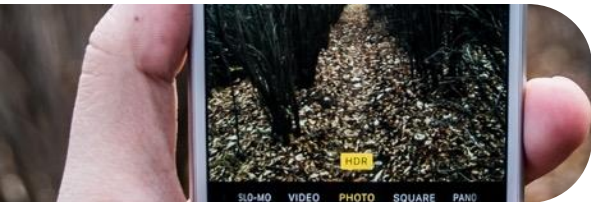


INSTAGRAM



**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?

GOAL

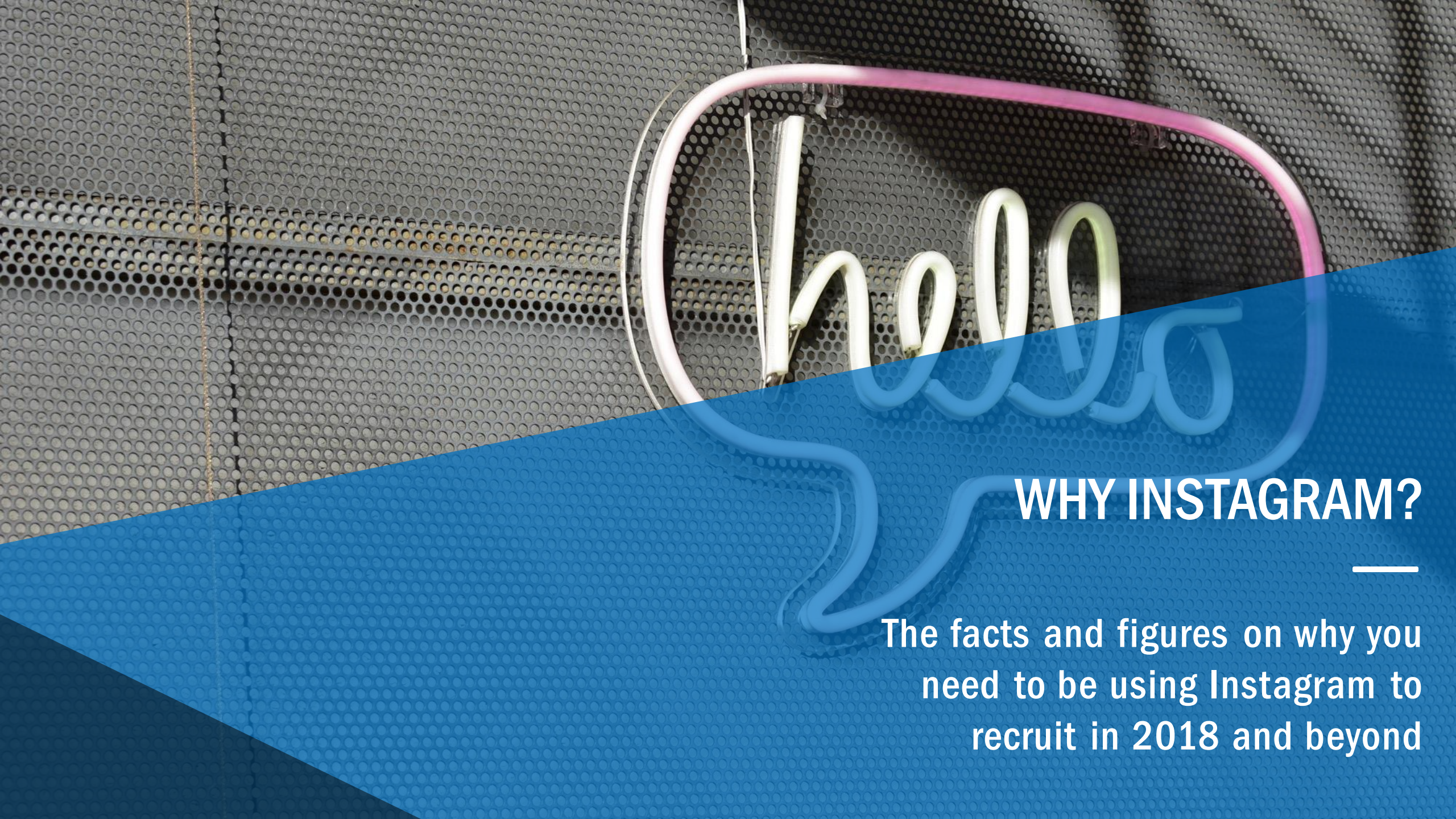




CHANGING THE CULTURE

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

A collage of images on the left side of the slide. At the top is a pair of black sunglasses. Below them is a neon sign on a brick wall that reads "THIS IS THE SIGN YOU'VE BEEN LOOKING FOR". At the bottom is a cartoon character, possibly a character from a video game or anime, wearing a purple and green outfit.

