



# Adobe on Instagram

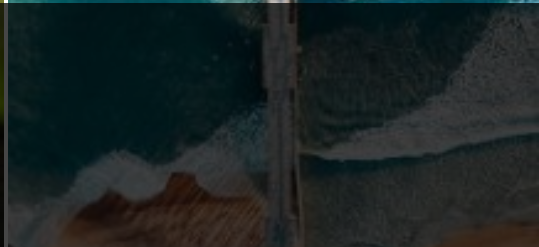
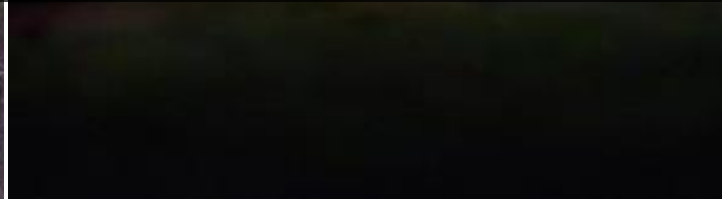
Karen Do | Senior Manager, Brand Social Media | @karendo





# Instagram Content Strategies

Adobe | Project 1324 | Photoshop





Adobe

# OBJECTIVE

Reinforce Adobe as the  
creative leader



Adobe

# STRATEGY

**Make the community the hero,  
spotlighting all creative media**

# TACTICS

Adobe Remix – Bring on creatives to put their mark on our mark, and re-imagine our logo



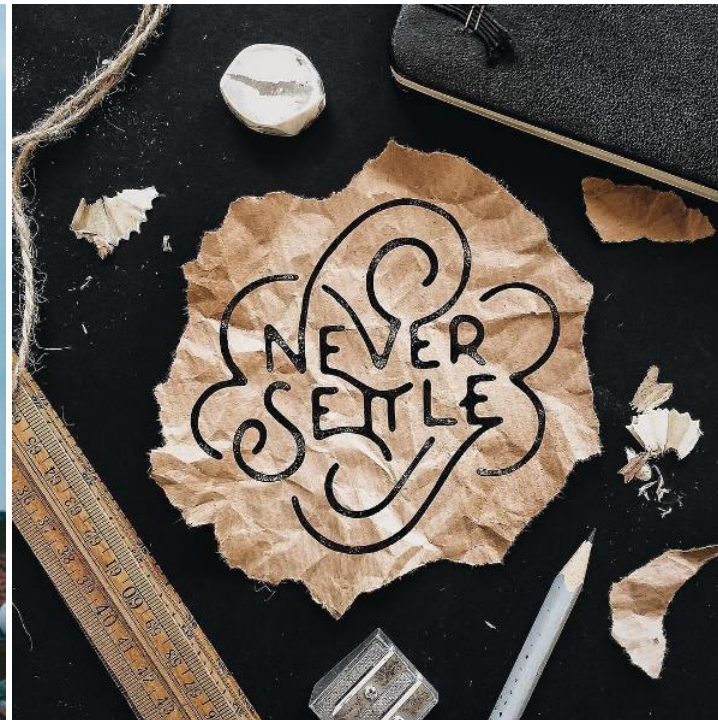
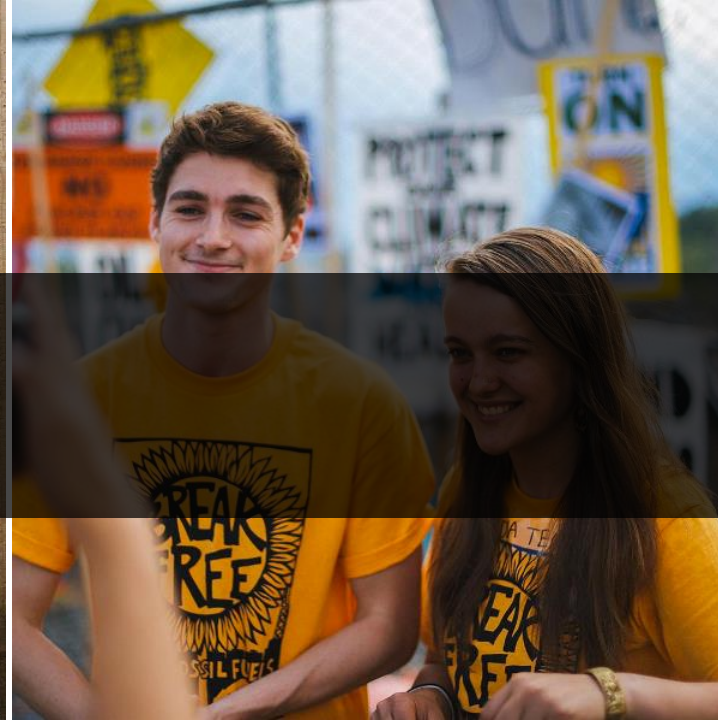
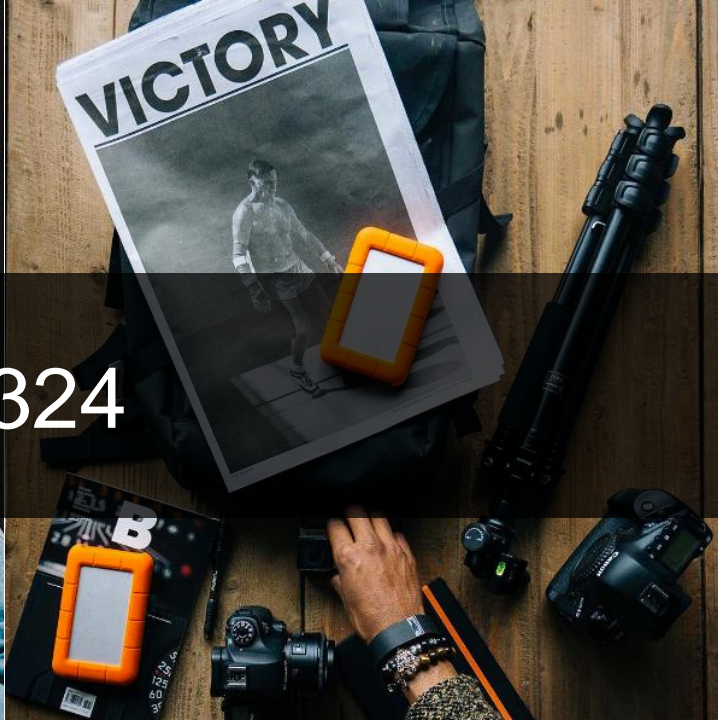
# TACTICS

