

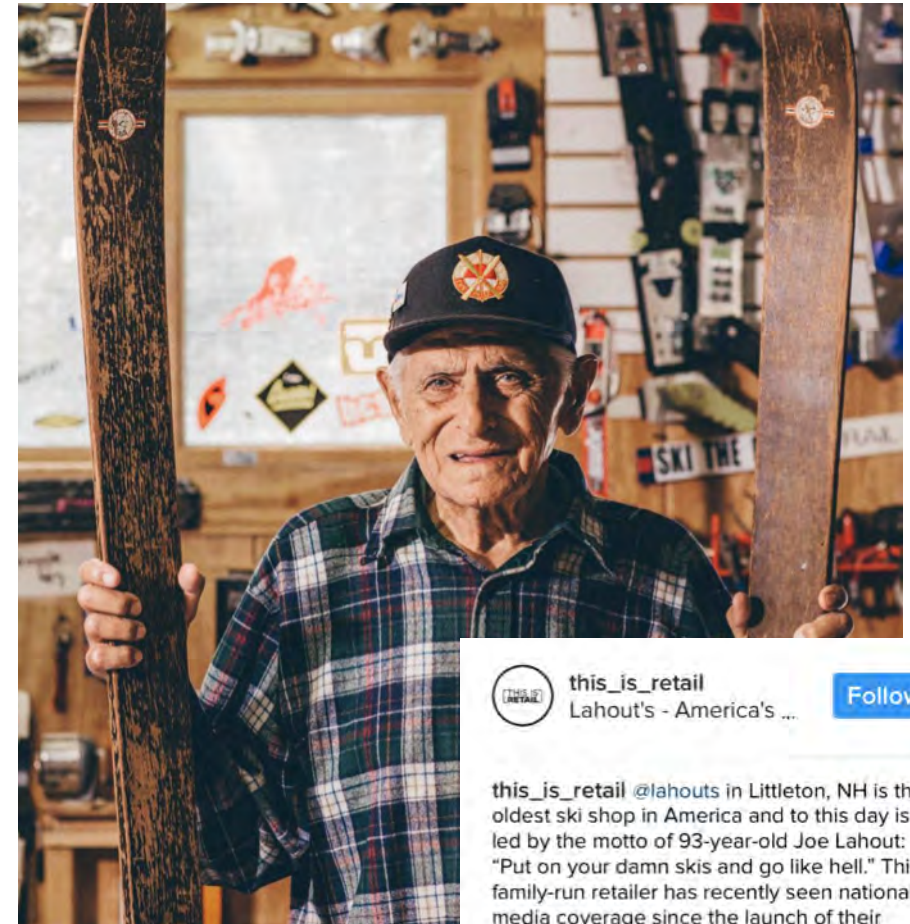
# Instagram Tactics for Organizations That Think They Don't Have a Visual Story to Tell 🙄 🤔 💡 😄 📷 🖼️

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Associate Creative Director, Digital  
Edelman



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**You have a story.  
It will build an emotional  
connection between you  
and your audience.**



@this\_is\_retail

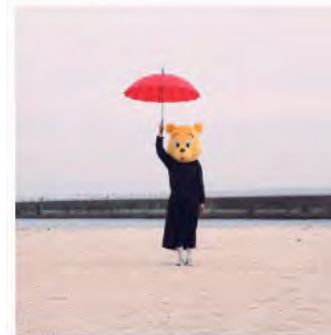
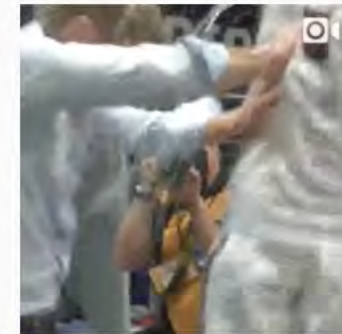
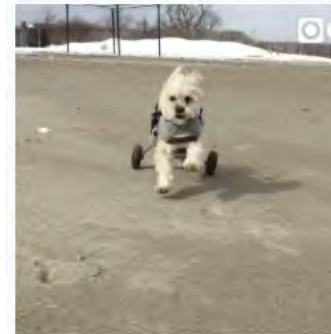
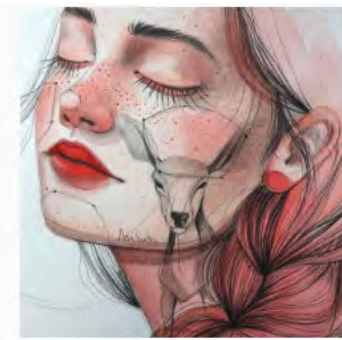


