INSTAGRAM

Your Step-By-Step Guide to Growing Your Social Community and Recruiting New Scouts











— TOPICS WE'LL COVER

Goal

• What exactly are we trying to accomplish?

Why Instagram?Platform and user demographics

Best Practices

• How you can win on Instagram!

Growth

• Does all of this actually work?





CHANGING THE CULTURE

A week-long activity, not just one day

Our goal is to empower a sense of pride in our Scouts and encourage them to share how Scouting is a part of their everyday life, not just something they do once a week

WHY INSTAGRAM?

The facts and figures on why you need to be using Instagram to recruit in 2018 and beyond



Used by 38% of women and 26% of men in the US 59% of Instagrammers are under 30

60% of US users are 18-29 years old

63% of 13-17 year-olds use Instagram daily compared to 54% for Snapchat

Users 25 and under spend 32 mins/day

60% of users find new products on Instagram

80% of users follow a business

75% of users take action after visiting a post

Highest interaction rate of any platform

BEST PRACTICES

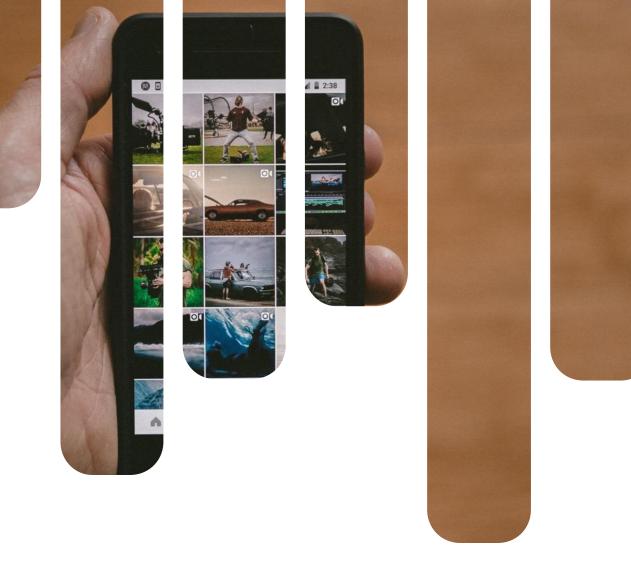
The tips and tricks you need to win on Instagram, grow your following, and recruit more Scouts

BUSINESS ACCOUNTS VS. PERSONAL



First thing first, make sure you have a business account!

- Loads of additional features
 Most importantly analytics
- Easier to find and be found
 - Makes content creation and sharing much easier















Keep. It. Simple.

- Tell us who you are
 - Fill out your entire profile so people can find and contact you easily
- Use key content hashtags (more on this later)
- Use your one link wisely
 - Drive to your main page & update occasionally when appropriate

------ FOLLOWING

Be intentional with who you follow

- Follow relevant brands/people in the industry and companies in your area that support your council
- You don't have to follow everyone who follows you
 - Follow your most influential followers to help you with content creation







INSTAGRAM ALGORITHM

A riddle, wrapped in a mystery, inside an enigma

Not really

Yes, it's very complex but it's not impossible to understand or (more importantly) beat

In the following pages are several tips and tricks to help you generate more engagement and use the algorithm to your advantage

BEATING THE SYSTEM

Engagement is king

Instagram rewards the best, most engaging content by sharing it the most and prioritizing it in your follower's feeds

The best content with the most engagement gets shared the most

Here's how you can develop the best content possible



HAVE. A. PLAN.

Everything from posting consistently to engaging your community will help you win, but it all starts with a solid plan



CALENDARS

Building a social calendar is VITAL to your success!

• Eliminates uncertainty

THU

25 great

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TUE

MON

SUN

- Provides a content framework
 - Helps you be consistent

CAMPAIGNS & THEMES

Content campaigns and themes provide a great framework and make it easy to develop new posts with a consistent feel and voice



Examples include:

We Own Adventure

Adventure Ambassadors

Scout Skills

National Holidays

Throwback Thursday, Etc.

