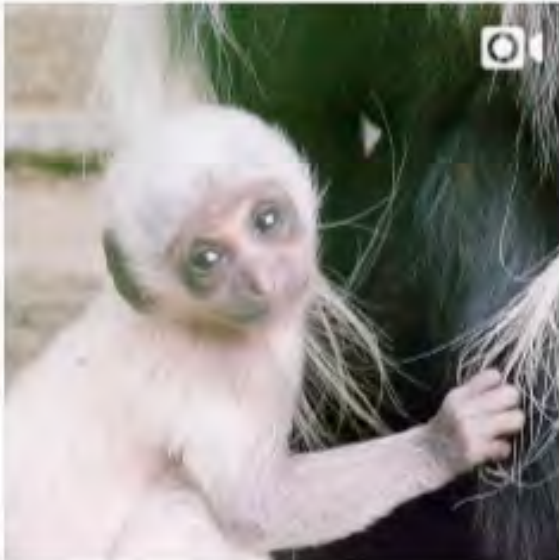
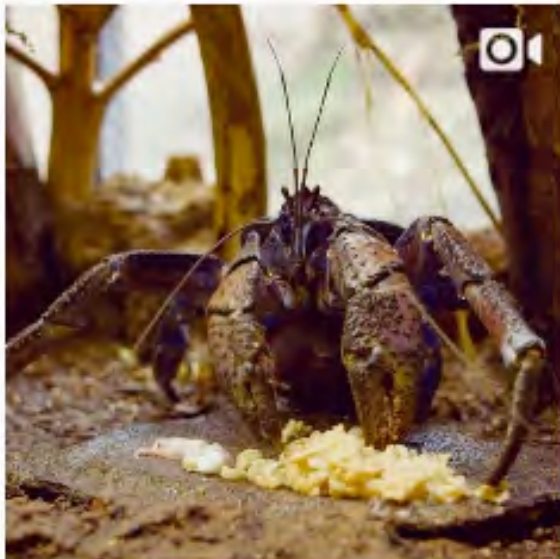
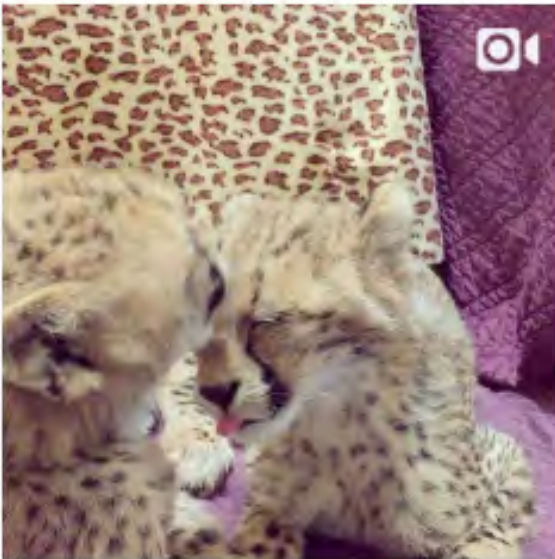


sandiegozoo

Follow

1,192 posts 402k followers 374 following

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





sanfranciscopca

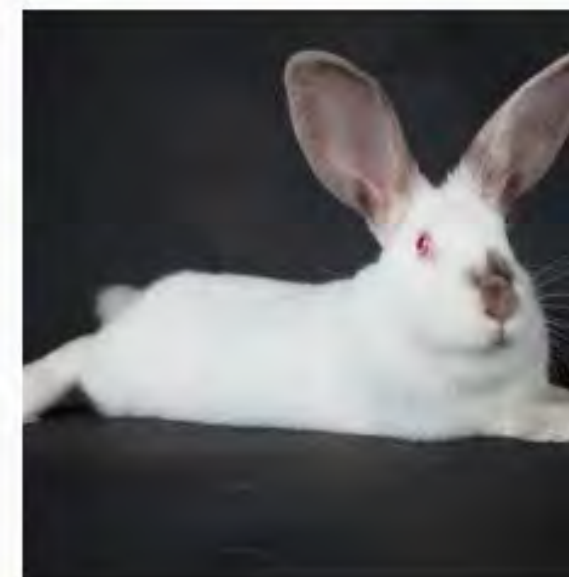
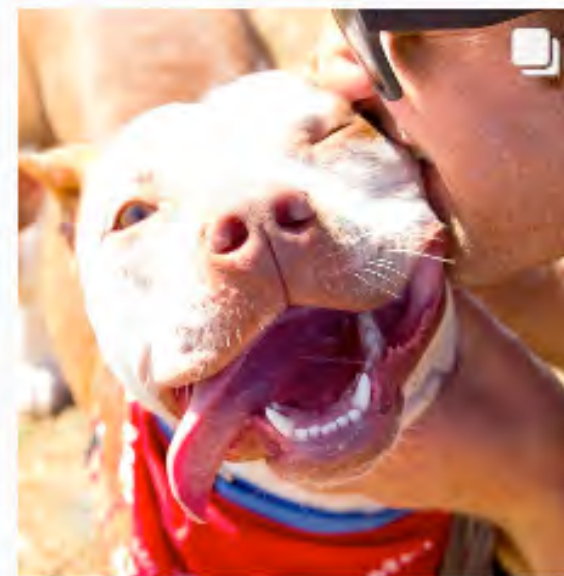
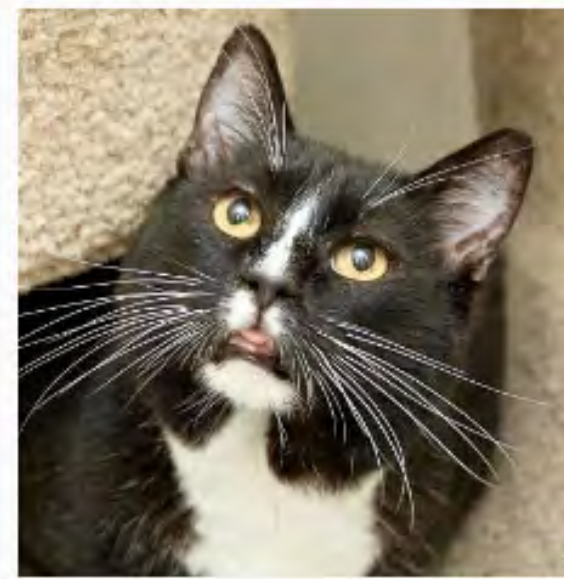
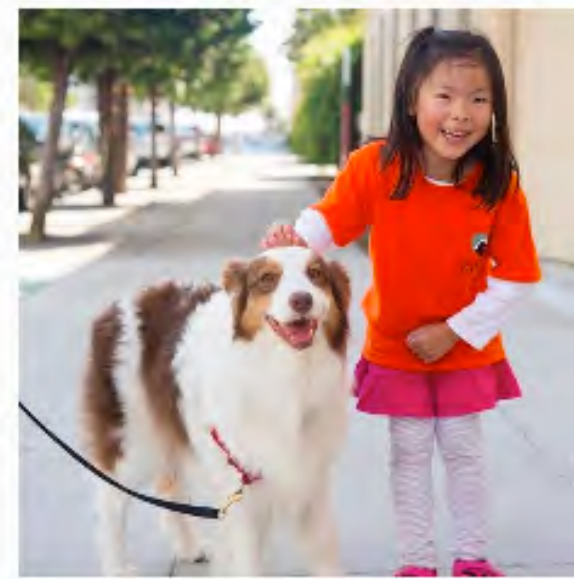
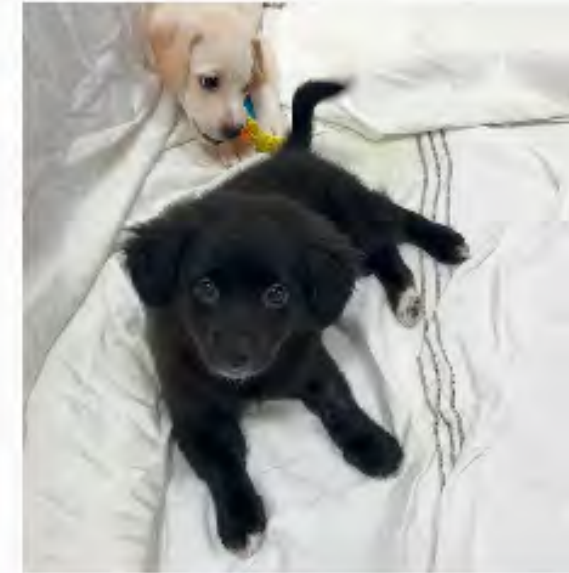
Follow