INSTAGRAM

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

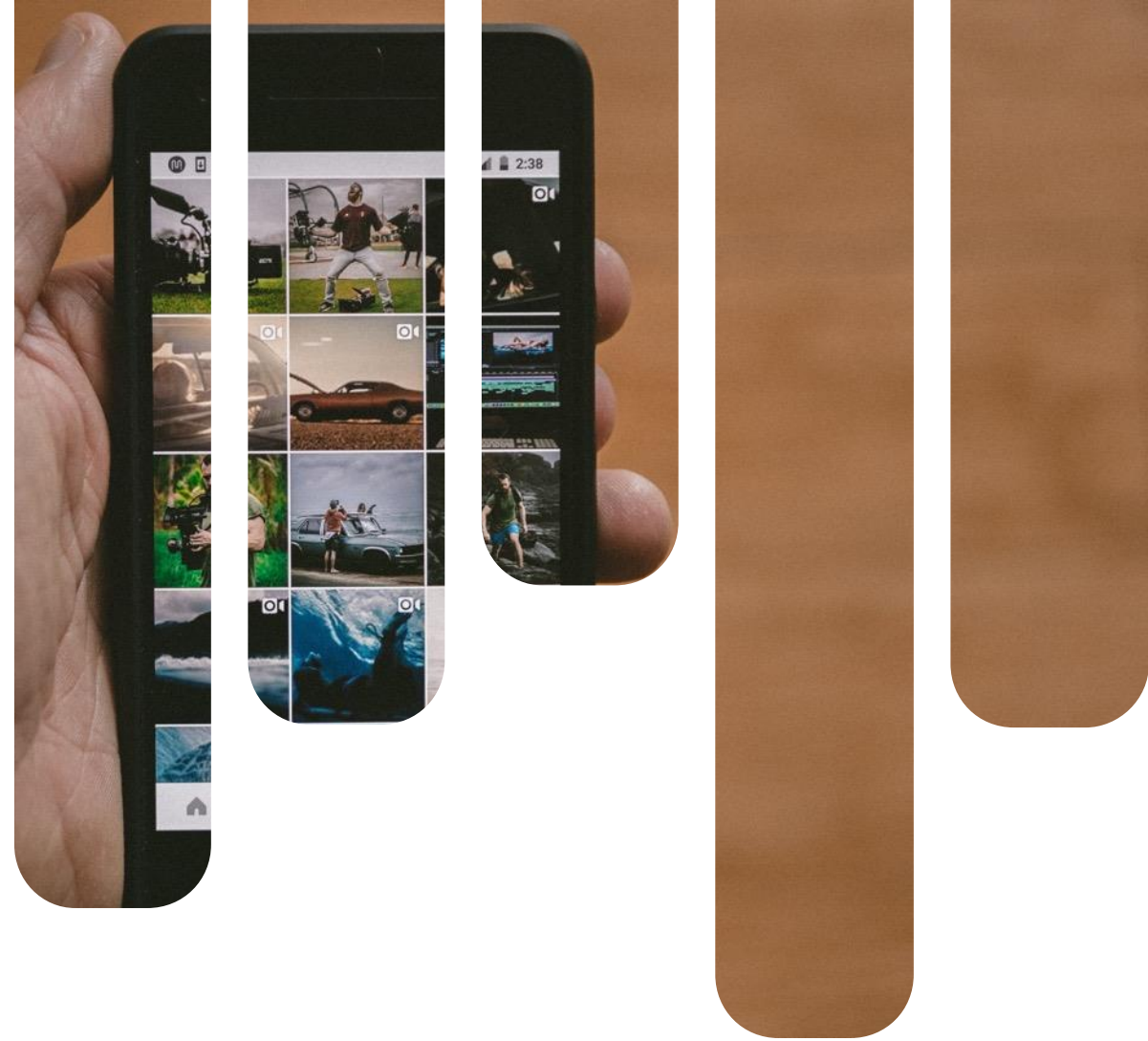
BUSINESS ACCOUNTS VS. PERSONAL



ACCOUNT

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





PROFILE

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



CONTENT





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

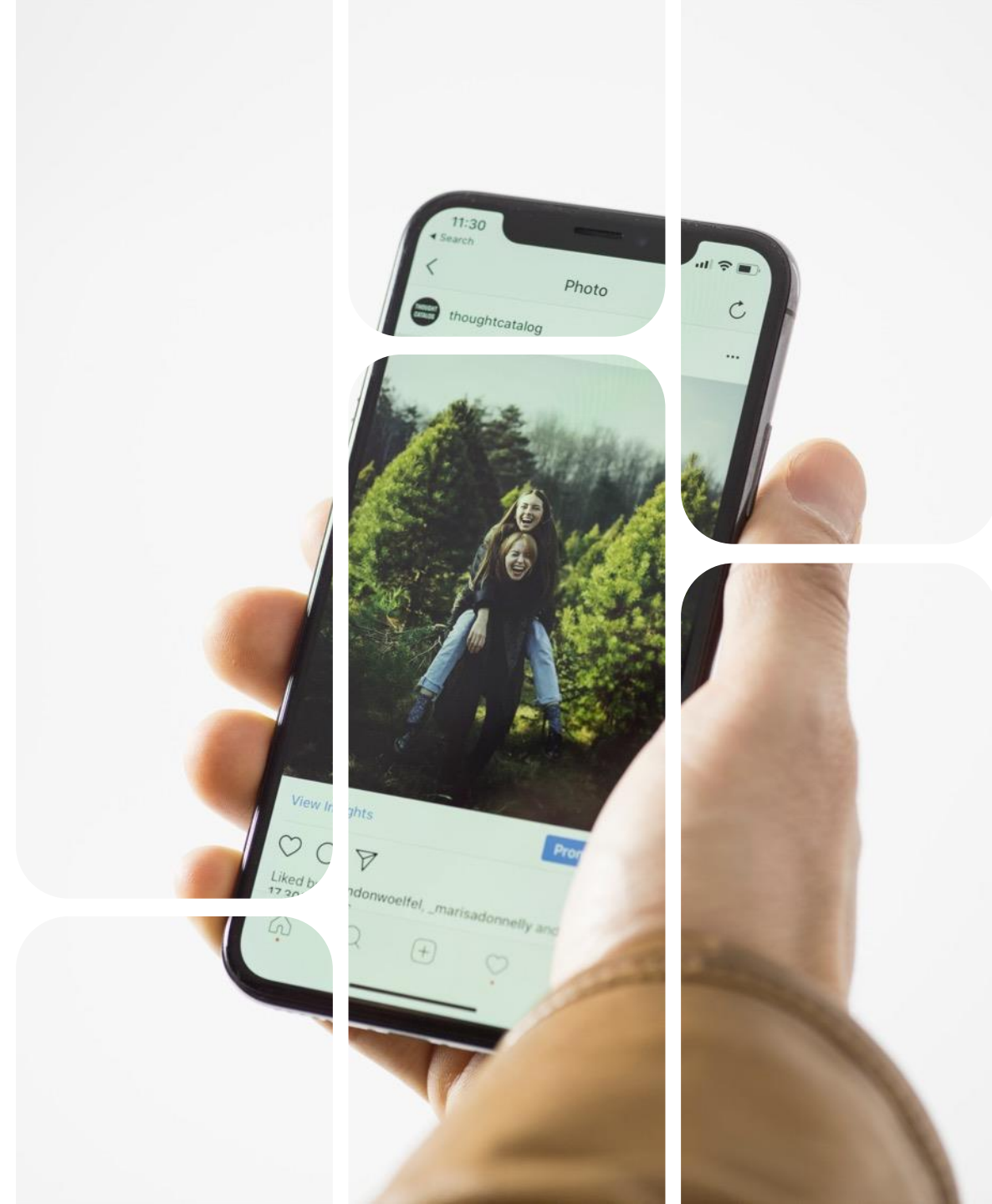
BEATING THE SYSTEM

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
- Provides a content framework
- Helps you be consistent



SUN	MON	TUE	WED	THU	FRI
		1	2	3	4
					1
7	8	9	10	11	
					19
14	15	16	17	18	
					26
21	22	23	24	25	
28	29	30	31		

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

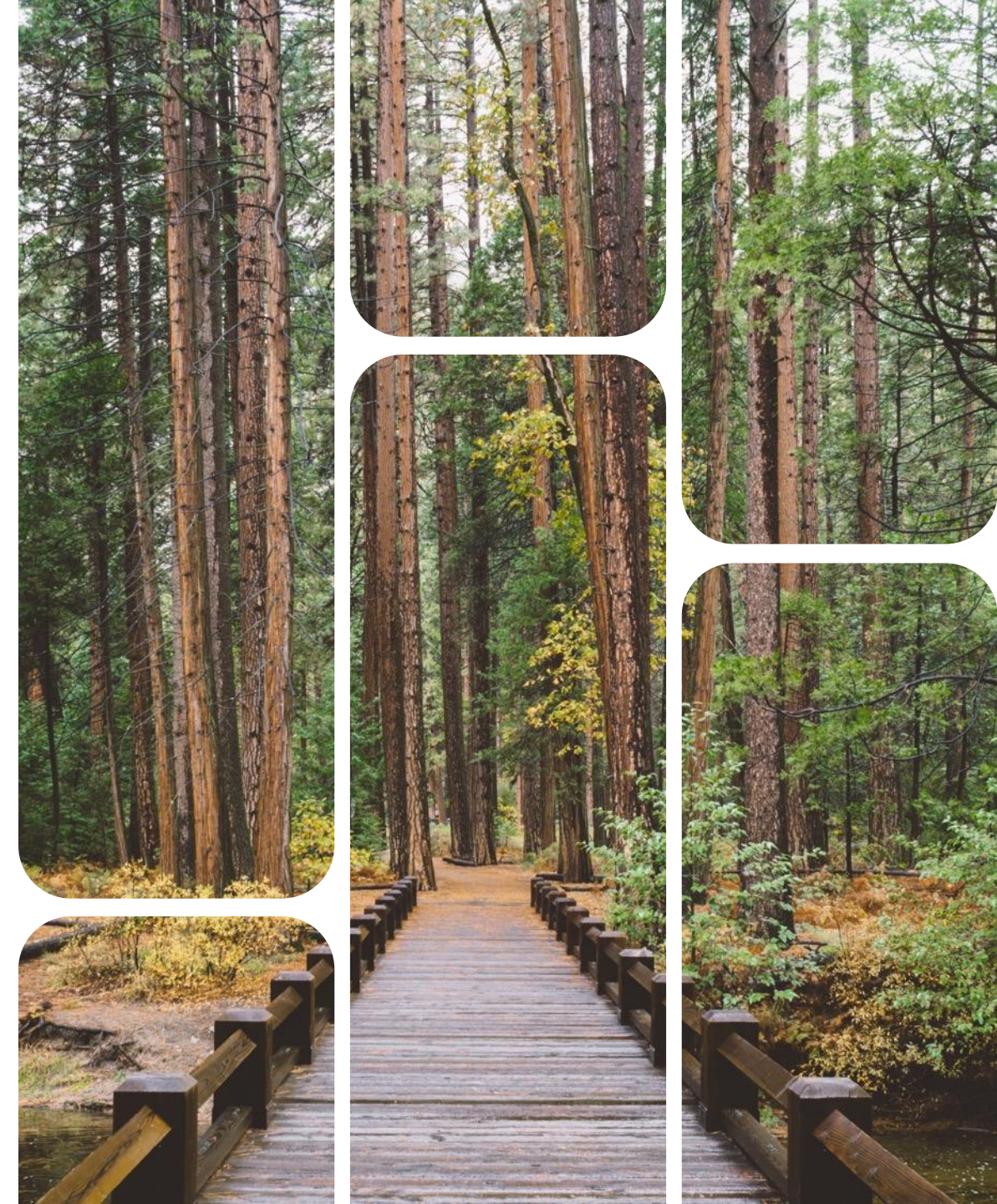
PRETTY CONTENT WINS

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



REGRAMMING



Tools

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

REGRAMMING



Speaking of regramming...

USE OUR CONTENT!