USER GENERATED CONTENT

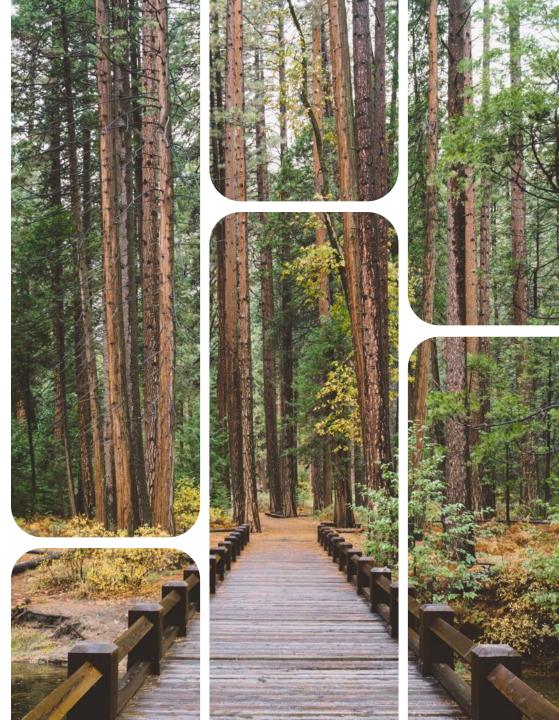
Utilize your followers to generate new content by sharing the photos they share with their friends and family.



Ask permission before posting anything

Give credit to the creator for taking the image as a way to say thank you and give them recognition. Use @ + their Instagram handle.

Reference the Guide to Safe Scouting before posting anything to make sure it is compliant with the program guidelines



PRETTY CONTENT WINS

Not all content is created equal

Photos and videos that are visually appealing, high resolution, well-composed, etc. are going to perform better

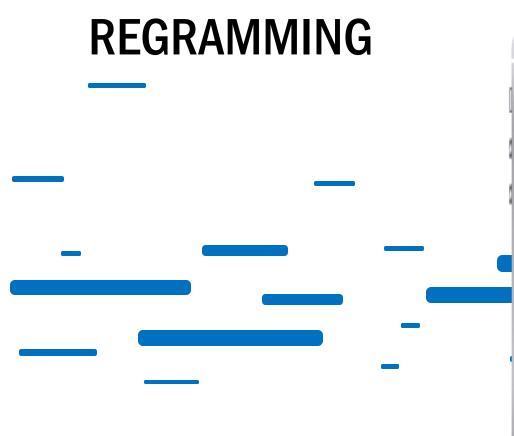
What this means for you is to choose your content wisely. Take and post good photos of your own or from your followers

Don't ignore everyone, but be selective with what you post

FILTERS

Filters can help with some photos, but they can also be distracting

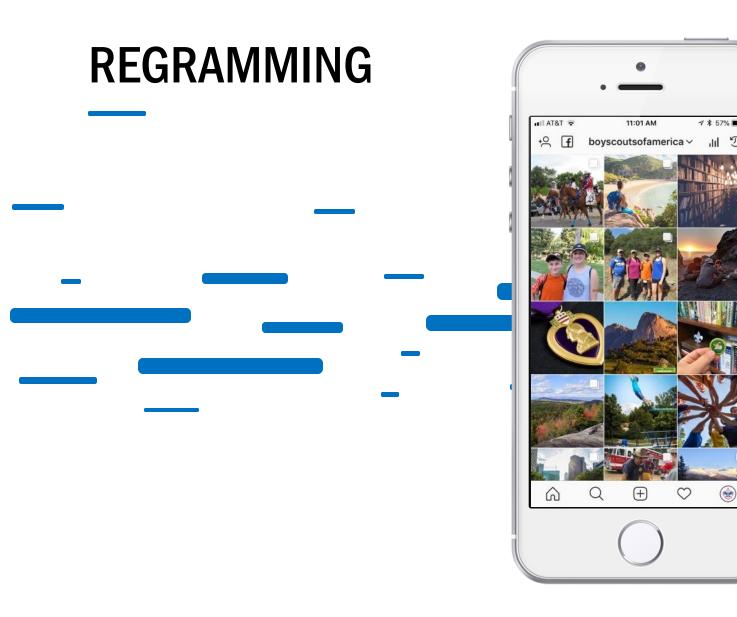
- Use them sparingly. Let the picture do the work.
- When you do use them, use the same one for consistency. Followers like a consistent feed