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



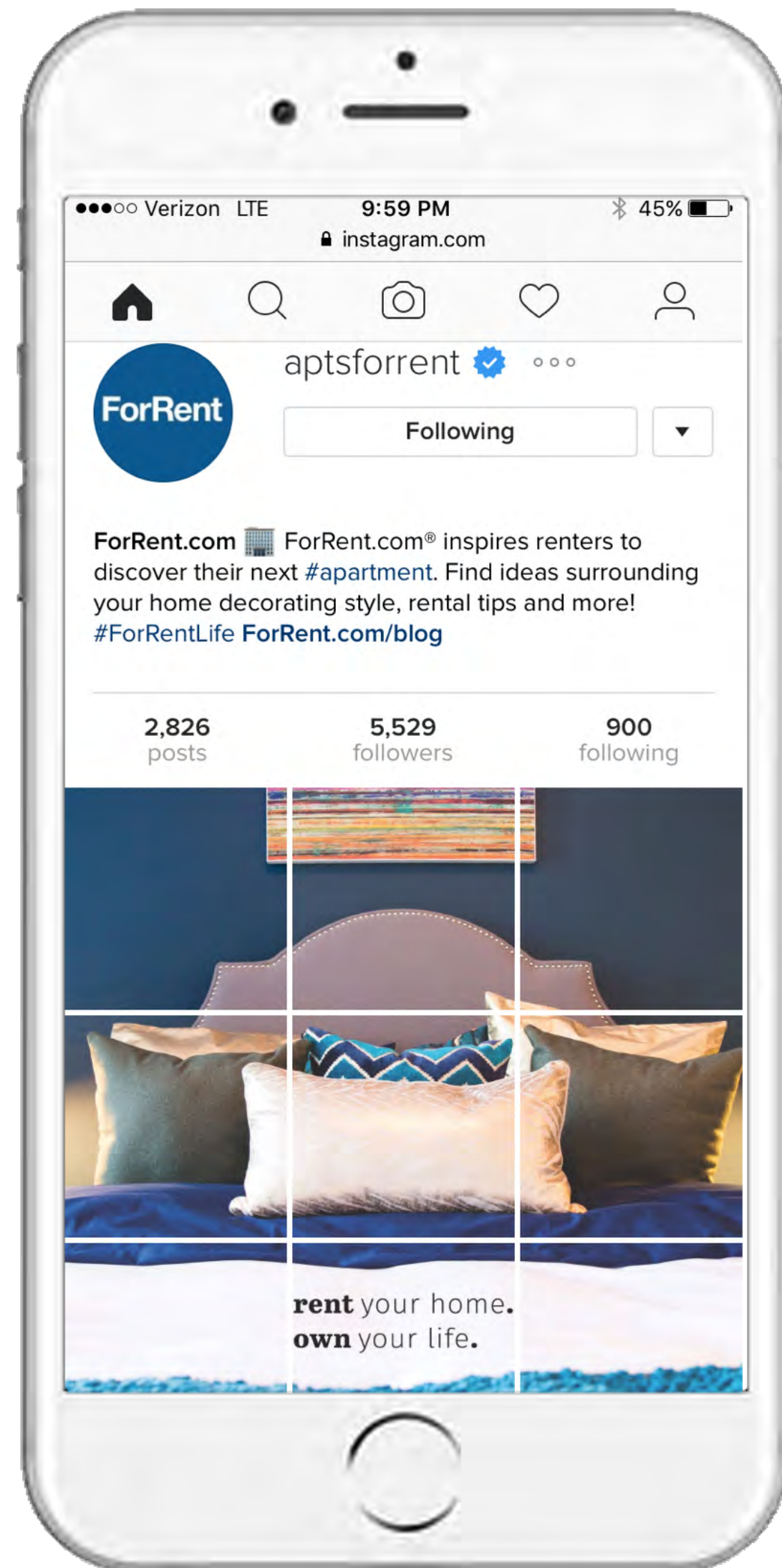
VISUAL CONTENT IDEAS

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

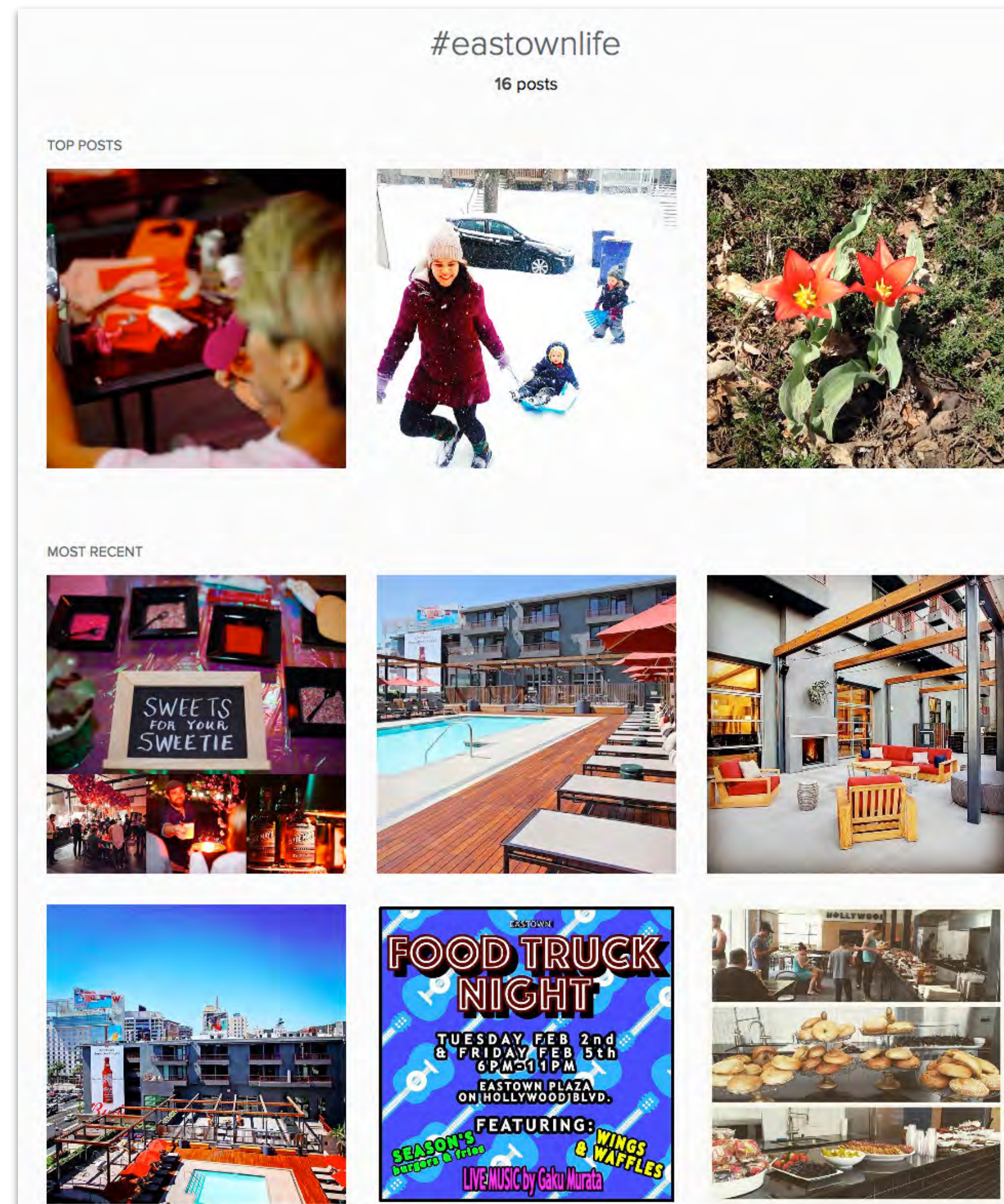


Use Your Whole Grid



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

Unique Hashtag



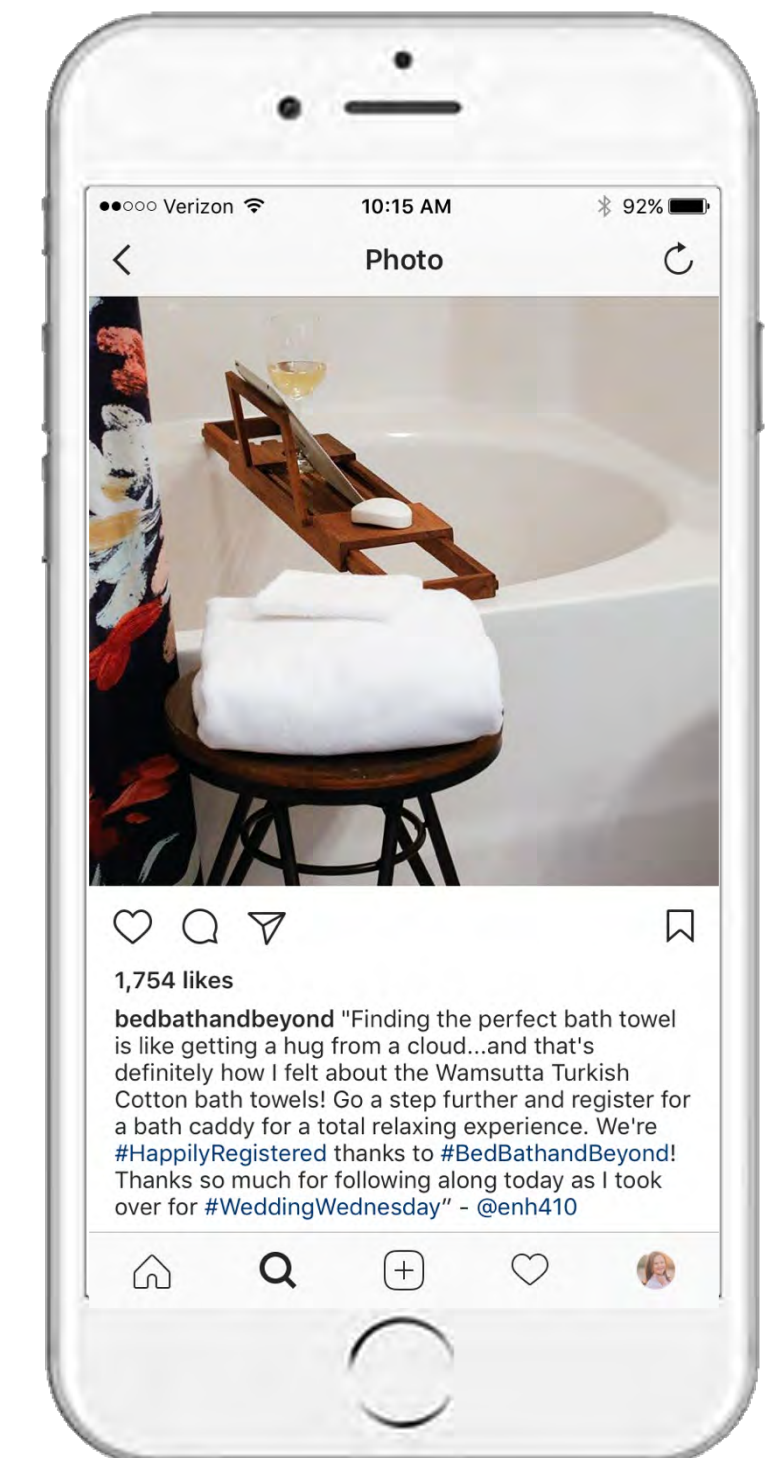
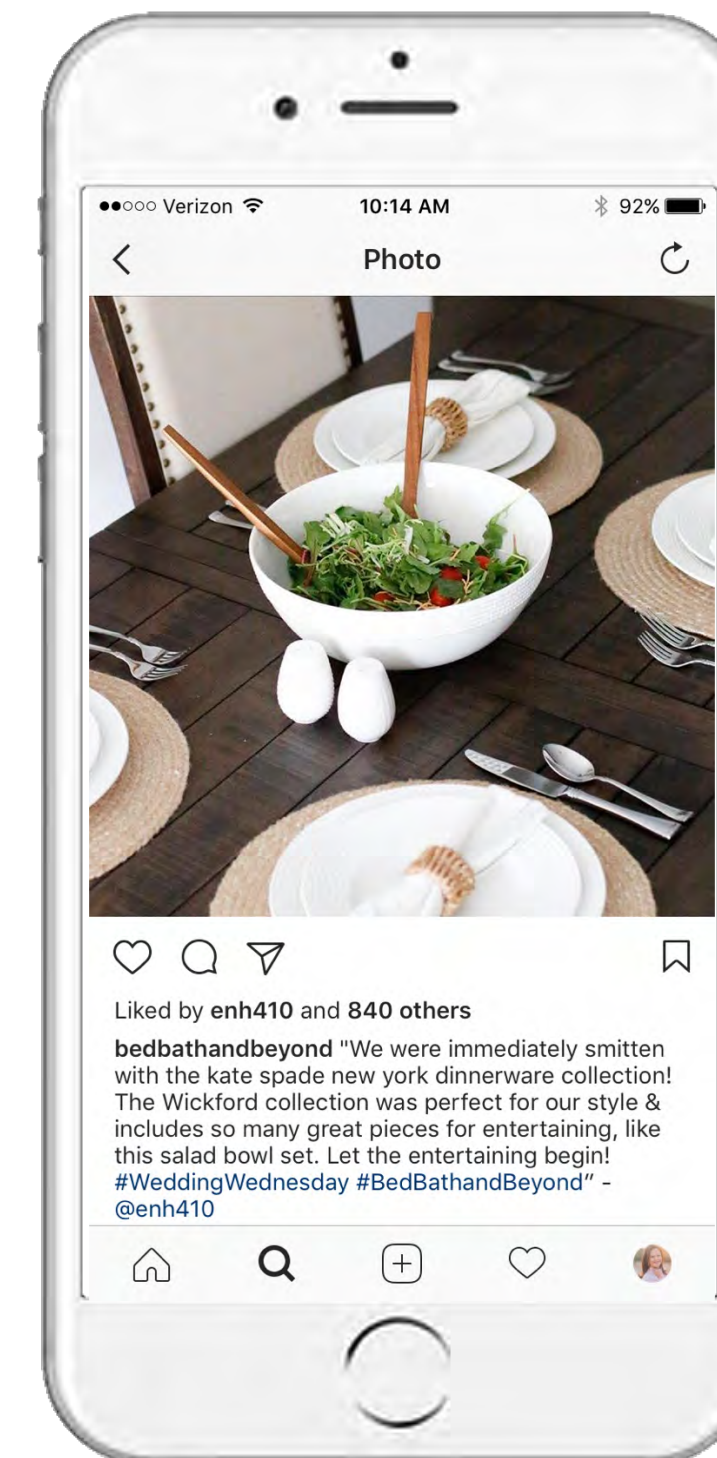
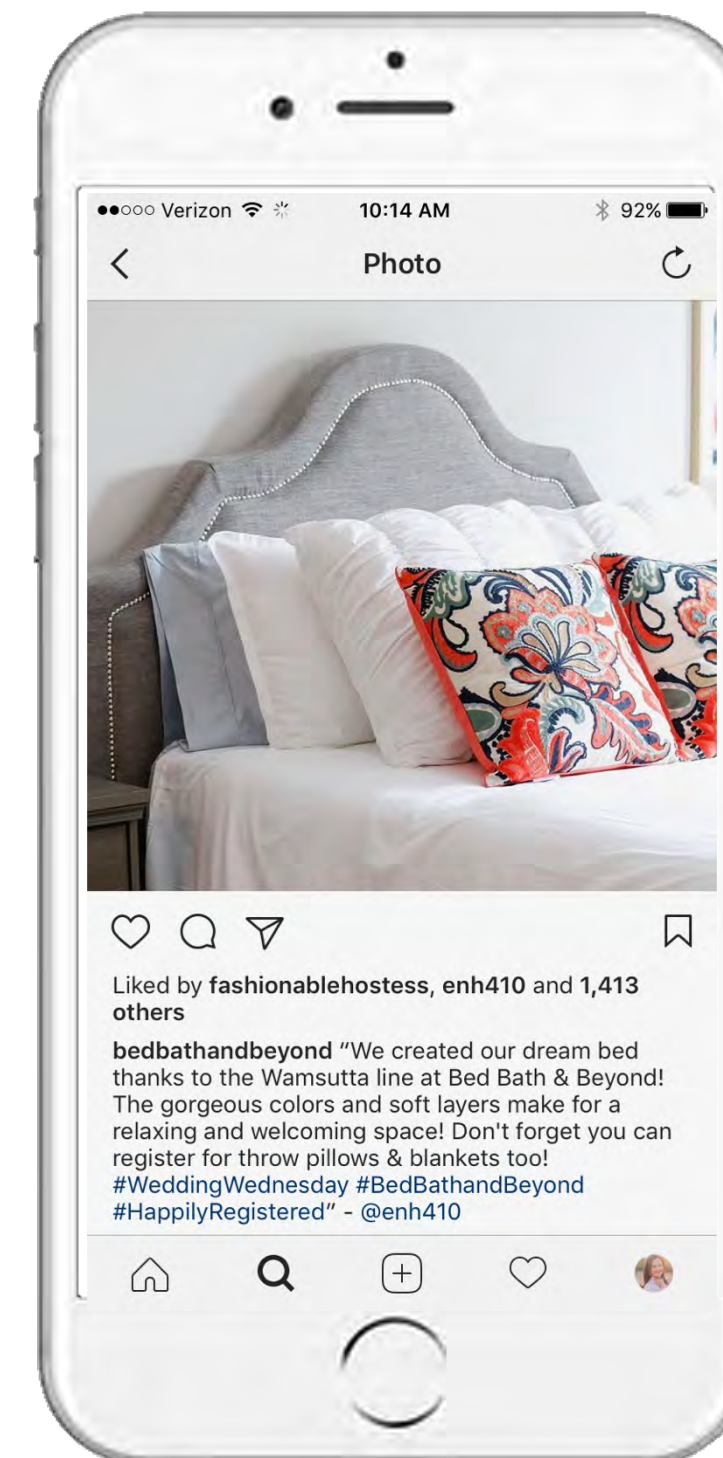




PASSIONATE PEOPLE

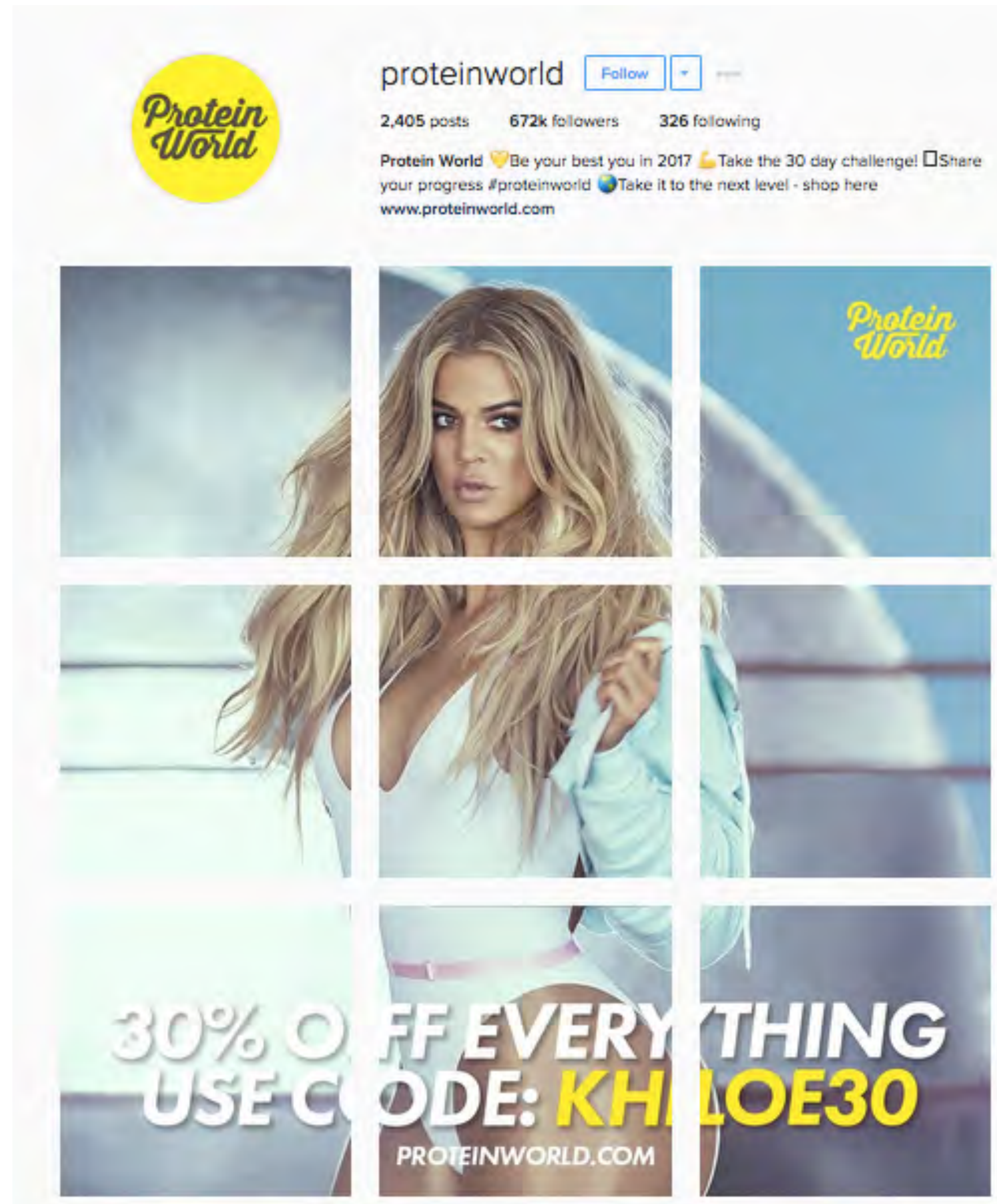
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Employee/Follower Takeover



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

Work With Influencers



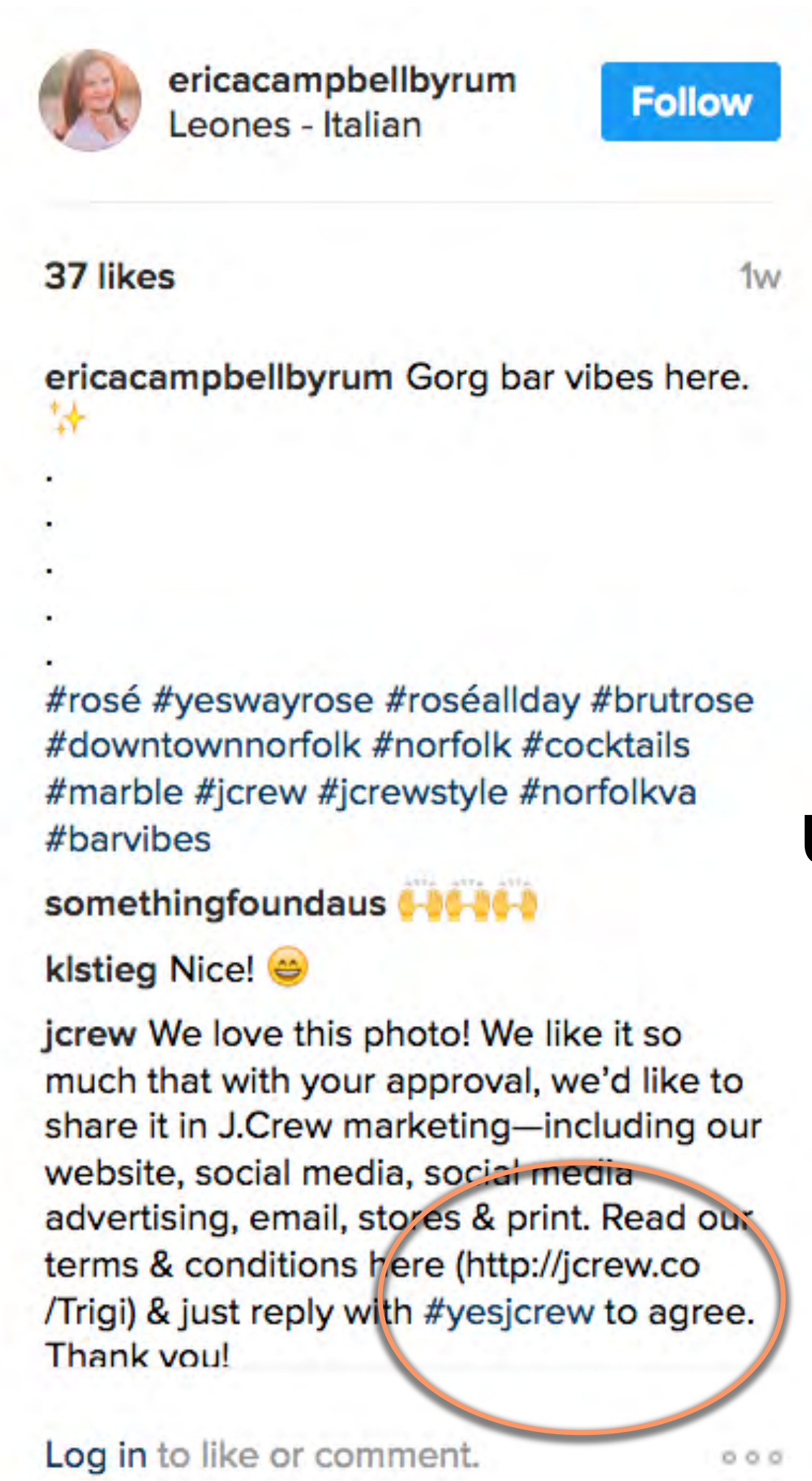
Where someone who has a sizable following on social media that your target audience trusts or admires takes over your account or cross promotes your content.

Loop Giveaway



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



Gain permission to use consumer photos.



Contests



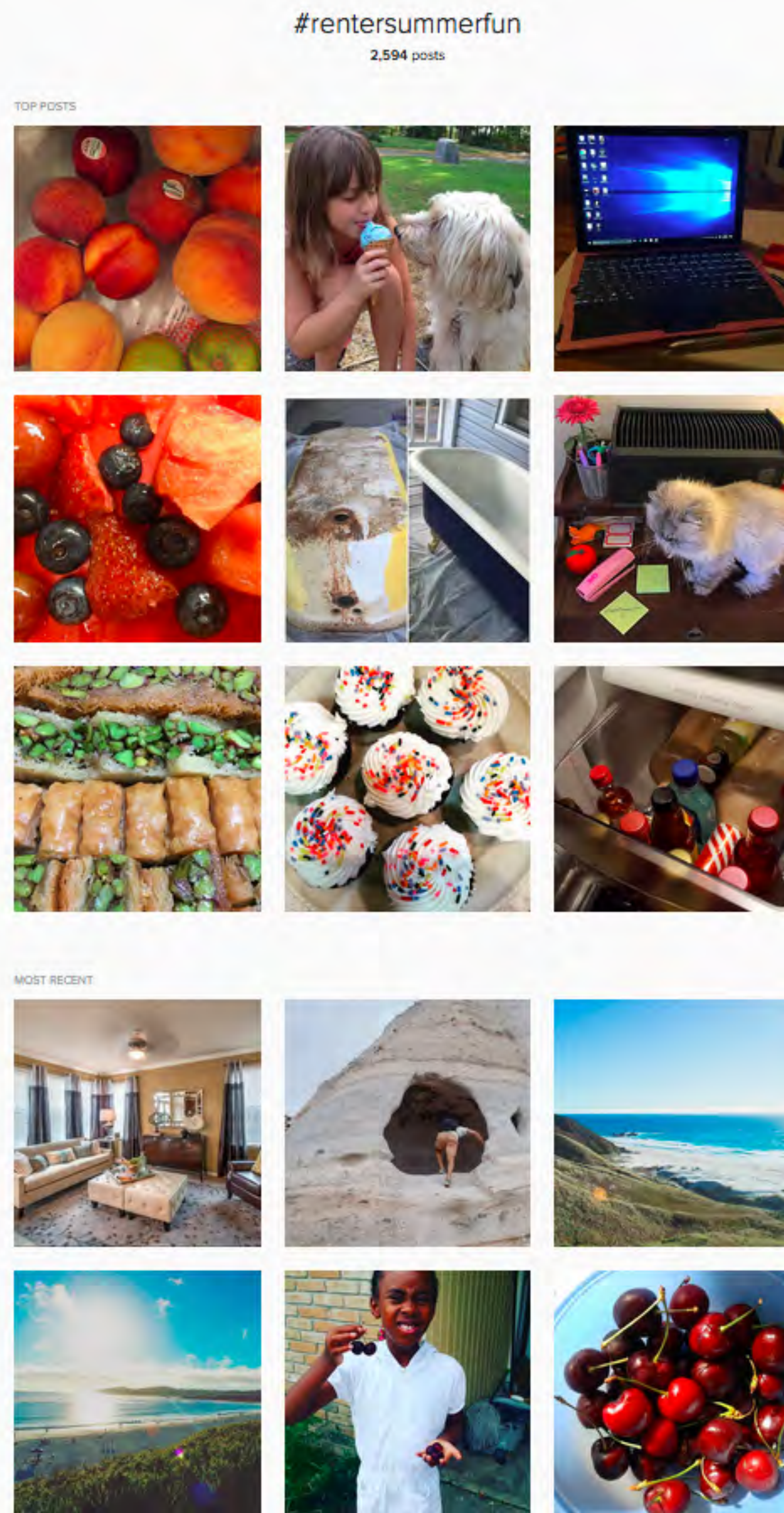
The poster features a background image of a hand holding a vintage camera. At the top, the Instagram logo is followed by the hashtag #RENTERSUMMERFUN in large blue letters. Below this, it says 'AUGUST PHOTO-A-DAY INSTAGRAM CHALLENGE' and 'ONE WINNER WILL WIN A \$300 AMAZON GIFT CARD'. A box contains the instructions: 'Tag @AptsForRent & Use #RenterSummerFun'. The challenge topics are listed in two columns, with some dates bolded. At the bottom is the ForRent.com logo with the tagline 'NATION'S LEADING APARTMENT RESOURCE'.