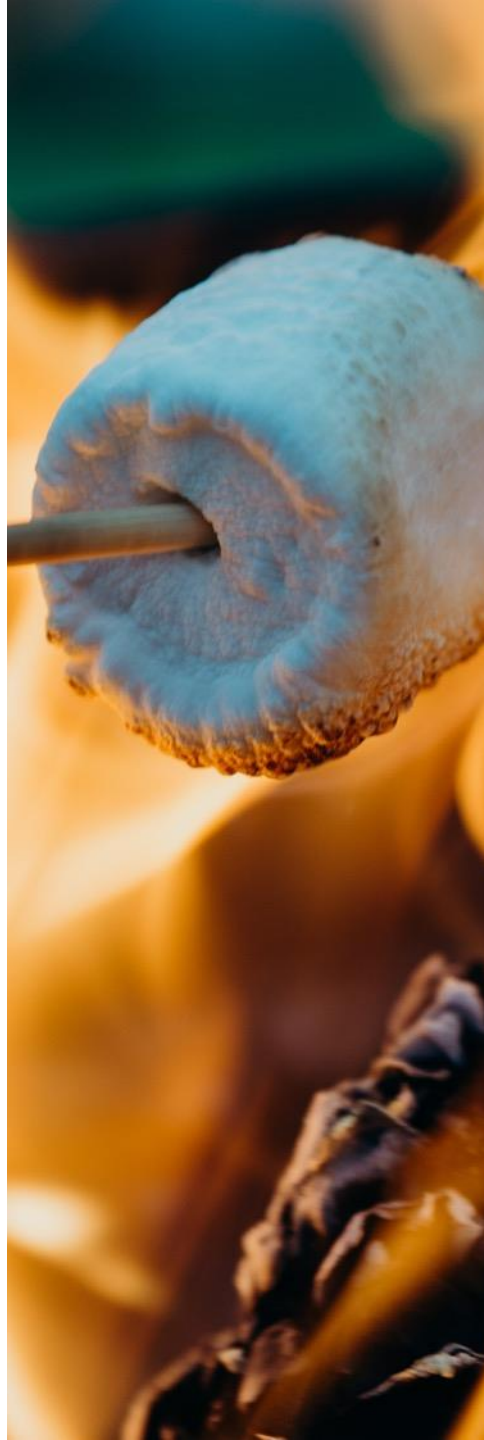
It's all there for you to use on your own pages and has been curated for our audience

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 national holidays 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, [click here](#).
- All of this generates more engagement and therefore reach

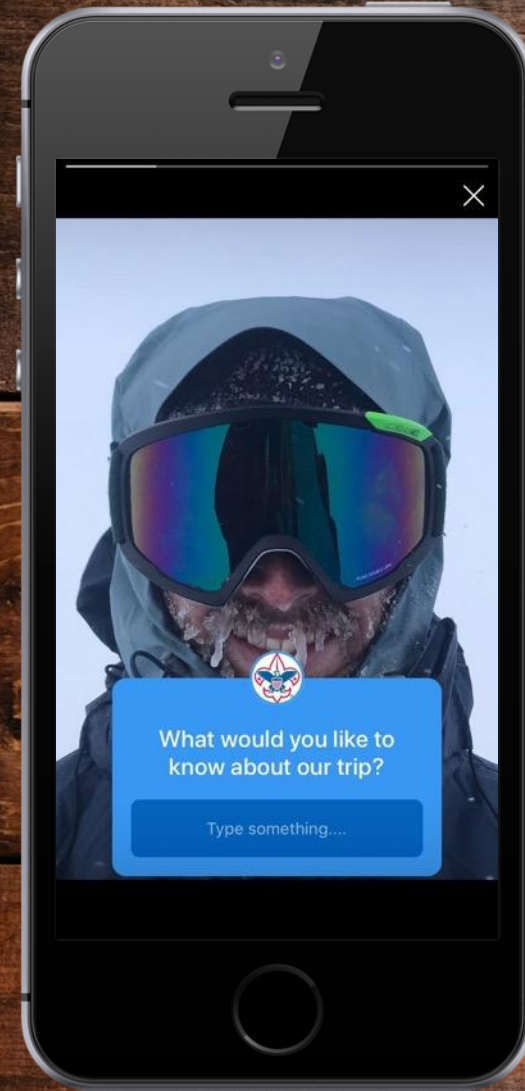
STORIES

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



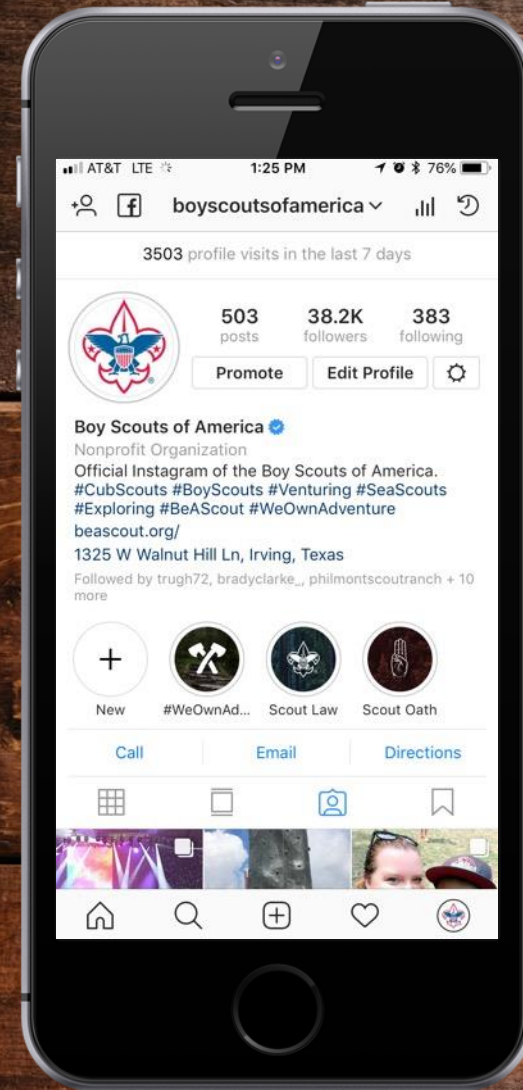
Use Stories to
engage your
followers in
more ways

STORIES HIGHLIGHTS

Saving your best content

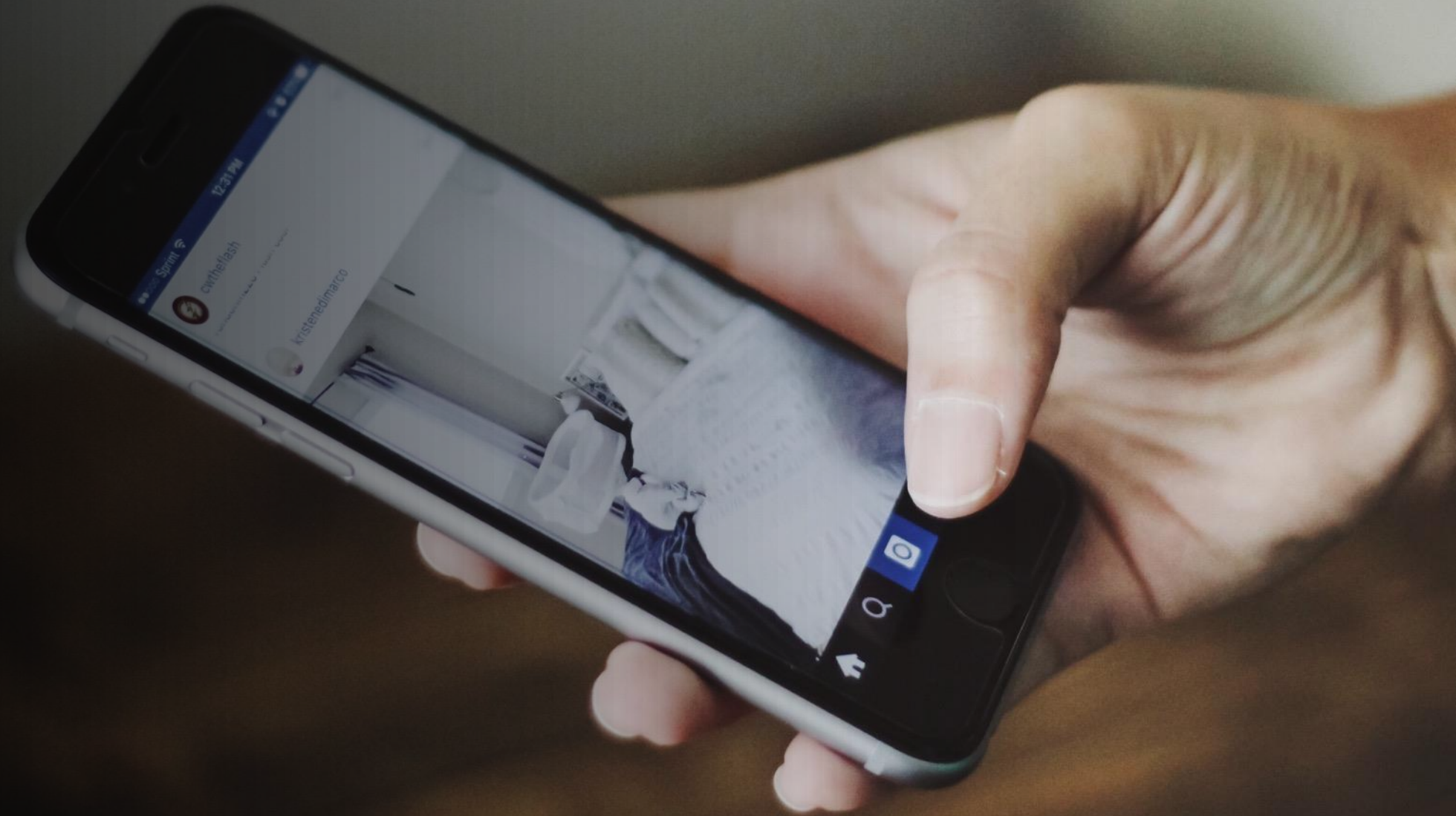
Use **Stories Highlights** to keep your best content at the top of your feed at all times

