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## SOCIAL MEDIA

# Carefully Chosen Influencers and Consistent Content Seen as Keys to Success on Instagram

**Instagram** began in late 2010 as a platform for photographers to display their work. It's still largely a visual platform, yet the majority of its users aren't professional photographers. The **Facebook**-owned channel boasts 73% of young U.S. adults (ages 13-24), with only Facebook (76%) and **Snapchat** (79%) topping it. And, as we know, an older demographic is powering growth at Facebook; the social media behemoth is expected to lose U.S. users aged 12-17 and 18-24 5.6% and 5.8%, respectively, in 2018. All told, 2 million U.S. users younger than 24 will depart Facebook this year, according to eMarketer (*PRN*, February 13).

While that leaves Facebook with a very healthy 170 million daily U.S. users, Instagram also has something communicators and marketers value greatly: 80% of its accounts follow a brand while perusing the platform.

But with an estimated 40% of brands active on the channel, finding success has become a competitive sport. We asked several PR pros for tips and best practices. Our first question was about using Instagram Influencers.

### THREE APPROVALS BEFORE REACHING OUT

"We have a vetting process where three team members must approve an [Instagram] influencer before we reach out" [to the influencer], **Michael McColpin**, associate producer at the **United Nations Foundation** (UNF), a global support group for the global organization, tells us.

UNF's social team identifies potential influencers using the tool **Nuvi**. "It helps us key in on influencers" who are posting regularly and are enjoying strong engagement, which are

### Percentage of U.S. adults who use Instagram

18-29 years old: 64%
30-49 years old: 40%
50-64 years old: 21%
65 and older: 10%

105 million: Instagram's U.S. daily users
500+ million: Instagram accounts used daily
300+ million: Accounts use Instagram Stories every day
80%: of accounts follow a business on Instagram
Source: Instagram

among the factors UNF uses to evaluate influencers, he says.

In addition it looks at the markets it wants to reach and then compares them to those the influencers touches to decide whether or not the UNF campaign fits within the scope of those markets.

From there, UNF sends a template document via email or direct message explaining what it is and does, the particular campaign it is interested in having the prospective influencer participate in and what UNF expects of its influencers. Some UNF influencers like and re-post UNF posts, others create posts and attach a designated UNF hashtag to it.

"We explain that we're bipartisan," he says. "If you have an issue with this, we'll try to reach an understanding." Influencers attached to a political party generally are unsuited to be UNF influencers, McColpin adds.

*Continued on page 3*



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## UPCOMING EVENTS AND WEBINARS

**WEBINAR:**  
**HOW TO MANAGE A CRISIS ON TWITTER**

**JUNE 13, 2018**  
 1:30-3PM ET

**GOOGLE BOOT CAMP FOR COMMUNICATORS**

**JULY 19, 2018**  
 NEW YORK CITY

**SOCIAL MEDIA SUMMIT**  
**AUGUST 9-10, 2018**

SAN FRANCISCO

## SOCIAL MEDIA

# Top Business Influencer for Q1 2018 Inspires 266,000 Actions Per Post

In many cases when we’ve been looking at most-engaged brands in various categories, we see a trend where brands and influencers post fewer, presumably better pieces of content than they did during the the previous year, which results in consumer engagement growth. With some sectors, of course, a decline in the amount of content posted results in a similar downturn in consumer engagement.

You’d expect Business influencers to be in the former category—being efficient and posting fewer pieces of content and getting more consumer engagement. That’s the case, according to **Shareable** data provided to *PR News* exclusively. In Q1 2018, Business influencers generated 193 million consumer actions on 79,000 pieces of content.

Despite posting 16% fewer pieces of content compared to the same period in 2017, the category saw a 44% increase in consumer engagement, says **Ron Lee** of Shareable. Consumer engagement is shown in this chart as actions.

Consumer actions per post rose 71% year over year, with video actions rising 136%, Lee adds.

As for individual platforms, **Facebook** hosted roughly the same number of posts vs the same period last year, while **Twitter** and **Instagram** saw a 20% and -26% drop in content, respectively. Each of the three platforms,

though, saw an increase in engagement vs the 2017 quarter, with Facebook up 12%, Twitter 88% and Instagram 67%.

### BILL GATES VS ELON MUSK

In terms of individual influencers, compare **Elon Musk** (1) and **Bill Gates** (10). As you can see, Gates’ audience dwarfs Musk’s, both posted roughly the same amount of content. The difference: Each of Musk’s posts had an incredible 266,000 actions, while Gates’ earned 18,200. Impressive, but not enough to topple Musk. ■













SOCIAL SCORECARD

## TOP BUSINESS INFLUENCERS – Q1 2018

Based on Total Actions (reactions, comments, shares, retweets and likes)  
 Data provided exclusively to PR News by Shareable.