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**A well thought-out strategy  
will guide your visuals.**



# Understand Instagram.



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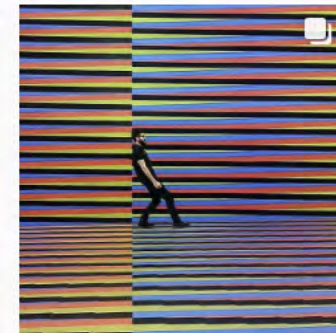
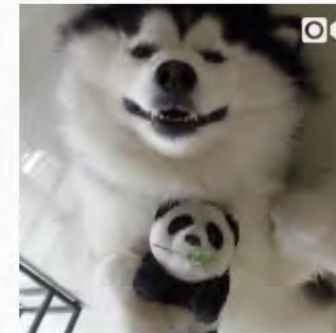
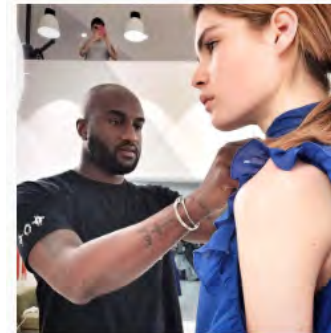
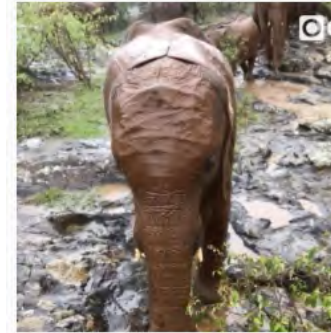
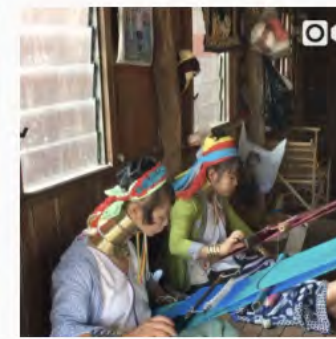


Instagram is a place where people go to **discover** and be **inspired**.

Users seek compelling visuals to feed their passions and share experiences.

It's a place for sharing photos and videos of beautiful and unexpected moments that feel **inspirational, informative, consistent, and authentic**.

**Achieving this will humanize your brand and connect you to your audience.**



**Define why you are on the  
channel to begin with.**



# **Why are we on here**

Inspire? Educate? Sell?

# **Who is our audience**

Volunteers? People in the suburbs? Tech enthusiasts? Travelers?

# **What are we trying to achieve (goals)**

Build awareness? Recruit talent? Engage with our audience or employees?



# Define Best Practices

## WHAT WE SHOULD DO

- Inspire and educate with visually impactful images
- Focus on the people and stories to create awareness
- Share appropriate timely event and cultural content to take advantage of trending conversations
- Cultivate relationships with our community, employees, customers and fans
- Have a personality

## WHAT WE SHOULDN'T DO

- Sell
- Overwhelm the community with calls to
- Share content that doesn't support the narrative of our feed or its purpose



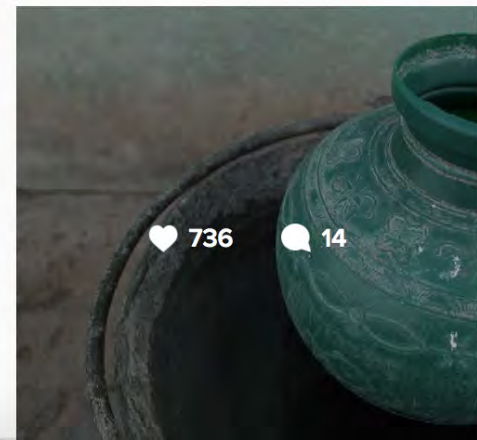
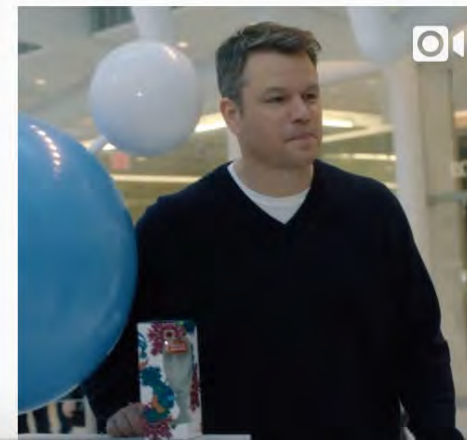
@doctorswithoutborders