Curate content across  
Instagram (i.e., regram),  
Behance and Create  
magazine





@Project1324







Adobe

## **OBJECTIVE**

**Raise awareness of Adobe's  
commitment to igniting  
creativity in youth and  
cultivate the next generation of  
creators**



Adobe

## STRATEGY

Connect with and raise awareness of young creators between 13-24 that are creating for social impact

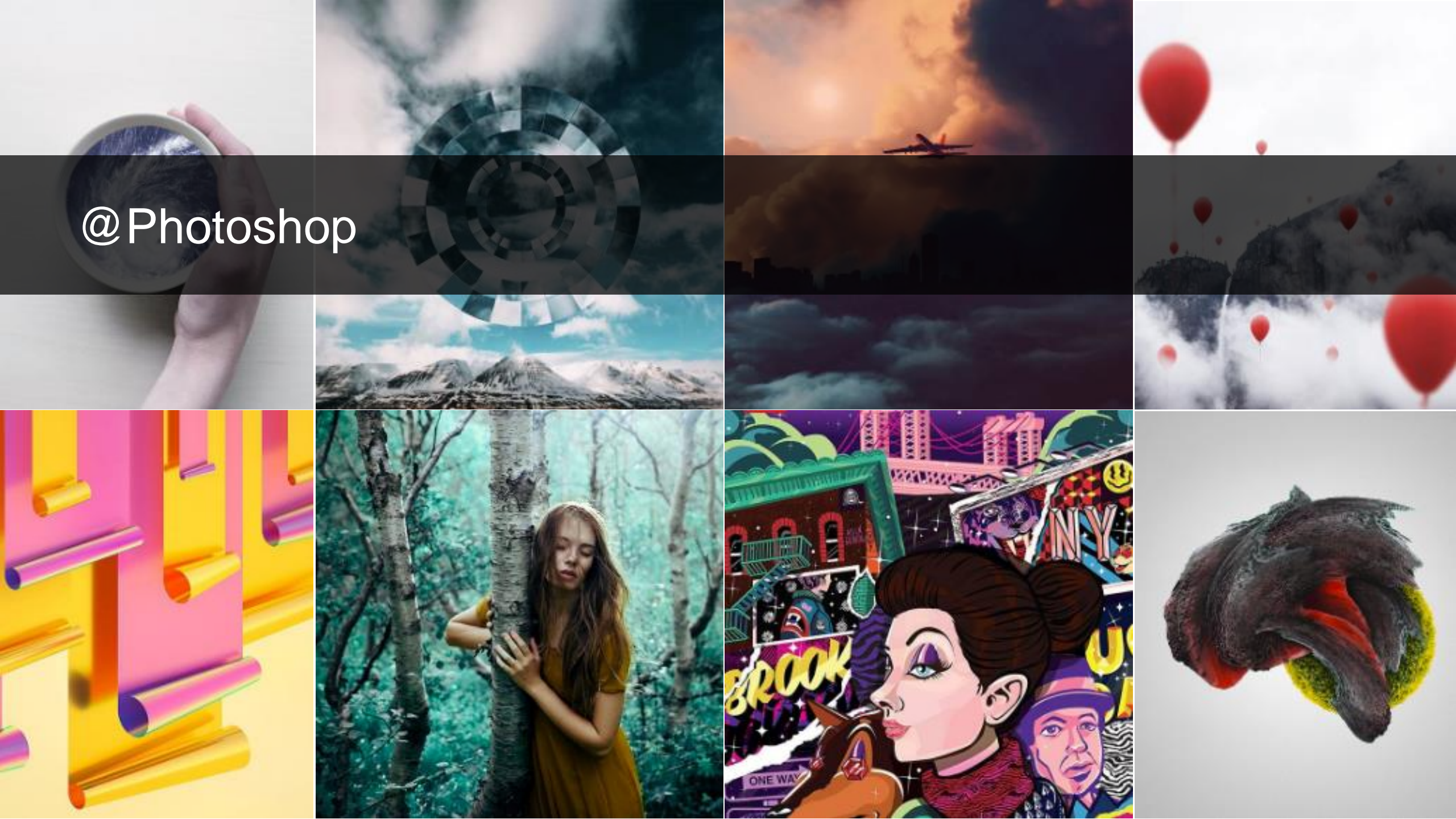
# TACTICS

## #CreativeImpact Series

Engage creative influencers to either photo doc:

- Someone they believe is creating for social impact