Sources: [f](#) [t](#) [@](#)

Rank	Brand	Total Actions	Total Content	Actions per Content	Total Audience
1	 Elon Musk	36.2M	136	266,343	25.2M
2	 Strive Masiyiwa	30.4M	25	1,216,608	3.3M
3	 Donald Trump Jr.	17.1M	645	26,488	5.3M
4	 Alberto Ciurana	6.9M	8,130	848	3.2M
5	 Martha Stewart	3.9M	3,224	1,196	8.1M
6	 Ahmed Abou Hashima	3.7M	193	19,086	4.3M
7	 Richard Branson	3.5M	1,305	2,667	17.7M
8	 Eric Trump	3.1M	188	16,361	3.2M
9	 Stephanie McMahon	2.7M	210	12,876	7.7M
10	 Bill Gates	2.4M	131	18,190	63.6M

# How to Generate Cohesive Content on Instagram

A tip when working with influencers: It also is important to build strong relationships with the influencer's talent manager and agency to achieve the best results for your strategy, McColpin says.

## MORE IMPORTANT THAN NUMBERS



**Erica Campbell Byrum**  
Assistant Vice President of Social Media  
*Apartments.com*

The influencer strategy of **Erica Campbell Byrum**, assistant VP social media, **Apartments.com**, has similarities with that of McColpin's. "We look at the number of followers an influencer has, but [much more important] is whether or not that influencer relates to our audience...Does the influencer write about things that our audience cares about? Will the influencer's content resonate with our brand? What do their followers look like? What does that influencer stand for?"

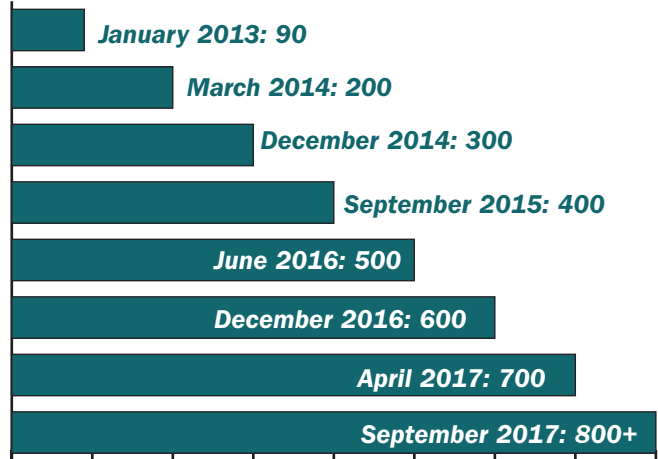
She also recommends finding influencers who fill the gaps in your editorial coverage. For example, if your editorial mission includes covering food events and news and you lack a source of food content, try to locate an influencer who covers that area. apart

Similarly, should you lack photographs in a particular area, she recommends staging a contest where your brand seeks user-generated photos to fill that gap. She notes, though, make sure your contest includes legal language that allows your brand to own the rights to the user-generated photos submitted to your contest. Last August, Apartments.com filled the gaps in 30 holes it had in its photography archive by seeking photos of 30 different subjects, one for nearly every day of the month. The result was 2300 photos, Campbell Byrum says.

## INFLUENCERS AND THEIR BELIEFS

Knowing what social causes influencers support also is a must for UNF, since its efforts almost always involve boosting awareness of issues. For a campaign about climate change (#EyeOnClimate) last year, UNF contacted 150 influencers; 50 responded, including British vlogger and **YouTube** star

### Active Monthly Instagram Users (in Millions)



Source: Instagram

**Louis Cole**, better known by his online brand **FunForLouis**. Cole was the top-engaged travel influencer across Instagram, **Twitter** and Facebook during Q1 2018, according to **Shareable** (PRN, May 15).