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



Use **Stories Highlights** to save your best content

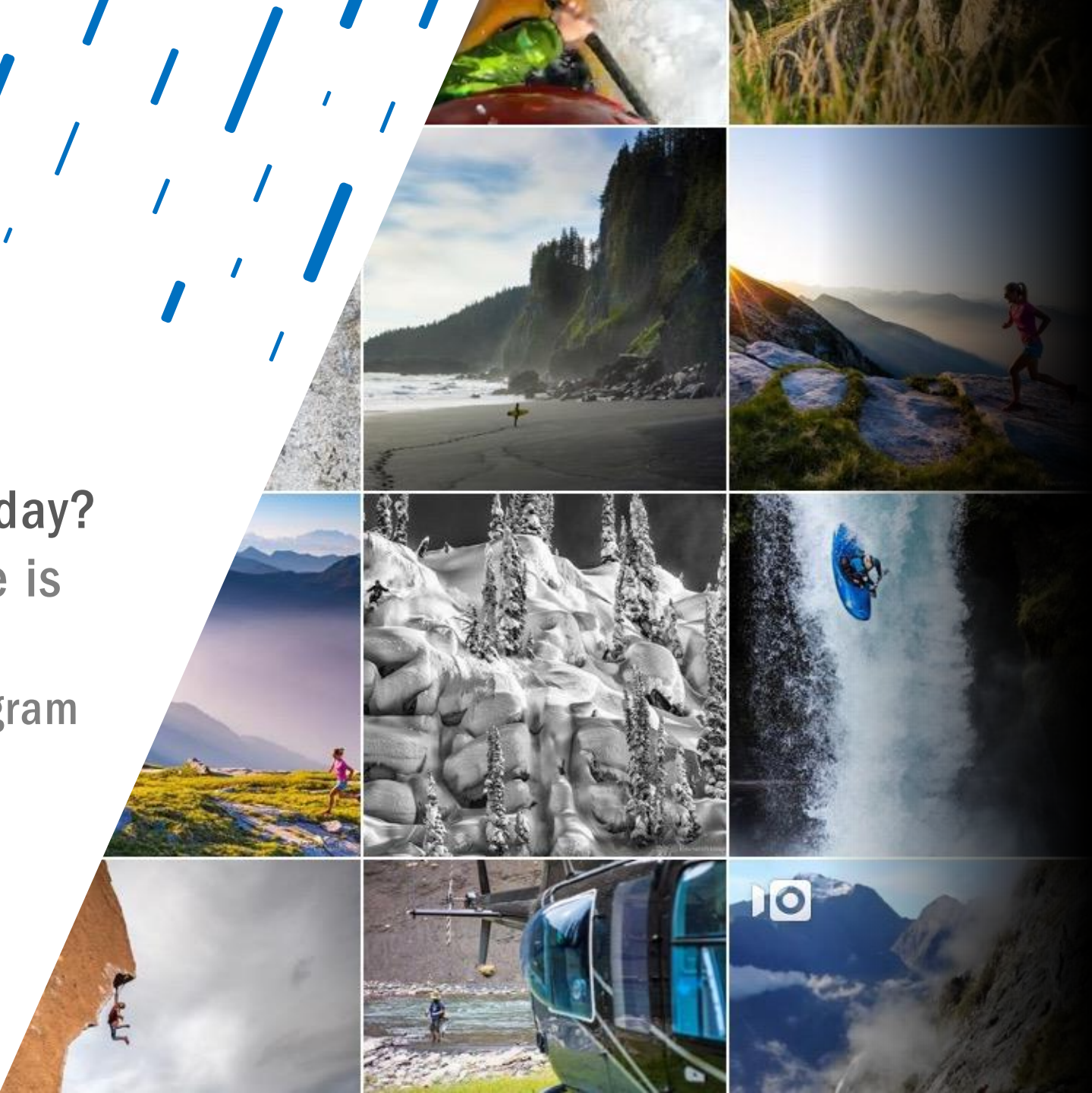
POSTING



QUANTITY

How many posts should you do per day?

- 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

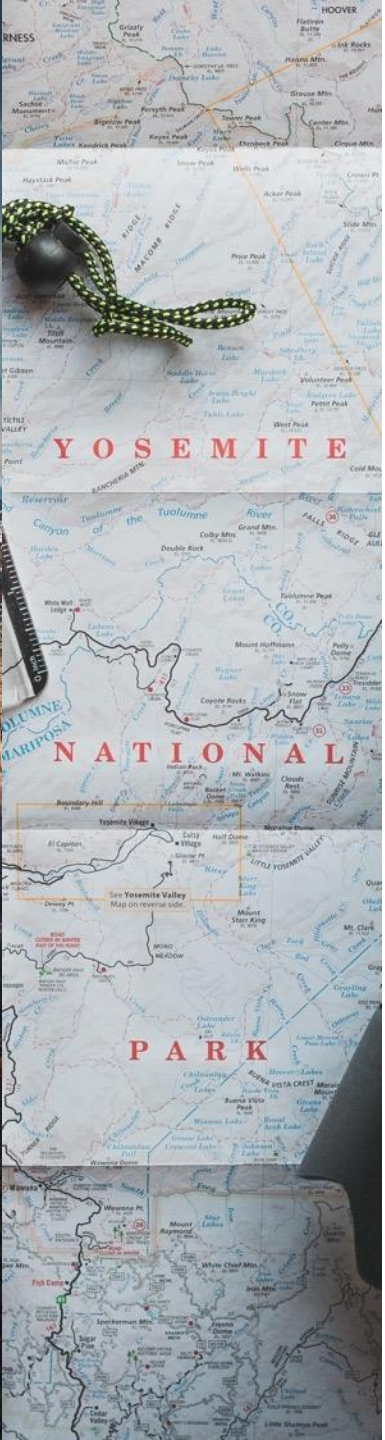


HASHTAGS

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



[View Insights](#)

[Promote](#)

Content

Top Performers



Identify your best performing content and select “Promote” to boost your reach



Audience

Targeting



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



Budget

Reach



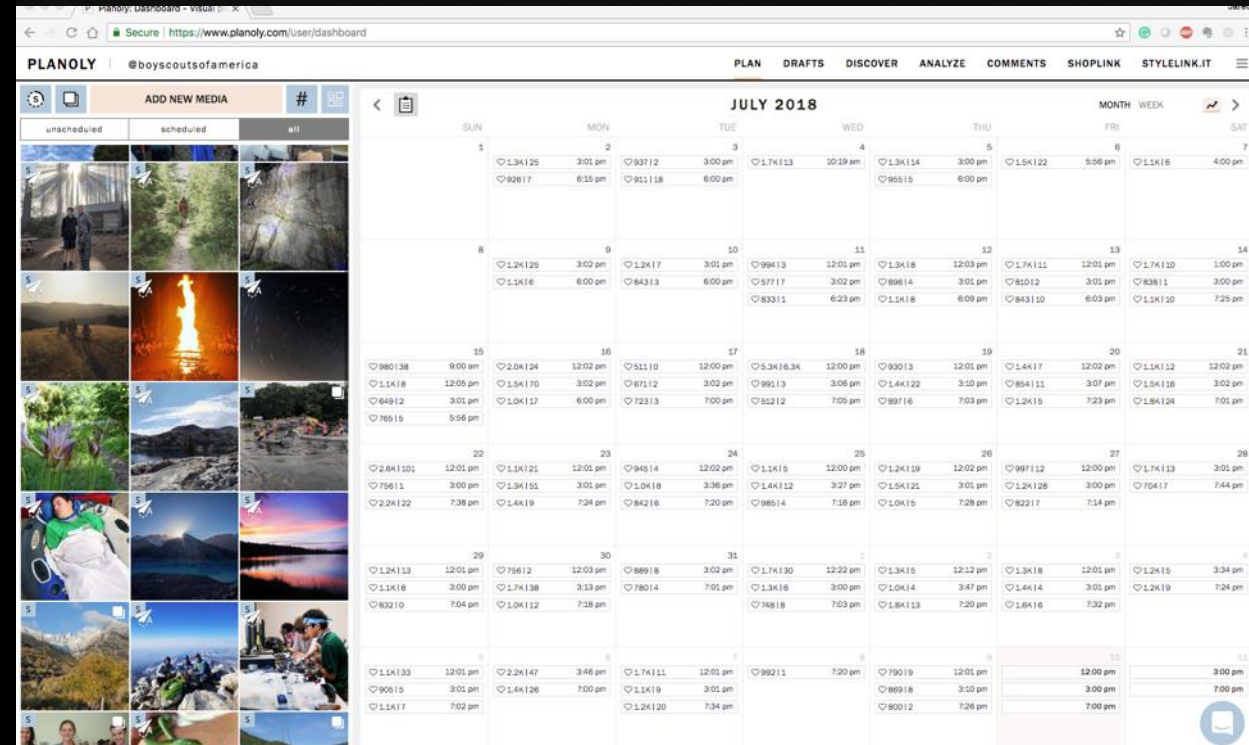
Budget will ultimately determine how many accounts you can reach with this content

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
- Later
- Sprout Social
- Hootsuite
- Etc.