 **#RENTERSUMMERFUN**
AUGUST PHOTO-A-DAY INSTAGRAM CHALLENGE
ONE WINNER WILL WIN A \$300 AMAZON GIFT CARD

Tag @AptsForRent &
Use #RenterSummerFun

AUG 1: Home	AUG 17: Fitness
AUG 2: Sunset	AUG 18: Favorite Space
AUG 3: Pet	AUG 19: Nature
AUG 4: In Your Closet	AUG 20: City Pride
AUG 5: Local Brew	AUG 21: Bedside Table
AUG 6: Celebrate	AUG 22: Books
AUG 7: Farmer's Market	AUG 23: On Your Plate
AUG 8: Floral	AUG 24: DIY: Before & After
AUG 9: Door	AUG 25: Tablescape
AUG 10: Favorite App	AUG 26: Sweet Treat
AUG 11: Organization	AUG 27: Water
AUG 12: Happiness	AUG 28: My Town
AUG 13: Drink	AUG 29: Desk
AUG 14: Vacation	AUG 30: In Your Drawer
AUG 15: Breakfast	AUG 31: Fresh Fruit
AUG 16: I Can't Live Without	

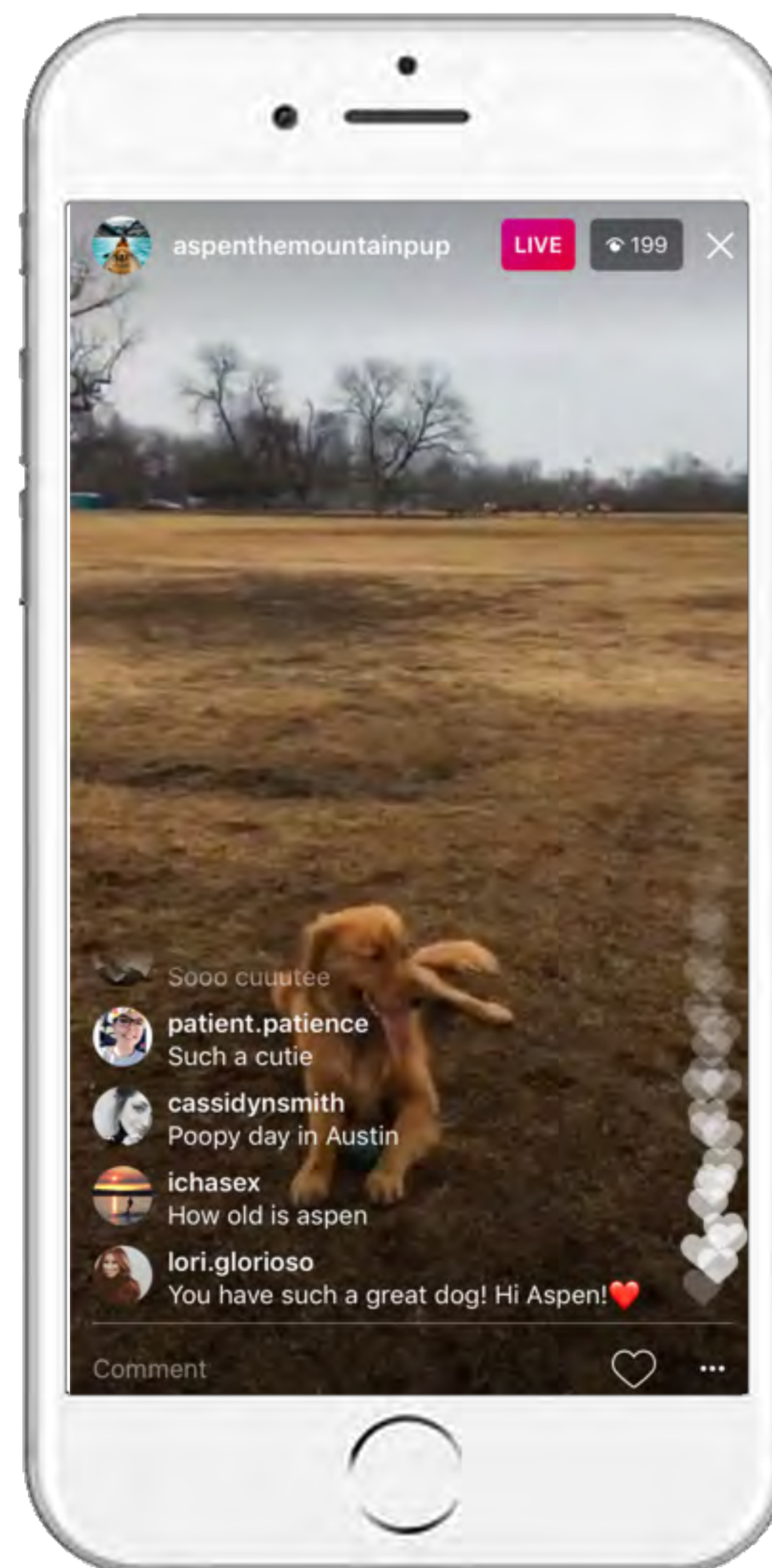
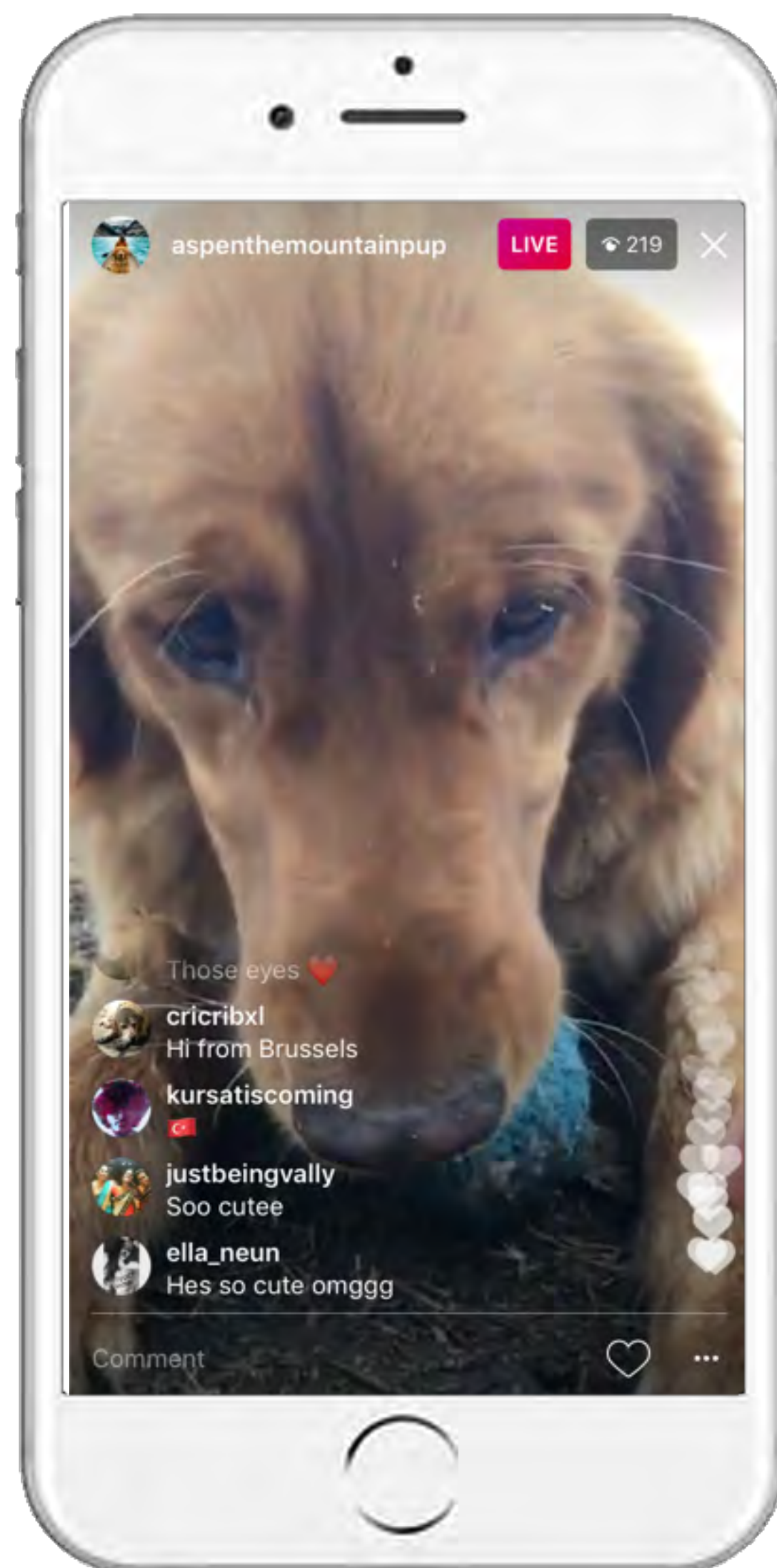
ForRent.com
NATION'S LEADING APARTMENT RESOURCE



2,500+
photos

**NEW INSTAGRAM
FEATURES YOU
CAN'T IGNORE**

Instagram LIVE

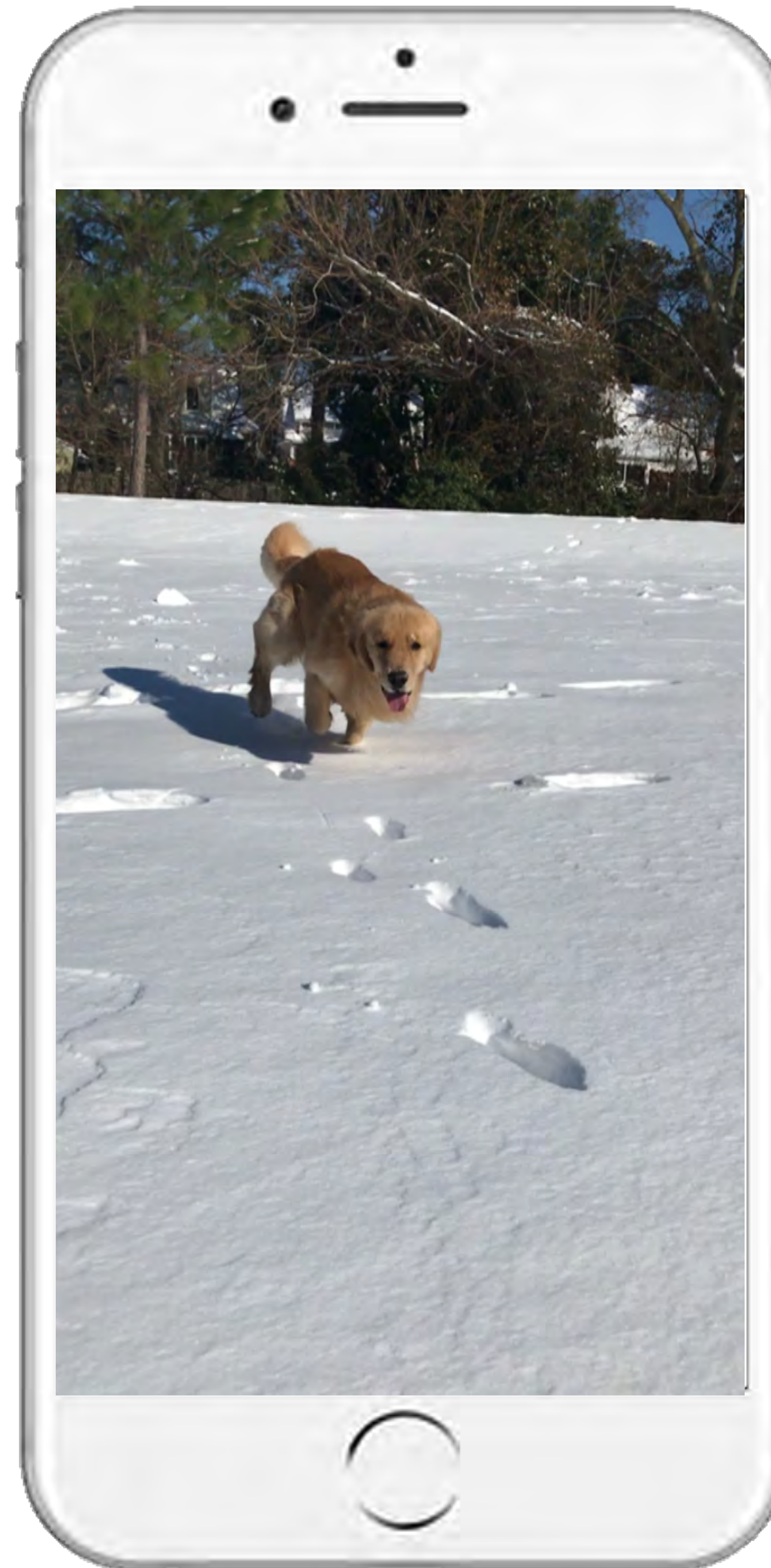


Instagram LIVE lets you broadcast video to your followers in real-time, but they can only watch while you're still streaming. No replays.

Boomerang



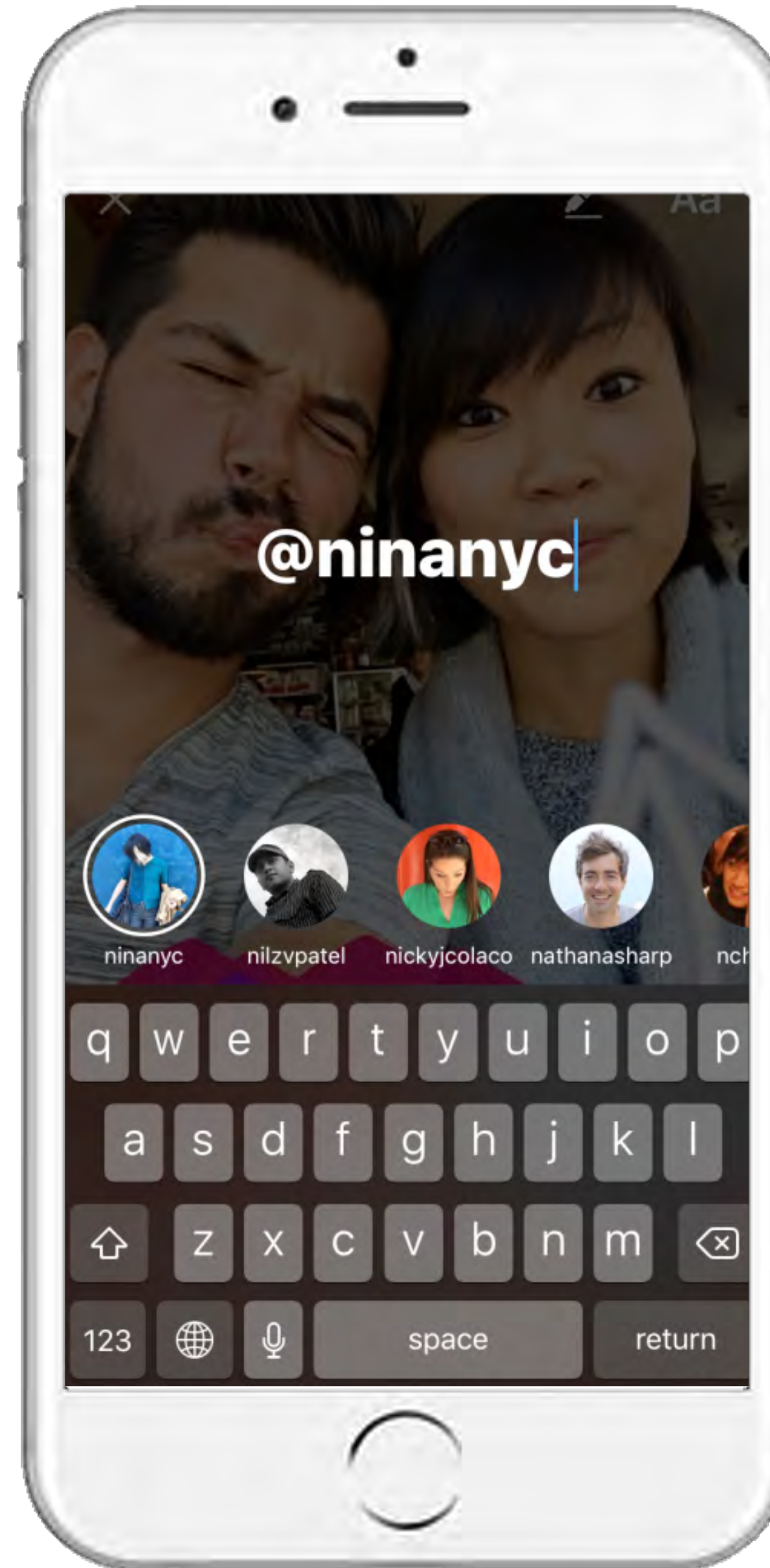
Boomerang lets you turn everyday moments into captivating mini videos that loop back and forth.