- Street art that has an impact story that may spark and inspire creativity





@Photoshop



# OBJECTIVE

Show the breadth of what you  
can do with Photoshop



Adobe

# STRATEGY

Showcase a blend of influencer work and UGC

# TACTICS

## Two-fold UGC approach

- Engage creatives with from varied backgrounds to takeover the channel and share a glimpse of their body of work
- Rally UGC around monthly themes to bring organization to the content created and shared with us (e.g., #Ps\_OnTheGo and #Ps\_Neon)



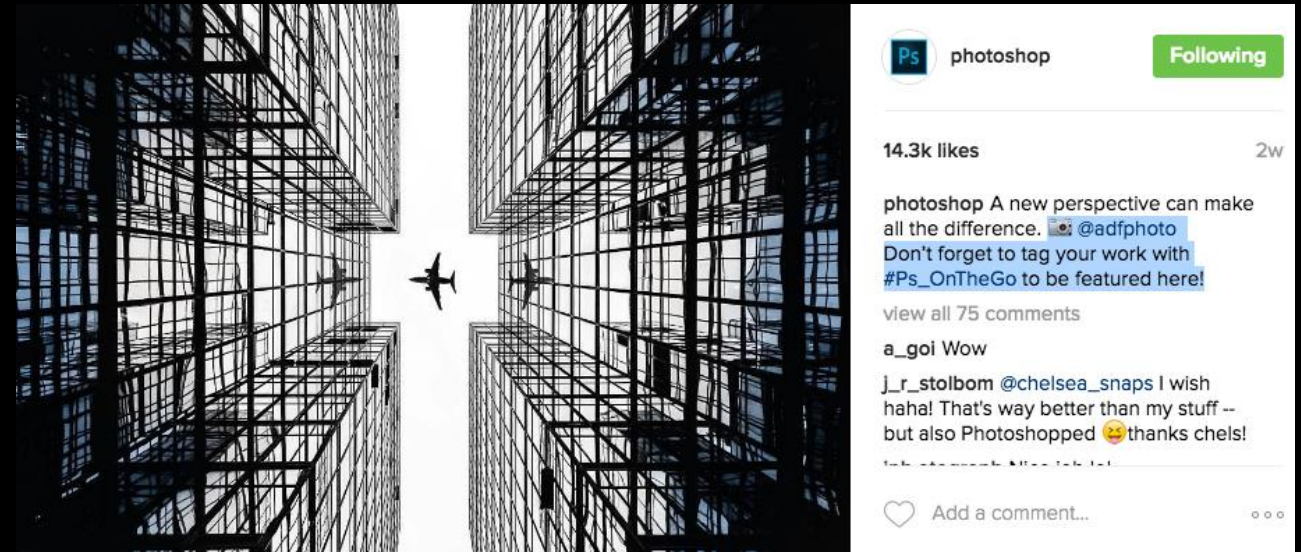
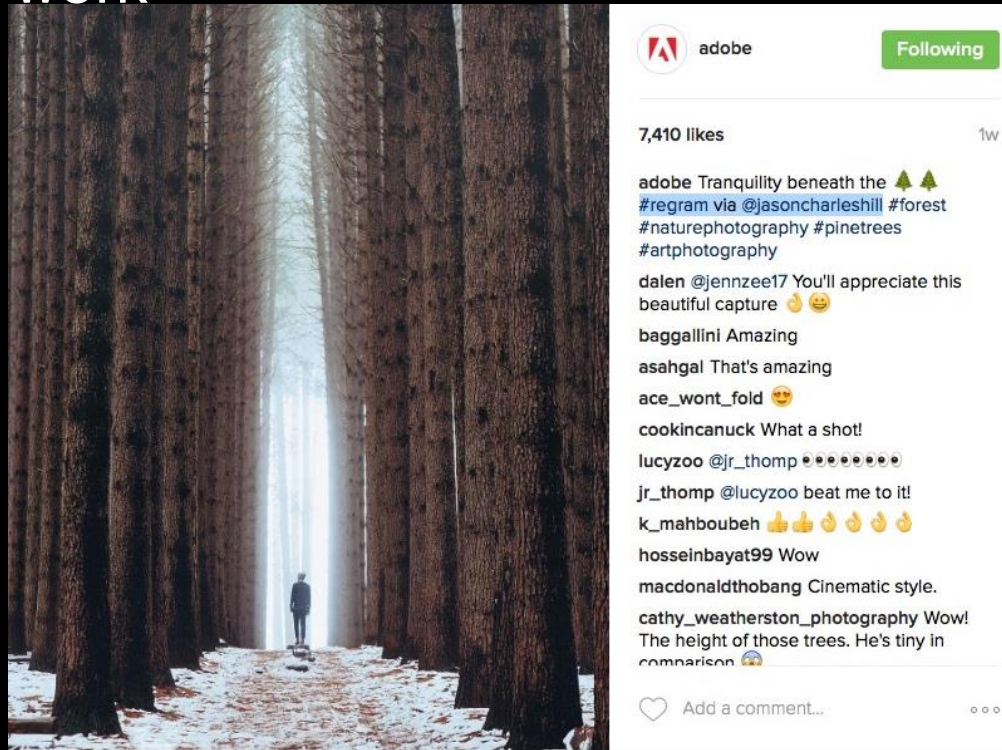