**Michael McColpin**  
Associate Producer  
*UN Foundation*

A FunForLouis post features an airborne photo of Christmas Island with an effective caption: "Flying into Christmas Island showed me the scary reality of climate change. The aerial view is stunning but it's easy to see how rising water levels will affect these low-lying Pacific Islands. Sadly large part of the country could be underwater by 2050. #EyeOnClimate"

UNF's social media unit produces weekly, monthly and quarterly reports for its C-suite about its Instagram effort. "Our goal [with Instagram] is expanding our audience in N. America...and in particular regions," he says. The KPIs UNF tracks include growth, reach, time of posts, engagement rates and hashtags. It finds influencers boost the brand's SEO and helps build trust with a niche audience that is likely to take action. Over time, he says, the acquisition

Continued on page 4

## PRNews' Digital Awards

Entry Deadline: June 22, 2018  
Late Deadline: June 29, 2018

PR News' Digital PR Awards celebrate the year's most outstanding digital communicators and campaigns in a variety of media such as video, website design, mobile apps and more. If you or your organization executed a campaign that turned heads, generated clicks, drove revenue or inspired your audience, we want to hear about it!

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cost of using influencers is low and the ROI is high.

In addition to influencer marketing, UNF uses paid marketing, organic partnerships and hashtag listening to grow its audience. Also critical, he says, is active, two-way communication and posting regularly. UNF gains about 1,000 users monthly, he says.

**PICTURE THIS: GETTING THE VISUALS RIGHT**

If a picture's worth a thousand words, what are 3.2 billion photos worth? That is the total number of images shared on social platforms daily, according to **Brandwatch**. With that kind of competition how can brands break through?

As Instagram is a visual platform, it is not a surprise the visual makeup of your Instagram posts is critical. Campbell Byrum of Apartments.com urges brands to create "cohesive content" with a defined theme style, grid layout and color palette. Cohesiveness makes your Instagram feed more recognizable to users, she says, who are more apt to engage with a brand whose theme, layout and color they recognize. In addition she urges brands to maintain consistency on all their social channels.

**PICKING A THEME: WHAT'S A BRAND'S MOOD?**

**Theme Style:** There are myriad choices for an Instagram theme, of course and "there is no one right answer," she says. How, then, to arrive at what your brand should look like on Instagram?

Campbell Byrum encourages social media executives to "write down words that describe your brand's feelings, its mood...is your brand warm, happy, bold? And what does it bring to the table...then stick with those words in everything you post," she says. This exercise will help inform your Instagram theme.

For Apartmentsforrent.com, the choice was a Monotheme, showing bright-looking apartment interiors and exteriors dai-

ly. Other options include Flatlay, where products, often food, are shown lying flat in photos. A Minimalist theme emphasizes clean, uncluttered photos. A Color Coordination theme has brands posting photos with a consistent color palette, while a Rainbow theme features horizontal rows of photos with the same color palette [see graphic].

**Color:** For colors, she recommends picking three or four "and sticking with them...this will keep your brand's posts feeling consistent."

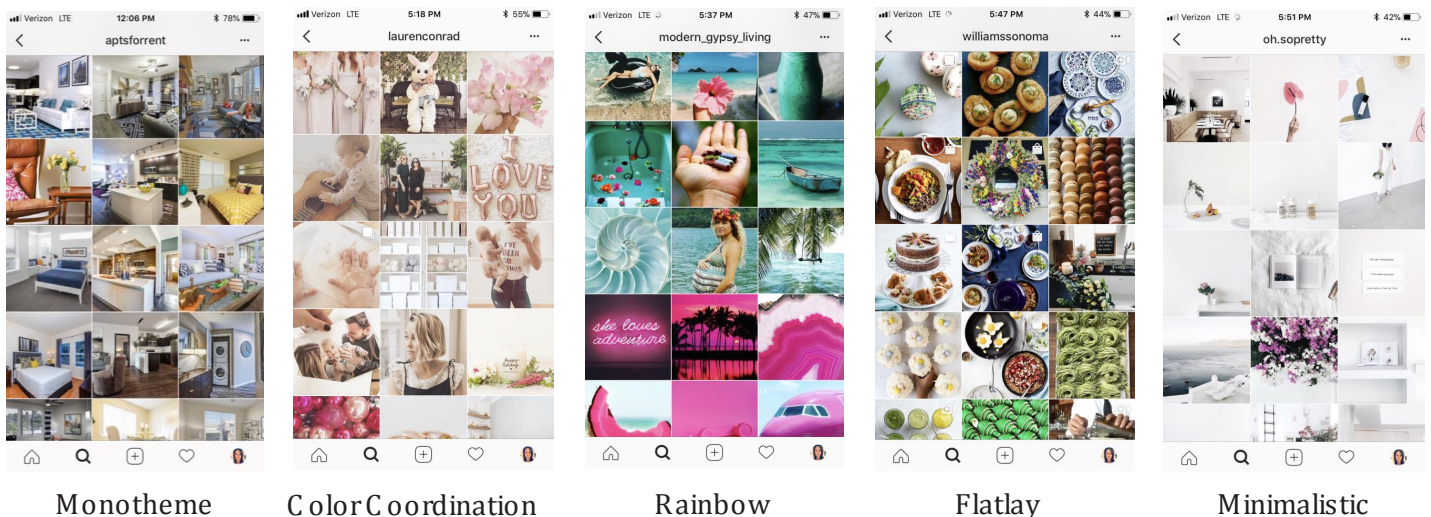
**Grid Layout:** Campbell Byrum argues the choice of a grid layout—some brands use a traditional layout with photos in squares, others alternate between photos and quotes, still others employ themes in vertical lines—helps brands "stick to their editorial mission" on Instagram.