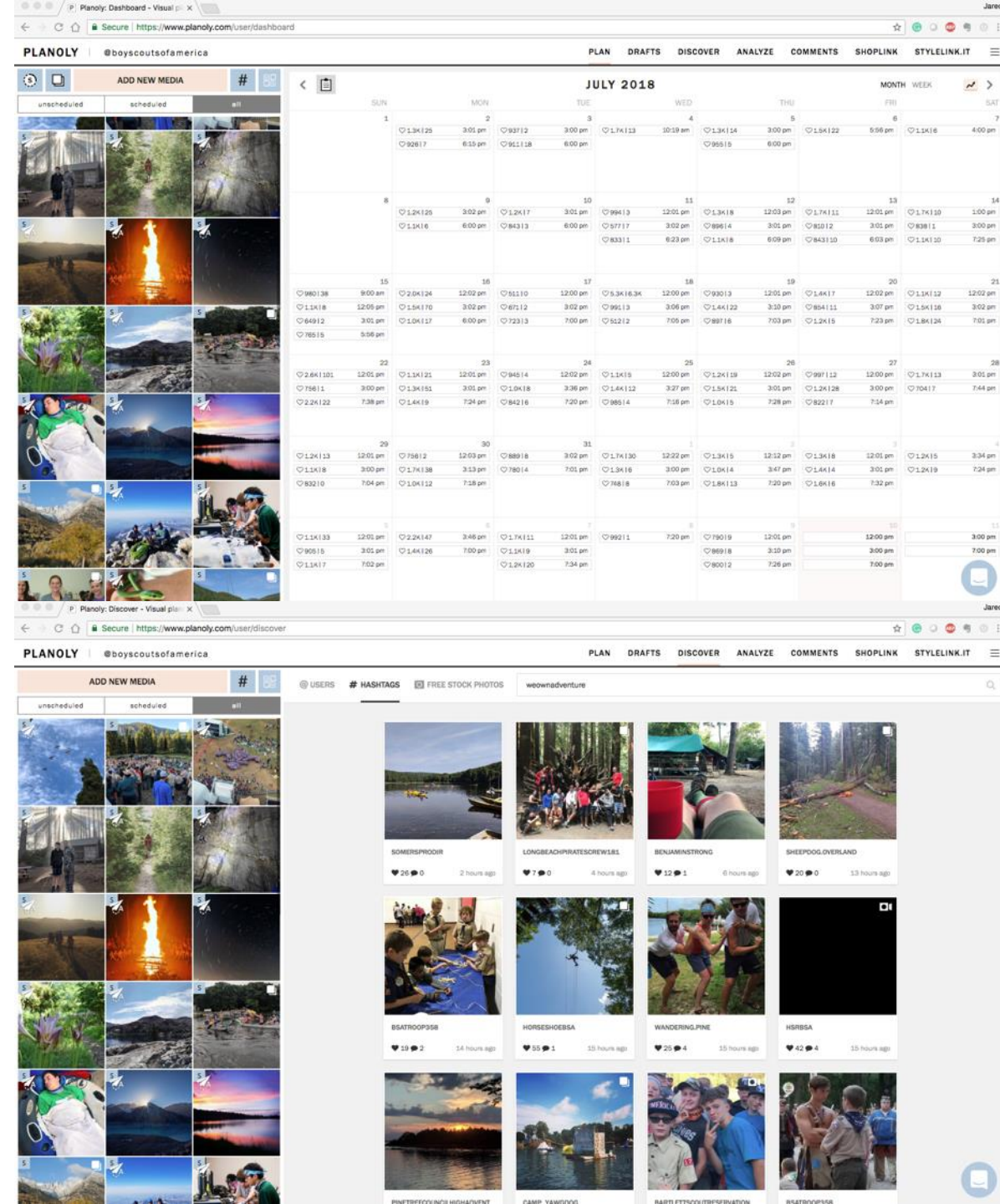


PLANOLY

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



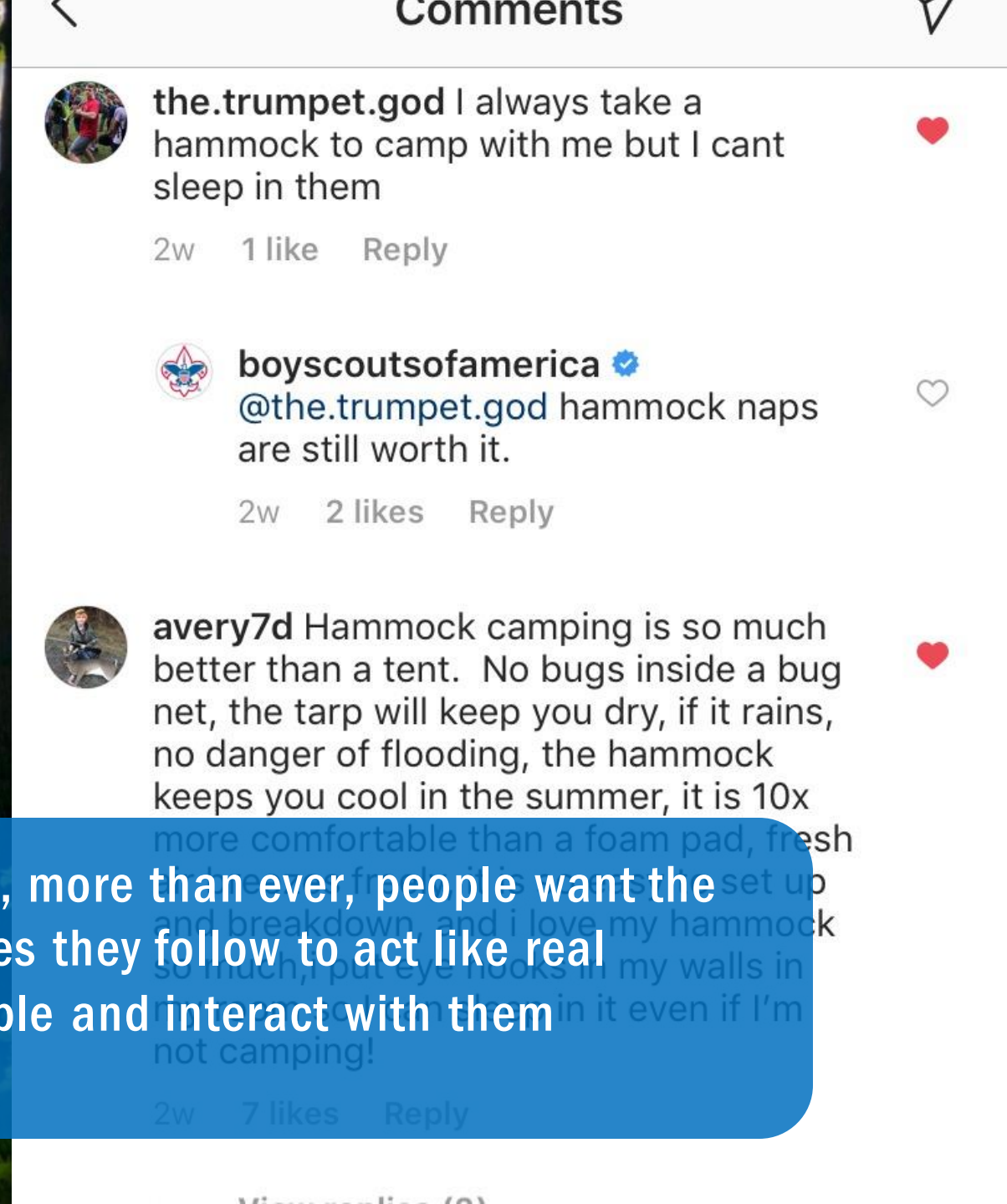
COMMUNITY MANAGEMENT

A photograph of four young men sitting on a dark, rocky hillside, looking out over a vast, hazy valley. The men are seen from behind, wearing casual t-shirts in dark, maroon, grey, and white. The background shows rolling hills and a distant town under a soft, overcast sky. The text 'COMMUNITY MANAGEMENT' is overlaid in white, bold, sans-serif font on the left side of the image.

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.



