



# Visual Storytelling with Instagram

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# Content for Instagram

- What works on Instagram
  - Caution: Every brand is different
  - Quality over Quantity ← *This always applies!*
  - Aim to be visually stimulating
  - Unique perspectives
  - Be relevant
  - Try new things! Sometimes they pay off

# Content for Instagram

- Learn what works



# Content for Instagram

- Videos
  - Highlights
  - Boomerang
  - Teasers
    - Behind the scenes with extended versions on Snapchat, the website or other social channels
  - BUT, this strategy is likely to change with longer format video now allowed on Instagram

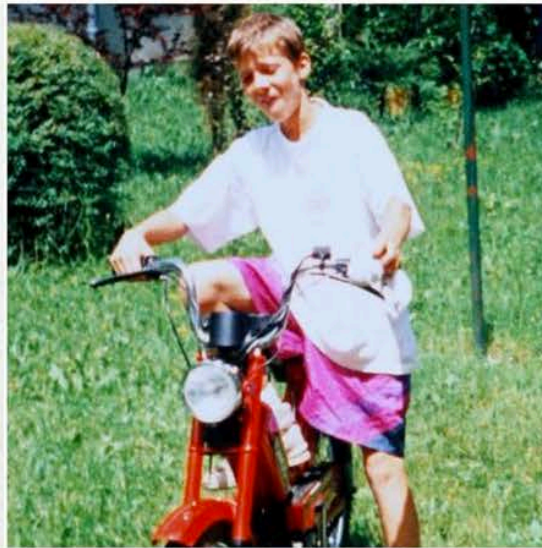


# Let's Look at Some Content

Signature Series

Lineup Change

Relevant & Timely



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19.3k likes

11w

miamiheat Tonight's #MiamiKidsDay starters vs the Sixers!

Dragić, Wade, Johnson, Deng & Stoudemire.

view all 191 comments

nickmcfalls1 @zane\_77

bp\_002 Awesome pics, nice execution of the theme!!

angelicadacles Ka cute ni wade 😊😊

j.paris\_ @zopepijn links boven gekke wade

levik.aj @aratah.at @argin\_456 wade i dibe 😂😂😂

minalavtizarm @pprevc desno zgoraj 😊

rss11j STAT looks like Kanye 😂

oscarb40 Look at wade 😊 @kmanrara

luismatafdez @mansilla1997 mira wade q grande

# Staffing and Resources

- Staff
  - 1 director
  - 2 managers (content and marketing)
  - 1 coordinator
- What we cover
  - Miami HEAT Accounts
  - Miami HEAT Store Accounts
  - Arena Accounts
  - Dancer Accounts
  - Burnie (mascot)


# Staffing and Resources

- Healthy budget
  - Analytics tools
  - Advertising
  - Travel expenses
  - Promotions
  - Staff
  - Equipment
- But there are ways to be creative
- When you have great content that produces even greater engagement, revenue will follow



# Let's take a look at a story



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17.6k likes 1w

miamiheat It. Is. Time.

[view all 884 comments](#)

[andrwhanna](#) [@adamhch](#)

[\\_ricardogutierrez\\_](#) [@geraguti94](#)

[jake.viele](#) dragic, what a game for him

[jake.viele](#) amazing

[Log in to like or comment.](#) ⋮

[future.](#) best rookies of the season

[stevensromek](#) Winslow gonna be GOOD.

[irfan\\_sendelj](#) [@\\_djokss](#) startovo ko centar



[tiffygs](#) Yes... Just yes!!! [@faithlovejourney](#)



[Log in to like or comment.](#) ⋮



# ...Let's take a look at a story

**@MIAMIHEAT FASTBREAK**

**MAY 13**

AMERICAN AIRLINES ARENA



**UP NEXT: HEAT AT RAPTORS - MAY 15 - 3:30 PM**

FOR COMPLETE COVERAGE OF THE MIAMI HEAT FOLLOW: @MIAMIHEAT



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miamiheat

Follow

56.7k likes

1w

miamiheat "You have to give everything you have. There is no tomorrow." ⚡ on playing another Game 7.