**Editing Photos:** "Half of creating cohesive content," she says, "is shooting the photos. The other half is editing them." Again, consistency is important. "Stick with an editing routing so you're not mixing and matching styles," she says. One way to do this is to set the apps' contrast gages, temperature gages and saturation gages. This will ensure consistency, particularly if several people are editing photos.

**FAVORITE EDITING APPS**

Editing apps beyond those found on Instagram, she says, "can raise the level" of photos, especially if you lack the budget for professional editing. Her favorites include: **VSCO**, **Pictapgo**, **Lightroom**, **Snapsneed**, **Colorstay** and **Canva**. In addition she likes the app **Preview**, which "lets you rearrange your photos before you post them." But avoid going overboard with editing apps. "Subtle changes are the best." ■

**CONTACT:** @MichaelMcColpin @EricaCampbell



Pick a Theme: There are myriad theme styles brands can pick for their Instagram feed. Apartments.com uses a Monotheme that alternates photos of interiors and exteriors of apartments. Flatlay is a favorite of food brands. Sticking to one theme provides consistency to a brand's Instagram feed. And customers are more likely to engage with a post if they recognize it.

Source: Erica Campbell, apartments.com

# Contact Information, Financial and Demographic Details Are Consumers' Most Valued Data

Let the games begin now that the **European Union's** General Data Protection Regulation (GDPR) is here (*PRN*, April 24).

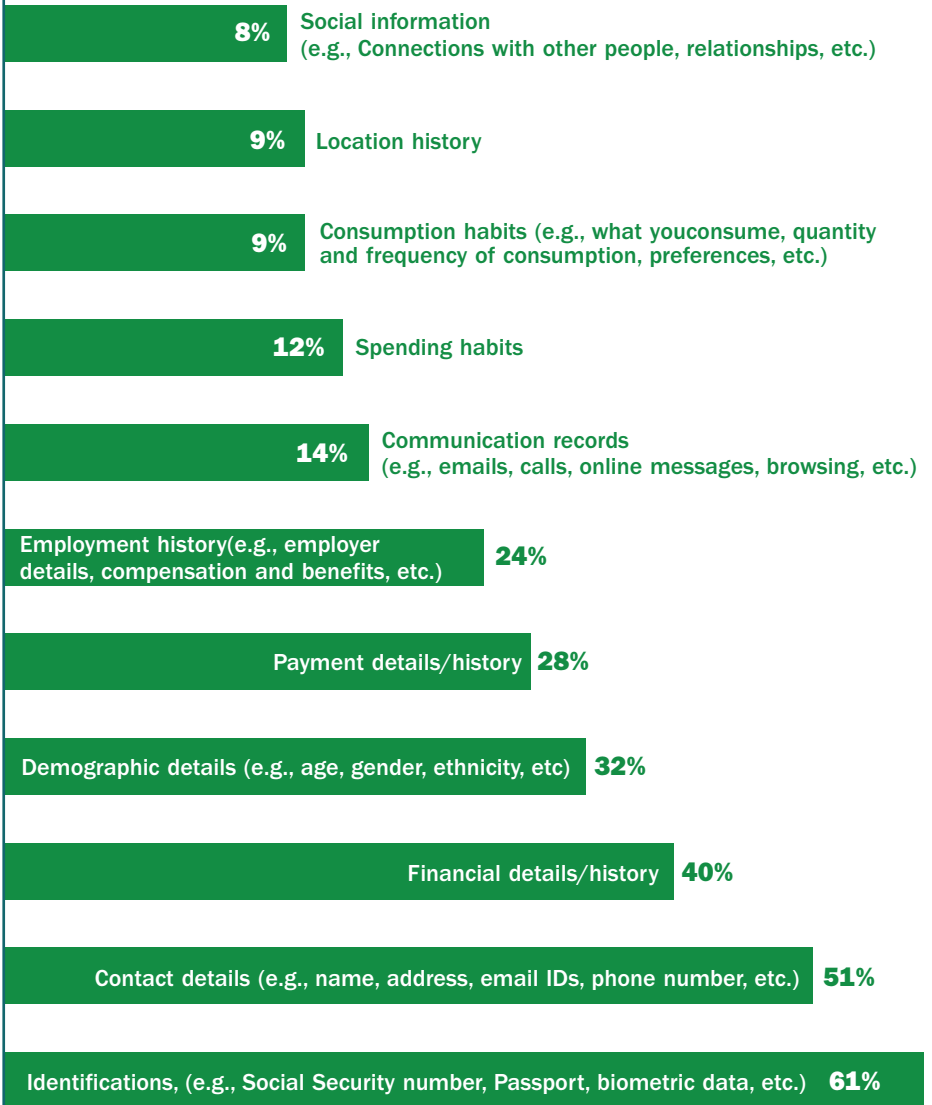
We reported last week about a survey from France-based **Capgemini**, a consulting group, that argued companies were not only largely unprepared for GDPR's arrival, the majority of them were making a mistake in not treating the data-protection regime as an opportunity to build trust with customers (*PRN*, May 22).