# Content Strategy Overview & Tips



# Curate & Regram

Make sure there's proper attribution if it's a pure regram and appreciation of the work




# Engage Influencers

## Extend Existing Relationships

Adobe / Make It Vault49.

Graphic Design, Illustration, Street Art

4345 | 493 | 33



Bē Vault 49

#Makeit

### Soho/Chinatown

To celebrate the release of Adobe Creative Cloud 2015, Vault49 had the honor of curating a series of visual assets using the Adobe mobile apps, inspired by our home town of New York City. We shared these library of assets with artists around the world, who then incorporated them in to their own billboard artworks around New York.

[Download Vault49's SOHO/Chinatown CC Library here](#)

[Download Vault49's Williamsburg CC Library here](#)

[Download Vault49's Bushwick CC Library here](#)

[Download Vault49's Coney Island CC Library here](#)

PROJECT BY

49 Multiple Owners

Follow All


ABOUT

To celebrate the release of Adobe Creative Cloud 2015, Vault49 had the honor of curating a series of visual assets using the Adobe mobile apps, inspired by our home town of New York City. We shared these library of assets with artists around the world, who then incorporated them in to their own billboard artworks around New York.

[Read Less](#)

Published: August 31, 2015

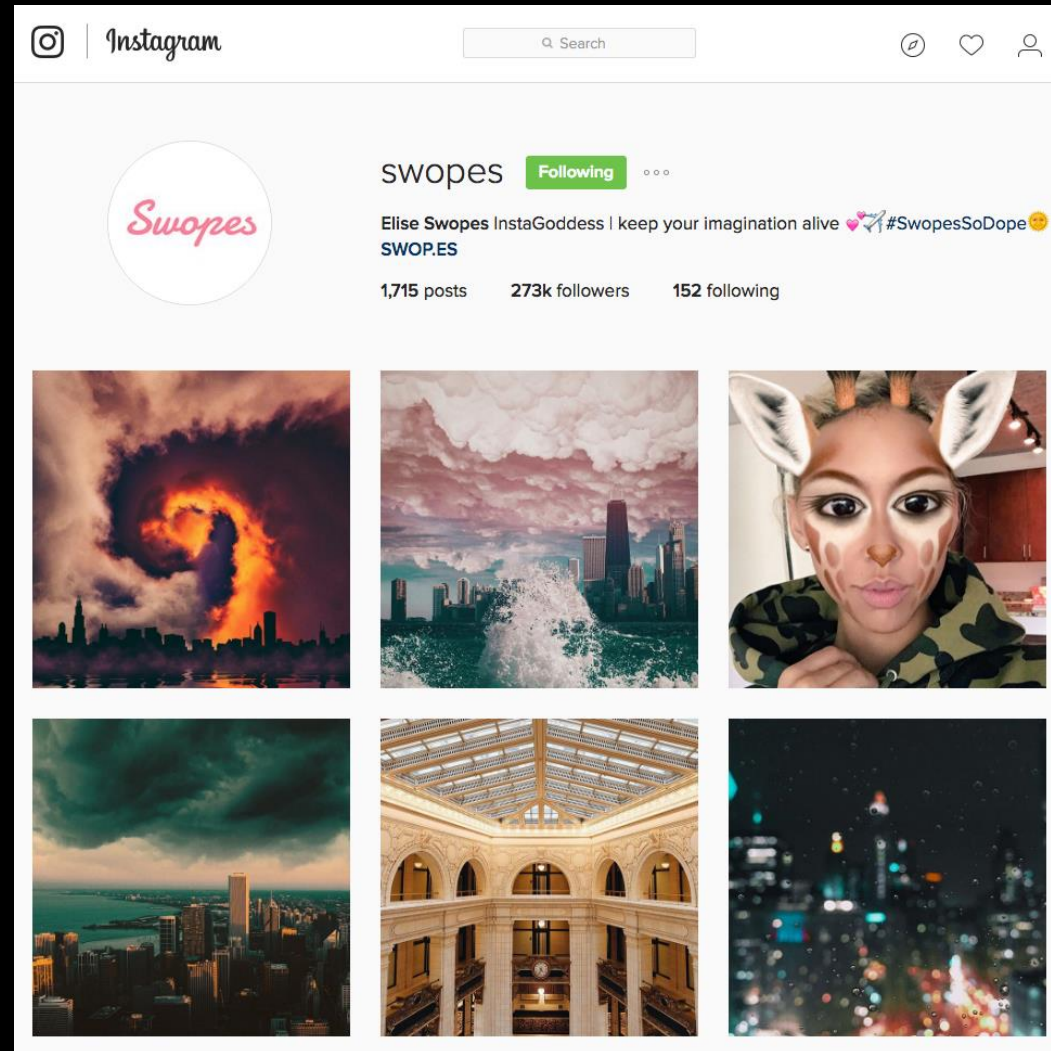
TOOLS USED





# Engage Influencers

## Getting Hands On

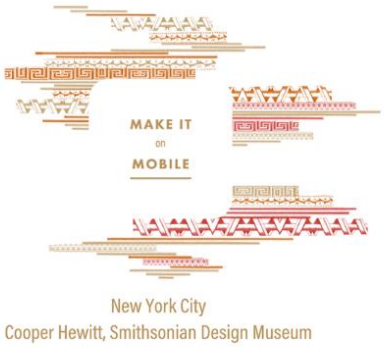


# Engage Influencers Getting Hands On

Bobby Solomon & Elise Swopes - Make It on Mobile

Digital Art, Graphic Design, Photography

502 | 25 | 1



Project by Multiple Owners

Follow All

ABOUT

Artists Bobby Solomon and Elise Swopes collaborated at Make It on Mobile NYC to create two poster designs, each with a unique cinematic and heavy... [Read More](#)

Published: April 26, 2016


TOOLS USED

Lr | | | |

Photoshop Fox, iPad Pro, Apple Pencil

New York City  
Cooper Hewitt, Smithsonian Design Museum