Tools

Apps like <u>Repost</u> and <u>Regrammer</u> are great tools for reposting content from your followers. Easy to understand, easy to use, easy to give credit



Speaking of regramming...

USE OUR CONTENT!

It's all there for you to use on your own pages and has been curated for our audience

Take our best content and use it on your own pages to make your own lives easier!

TOPICALITY

Be a part of the conversation around exciting major events in your area. Keep it positive and avoid politics

Utilize relevant <u>national</u> <u>holidays</u> to develop new and interesting content ala National S'mores Day





GIVEAWAYS

Giveaways are a great way to generate engagement and add more followers which generates visibility

- Require participants to:
 - Like your page
 - Like the post
 - Tag a friend
 - For official guidelines, <u>click here</u>.
- All of this generates more engagement and therefore reach

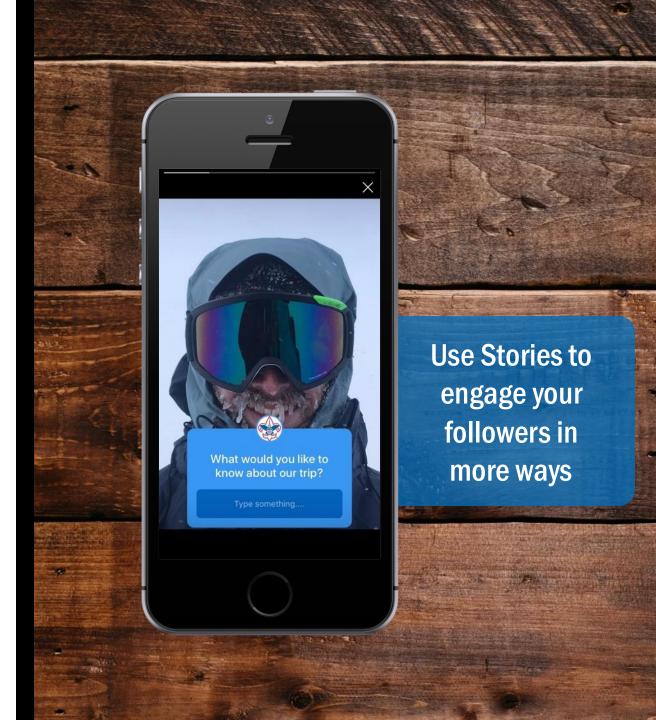
STORIES

Another tool in your arsenal...

More and more Instagram users are shifting their attention to Instagram stories

They're quick, fun, and they disappear after 24 hours, making them feel more urgent and unique to your followers