Capgemini's survey asked questions of some 6,000 consumers in 7 European countries and 1,000 business executives in those countries as well as the United States during March and April.

One of the most interesting pieces of intelligence the survey produced for communicators and marketers is contained in the graphic seen here. Consumers were asked what categories of data would they desire be deleted from organizations' databases once GDPR comes into effect.

As you can see social information and location history, two things you might expect consumers to want erased, are on the very lowest end of the list. Consumption and spending habits are similarly not considered too important to keep from organizations, the survey shows. Even phone records and information about one's email messages were not of tremendous concern. Consumers, though, want to protect their privacy most of all, wishing companies be kept away from their contact (name, address, phone number, identity card number) and ID info, demographic data and financial details. ■

Once the GDPR comes into effect, which types of data would you want to have deleted, if you no longer want them to be used by the organization?



Source: Capgemini GDPR Survey (6,000 people) May 2018

## SOCIAL MEDIA GUIDEBOOK

In PR News' Social Media Guidebook, the challenges of planning, executing and measuring successful social media campaigns are met with eight chapters on everything from Snapchat to live streaming to blogging.

### Chapters include:

- Measuring and Communicating Social Success
- Facebook
- Snapchat
- Live Streaming

**PRNews**

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# Fewer See Internet as Good for Society

Hardly anyone is suggesting abandoning the internet, though it's probably not a bad thing for communicators and marketers, whose professional lives often revolve around digital communications, to appreciate the declining percentage of people who feel the internet is good for society.

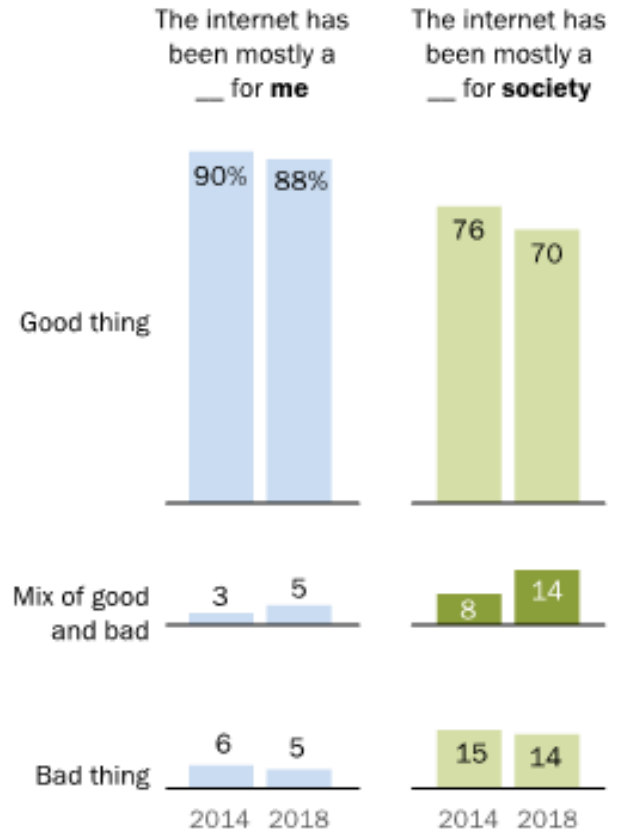
Again, avoid the panic button: 70% of U.S. adults continue to believe the internet has been good for society, although that group is declining, as the chart summarizing the **Pew** survey shows. Had the survey been conducted this month as opposed to January, that share might be lower than 70% given the **Facebook-Cambridge Analytica** headlines.