# Decide what you want to show

- Events
- Behind the scenes
- People
- Interesting and fun content related to your brand or organization
- Visuals that show off your personality



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# Determine a POV on visuals

- Video and photography
- Staged shots
- Sharing user-generated content
- Text treatment or infographic
- Illustration or animation



# Influencers

## Why use one

Awareness

Loyalty

Action

## Who

What are they talking about

Who is their audience

What is the cross-section between their audience and your goals

## How

StarView

Demographics Pro

Group High



@emptyvase



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# Visual Storytelling Is not just visual



instagram

Following

instagram "#hellomynameis Nora Peinador (@nora\_py). I'm 19 years old, and I'm a ballerina with the Víctor Ullate Ballet Company in Madrid; I'm also in my last year of high school. I started dancing when I was 7 years old. I always told my mom I wanted to dance, but she kept changing the subject. One day, I was with her at the supermarket doing cartwheels on the metal bars and a woman came over and asked if I liked dancing. She was the first Cuban ballerina, Menia Martínez, and she was at the supermarket with Víctor. She told us to go to an audition. There were about 80 people there, but in the end, I was the only one they chose. I love dance, especially seeing people enjoy what you're doing. When I dance, my problems disappear. I start to dance, and I forget about the people looking at me and I express everything. I'd love to dance in London or Paris. In my free time, I love to



1,039,408 likes

3 DAYS AGO

Add a comment



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@instagram

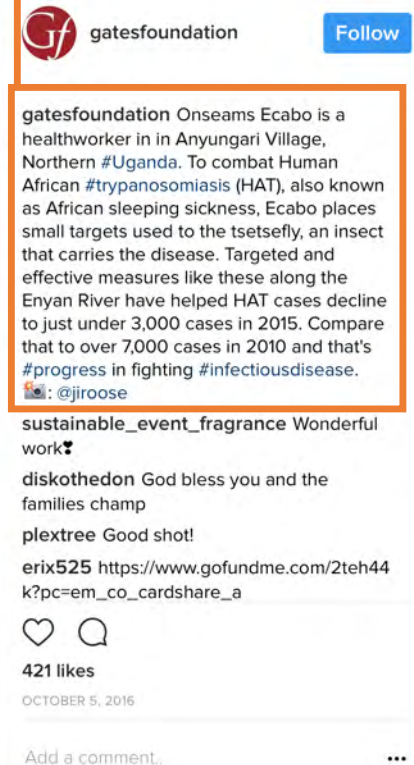


**Visuals should support a story or idea; copy should give context and interesting details**



@gatesfoundation

Provides detail, tells a story



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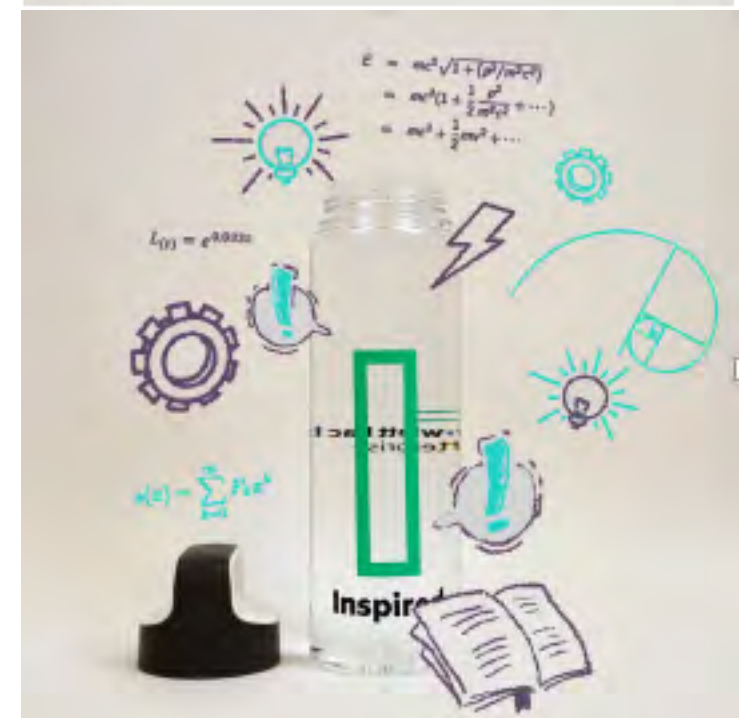
# Find visual inspiration in everything