[view all 394 comments](#)

[zaid\\_mahmoud\\_](#) [@mattbechter5](#) look again heat won a title in 2013 betchass

[zaid\\_mahmoud\\_](#) GTFO Toronto fans

[fearthefro45](#) I live in miami but got no hope in dem [@justin.ha2004](#)

[\\_fla2h](#) [@\\_onefour](#)

[rockyroc\\_nevastop](#) Fuck LeBron [@francoperez6](#)

[taonapalasilistiw](#) Momma, there goes that man. :)

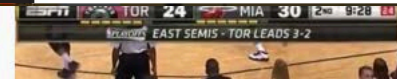
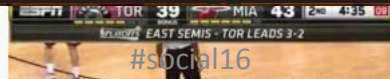
Log in to like or comment.



Log in to like or comment.



@lcochran



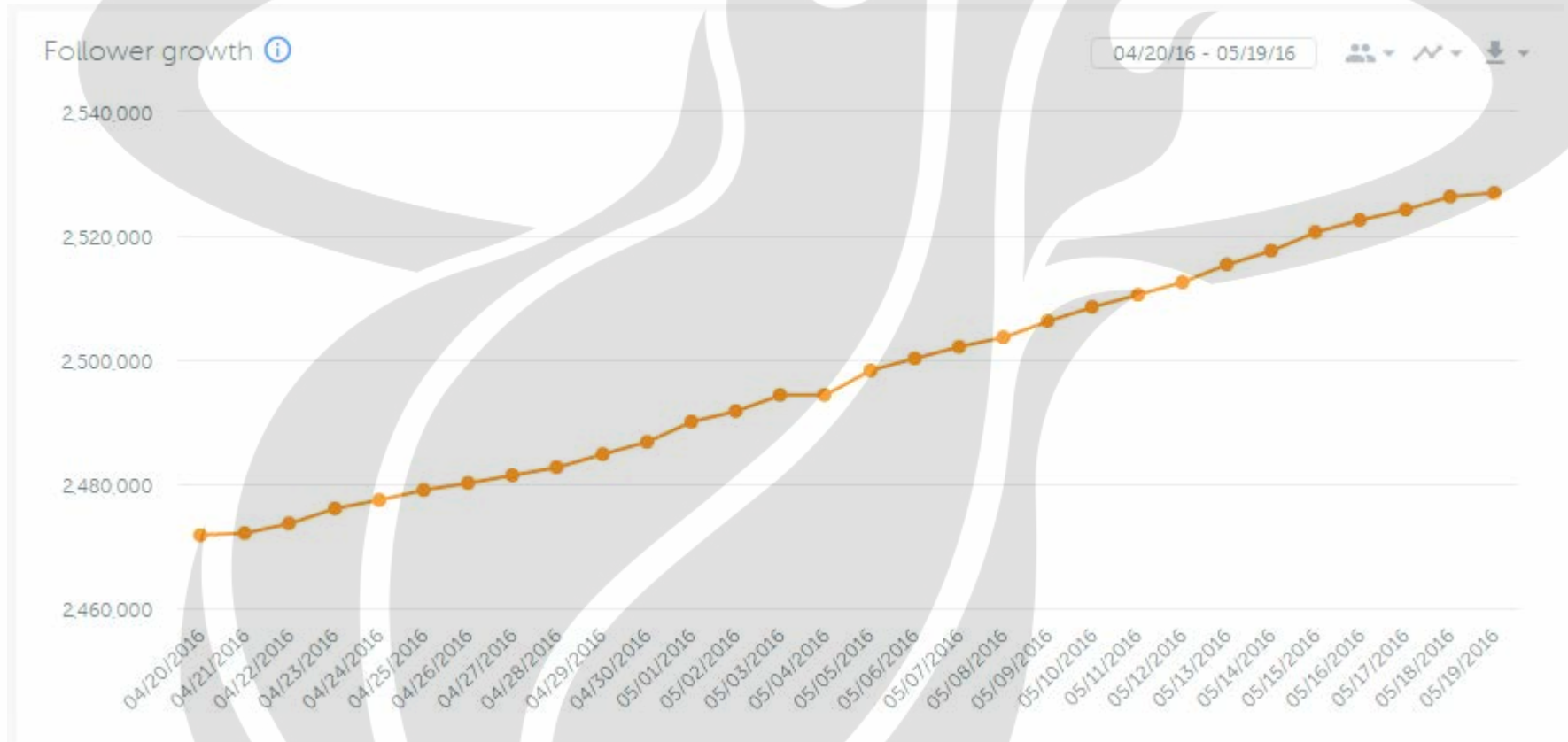
# How do we measure

- Iconosquare Pro
  - Formerly Statigram, formerly free
  - \$150 subscription (yearly)



