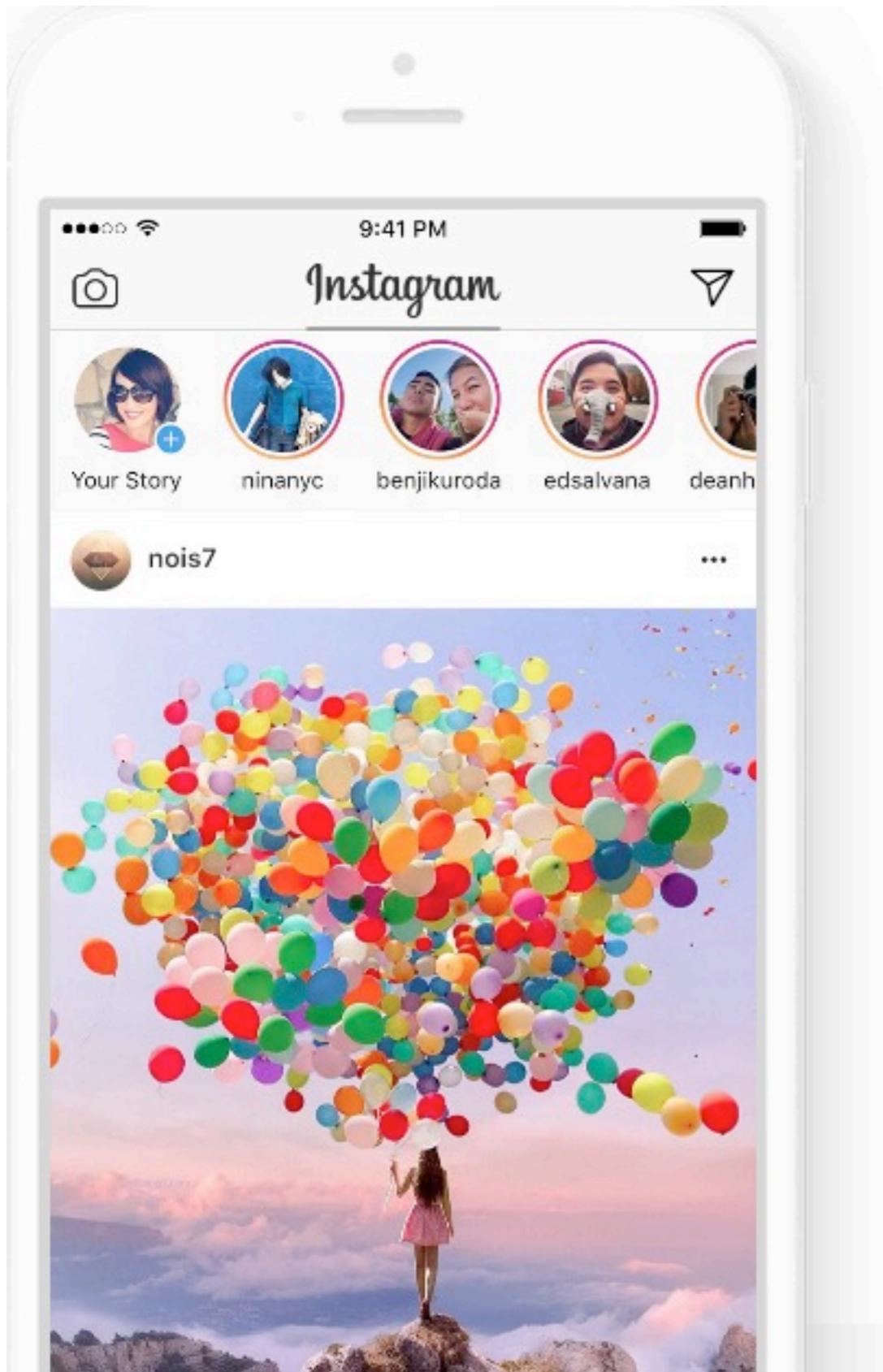


“People trust other people” .. so the core focus of this campaign will be personality-driven Posts will be organic . We would like to roll this campaign out slowly to ensure that the appearance will transition seamlessly to ensure that the campaign doesn't look like a sell, but the beginning of a new story

Social media is always fundamentally a forum for visual storytelling. People trust other people, so our core focus of this campaign will be personality-driven which will provide someone real for investors to trust. We will develop content that will inform, delight, or entertain, to show an audience that we value their time and attention





Why Instagram?