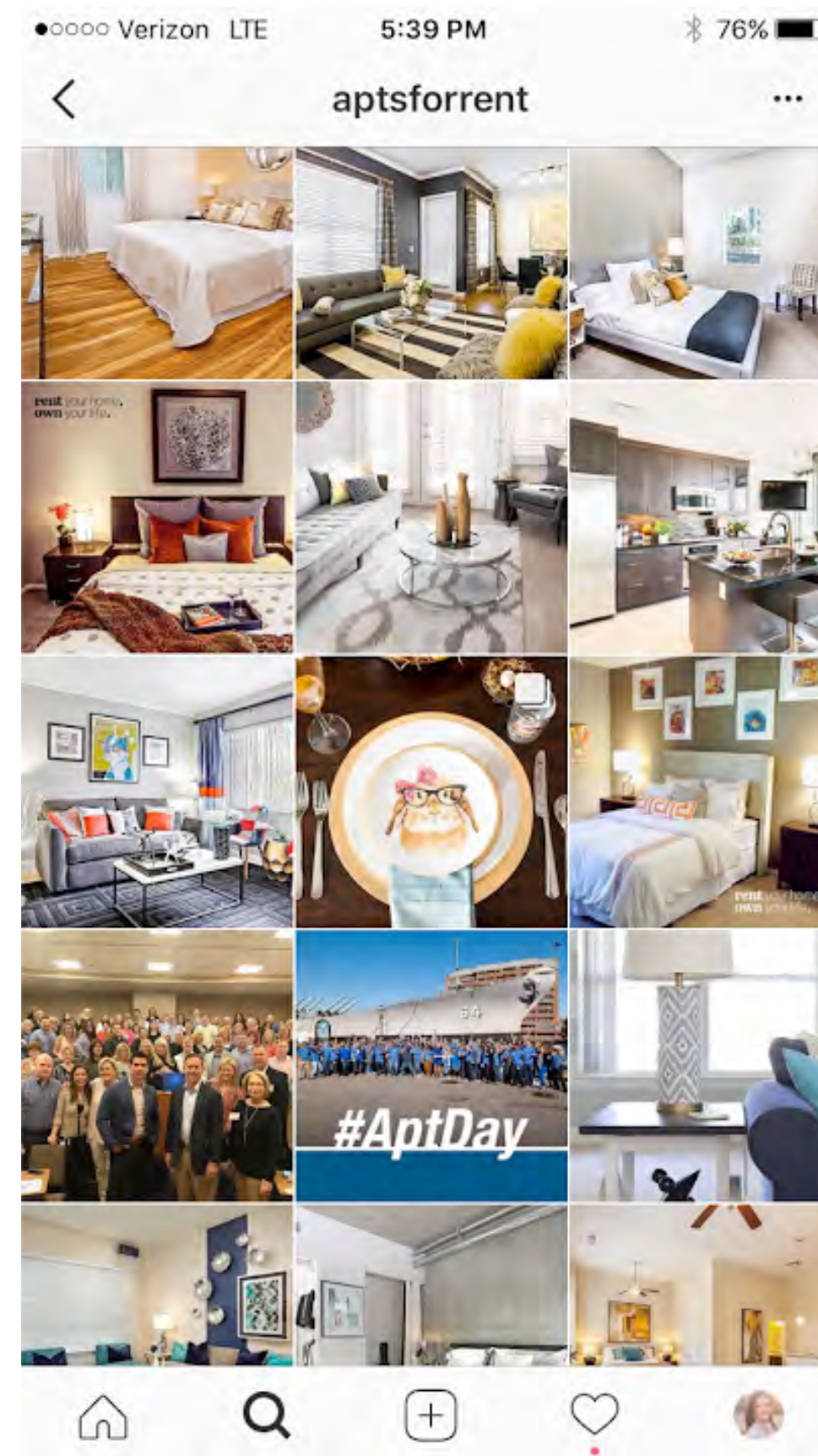
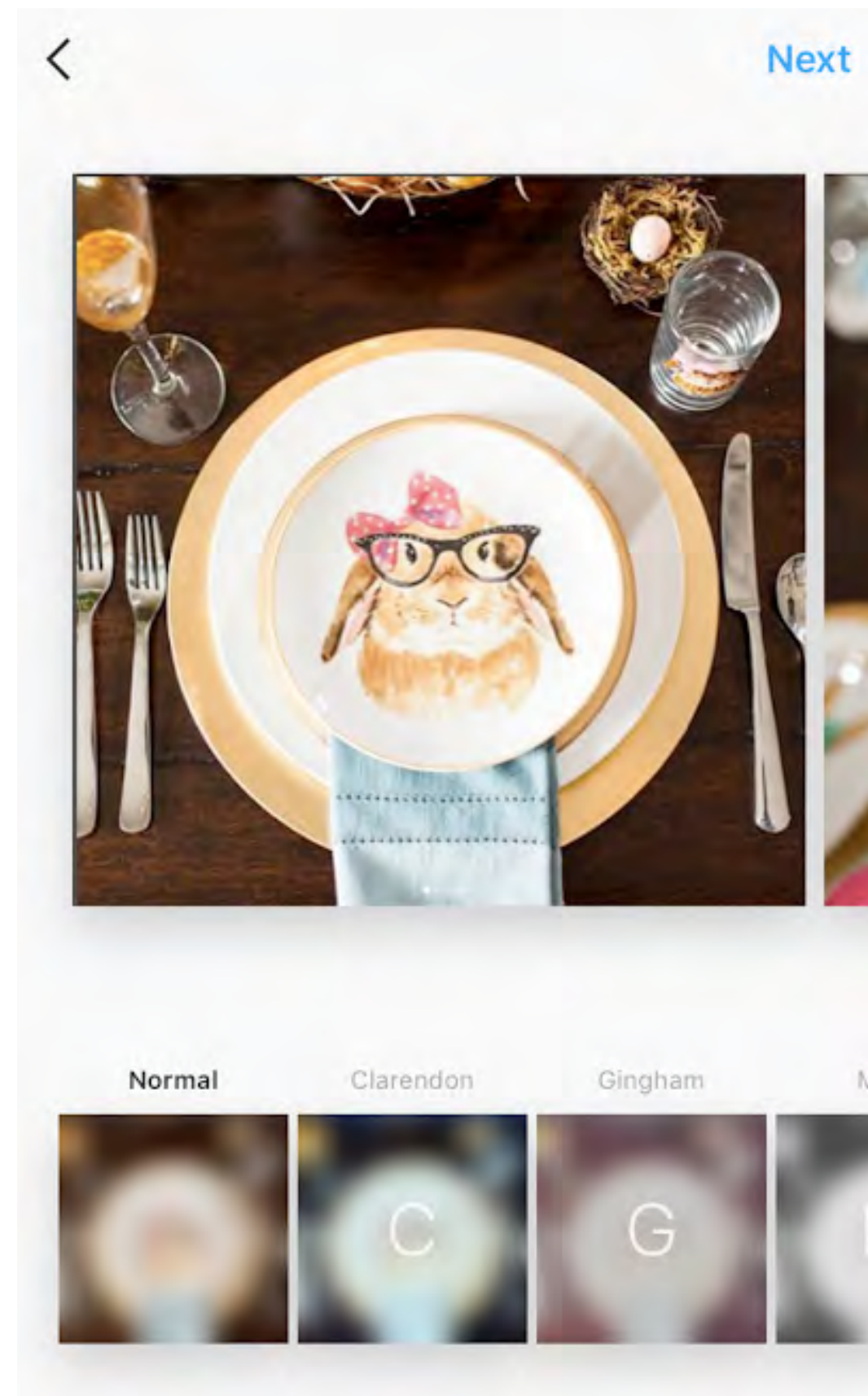
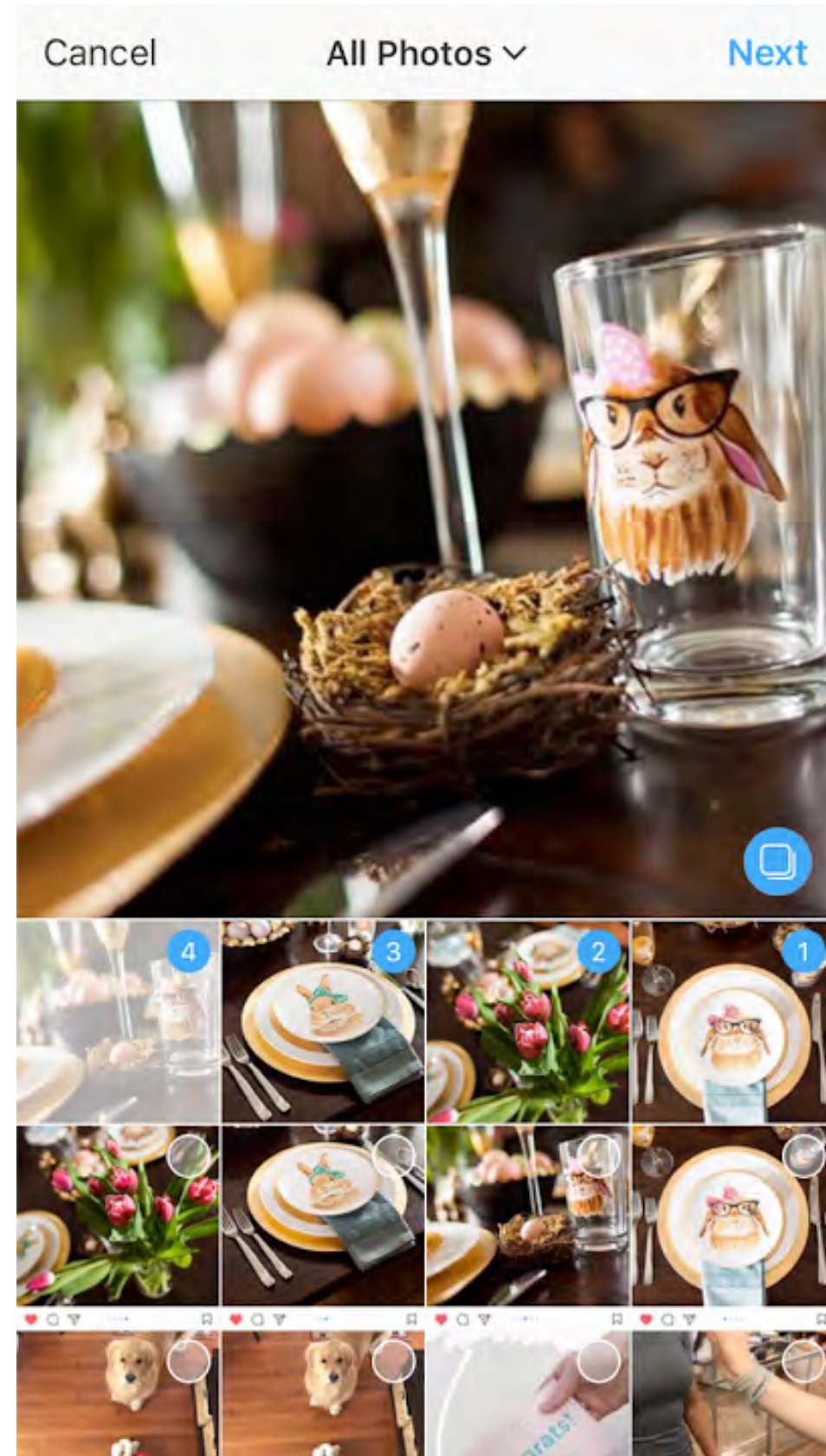
Mentions

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.