Also note the left side of the graphic, which shows 88% of people feel the internet has been good for them *personally*.

Those who think the internet has been good for society point to two main reasons: the internet makes information much easier and faster to access (62%); and the net's ability to connect people and keep families closer (23%).

Those who feel the internet has been bad for society cite many reasons. 25% said the internet isolates people because they spend too much time online. Fake news was the culprit for 16%; 14% cited its effect on children; and 13% said it encourages illegal activity. ■

% of online U.S. adults who say the following ...



Source: Pew Research Center (2,002 U.S. adults) May 2018

## AGENCIES

# Weber Shandwick and Ketchum Evolving to Offer Culture-Building, Increased Flexibility

The head of one of the largest PR firms in the world tells a story of dining with **Sir Simon Rattle**, then-maestro of the **Berlin Philharmonic**. During dinner the prominent PR chief asked Sir Simon, “Do you consider your orchestra to be the best in the world?” Sir Simon’s response seems to be in jest but was delivered seriously: “We are when we play together.”

The moral: Even one of the world’s finest ensembles can seem unwieldy to its leadership when its 100+ members, for various reasons, fail to perform as part of a whole and instead have their own ideas about how to do their job.

### BUILDING A CORPORATE CULTURE

CEOs in myriad industries can empathize with Sir Simon. Corporate leaders whose firms have acquired companies or instituted a reorg, perhaps most of all. To foster the creation of and adherence to a corporate common thread, **Weber Shandwick** last week unveiled **CultureShift**, promising to anchor “employees around a shared purpose, values and set of behaviors.”

Making like a management consulting firm, the new unit aims to help businesses after a merger, restructuring or adoption of a new operating model. Yet Weber also touts CultureShift as a proactive measure, “fortifying organizations against market, generational and societal changes by anchoring employees around a shared purpose, values and set of behaviors.”

**Kate Bullinger**, EVP and global head of employee engagement & change management, will lead the offering with help from, among others, **Alison Quirk**, a veteran C-suite consultant who joins Weber as a senior advisor.

### DEVELOPMENT OF UNITEDMINDS’ ACQUISITION

Our management consulting remark above was intentional. CultureShift, the firm says, supports the company’s “investment in its management consulting capabilities.” This began with the acquisition of **United Minds**, a business strategy-consulting unit based in Stockholm.

Continued on page 7

In a perfect world, **Ketchum** might be CultureShift's first customer. Celebrating its 90th birthday, the firm said last week its N. American business will reorg this Friday (June 1), placing clients in the middle of 14 industry teams with support from communications specialists. [In the graphic you can see the communications specialists toward the bottom.]

Also taking a page from the consulting firm book, the new structure is aimed at offering clients "unencumbered access" to Ketchum's talent, fostering creativity and enhancing nimbleness, the firm said in a statement.

### 14 INDUSTRIES ENCIRCLING CLIENTS

Looking at the graphic representation of the new structure, you can see the 14 industry groups encircle Ketchum's N. America clients.

Newly appointed industry managing directors (named in the chart) lead the units and report to presidents **Mike Doyle** and **Hilary McKean**, who report up to Ketchum partner/president/CEO **Barri Rafferty**.

Several offshoot groups also are shown on the chart. For

example, you can see **Cultivate** (top, right of the graphic), which is aligned with **Food** and will be led by **Alison Borgmeyer**. Toward the bottom right is **Health Services**, aligned with **Health**. **Kelly Calabria** leads it.

Also atop the structure is a chief innovation officer, who's yet to be named.

### DUAL ROLES

Some of the 14 industry managing directors also were office leads. They'll now be industry managing directors and marketplace leads for their offices, Ketchum's **Susannah Sheppard**, senior manager, brand experience, tells us.

She adds some of the communications specialists "will be embedded within industries, the others will be grouped as core specialties that client teams can tap."

The chief innovation officer position will play a leadership role in driving innovation and product development across the communications specialist groups.