Adobe invited artists Bobby Solomon and Elise Swopes (in addition to 14 other artists) to work together and finish two poster designs based on principles they felt expressed an aspect of their creative process. They were tasked to use iPad Pro, Apple Pencil, and Creative Cloud mobile apps. Over the course of two days, this is what they accomplished.



# Engage Influencers

## Getting Hands On



**Ps photoshop** Following

12.9k likes 4w

**photoshop** Hi everyone, this is @swopes taking over Photoshop's Instagram for the week. I always have so much fun making my images into something never seen before and I'm entirely inspired by my city, Chicago.

view all 60 comments

**chicapunki** Another level. Love it!

**gentlemanpapi** @davidgodarzi

**mohit6972** Fabulous

**tamararenae** I want this on my wall

**xpvisualarts** @morristaylor\_photography think it would be cool and different if you do one a these effects of your emancipation photos. It will be a first of its kind taking it to another level

**@grace\_zoeldrenzh**

**visualassassin** Awesome @swopes !!

**klodovikov\_podvig** Wow man

♡ Add a comment... ○○○



**Ps photoshop** Following

16k likes 3w

**photoshop** Hey guys it's @swopes, introducing Photoshop's challenge for the month of July: #Ps\_OnTheGo. Tag your work with #Ps\_OnTheGo to be featured this month. I love travel and I love the beauty in being able to get up and go. Now let's see your travel-inspired art!

view all 56 comments

**charlottefulvio** Hahah why'd u tag me in this?? @luke.shanahan1

**osamab\_gh** @omargaraybeh 🍷🍷🍷🍷

**amalzz\_rulezz** #Awesome

**a\_h\_santillan** Anyone want to help to crop someone in a picture?

**luke.shanahan1** Haha meant to tag a guy called @ charliemccarthy15 but I accidentally pressed u haha

♡ Add a comment... ○○○

# Engage Influencers

## Influencer Agencies





Adobe

# But What About Creating Your Own Content?





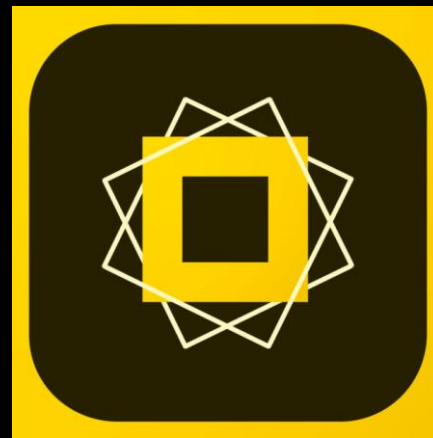
Adobe

## The Challenge

It requires dedicated creative resources – internal or agency – to be able to create something that'll actually work on Instagram.