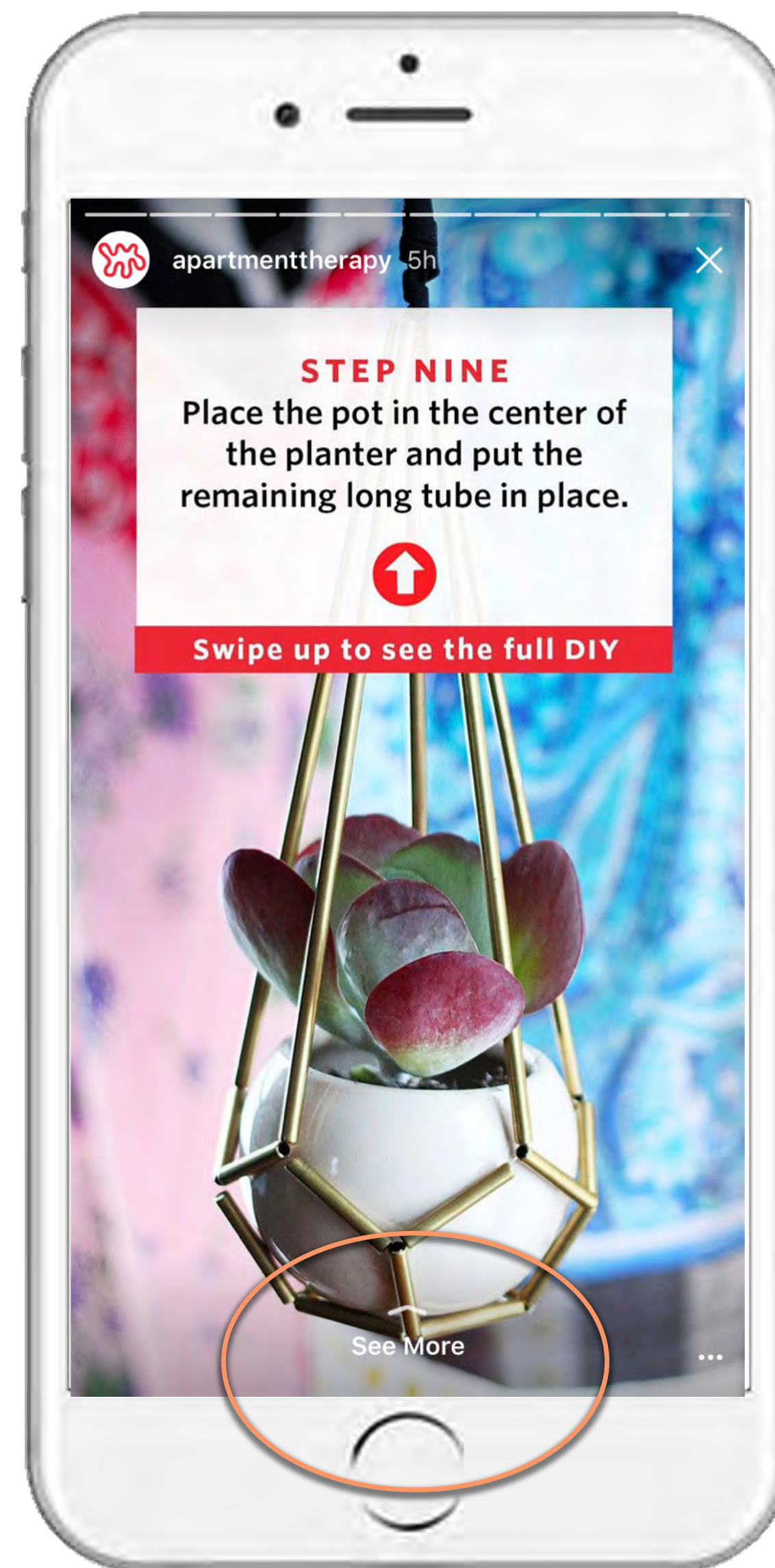
Album



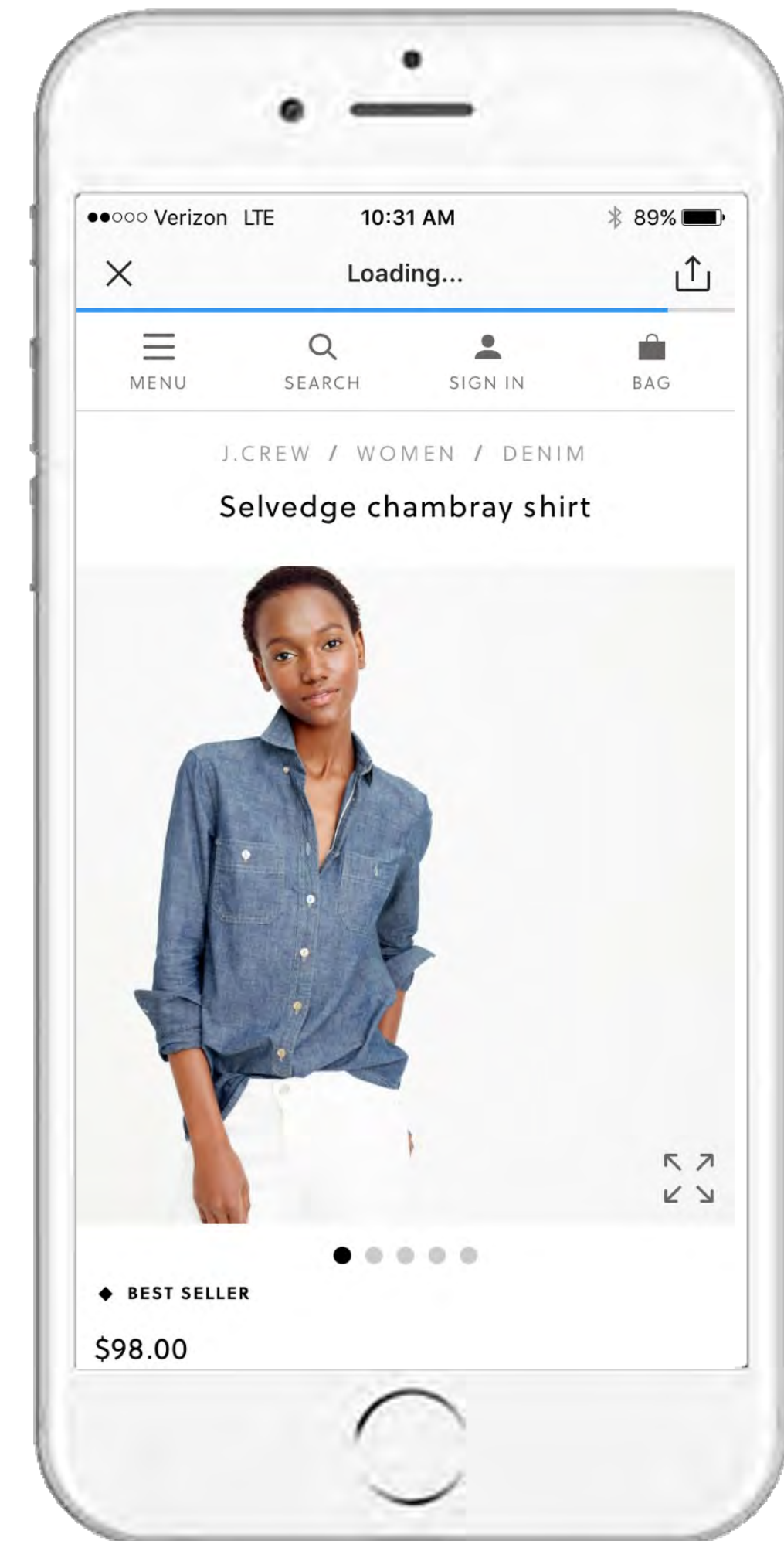
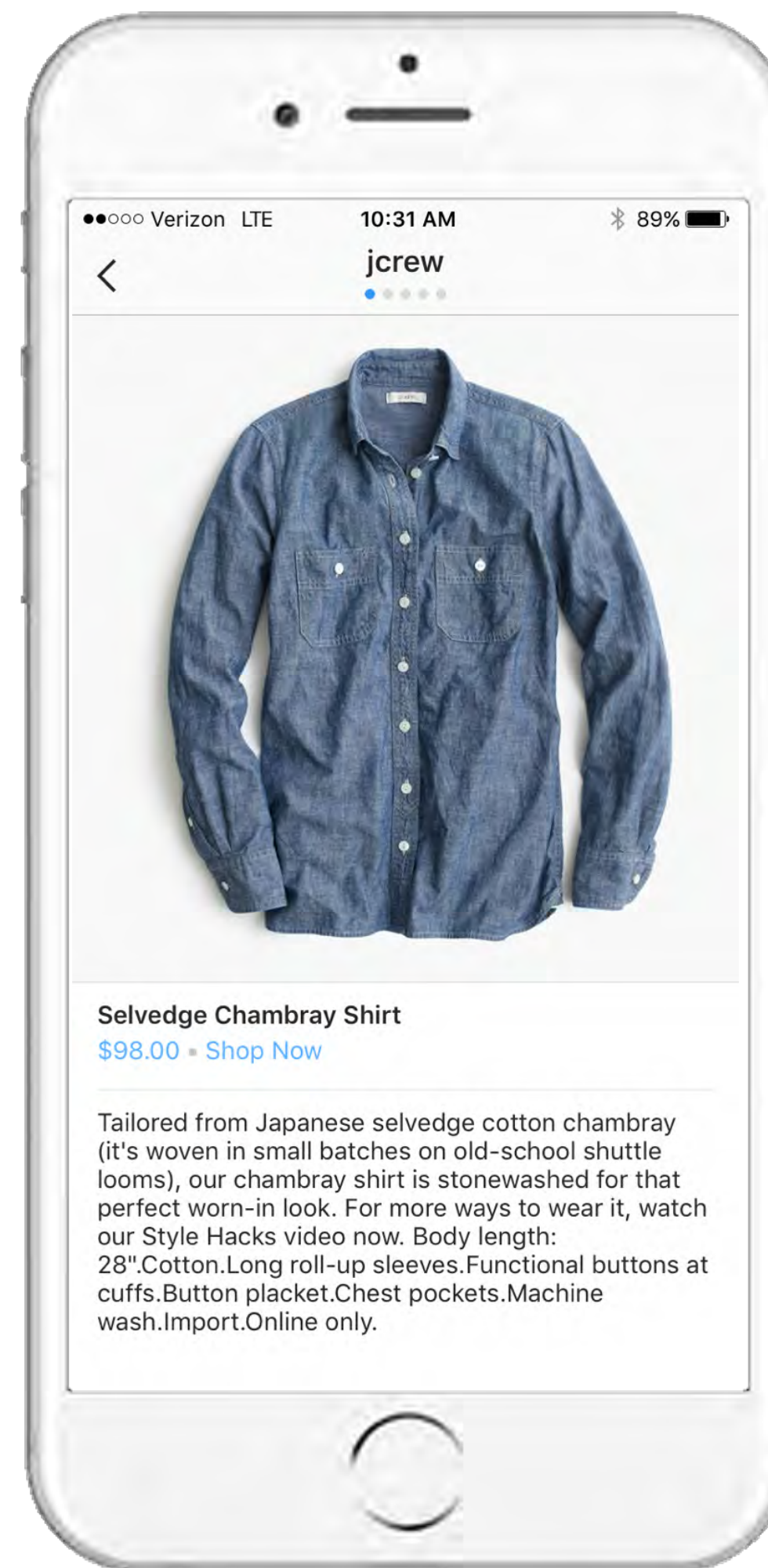
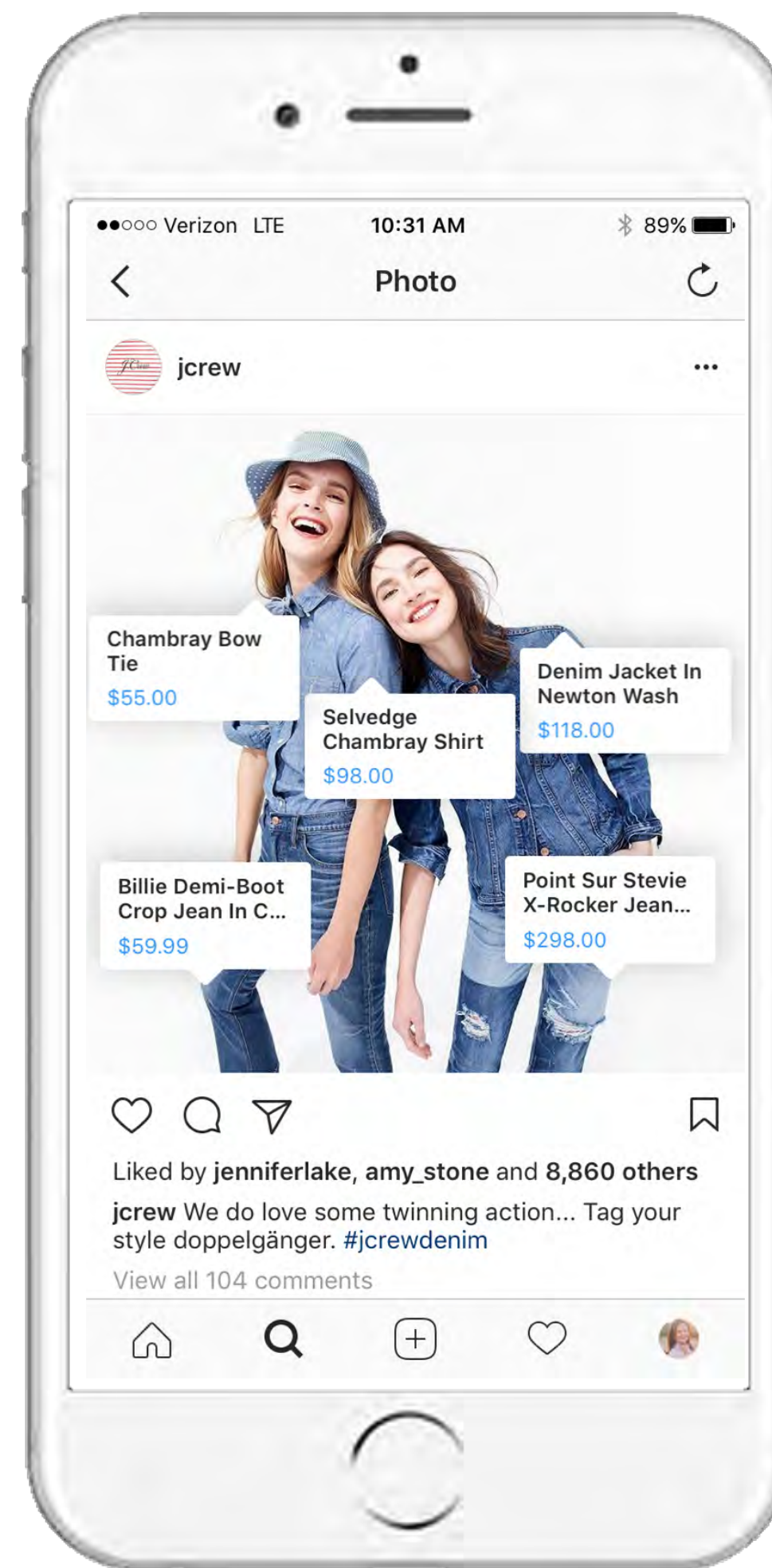
Share multiple photos and videos (up to ten!) in one post, and slide through them like an album.

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.



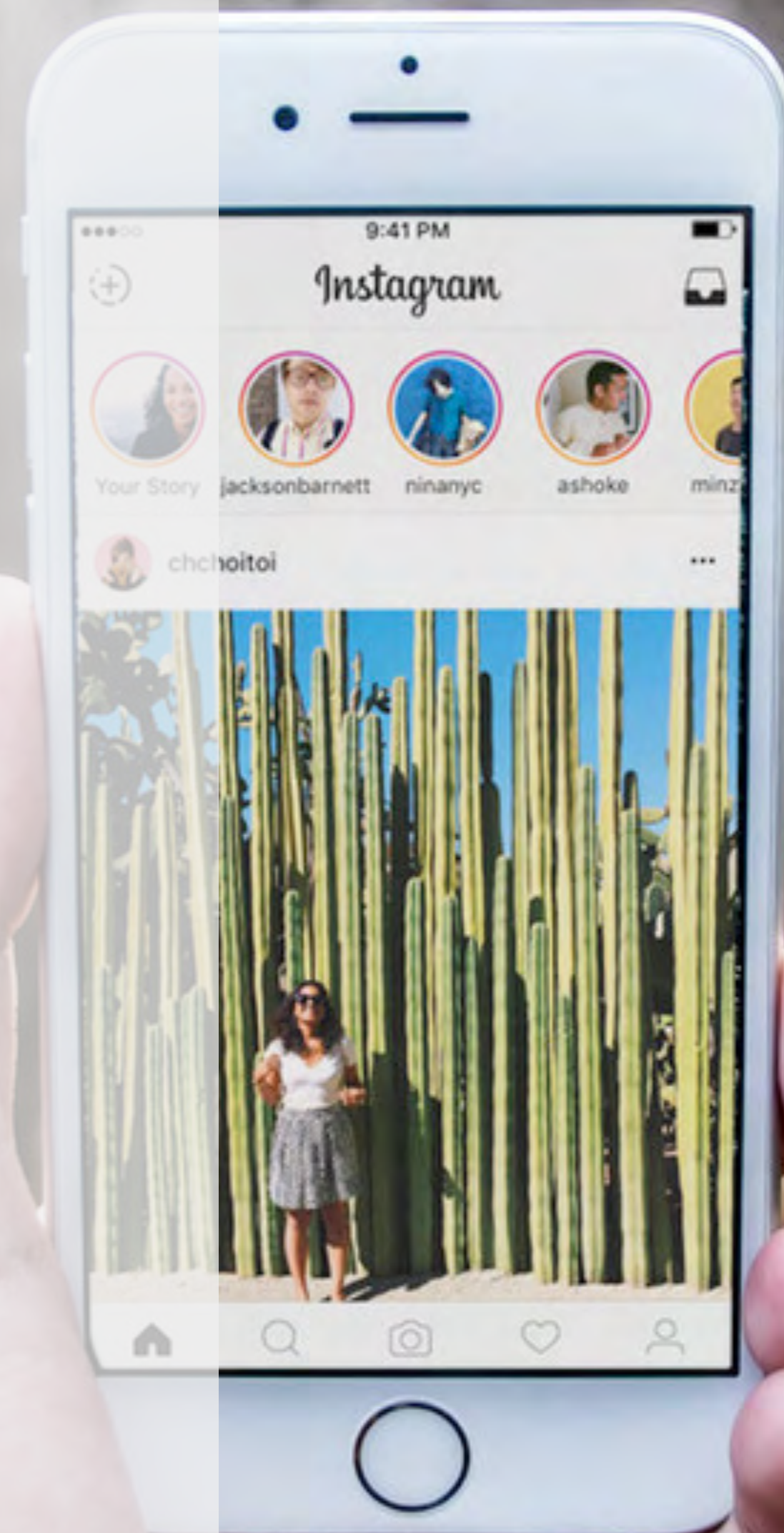
Shopping [Beta] *J.Crew*



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. ”

- INSTAGRAM

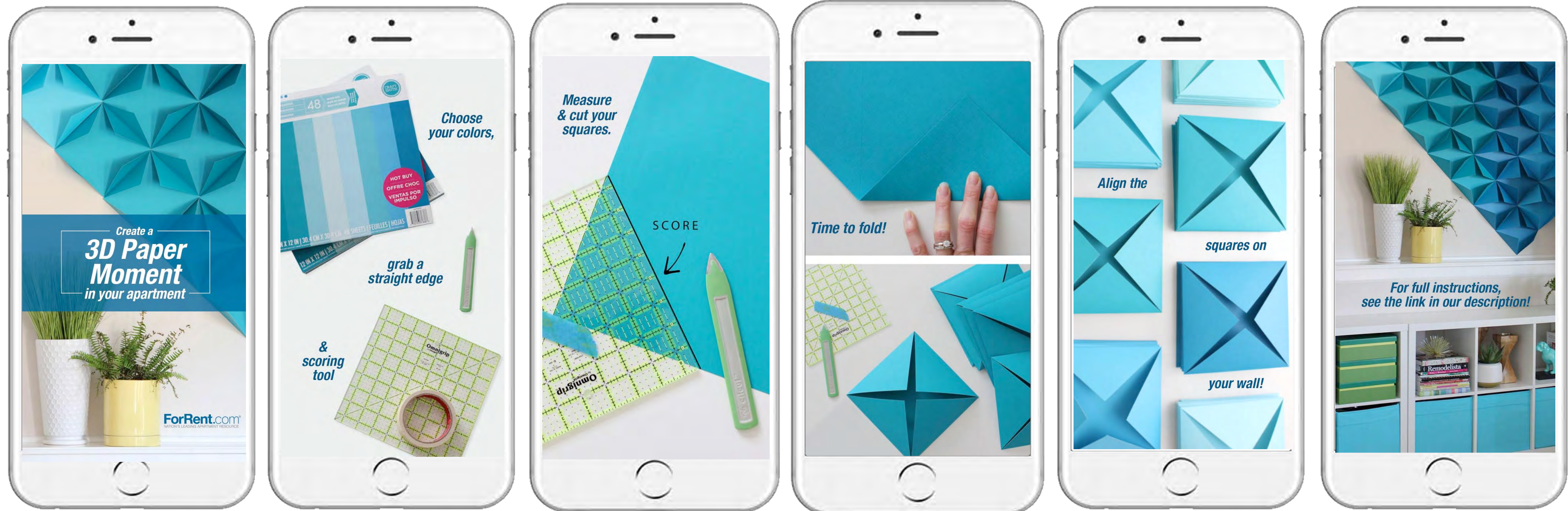


Cross Promote

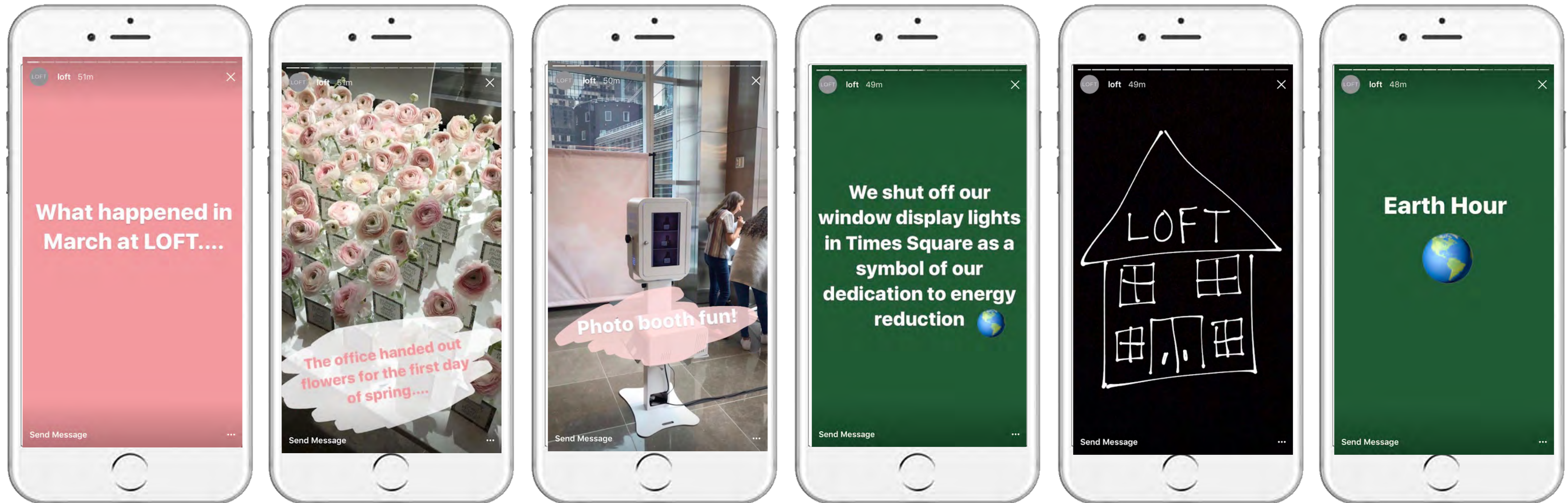


Cross promote your other social channels to drive awareness and increase followers.