Ketchum's global businesses will begin organizing themselves similarly to its N. America unit in 2019. ■

## Ketchum's Unified North American Business (Industry-Focused Model)

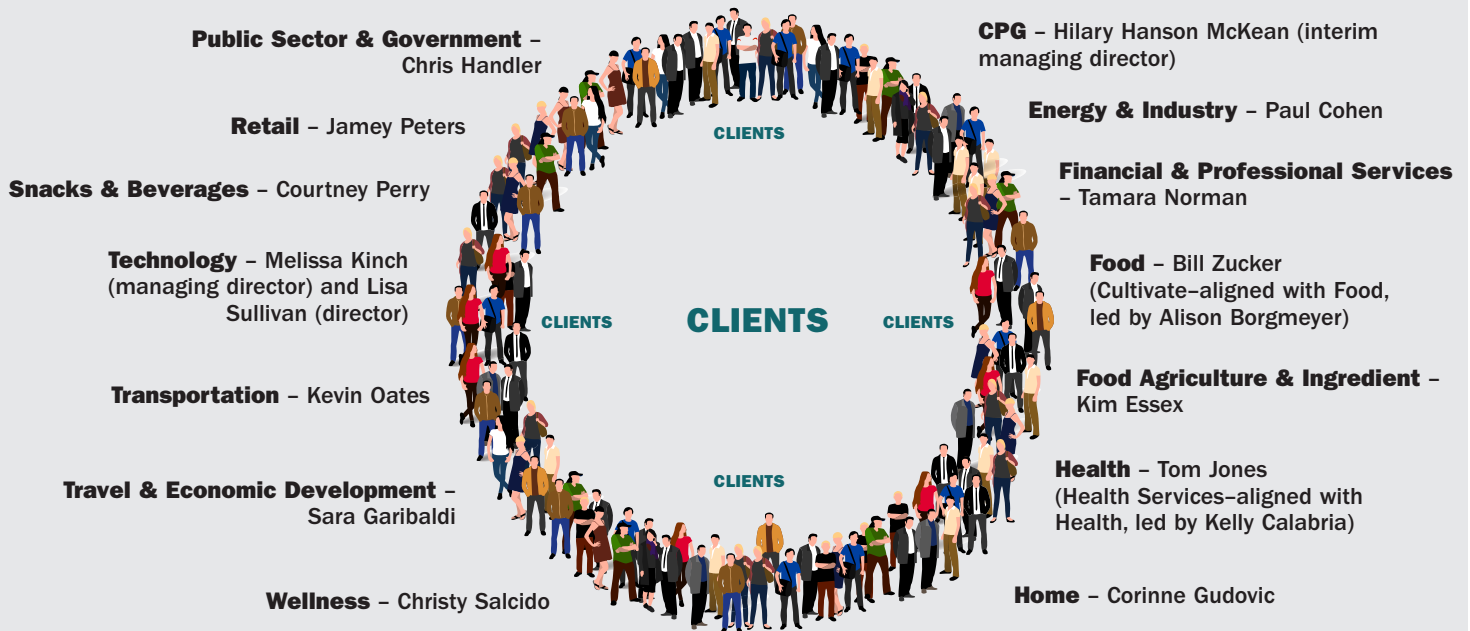
**Barri Rafferty, partner, president/CEO**

**Mike Doyle, president**

**Hilary Hanson McKean, president**

**Chief Innovation Officer, TBD**

**Denise Kaufmann, partner, N American director of client development: Will work with largest clients.**

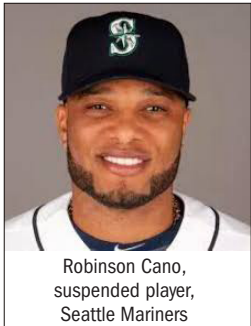


**Communications Specialty Areas: Financial Communications; Purpose, Issues & Crisis; Public Affairs; Sports; Entertainment; Influencer; Content; Media; Digital; Analytics; Creative and Change Management**

Notes: Communications Specialty leaders will remain in place. Some specialties will embed within the 14 industry groups, others will be grouped as core specialties that client teams can tap for their expertise.

Source: Ketchum, PRN graphic

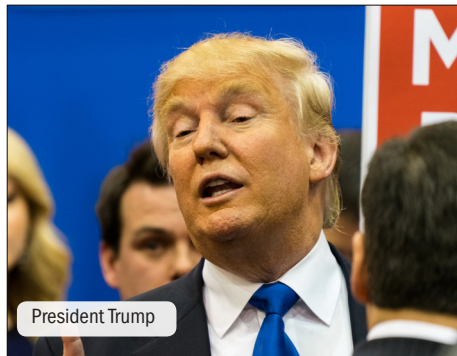
**1. A Tale of Two Apologies:** You can apologize directly or back into it. The difference may be magnified in the court of public opinion. Baseball player **Robinson Cano**, 35, of the **Seattle Mariners** was suspended 80 games May 15 after testing positive for a banned substance. His apology followed a lengthy preamble noting the diuretic furosemide, which he tested positive for, “is not a performance-enhancing substance.” True, yet the diuretic is known as a masking agent, often used to prevent detection of or hide a banned substance.