Now, more than ever, people want the pages they follow to act like real people and interact with them

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

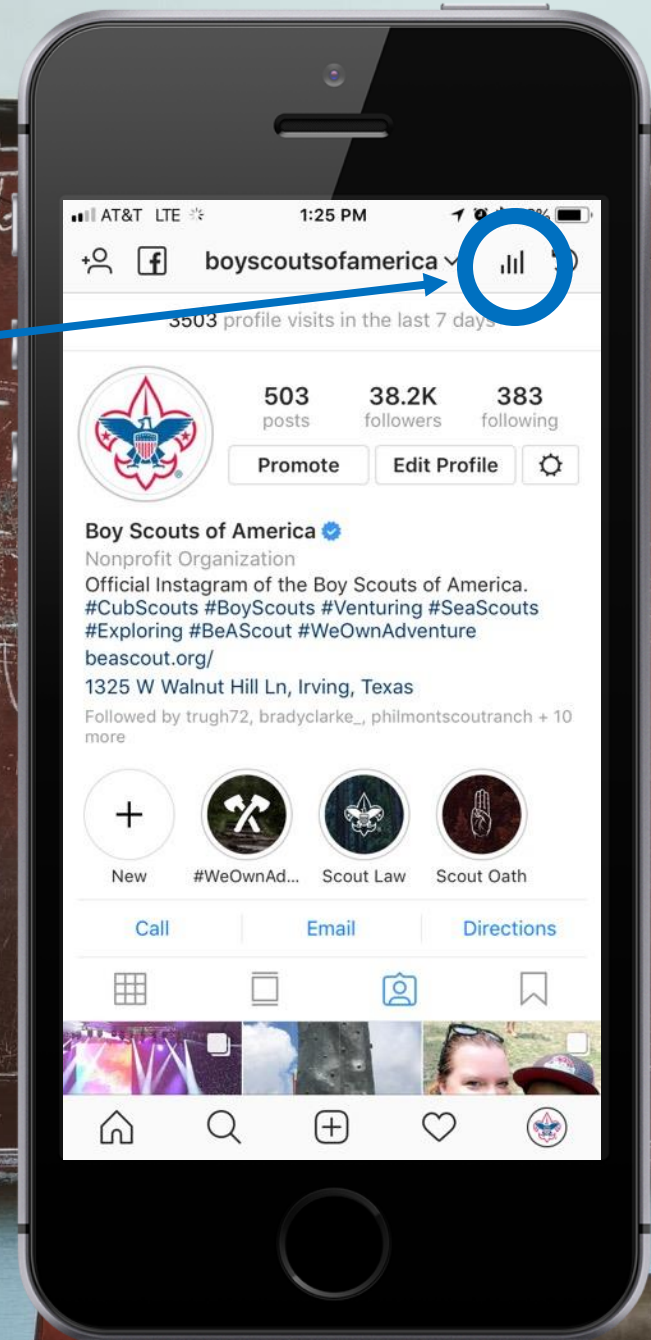


ANALYTICS

Instagram Insights

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

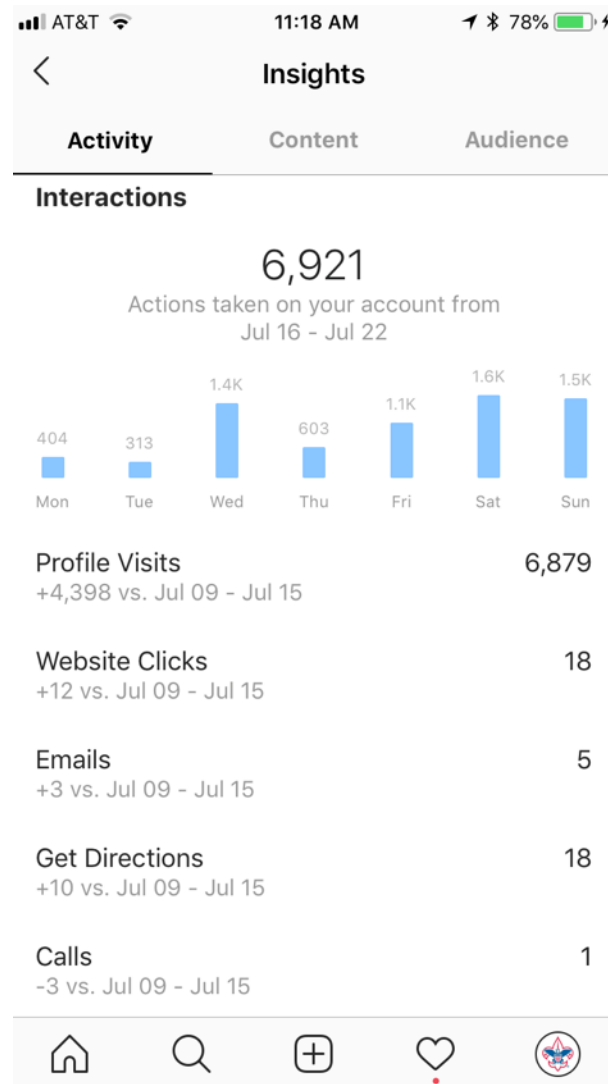
Let's see how we can use them to get better