You can also use stickers, polls, and questions to engage your followers

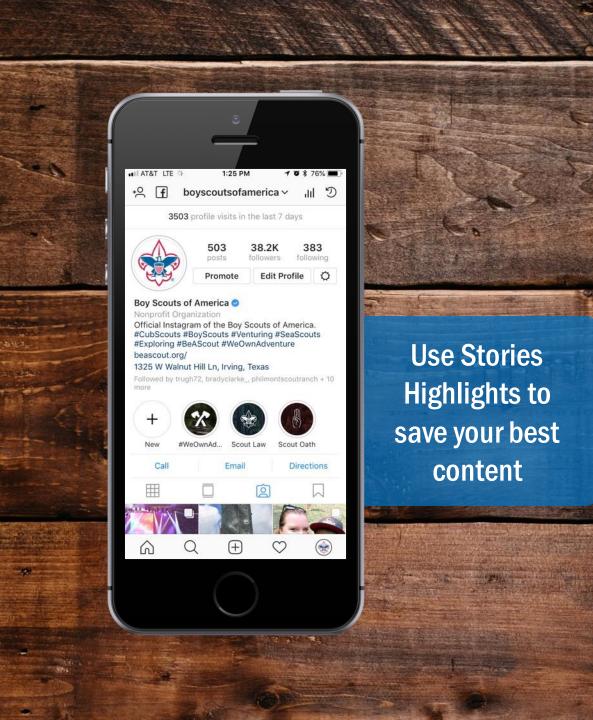


STORIES HIGHLIGHTS

Saving your best content

Use Stories Highlights to keep your best content at the top of your feed at all times

New followers want to get to know you, and this is a quick and easy way to help them learn more about you



POSTING

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QUANTITY

How many posts should you do per day?

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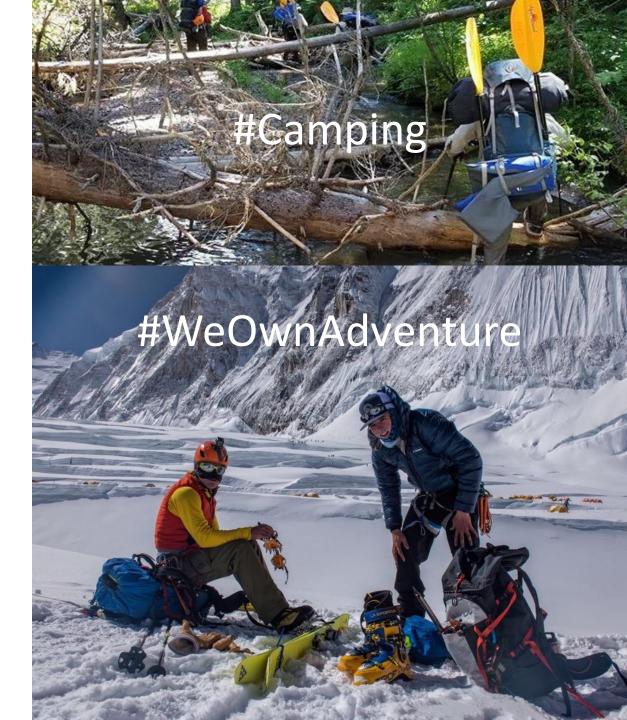
- As many as you can manage. There is no "secret ideal number"
 - The point is to be consistent. Instagram rewards consistent content posting, making your content more visible



HASHTAGS

Hashtags are a great way to find and be found on Instagram

- General hashtags (#camping, etc.) have a much broader reach, but are harder to find specific posts
- Specific hashtags like the BSA's (#WeOwnAdventure) had never been used before and are "ownable" and therefore trackable to see the growth over time





TAGGING

Personal tags of specific people by using their handle (@boyscoutsofamerica) helps you show up on their feed

Location tags help others find you when searching for specific places (#Yellowstone)

Engagement increases with both types of tags in the algorithm, so do it whenever possible

PROMOTING

Promoted posts (paid) are another way for you to expand the reach of your content



Boosting the reach of your best content can help you reach new people and expand your audience. With relatively minimal investment, you can dramatically increase the reach of your posts and/or ads to reach your target market

HOW TO PROMOTE POSTS





Identify your best performing content and select "Promote" to boost your reach



Audience	
argeting	

Content

Top Performers



Look-Alike audiences are a great place to start, or you can create your own custom audience