ICONOSQUARE

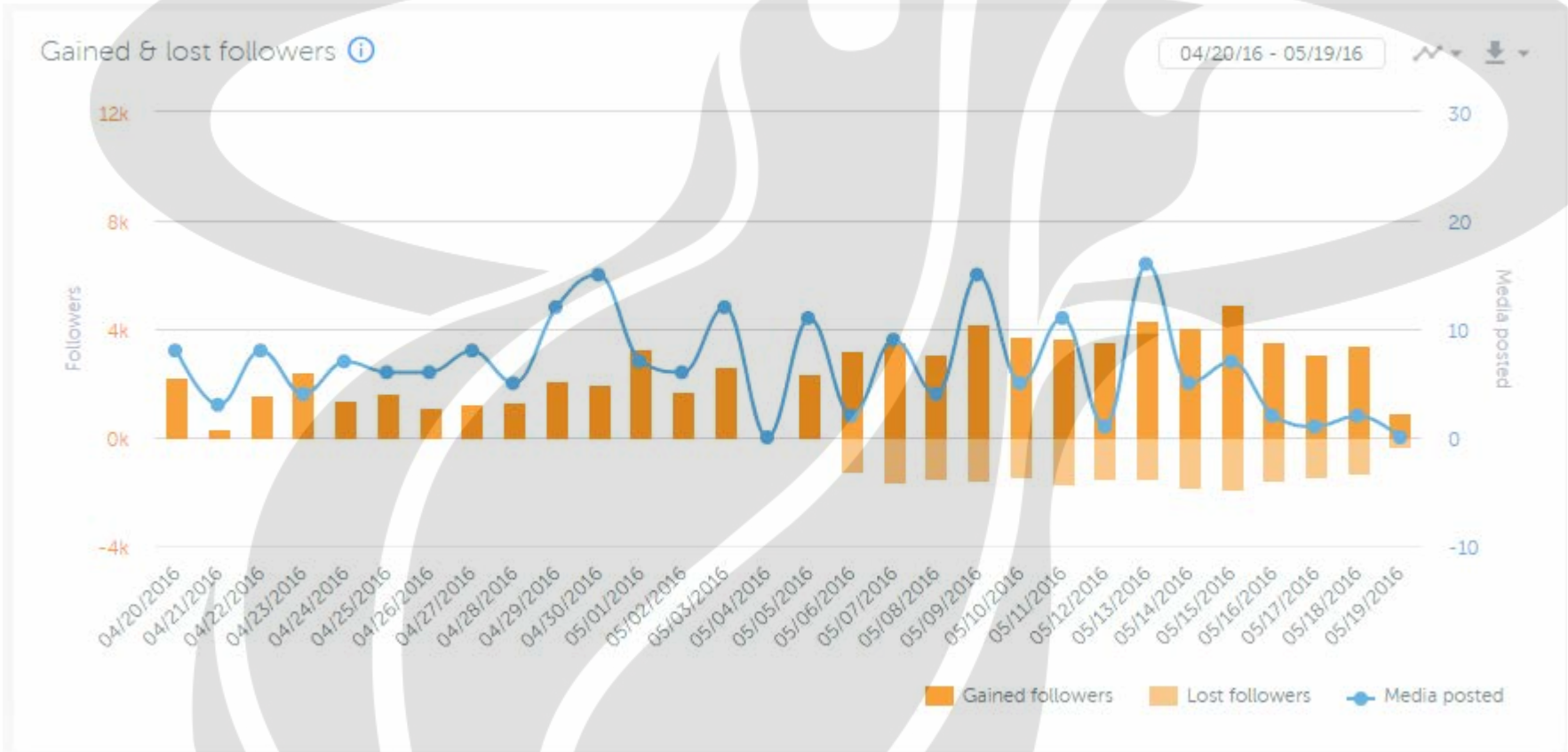
# What do we measure



@lcochran

#social16

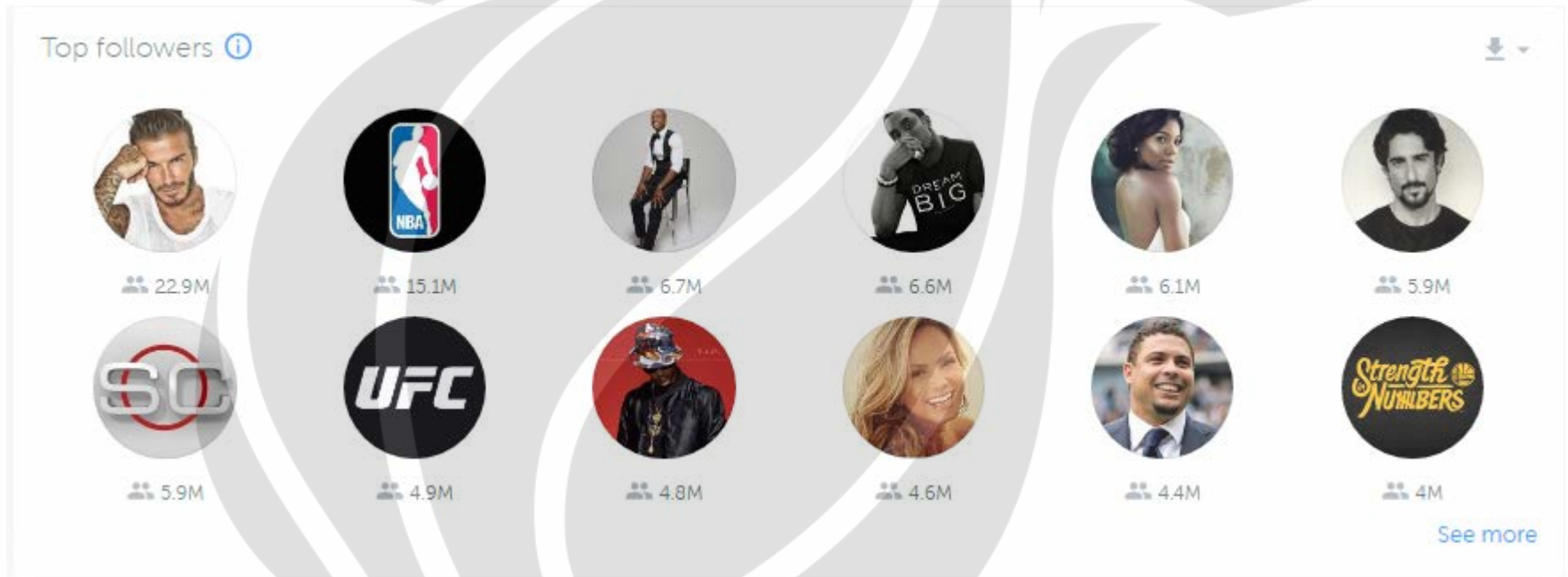
# What do we measure





# What do we measure

- Influencers



# What do we measure

- Best time to post

Best time to post - Likes ⓘ

04/20/16 - 05/19/16

Your media receive the most likes when you post on Fridays at 12am.



Compare your best time to post with your posting habits.

# Quick look at Another Business

- One that needs to appeal to a wide audience
  - Fans of Latin Music/Religious/Hip Hop/Rock/Pop/etc., etc., etc.
  - Family Shows
  - Comedy Acts
  - Sporting Events
- You're going to have a lot of story lines for a business like this

# Quick look at Another Business



 americanairlinesare... [Follow](#)

596 likes 24

americanairlinesarena Good night Miami.  
kiriarnjerit 13 days @its.emmy.bby  
@jaireen\_

[Log in to like or comment.](#)

dianabotellov Siiiiiviiii coñooooooooo jajaja 🤪 

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# Key Takeaways

- First strategize and know your own brand story
  - In order to become a great content creator you need to understand the brand itself
  - Like every good story, we can side bar or go on tangents, just make sure you tie it all together
- Capitalize on your audiences emotions and passions
- A picture could truly say 1000 words
  - Know that a caption is not always necessary
- Listen to your audience: what they say and the actions they take
- Think before you post