INSIGHTS - ACTIVITY

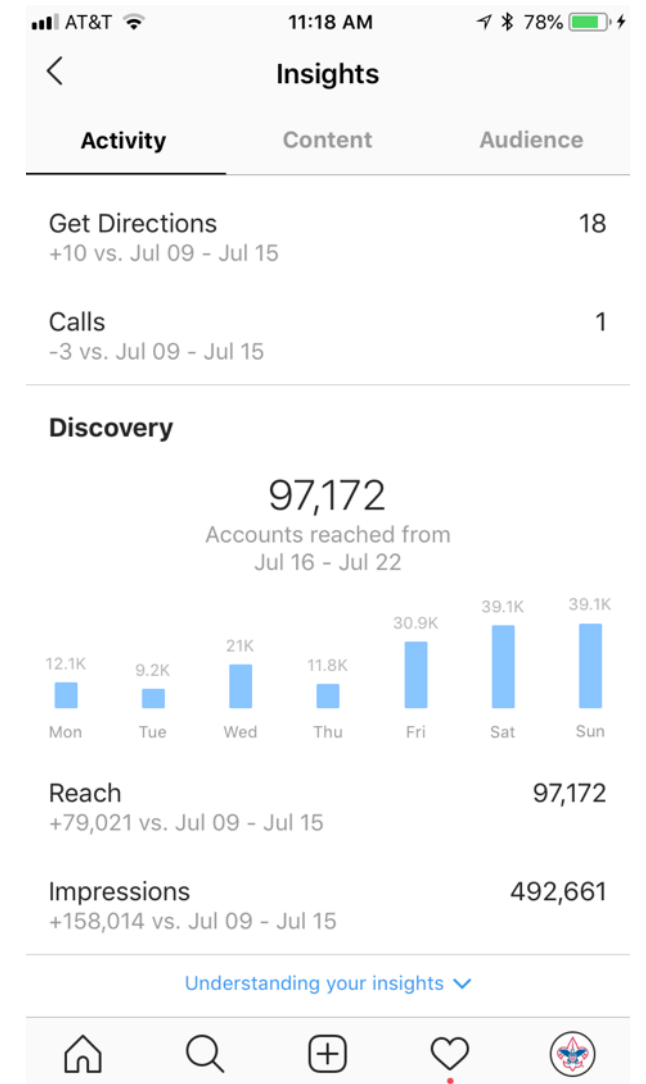
Interactions

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



Discovery

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

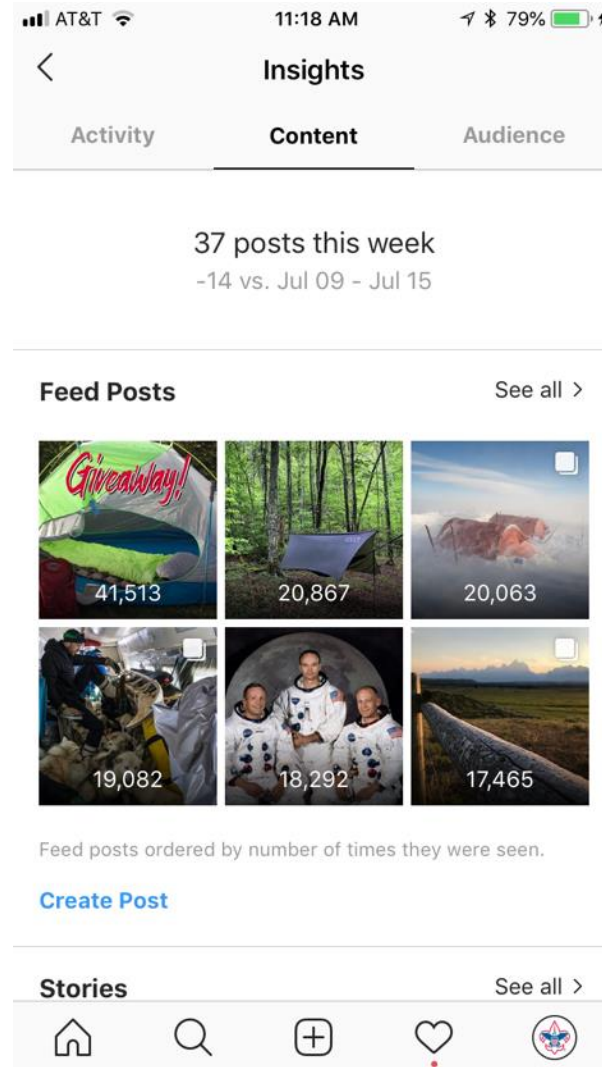


Use to track your performance from week to week

INSIGHTS - CONTENT

All Posts

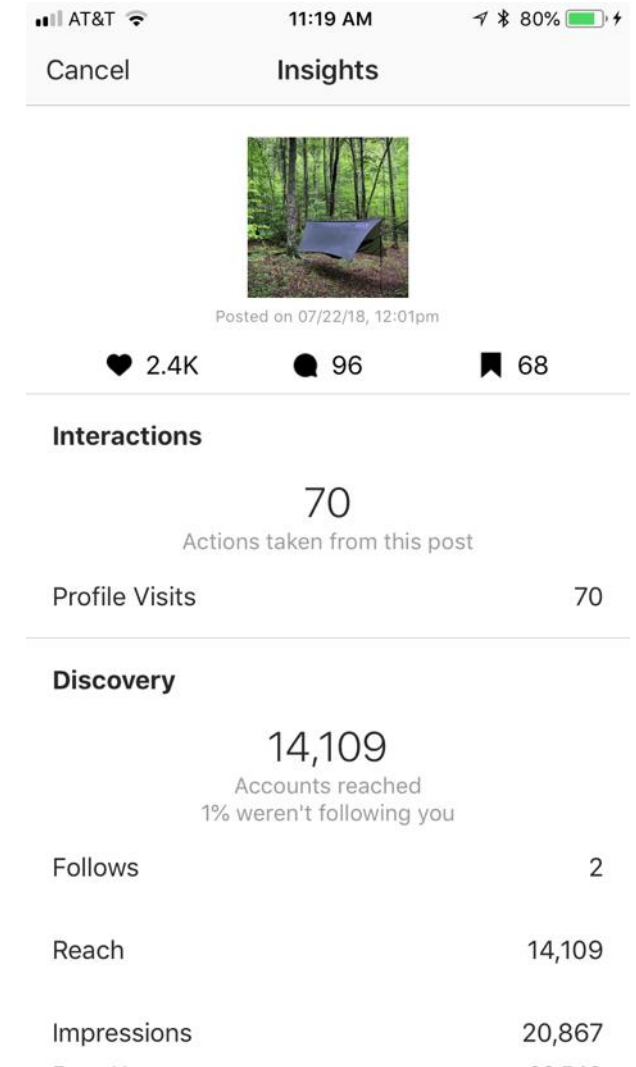
Tracks and sorts all of your posts by reach including your Feed and your Stories



Use to identify your best performing content for promoting

Single Post

Tracks your engagement (likes, comments, saves, interaction, etc.)

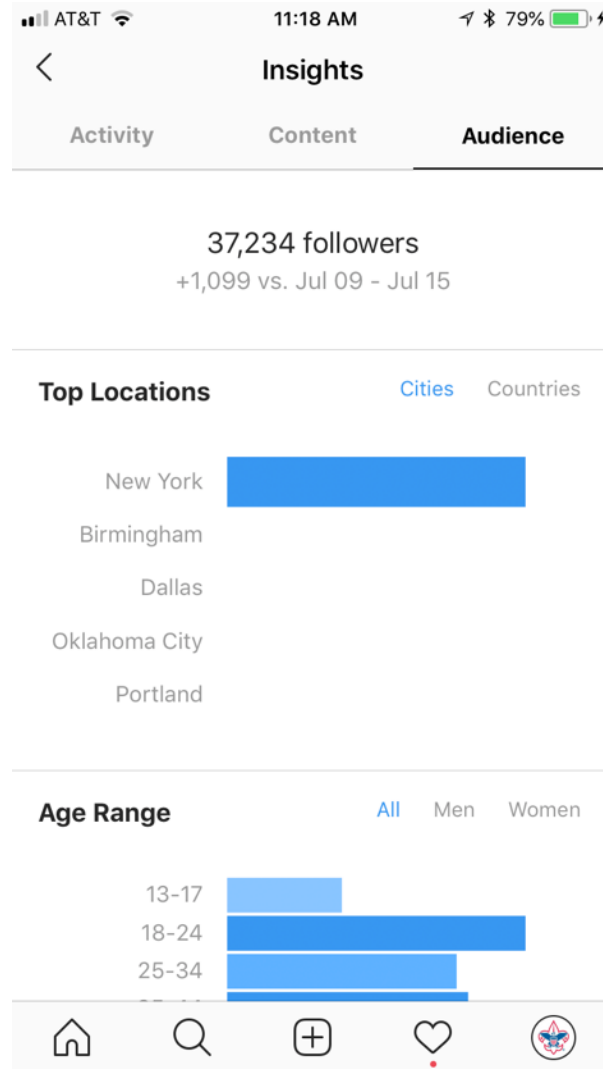


Use to analyze your best content so you can create more like it

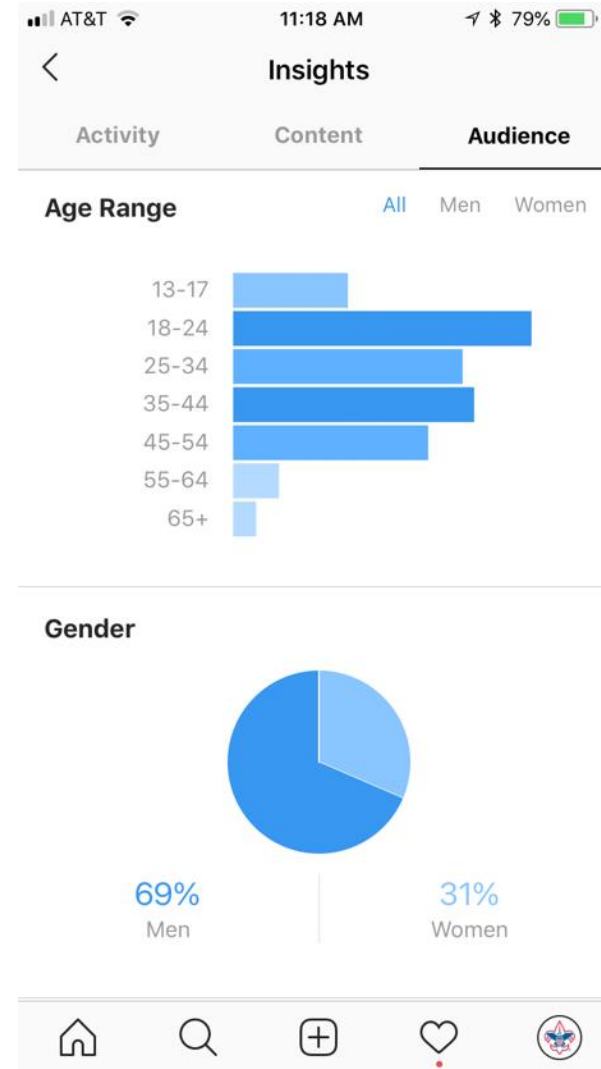
INSIGHTS - AUDIENCE

Followers

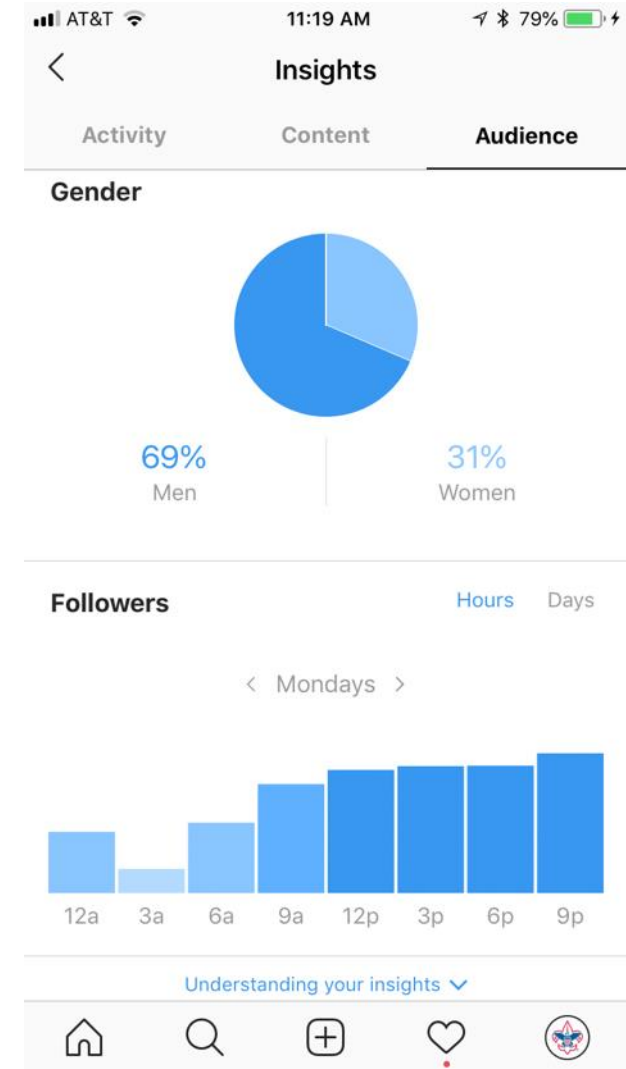
Tracks your total followers, their locations, age range (sortable by gender), gender, and active usage (by day of the week and hours of the day)