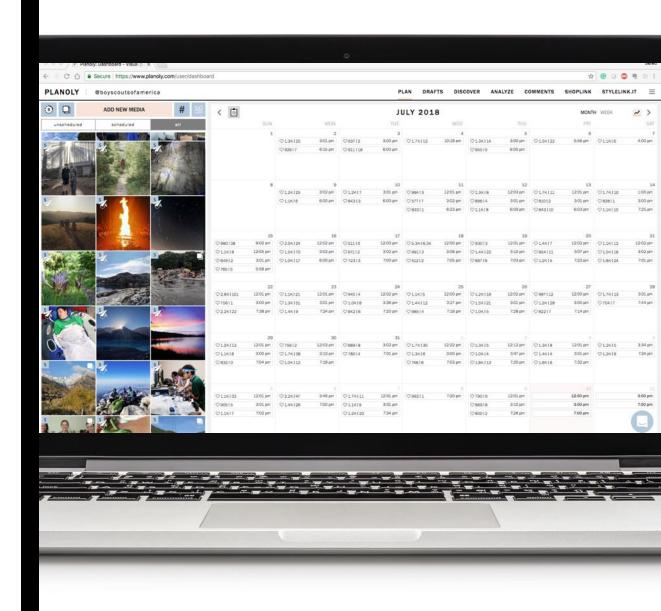
Budget will ultimately determine how many accounts you can reach with this content

POSTING TOOLS

Scheduling Apps

Several companies have created their own scheduling apps to help you plan your content out as far out as you'd like including:

- Planoly
- <u>Later</u>
- <u>Sprout Social</u>
- <u>Hootsuite</u>
- Etc.



PLANOLY

Any of these tools will work, but we (National Marketing) currently use Planoly.

The two best features are:

- 1. Planning dashboard
 - Schedule your content in advance down to specific times of the day
- 2. Discover
 - Find and re-share content from other accounts by searching for them or via hashtags

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COMMUNITY MANAGEMENT

COMMENTING

If you want to be relevant and beat the Instagram algorithm you MUST engage with your audience!

Read their comments, like them, and respond like a real conversation. They will love you for it and will keep coming back for more.



Comments

the.trumpet.god I always take a hammock to camp with me but I cant sleep in them

2w 1 like Reply



boyscoutsofamerica 🧇 @the.trumpet.god hammock naps are still worth it.

2 likes Reply 2w

avery7d Hammock camping is so much better than a tent. No bugs inside a bug net, the tarp will keep you dry, if it rains, no danger of flooding, the hammock keeps you cool in the summer, it is 10x

more comfortable than a foam pad, fresh Now, more than ever, people want the set up pages they follow to act like real people and interact with them in it even if I'm

TOPICS TO BE MINDFUL OF

Certain topics are hot button items for some of your followers that will prompt negative responses. Don't avoid these topics because of the negative response, but be prepared to monitor the your comments for overly negative reactions.

Most content is safe but know that there are a handful of topics that generate a negative response from followers





MANAGEMENT

Deleting comments and blocking users is generally avoidable. People want to voice their opinions and feel like they're being heard and not dismissed for disagreeing.

However, certain users take it too far and make it personal. In these instances, respond tactfully and reserve the right to delete their comments and/or block them if they go too far.

ANALYTICS

ANALYSIS

UPDATE

+ 40.25\$

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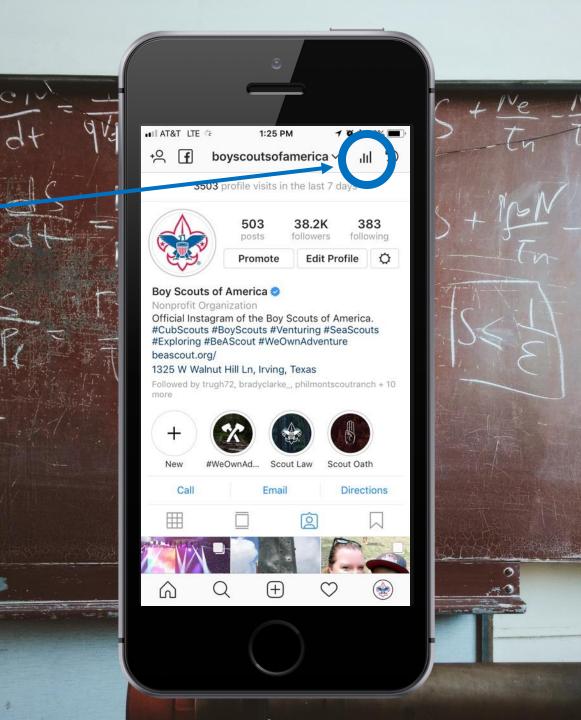
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ANALYTICS

