



INSTAGRAM: VISUALIZE YOUR BRAND

PRNews' Big 4 Social Media Summit

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Join the conversation

@ErinFlior
#social16



What is cystic fibrosis?





Who is CFF?





Cystic Fibrosis Foundation
March 2

We walk to add tomorrows for Jasmine (pictured here) and all people living with cystic fibrosis. Share with us a picture in the comments: Who do you stride for?



Siobhan
@Popseylooe02

New hospital appointment vlog coming tomorrow, really nervous as usual, dread doing my lung stats
[@cftrust](#) [@CFF_STL](#) [@YouTube](#) [@CFAware](#)

1:13 PM - 30 Mar 2016

CF Foundation
@CF_Foundation

@Popseylooe02 Best of luck at your appointment, Siobhan! We'll be thinking of you today.

5:16 AM - 31 Mar 2016

WE PUT COMMUNITY FIRST

Today we are
10,000 strong
on Instagram!



GET CREATIVE WITH **VIDEO**

Leave the production team
at home.

Be authentic: #CFirl



👁️ 1,551 views | 10w



cf_foundation:

Instagram is filled with beautiful, filtered images of people's "real" life.

But we want to share the real, raw photos of your life with #cysticfibrosis... So we've created a **new hashtag dedicated to sharing these moments: #CFirl** (cystic fibrosis in real life)

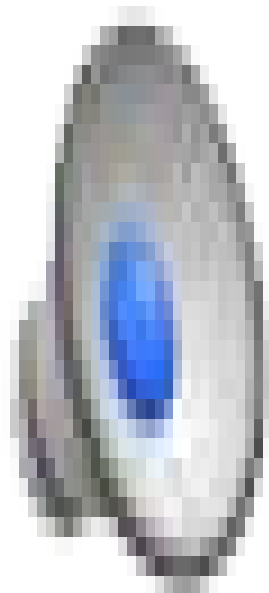


lovetobreathe:

Thank you! This video is hard for me to watch. It's definitely real, raw, and really thick... like peanut butter 🥜



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Ask questions: #CFLife



📺 2,691 views | 4w



cf_foundation:

...Pepper, **an infant living with #cysticfibrosis, receives chest physical therapy** (CPT). CPT is an airway clearance technique (ACT) to drain the lungs and may include percussion (clapping), vibration, deep breathing and huffing or coughing...**what is your preferred ACT method?...**

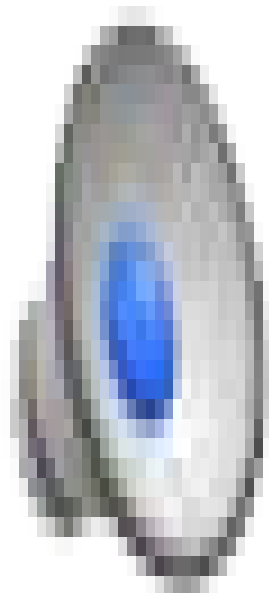


beth.vanstone:

My daughter loved her percussion therapy...



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Be picky: #WhyIStride4CF



📺 1,084 views | 5w

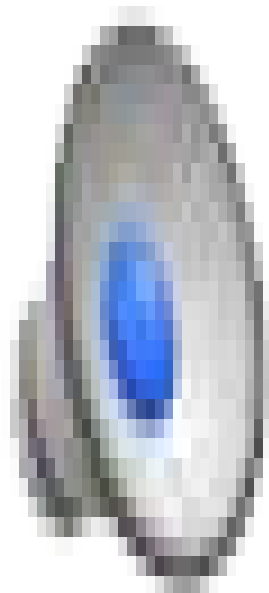


cf_foundation:

Our 2016 #GreatStrides National Ambassadors, John Thomas and Marissa Benchea, thank you for participating in this year's Great Strides! **Thanks to your generous support, we're adding tomorrows for people living with #cysticfibrosis.** #CFawareness #WhyIStride4CF



@ErinFlor | #social16



Repurpose: #CFawareness



📷 1,482 views | 5w



cf_foundation:

Last week, **teens from across the country** joined us in Washington, D.C. to **help raise awareness for people living with #cysticfibrosis** and to ask their elected officials for increased funding for the NIH and FDA. Check out some of the photos from their meetings on #CapitolHill! #WashingtonDC #CFadvocacy #CFawareness



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WHAT TOUCHES ME IS THAT SO MANY
HAVE SIGNED ON TO THIS BATTLE SIM
ODNES. THEIR HEARTS. ALWAYS
THE BILIT
H

GO BEYOND THE **SCENES**

Stop staging.

At the office



162 likes | 37w



cf_foundation:

Have you gotten your #flu shot yet? We're getting ours at the national office today! Reduce the risk of getting the flu this season by **getting yours today.**



blankethouse:

Yes I did! 👍👍



kaleb.bowersssssss:

I'm vaccinated and ready to go!