Adobe Spark  
Page



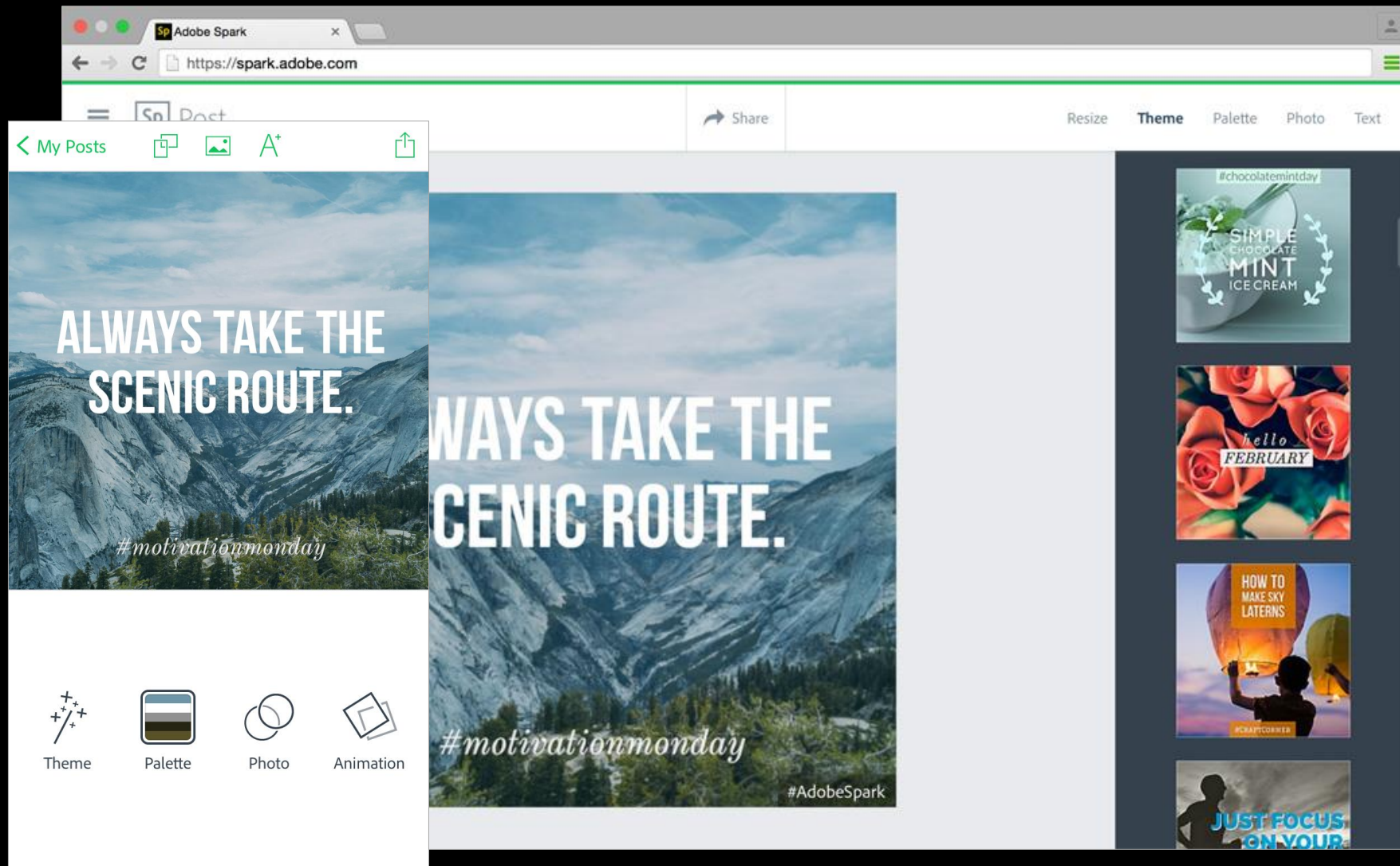
Adobe Spark Post



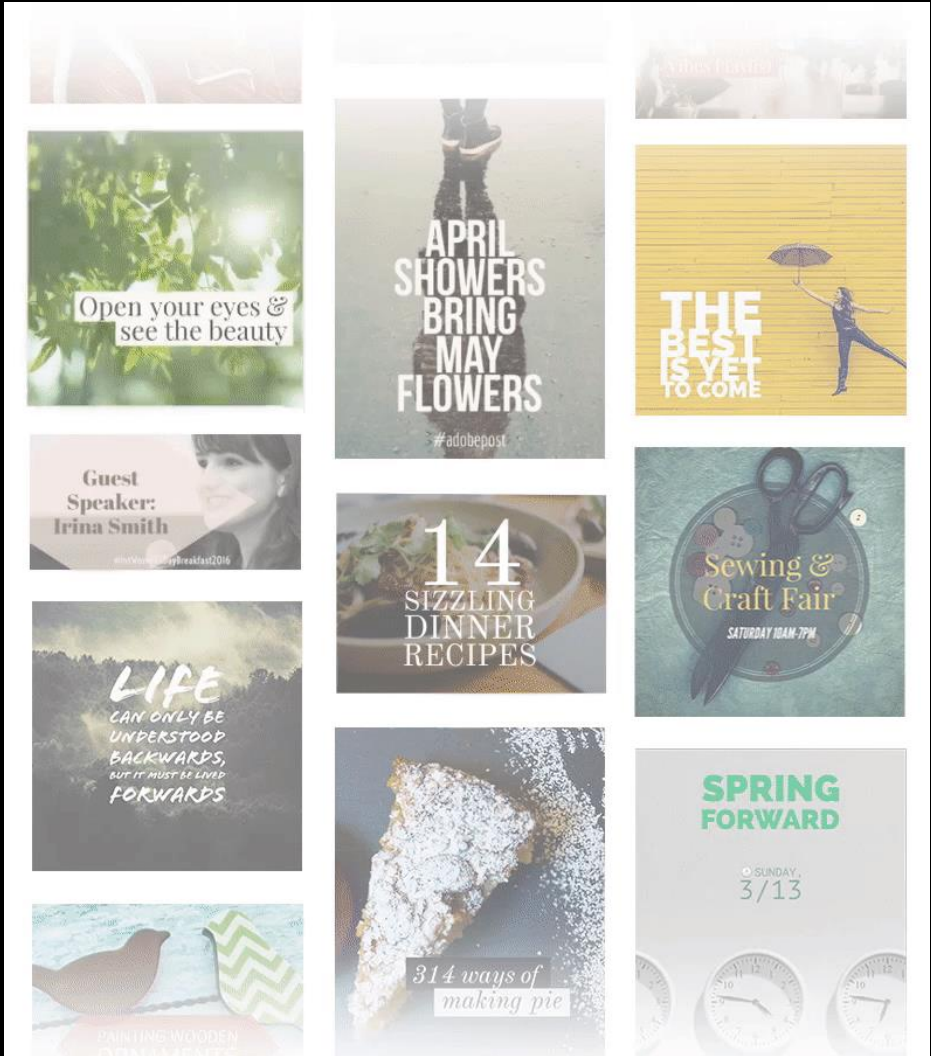
Adobe Spark  
Video



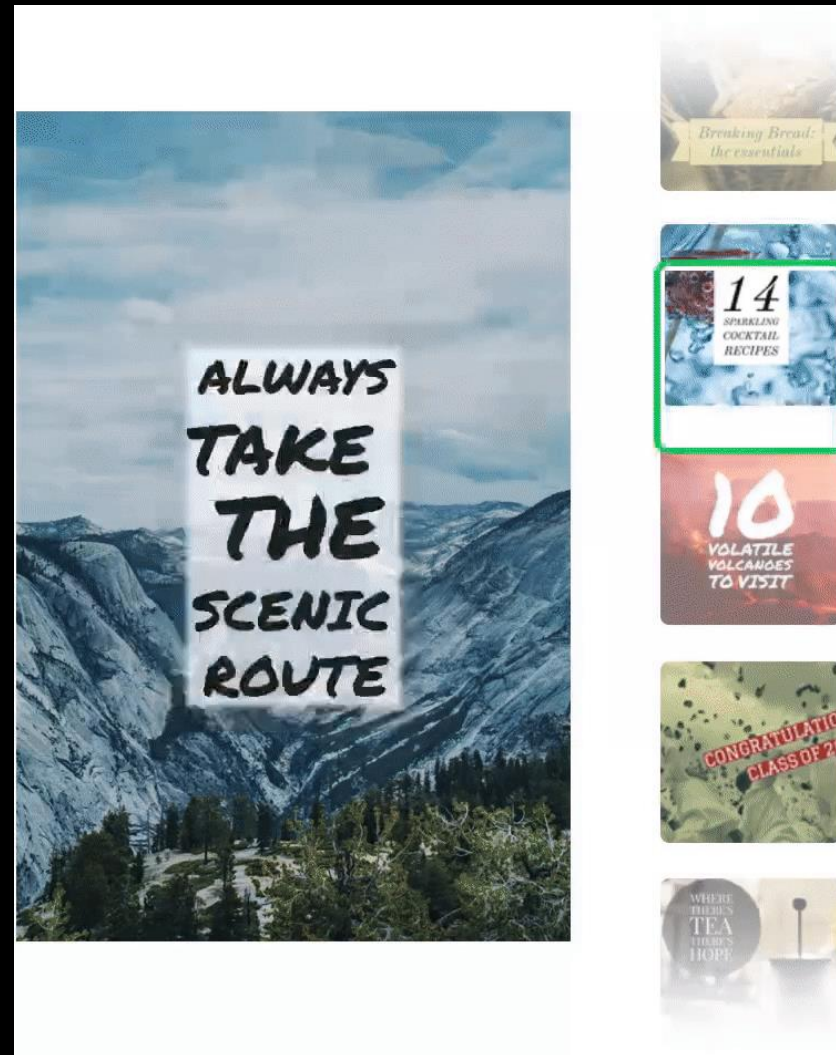
# Adobe Spark – Desktop & iOS



# Get Started with One of Our Designs



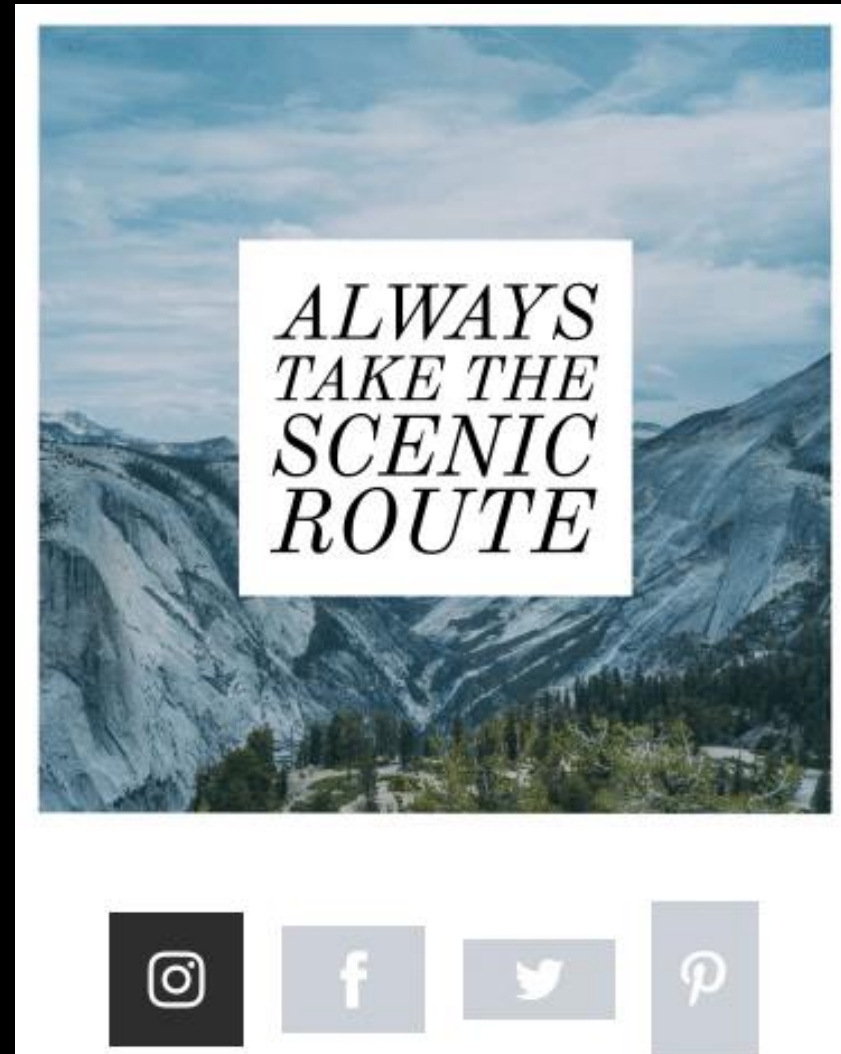