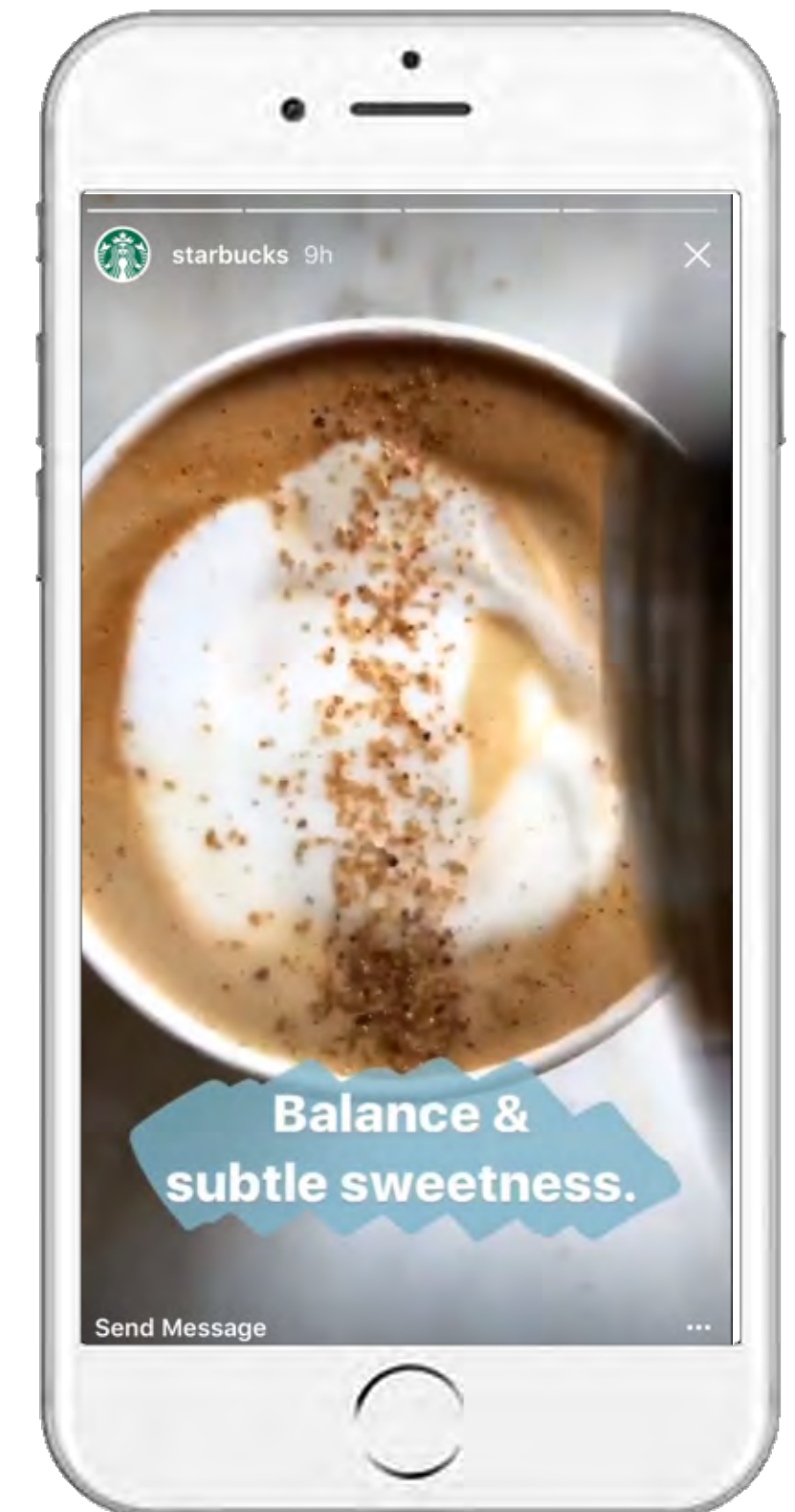
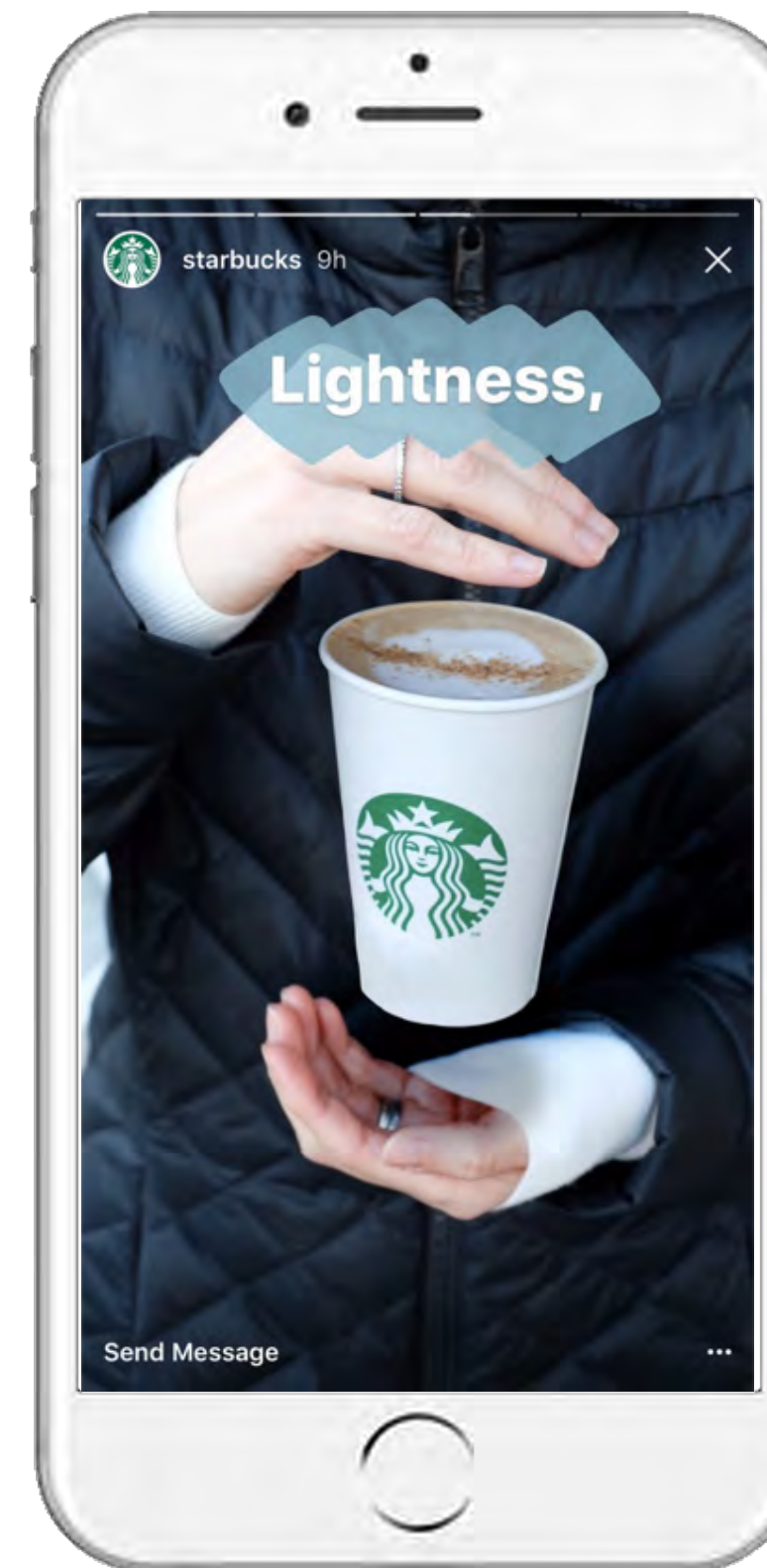
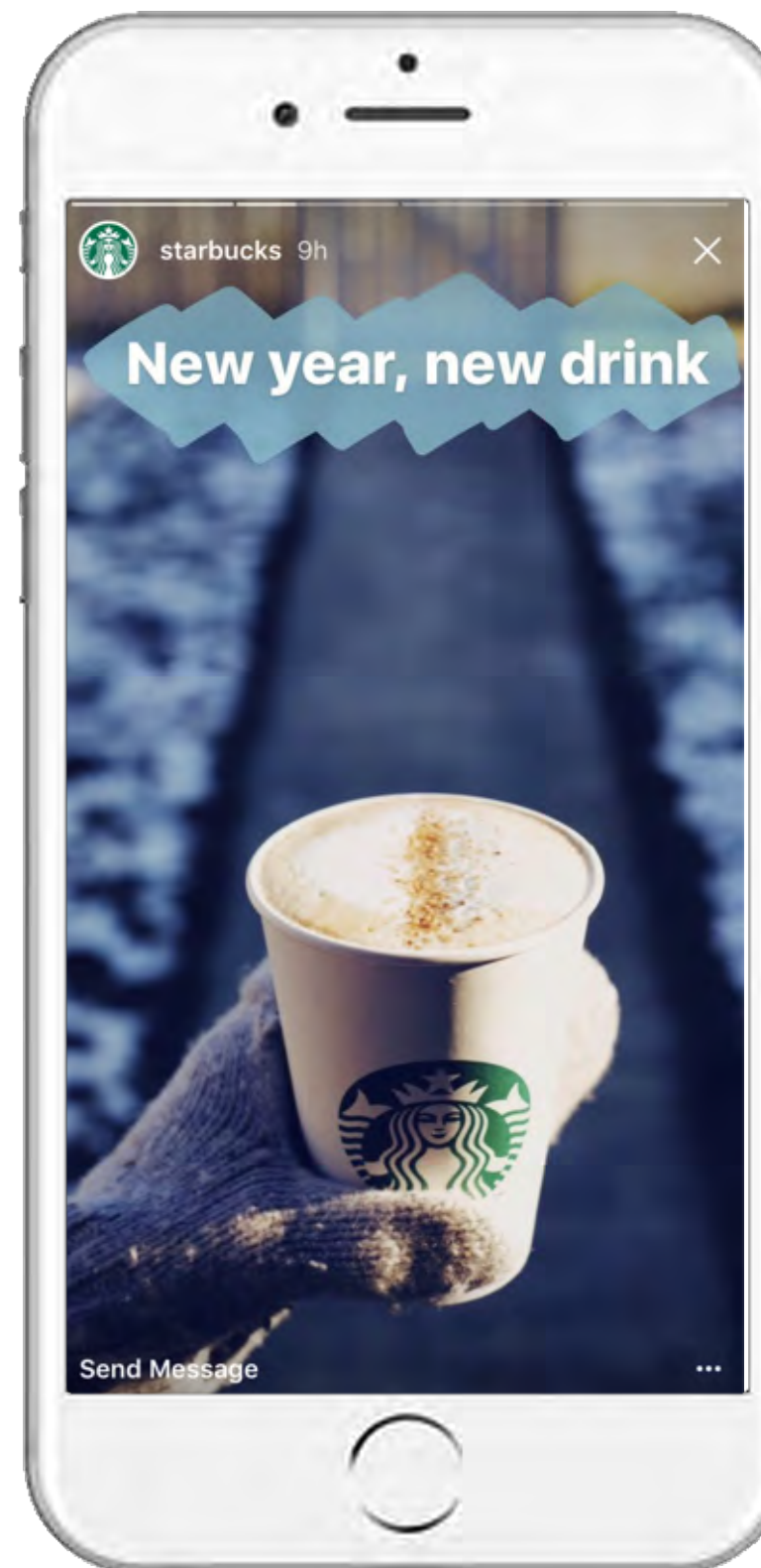
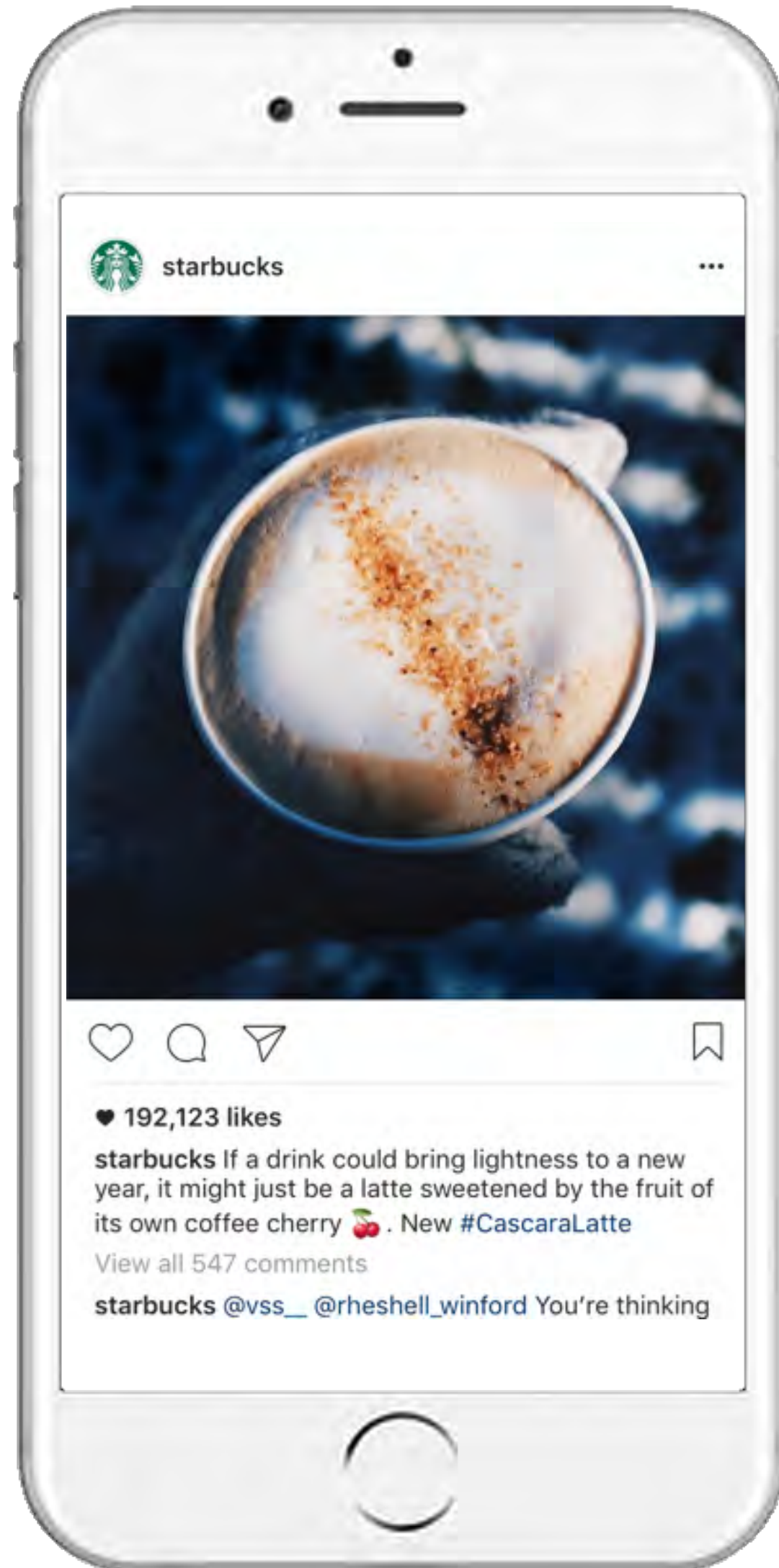
Share Blog Content