Instagram Insights

Instagram Insights are there to help you become better marketers and content creators

Let's see how we can use them to get better



INSIGHTS - ACTIVITY

5

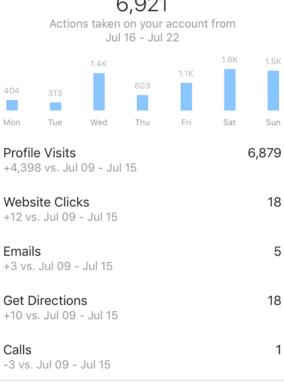
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Interactions

-
Tracks the
number of people
heading to your
profile page and
when as well as
the type of
information
they're searching
for while on your
profile

al AT&T 🗢	11:18 AM	1 🕴 78% 🔲 4
<	Insights	
Activity	Content	Audience
Interactions		
	6 0 2 1	



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Tracks the number of accounts you're reaching and the impressions you're generating with your content.

Discovery

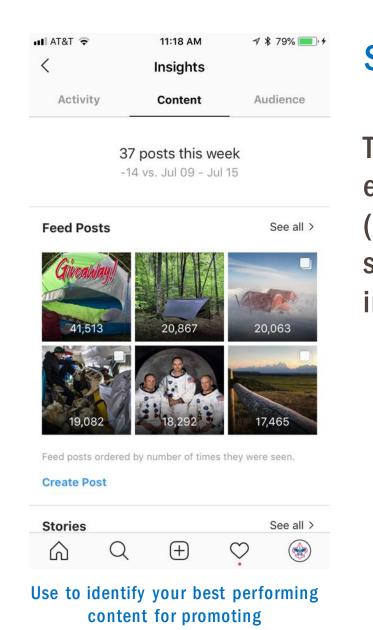
al AT&T 🗢	11:18 AM		1 % 78	3% 💻) 🕈
<	Insights	5		
Activity	Content		Audie	nce
Get Directions +10 vs. Jul 09 - Jul	15			18
Calls -3 vs. Jul 09 - Jul 1	5			1
Discovery				
	97,172	>		
	Jul 16 - Jul	ed from		
12.1K 9.2K	11.8K	30.9К	39.1K	39.1K
Mon Tue Wed	d Thu	Fri	Sat	Sun
Reach +79,021 vs. Jul 09 -	- Jul 15		ç	97,172
Impressions +158,014 vs. Jul 09	- Jul 15		49	2,661
Unders	tanding your	insights v	~	
Ω Q	(+)	C)	

Use to track your performance from week to week

INSIGHTS - CONTENT

All Posts

Tracks and sorts all of your posts by reach including your Feed and your Stories



III AT&T 🗢 11:19 AM **Single Post** Cancel **Tracks your** engagement • 2.4K (likes, comments, Interactions saves, interaction, etc.) **Profile Visits** Discovery Follows



1 \$ 80% = +

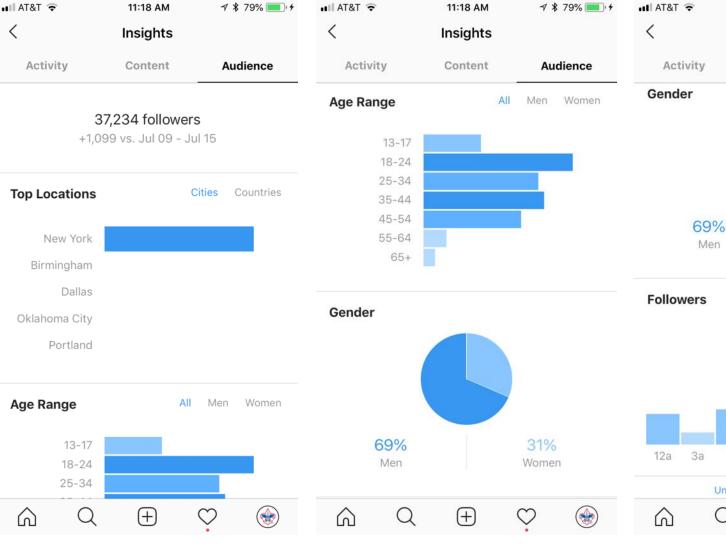
Use to analyze your best content so you can create more like it