# Change It Up with Various Themes



# Play with Your Copy



# Make the Most of Your Post





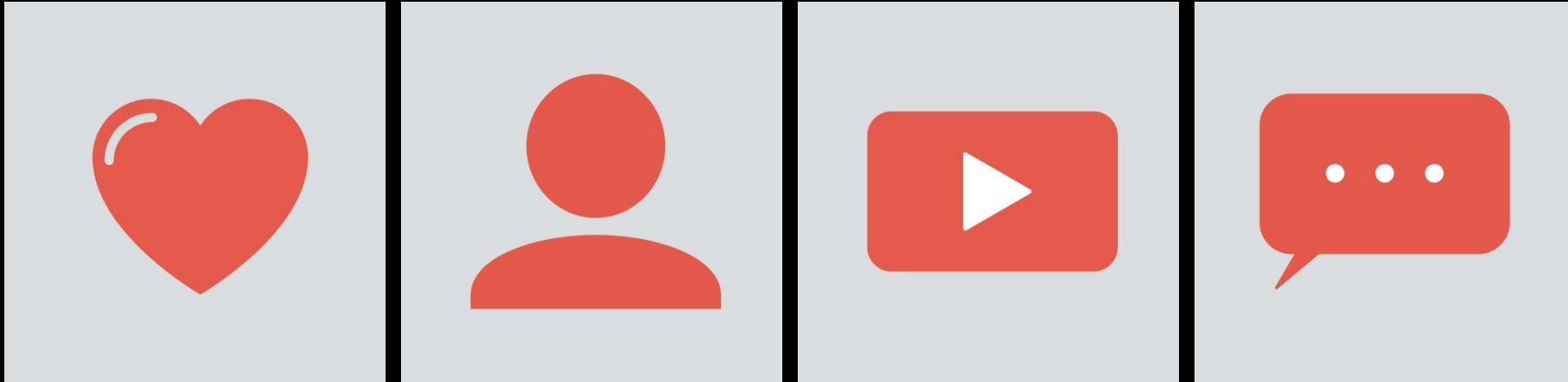


Adobe

# Instagram Measurement

So, What's Success?

# Measurement is Limited



- Organically, engagement meets growth is usually it, especially for B2B brands
- Paid Instagram posts, offer slightly deeper data but it impossible to attribute your profile content success

# Instagram Success for Adobe

- Soft metrics...for now
- Brand and relationship building defined by:
  - Community growth
  - Engagements
  - Sentiment



**Adobe**