A person

A place

A thing

A water bottle



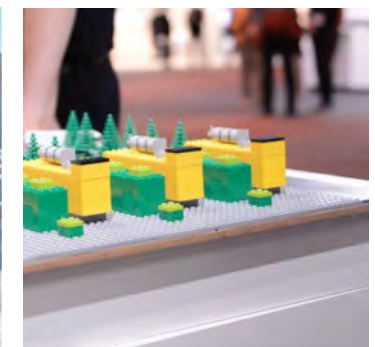
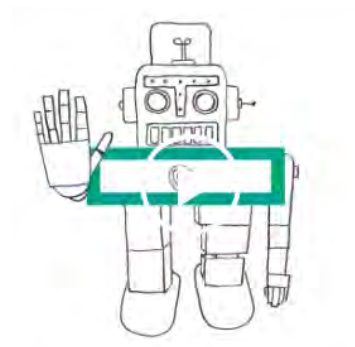
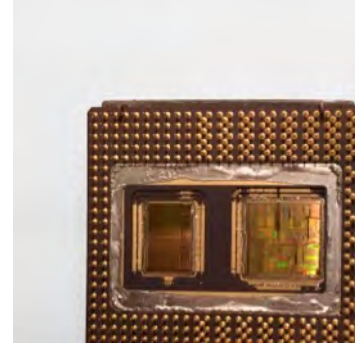
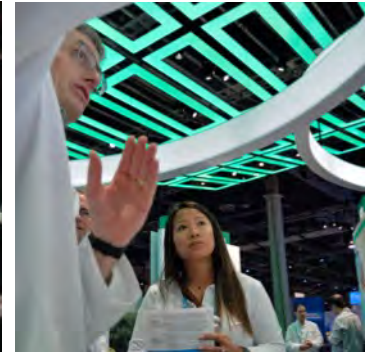
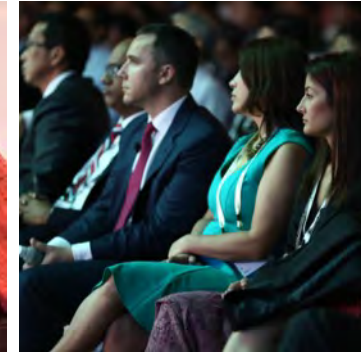
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@hpe

# Define your visual style



Each photo, even when viewed separately from the rest of the feed, should have such a clear quality that fits your visual style

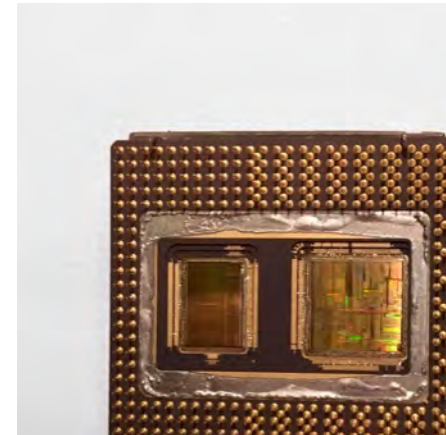
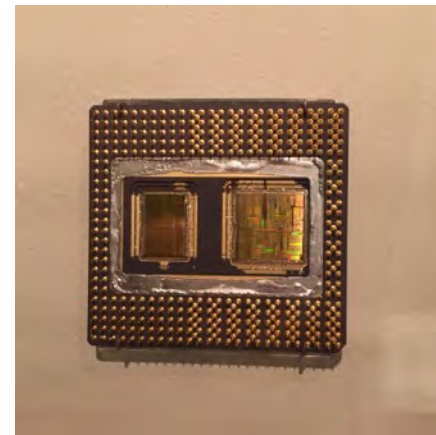


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# Make the edits

Check lighting, sharpness and angles, crops



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# Define a Process

1. Central editorial team sets strategy and schedule
2. Instagram images are taken or sourced in one or more of the following ways:
  1. Team of trained Instagrammers take photos
  2. Employee submissions are solicited
  3. Employee photos are discovered on Instagram
  4. Graphic/video created by design team
3. Instagrams are reviewed and selectively approved
4. Photos are edited in a consistent manner
5. Instagrams are posted
6. Analytics are reviewed to improve content strategy



# Key Takeaways

- **Instagram is a way to humanize your brand by showing of your personality and/ the things you are passionate about**
- **Understand why you're on Instagram and the nature of the channel**
- **Know who you're talking to (enthusiasts, clients, employees, etc.)**
- **Set your strategy, what you are there to talk about**
- **Define a style**
- **Set your do's and don't's**
- **Be disciplined and consistent. Stick to the plan.**



**Thank you!**