INSIGHTS - AUDIENCE

Followers

<

Tracks your total followers, their locations, age range (sortable by gender), gender, and active usage (by day of the week and hours of the day)



Location is not required and defaults to New York. Ignore this

Identify your followers age and gender for content creation

Identify the best days and times of day to generate engagement

Understanding your insights 🗸

(+)

12p

3p

 \heartsuit

6p

9p

< Mondays >

9a

6a

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11:19 AM

Insights

Content

1 \$ 79% . +

Audience

31%

Women

Hours Days

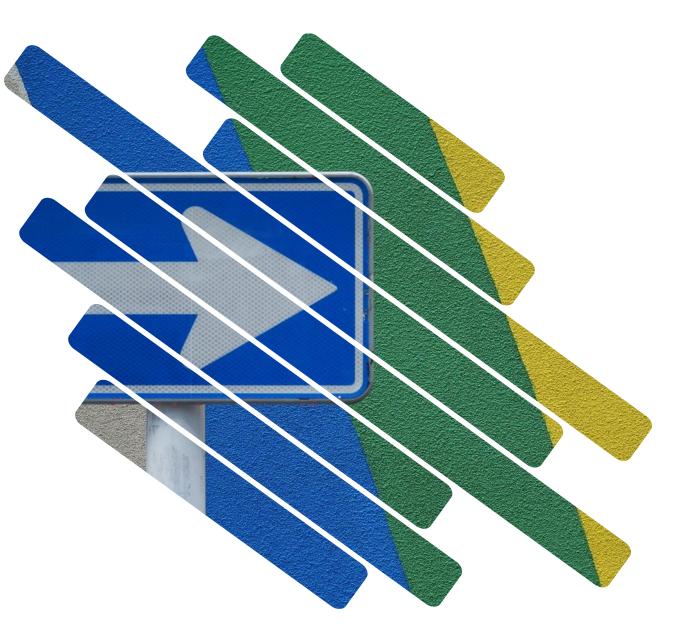
TRACKING

Using data to drive your strategy

All of these tools are here to make you a better Instagram marketer

Use them!

The more you track, the more you learn. The more you learn, the more you can customize your strategy to get more engagement and win!



GROWTH

Does all of this actually work?





GROWTH 38,000+ follower It's a marathon, not a sprint S New Strategy 22,000 followers JUL ,18 MAK ,18 MAK ,18 MAK ,18 MAK ,18 MAK ,18 MAK ,18 MOV ,12 NOV ,13 AUG '17 JUL '17



ADVOCACY

If you do this, they will come...

Since implementing these strategies, we've seen a significant increase in our:

- Followers
 - More followers who are recruiting their friends
- Tags
 - Followers are tagging us in more photos and using our hashtags so we can find them and share their content
- Engagement
 - Likes, comments, saves, etc.
- Reach
 - Our account and posts are being seen by more people, more often

2. PROBLEMS / PAINS

travelling

Defi

RC

nderstand

Optimizer

The Planner

TOO NANY POINTS FOR

DA RTSAL

Which problems do you solve for your contents There could be more than one, explore an end eg. existing solar solutions for private h a good investment (1)

TABS

TAKEAWAYS

What are the 5 most important things to learn from this presentation?

TAKEAWAYS

If you want to reach youth, you need to be on Instagram

Engage with your audience, it's essential

Be consistent and post good content

Develop campaigns and use a calendar

Use analytics to learn and drive strategy

You've got the tools, you've got the knowledge, now get out there and recruit some Scouts!

THANK YOU!