Robinson Cano, suspended player, Seattle Mariners

Media reports cite sources saying Cano planned to appeal, but eventually dropped the case. Baseball can automatically suspend players for furosemide only if it can prove the diuretic was used as a masking agent. “Playing professional baseball has been the greatest honor and privilege of my life...I would never do anything to cheat the rules of the game that I love...I obviously now wish that I had been more careful.” He concluded, “I apologize to my family, friends, fans, teammates and the Mariners organization.” He’ll forfeit about half his \$24 million salary. Last week, **Wellington Castillo**, 31, of the **Chicago White Sox**, also was suspended for 80 games for testing positive for Erythropoietin, the drug bicyclist **Lance Armstrong** eventually admitted to using. Without clearing his throat, Castillo admitted, “The positive test resulted from an extremely poor decision that I, and I alone, made. I take full responsibility for my conduct...I apologize.” He’ll forfeit about half his \$7 million salary. Before the suspension Cano was en route to the Hall of Fame. Castillo will get in only if he buys a ticket. Yet for PR pros, Castillo’s apology for a dishonorable act was a home run.

**2. Presidential PR: President Trump** was working the PR angle last week when he used the term “spygate” May 23 to describe news about an **FBI** in-



President Trump

formant who’d allegedly infiltrated his 2016 presidential campaign. On May 22 there were 4,556 mentions of spygate on **Twitter**. There were 65,489 mentions before noon ET the next day, digital tracking firm **Digimind** says. The **Associated Press** reports the president told a friend he chose the word spy because it “would resonate more in the media and with the public.” He was right.

**3. Platform Prater: Facebook** unveiled measures to assist those who oversee Facebook Groups, including communicators. It also discussed measures it’s taking to cut down on transmission of bogus news on Facebook. In a May 23 post, **Tessa Lyons**, a product manager, wrote the brand’s strategy to stop misinformation consists of “removing accounts and content that violate our Community Standards or ad policies; reducing the distribution of false news and inauthentic content like clickbait; and informing people by giving them more context on the posts they see.” Regarding Facebook Groups, which communicators can use to locate brand advocates, Facebook said it would respond to administrators’ questions faster, offer them online training, allow them to contact users whose posts they’ve removed with an explanation and let administrators pre-approve the content of reliable members.

**4. Growth and Transactions: APCO Worldwide** bolstered its Middle East presence opening an office in Riyadh, Saudi Arabia. 10-year APCO veteran **Liam Leduc Clarke** will become its managing director. APCO also has Mid East offices in Dubai and Abu Dhabi. – Congrats to **Russo Partners** as it

celebrates 30 years in business this month. – Kudos too to **Anderson Group**, celebrating 30 years in business this year. Part of the celebration includes a rebrand, including a new color palette with red for strength and energy, turquoise for creativity and balance, and navy for loyalty and confidence. Anderson deployed ThinkAnderson.com as its new website, replacing TheAndersonGrp.com. It also changed its name on **LinkedIn**, **Twitter** and **Facebook** to @madebyanderson.

**5. People: Bill Dalbec** was named managing director at APCO Insight, **APCO Worldwide’s** in-house research consultancy. Dalbec is a 10-year APCO vet. – The **NHP Foundation** named **Marijane Funness** to head PR and marketing. Funness joins from **Crenshaw Communications**, where she was a director, managing consumer, CSR and tech accounts. – **Strategic Governance Advisors** named **Steven Balet** managing director in NY. He joins from **FTI Consulting**. – **UpSpring PR** celebrated its 9th anniversary by naming **Bridget Moriarity** communications director, PR Division. – **Sayles & Winnikoff Communications** promoted **Lulu Cohen** to VP. – **UpSpring PR** celebrated its 9th anniversary and named **Bridget Moriarity** communications director for its PR division. – Congrats to **PR News** friend and Hall of Fame member **Gil Bashe**, **Finn Partners’** managing partner, global health (picture, p. 1), on being honored at the **Marfan Foundation** gala last week for his support of the organization and contributions to health communications. Few are more deserving. – **Solomon McCown** named **Jan Goldstein** an SVP and leader of its mission, education and healthcare practice. ■



Jan Goldstein, SVP, Solomon McCown