People come to Instagram to be inspired and discover things they care about, and that includes content from brands and businesses.

25 Million+

business profiles worldwide.¹

2 Million+

advertisers worldwide use Instagram to share their stories and drive business results.²

60%

of people say they discover new products on Instagram.³

200 Million+

Instagrammers visit at least one Business Profile daily.⁴

80% Increase

in time spent watching video on Instagram.⁵

1/3

of the most viewed stories are from businesses.⁶

Provide valuable and shareable content.

It should go without saying, but you'll create a much stronger brand reputation if you focus on creating useful content that viewers will want to share.

Keep the following principles in mind as you craft content for social sharing:

1. Every single piece of content you share should support your brand image.
2. Appeal to your audience's motivation to connect with each other and how it intertwines with your brand
3. Tell a story.
4. Keep the message simple. Use humour
5. Appeal to positive emotions like inspiration, illumination or amusement to build a positive brand connection.
6. Be memorable.
7. Make your audience feel part of the conversation .
8. Don't be afraid to put your product on the sidelines.

#TakeoverTuesday. It's the hashtag EVERY company with an Instagram should be trying to use on a weekly basis and one we're trying to make happen on our own account regularly. #TakeoverTuesday sees

Team meetings and brainstorming sessions
Campaigns being worked on and the creative process
Office shenanigans
Coffee breaks with sweet treats
Staff outings to black tie events and outdoor pursuits

Instagram is a great platform for giving your audience a behind-the-scenes look at your brand.



 **cattyat**
Stratford Festival [Follow](#)

87 likes 31w

cattyat Hello from Stratford Warehouse ..aka a Costumers heaven spot 📍 Just pulling pieces we don't have time to build. Kinda my favorite day trip. #reigncostumes

amandacmacarthur Say hi to Val, she's number one!

cattyat @amandacmacarthur I love her dearly. What an amazing kind human

shalottlilly Looks magical

prettyfancy_dancewear 📍

jessica__elle I loved exploring the costume room of theatres growing up. Costume ppl were my favorite ♥

Log in to like or comment. ...



 **thelostgirlsguide** [Follow](#)

422 likes 32w

thelostgirlsguide Every outdoor girls' necessities for a 120km solo expedition. #neverstopexploring @theprairiesummitshop

[load more comments](#)

sask_on_the_fly Where are you

Log in to like or comment. ...



 **thelostgirlsguide** [Follow](#)

461 likes 28w

thelostgirlsguide These boots were made for walking.... Spotted them halfway through the West Coast Trail. What do you think the story is behind them?! How did the person hike out without their boots?!

[load more comments](#)

Log in to like or comment. ...



The campaign also provides a foundation for ongoing conversation throughout the winter in social media channels, blogs, and other engagement tactics.

The Rise of Stories.

500 million Instagram accounts use Instagram Stories every day. And businesses are seeing success with stories ads for a range of objectives.

1/3

of the most viewed Instagram Stories are from businesses²

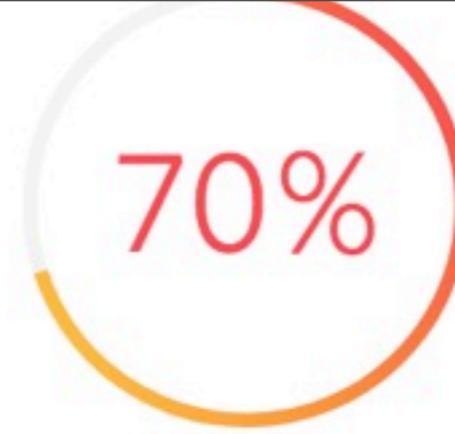
Instagram Stories are ridiculously fun, and by now you've probably had a good chance to play with the Snapchat-esque filters that can turn you into puppies, cute-widdle-bunnies or even a cool ice queen!