Recap Your Month LOFT



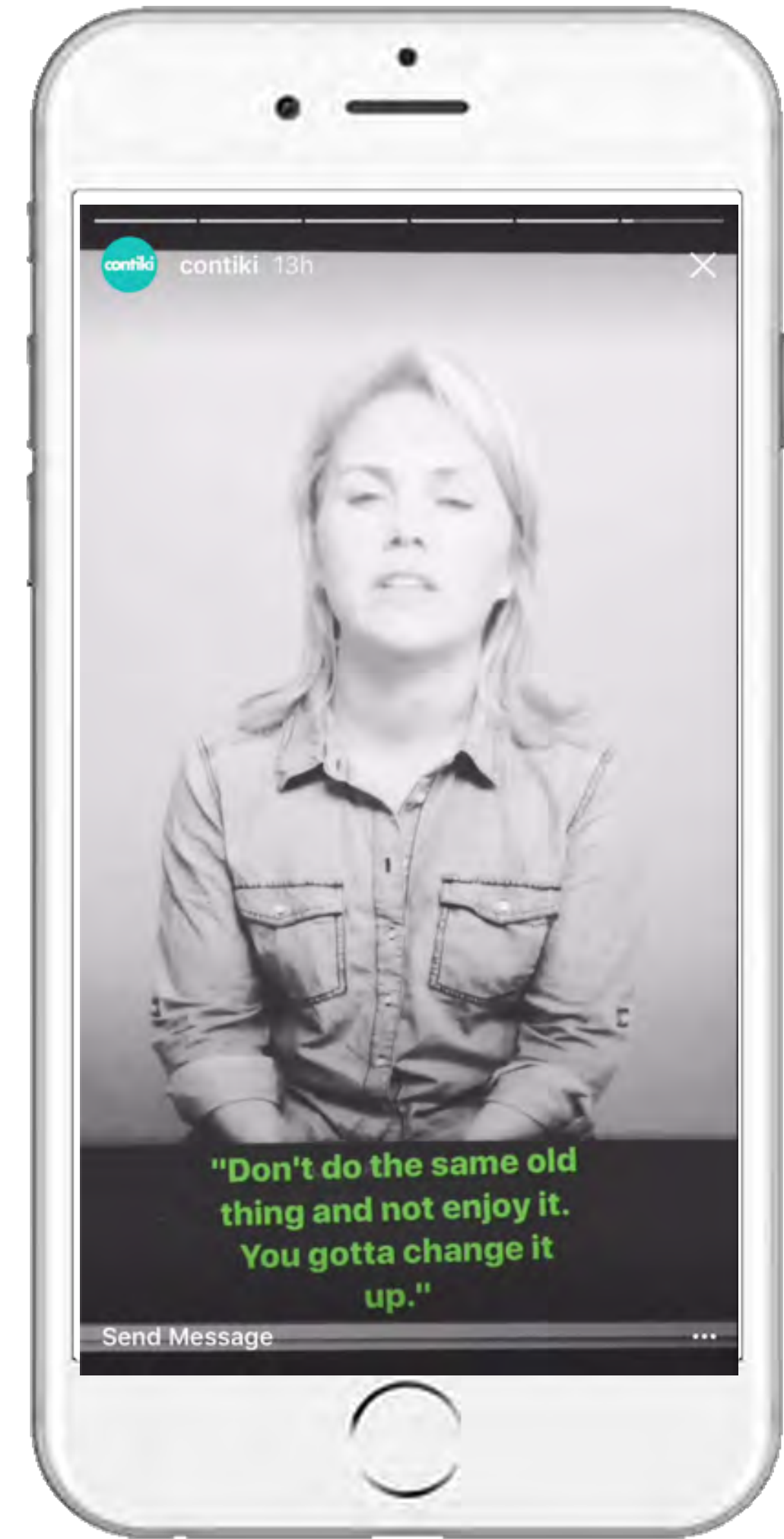
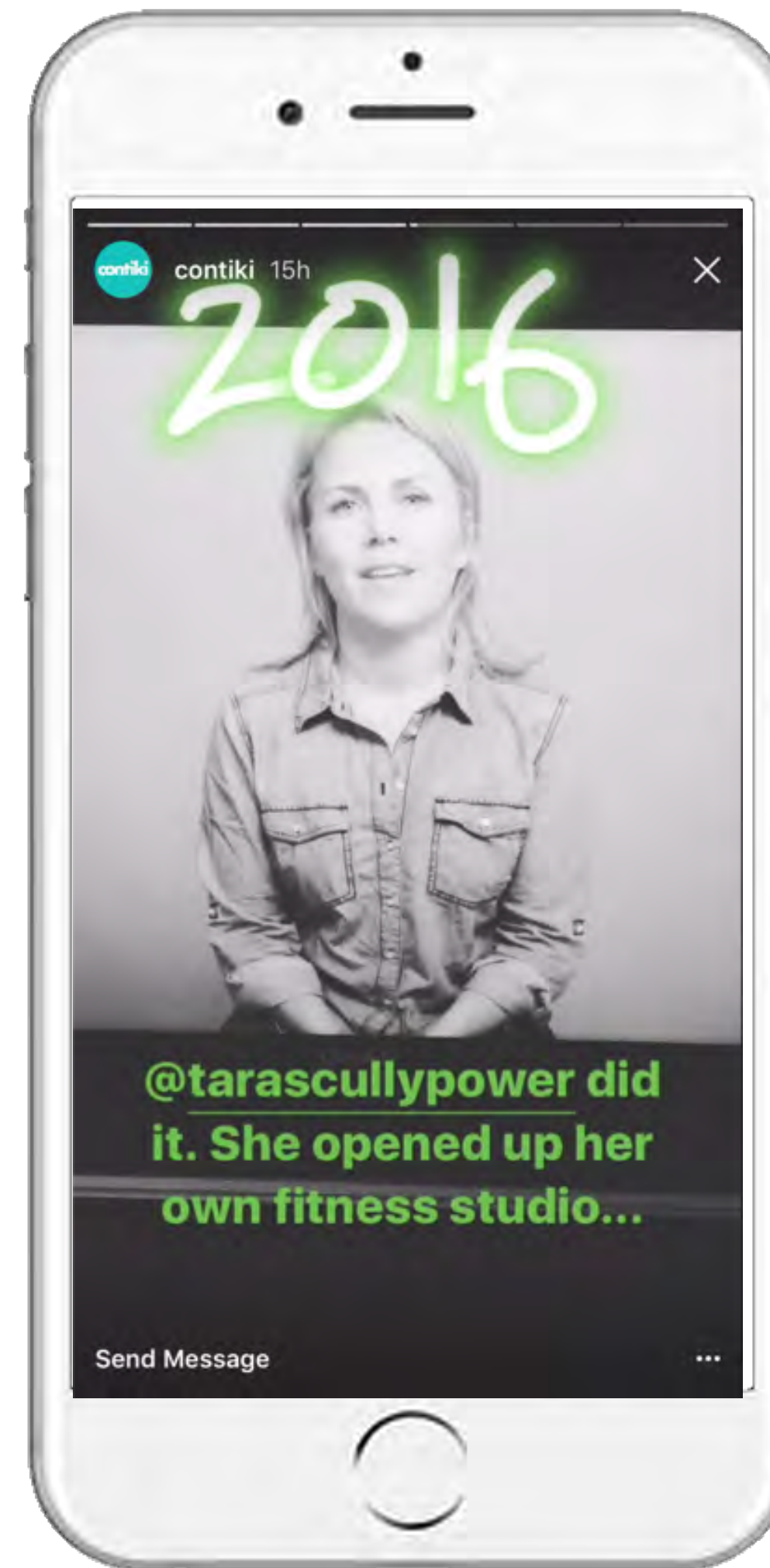
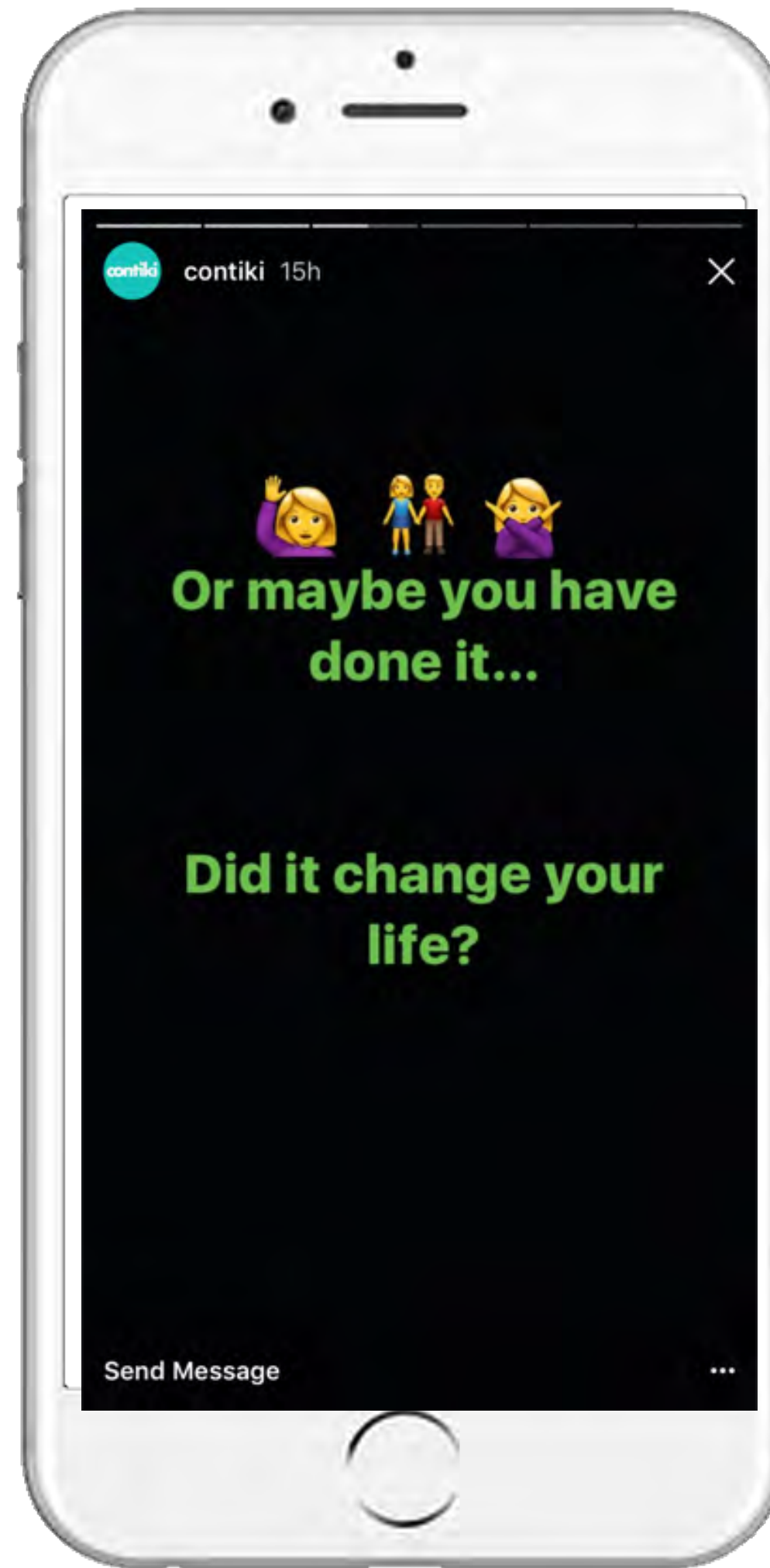
Launch Products



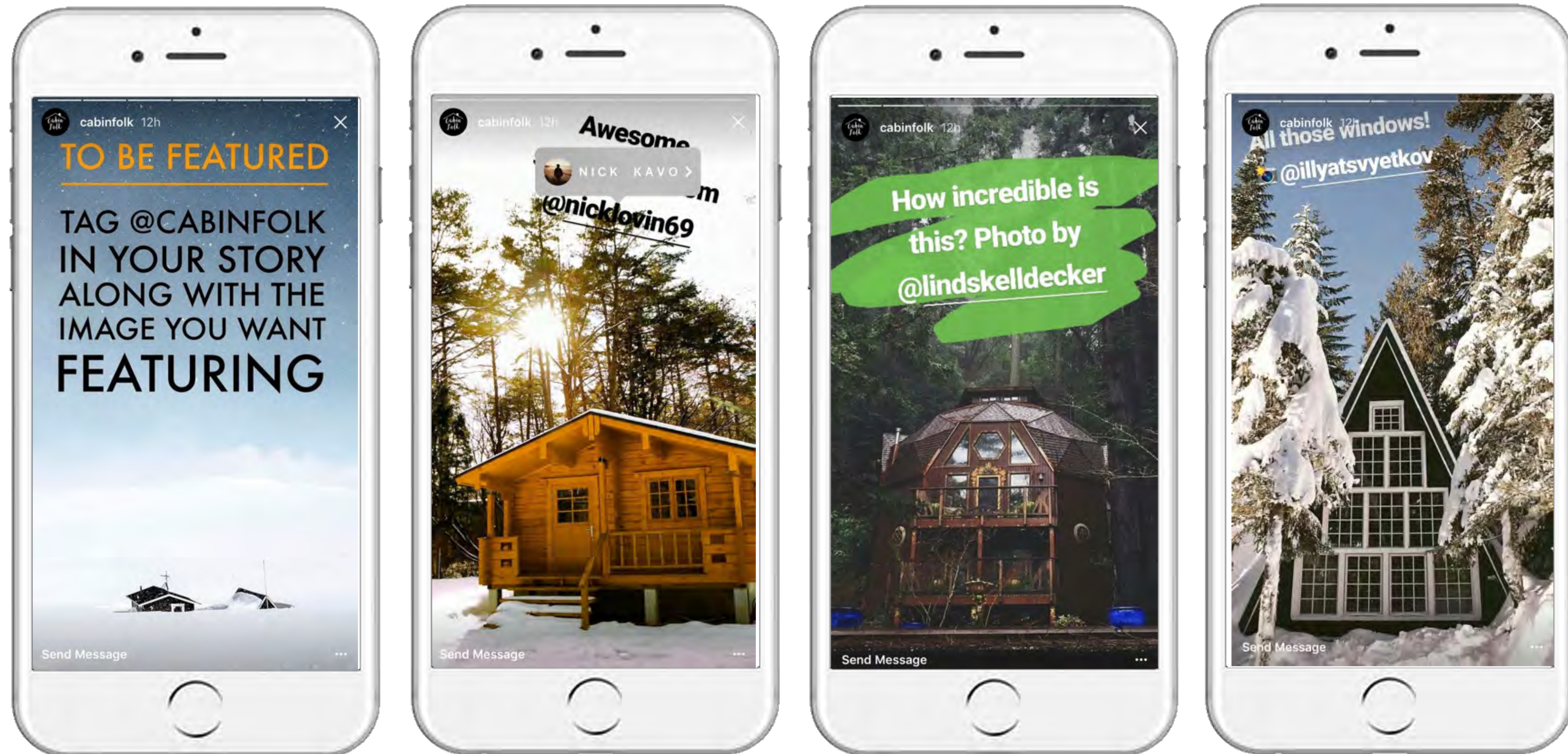
Starbucks used Stories to announce their new drink Cascara Latte.