@ErinFlior | #social16

At events



📷 375 likes | 12w



cf_foundation:

Thank you to all the family, friends and volunteers who joined us in #Bethesda for our #GreatStrides walk. **Together, we're adding tomorrows for all people living with #cysticfibrosis.** #CFawareness #WhyIStride4CF



abigreenbacon:

Yay Team Awesome!



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At photo shoots



📷 259 likes | 12w



cf_foundation:

"When I'm skating I feel like I'm free, like I can conquer any road in front of me. It's liberating to taste the air, and I'm proving to myself that I don't have to have physical limitations." ...Needless to say, he's living with **#cysticfibrosis** and **without limitations.** **#NYC #Manhattan #CentralParkNYC #CFlife**



megquail:

@pattobrien **What an inspiration!**



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In the hospital



📷 228 likes | 40w



cf_foundation:

For students with CF, sometimes the only thing that is certain is the uncertainty of your next hospital stay. **How do you manage your academic responsibilities from the hospital room?** #65Roses #CysticFibrosis



ashleerae83:

You'd be surprised how accommodating teachers will be to **help you stay on track.**



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MAKE **FRIENDS**

The value of influencers.



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CF Community Influencers



SOMETZ
LOVE



EMILY
SCHALLER



PIPER BEATTY
WELSH

#mylifewithCF



JODI MARQUEZ-KLATZENBEEK  @BLONDEFREEDOMLO

 @ErinFlior | #social16

#CFirl: Shared tips



418 likes | 5w



cf_foundation:

Mary Frey (@FreyLiving), an adult living with #cysticfibrosis, **coshares what she needs for a #hospital stay, including her service dog**, a #standardpoodle named Oliver. Share with us in the comments: **What are your hospital essentials?...**



carly_lickliter:

In the hospital right now... **I brought a microwave this time** so my nurses don't have to heat up my food for me since I can't leave the room...



@ErinFlor | #social16

#CFirl: Shared joy



📷 503 likes | 7w



cf_foundation:

Thank you @laurenkareh, an adult living with #cysticfibrosis, for sharing what #CFirl looks like for you -- **the excitement you feel when you're finally released after two weeks in the hospital.** Comment on this post with the emoji that best represents how you feel after being released from the hospital. #CFawareness #CFlife #65roses



__holliexalannahw.__:



@ErinFlior | #social16

#CFirl: Shared experiences



618 likes | 2w



cf_foundation:

It's always nice to have company while doing your airway clearance techniques (ACTs). Ashley (@smasherlilly), a mom to two boys, captured this sweet photo of her son Wyatt keeping Luke, who has #cysticfibrosis, company while he did his morning treatments. **Who do you like to spend time with during your treatments?....**



leeoneexo:

Reminds me of when my sister and I were little. **I was always by her side.** 😔😔



@ErinFlior | #social16

A young girl with dark hair is smiling and looking to her right. She is sitting at a table with a white plate and a white cup. The entire image is overlaid with a semi-transparent purple color. In the top right corner, there is a white circle containing the number '4.'. The text 'BEST PRACTICES' is written in white, bold, sans-serif font on the left side of the image.

BEST PRACTICES

Share reminders



📷 288 likes | 25w



cf_foundation:

What's a day in the life like for a person living with #cysticfibrosis?

Follow along tomorrow as Jodi Marquez Klarenbeek (@blondefreedom20), an adult with CF, takes over our Instagram account. #MyLifeWithCF #CFawareness



katharinescriv:

What a fantastic idea!



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Cross promote



485 likes | 21w



cf_foundation:

We're back tomorrow with our second Instagram takeover featuring Caleigh Haber (@fight2breathe), a 25-year-old with #cysticfibrosis. Check back all day tomorrow to see what a day in the life is like for a person living with CF. #MyLifeWithCF #CFAwareness #TakeoverTuesday



exittheeddy:

Go Caleigh!



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Stay casual



📷 225 likes | 6w



cf_foundation:

This Thursday, **teen volunteers from the #cysticfibrosis community will gather on #CapitolHill for Teen Advocacy Day!** As we get ready for the event, take a look back at one of our favorite memories: teen advocates John Ogren and Justin Norby with Representative John Kline. #CFadvocacy #CFawareness



ethantamborski:

Can't wait!



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Keep it real



📷 289 likes | 12w



cf_foundation:

Today we'd like to wish a special **#MothersDay** to all moms living with **#cysticfibrosis** and **#moms** who are a parent to a child with **CF**. Thank you for all that you do today and every day to provide **#love** and support all year long. **#CFawareness #65roses**



stainedlens:

@joelle_lynn_



@ErinFlor | #social16

5.

TAKEAWAYS



**Use
Tools**



**Build a
Calendar**



**Stay
Current**



Some Resources

- Image Tools: [Layout from Instagram](#), [Superimpose](#)
- Scheduling Content: [Later.com](#), [Scheugr.am](#)
- Analytics & Management: [Inc361.com](#)
- Video Slideshows: PicFlow (iOs & Android)