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

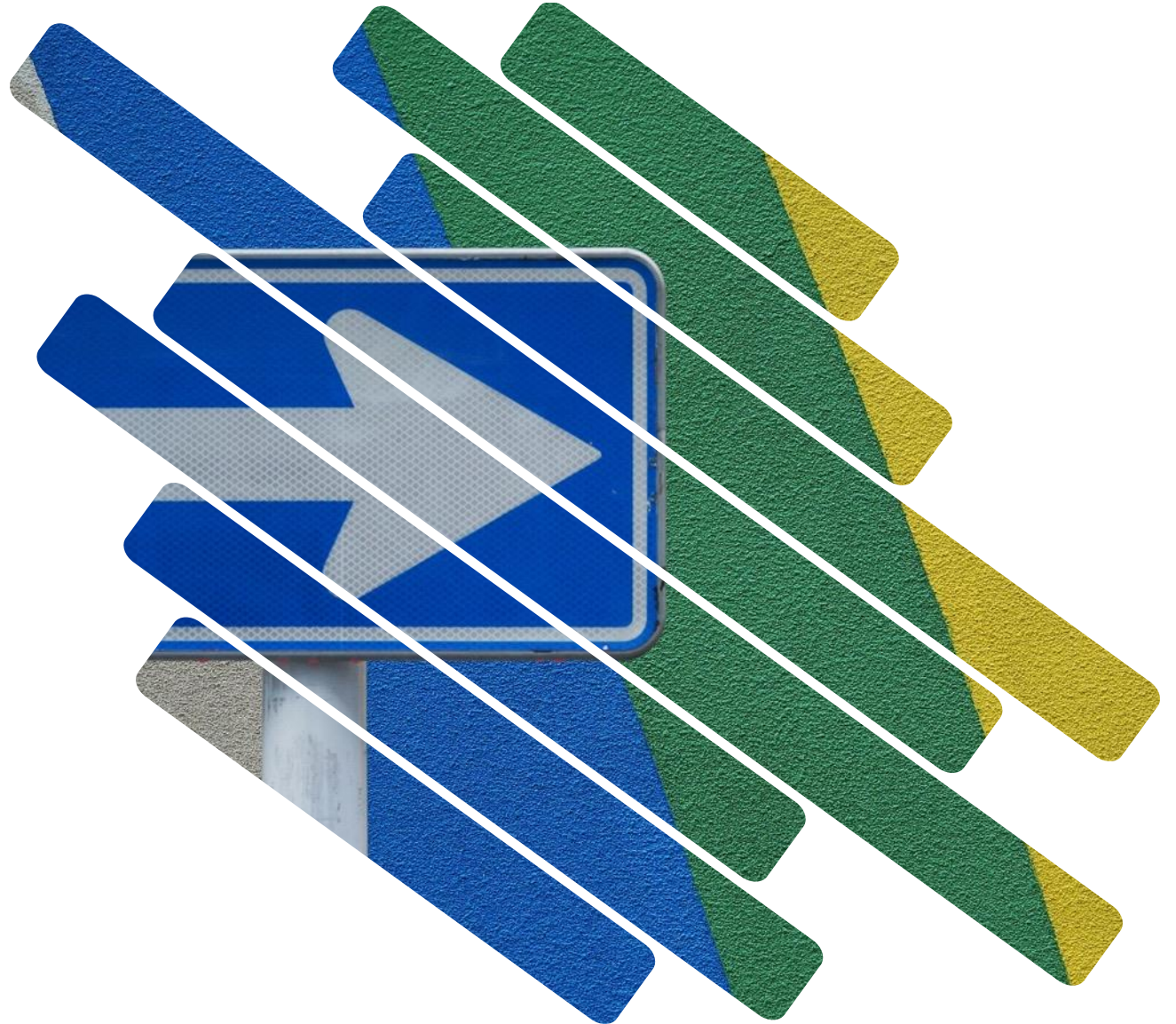
TRACKING

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!





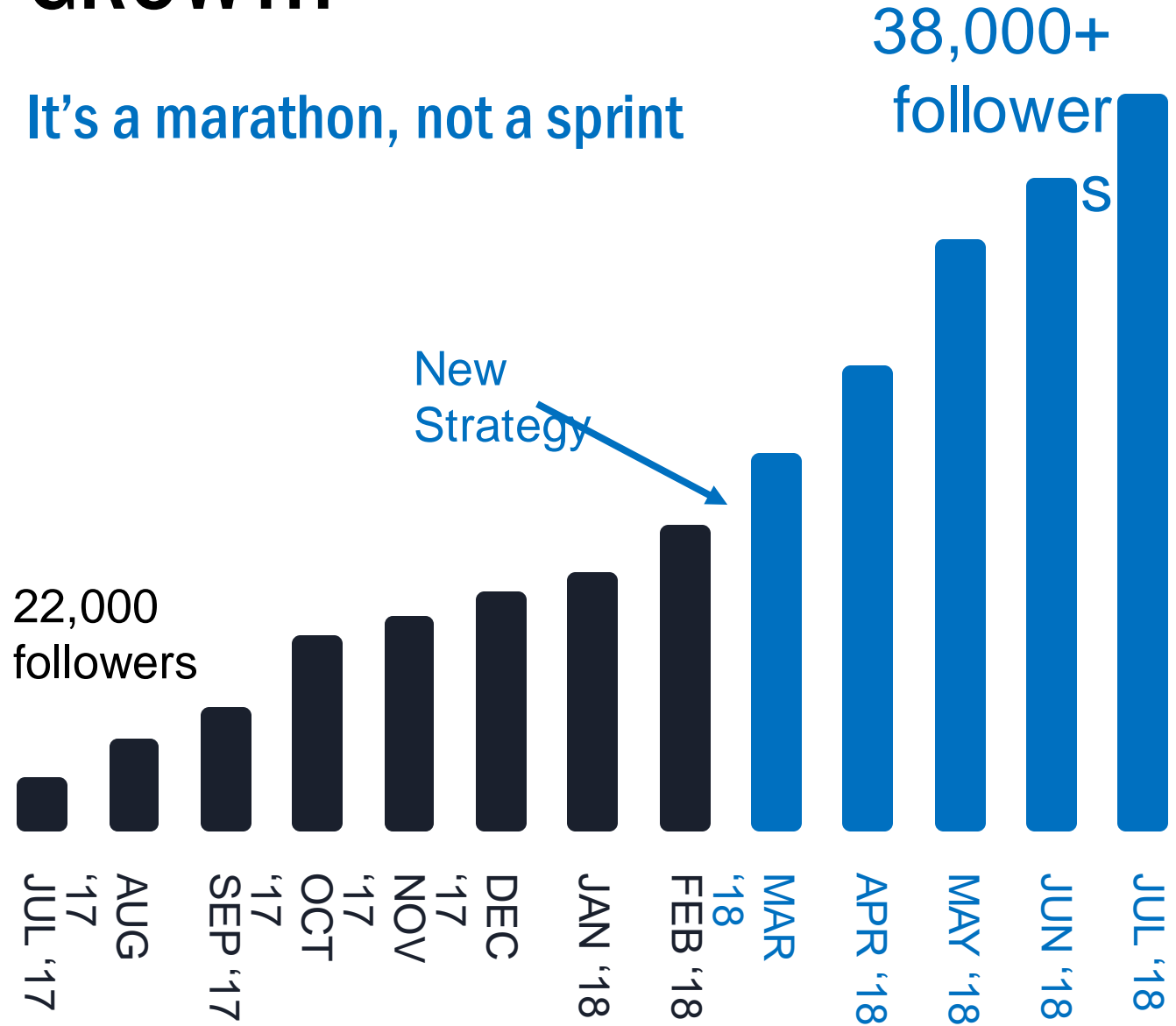
GROWTH



Does all of this actually work?

GROWTH

It's a marathon, not a sprint





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

Defi

Optimizer
The Planner

travelling together

Understand RC

2. PROBLEMS / PAINS

Which problems do you solve for your customer?
There could be more than one, explore different ones.
eg. existing solar solutions for private houses
a good investment (1)

X
TOO MANY
POINTS FOR
COMPARISON

(FI) Hard to
coordinate
booking for

TOO MANY
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!