Show Interviews

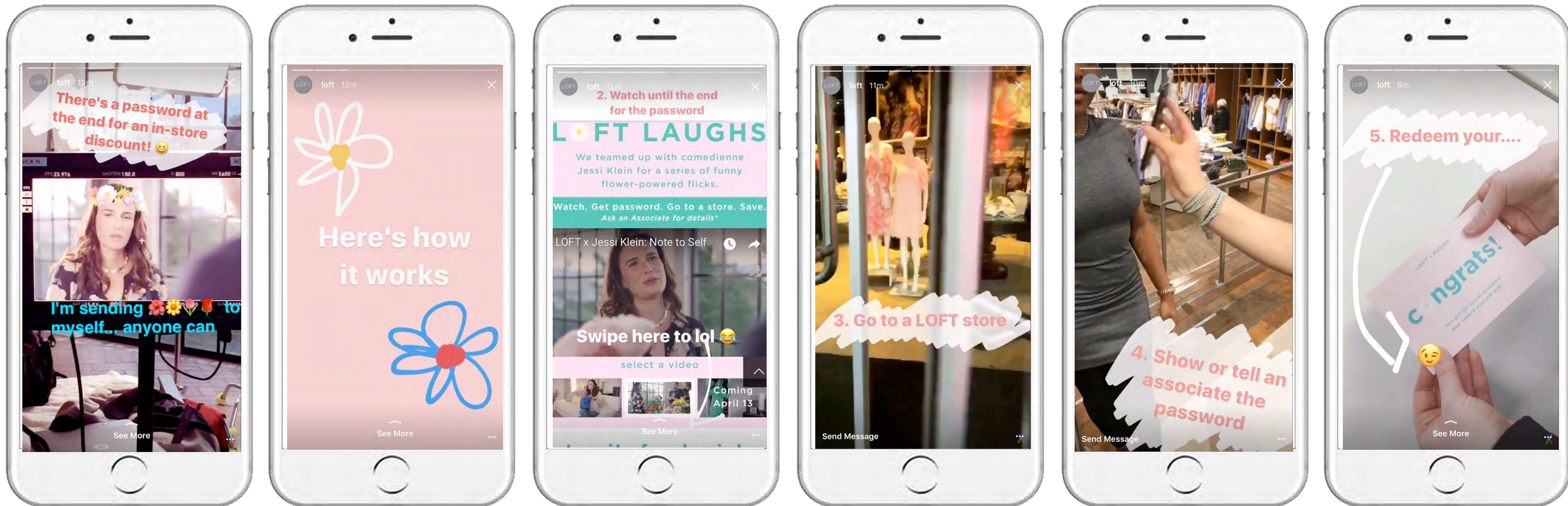
contiki



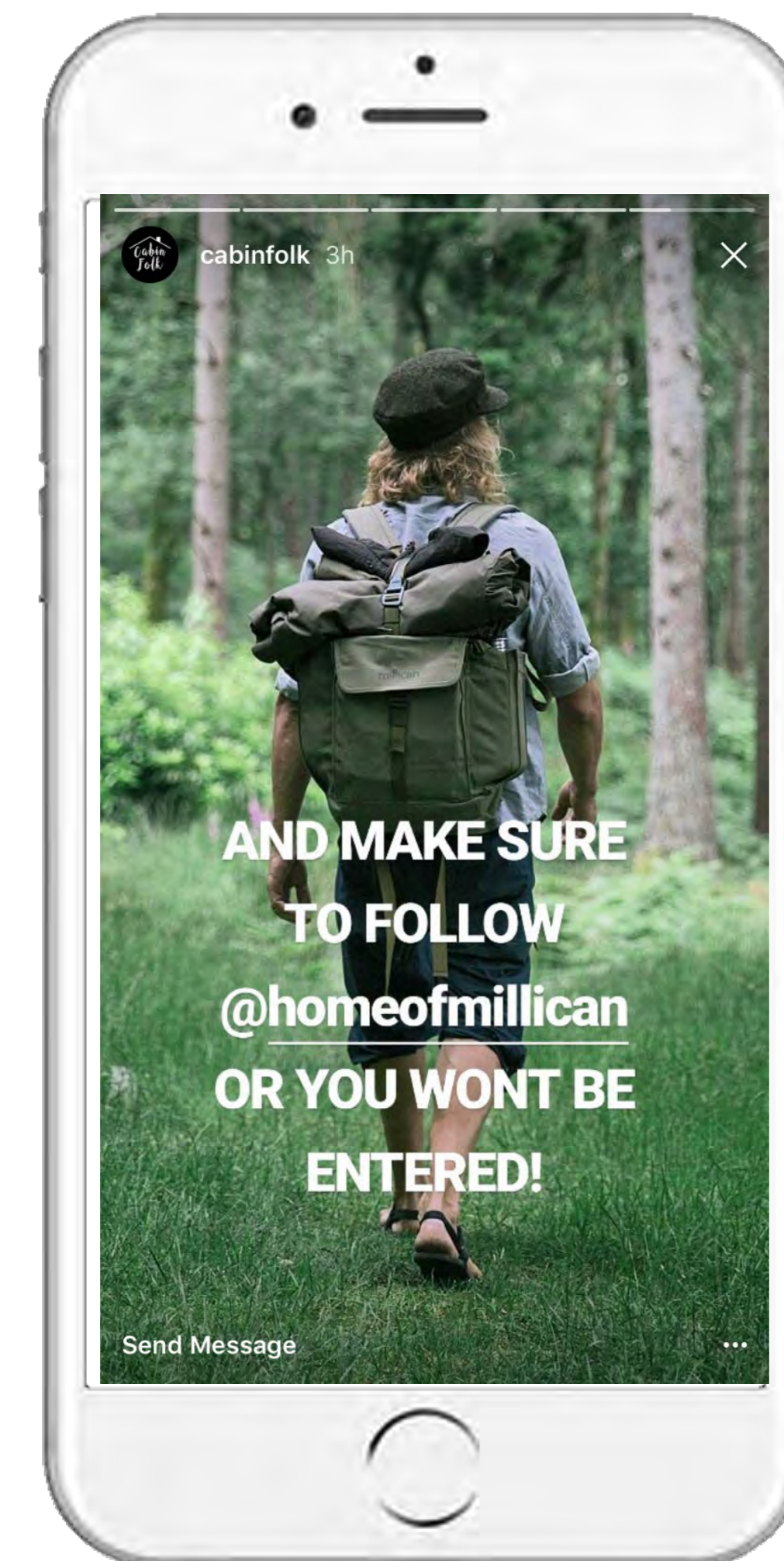
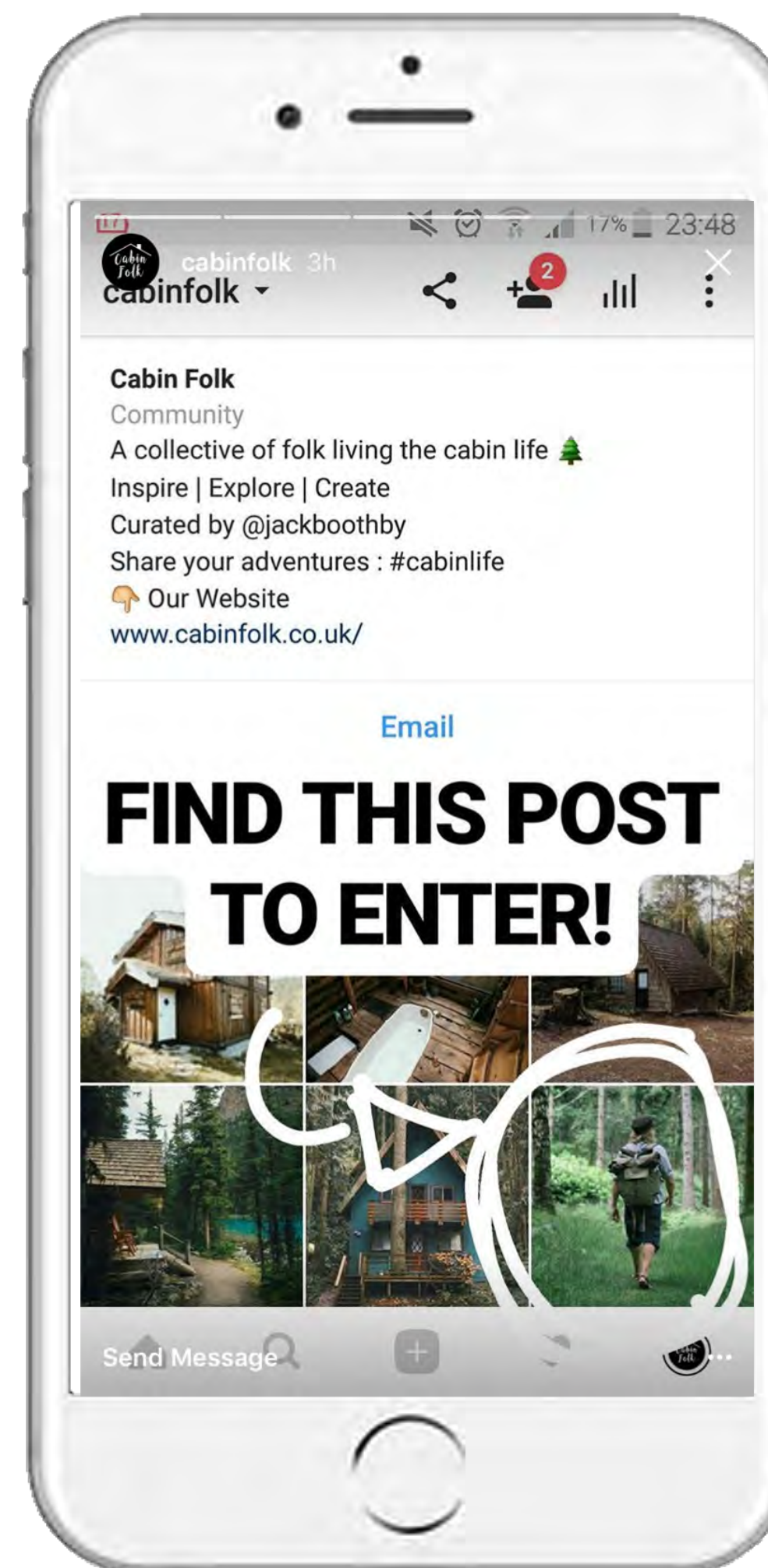
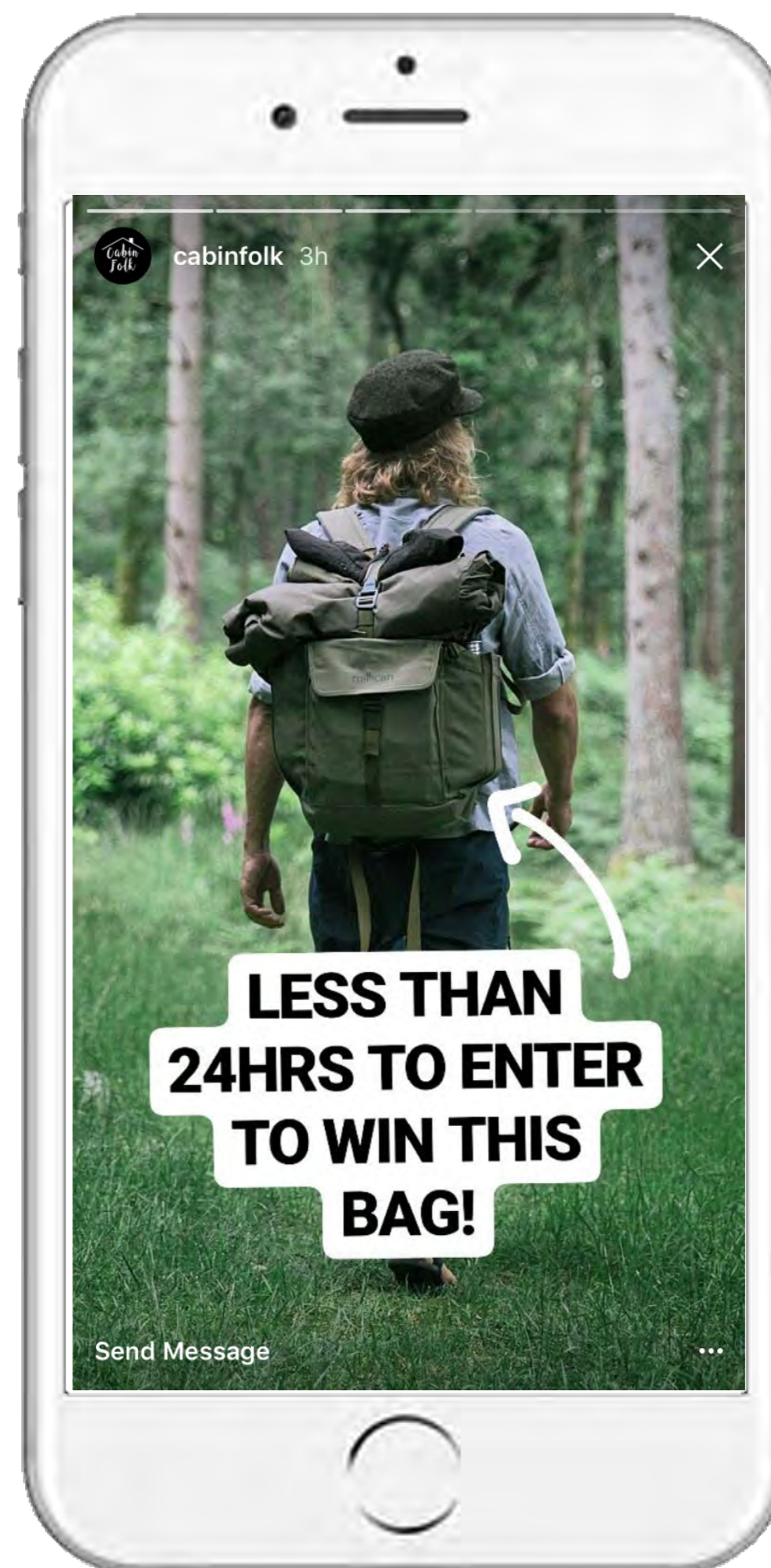
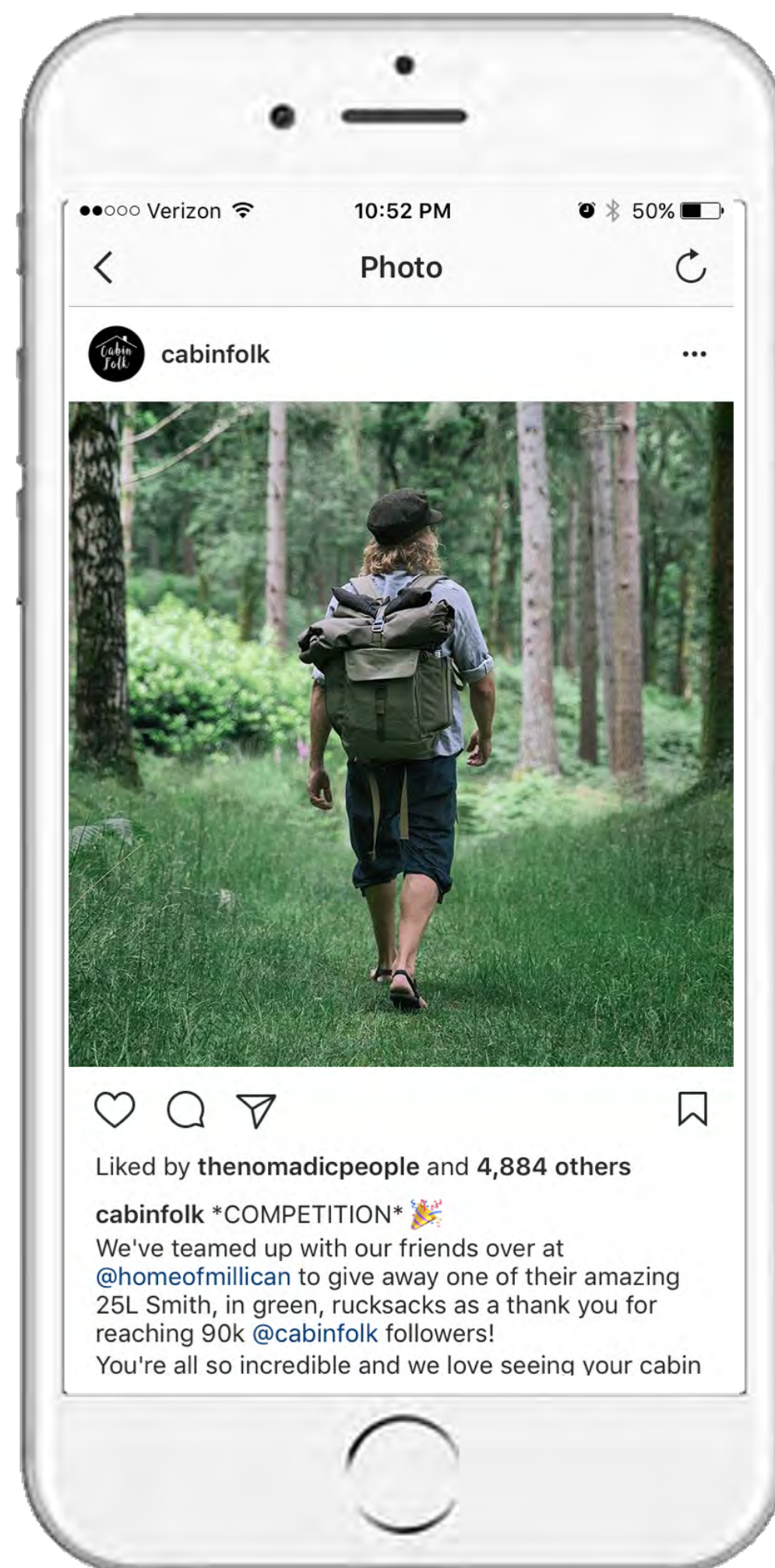
Feature User Content



Offer Discount Codes LOFT



Have a Giveaway



Run a Scavenger Hunt



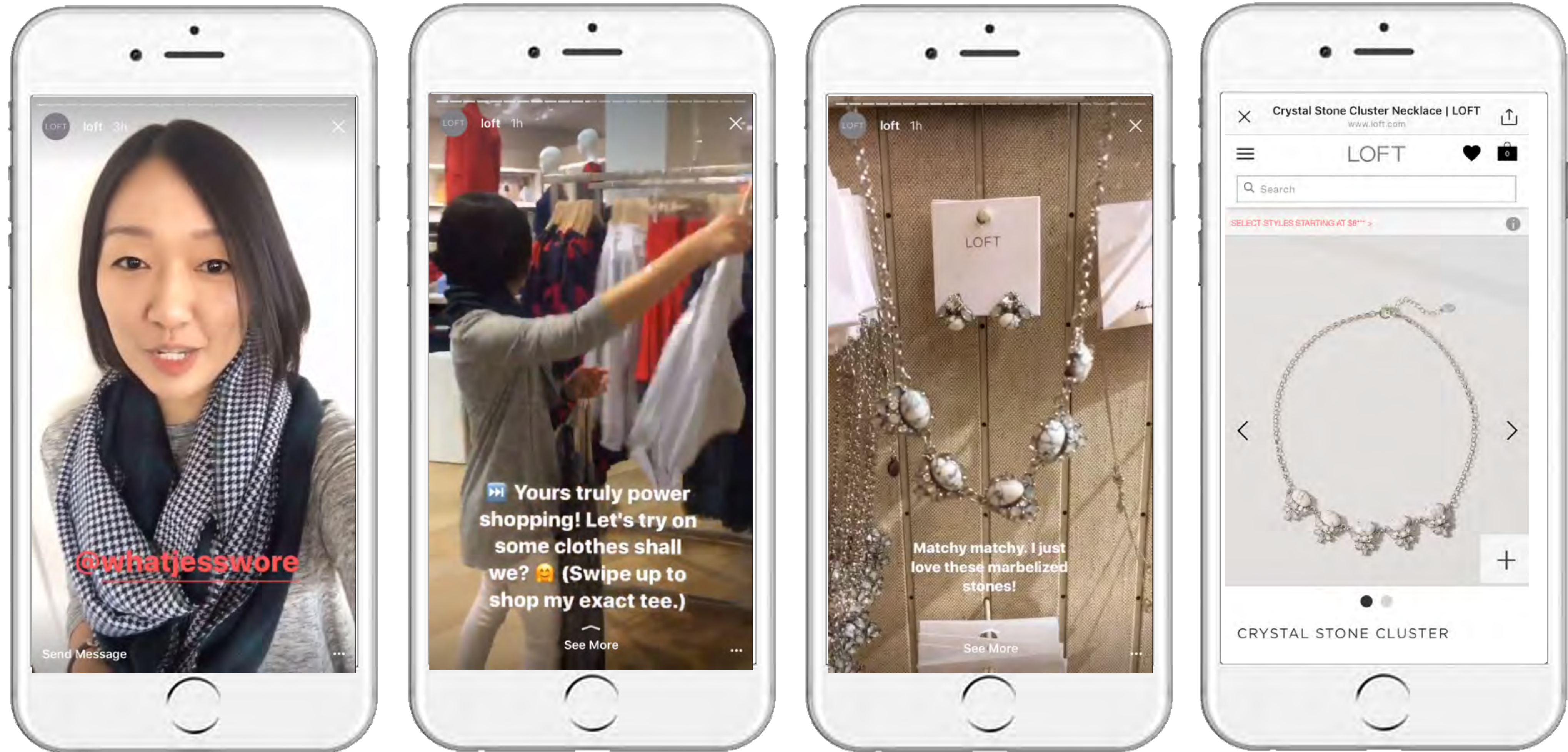
Poll Your Audience *J.Crew*



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.

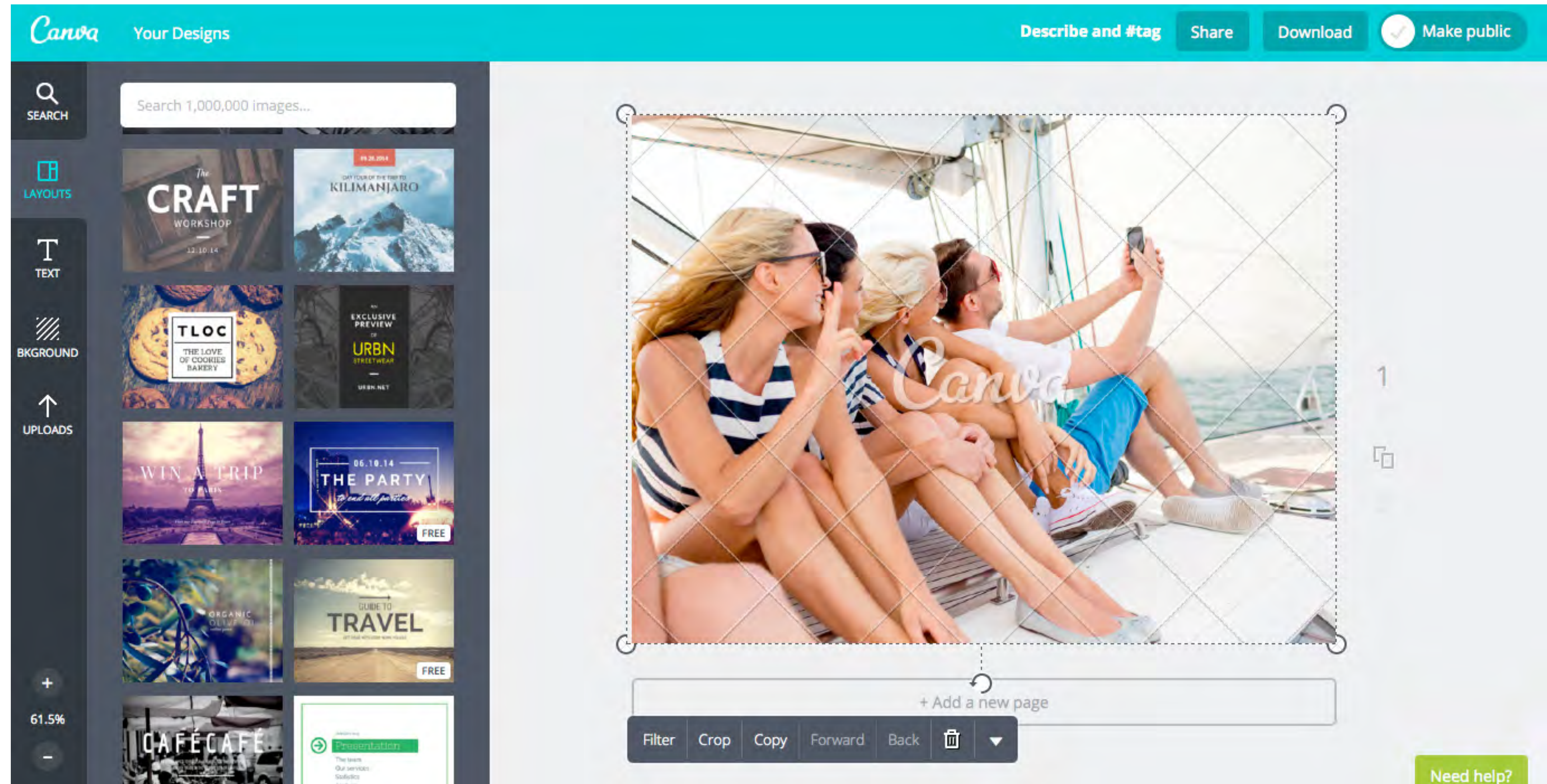
Work With Influencers

ANN TAYLOR
LOFT



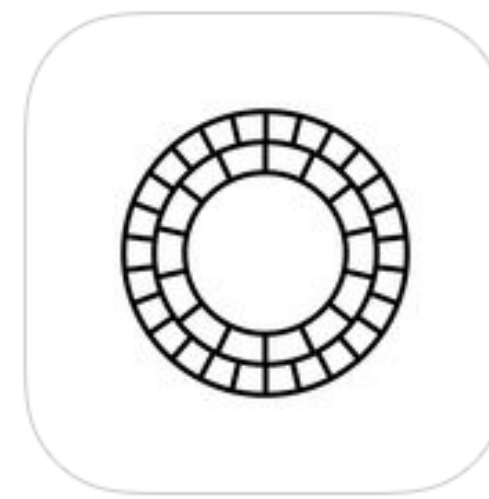
RESOURCES & TAKEAWAYS

Canva





CANVA



VSCO



PICTAPGO



PIC FRAME



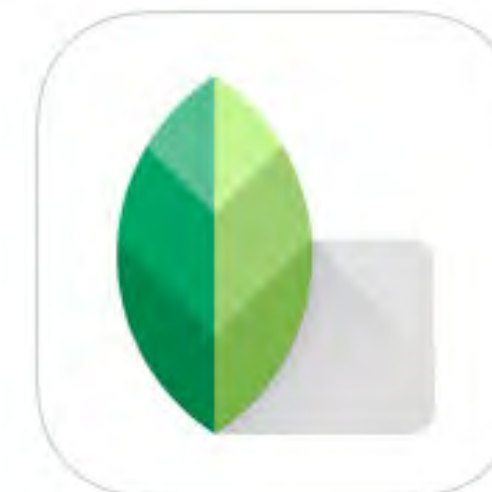
BOOMERANG



PICMONKEY



A COLOR STORY



SNAPSNEED

Instagram Takeaways

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!**



@EricaCampbell



/EricaCampbellByrum



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/EricaCByrum



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