Your followers will definitely appreciate having a sneak-peek of the daily happenings in your business. The good thing is that your videos do not have to be spectacular to attract an audience. Your Stories will appear at the top feed of users who follow you, as opposed to the regular posts which have to compete for a top spot.

Each time you add a story, your followers will be alerted with a colorful ring to indicate that a new Story has been published. This maintains visibility in your follower's feeds.

The Instagram Story indicator also lets your followers know your account has been recently active and your profile will appear in search results of those who are looking at your Instagram account. Stories only last 24 hrs ...great way to celebrate the uniqueness of your business and also of others .. Remember social media is about being social

From the moment of discovery to making a purchase, every part of the mobile shopping experience should feel seamless. Instagram makes it easy for online shoppers to fall in love with your products and quickly make them their own.



of shopping enthusiasts turn to Instagram for product discovery¹.

Give your audience a simpler way to shop.

See, tap, shop.

Tag your products in photos, videos and stories, and turn any of your posts into an opportunity to shop. Once they tap, people will see richer descriptions, additional imagery and related items from your store.

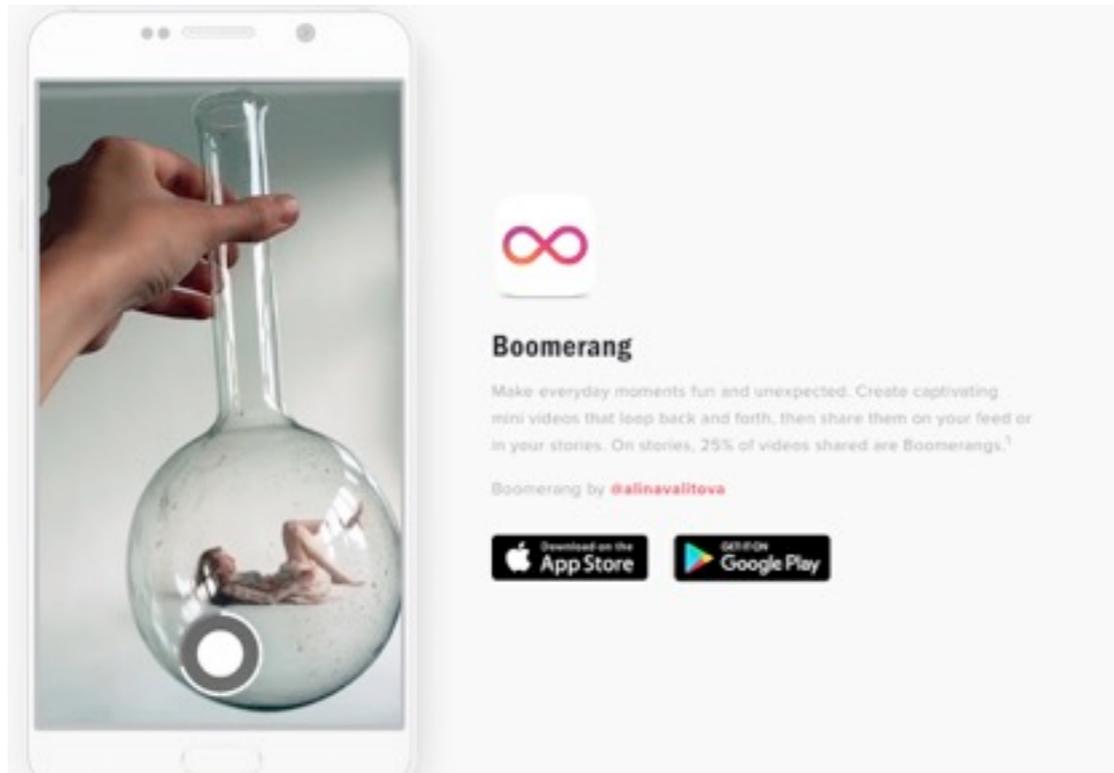
Connect with future customers.

Your shopping posts can be shared on Explore, where 200 million accounts² visit daily. Instagram Shopping helps people discover your business and product offerings, even if they aren't your followers today.

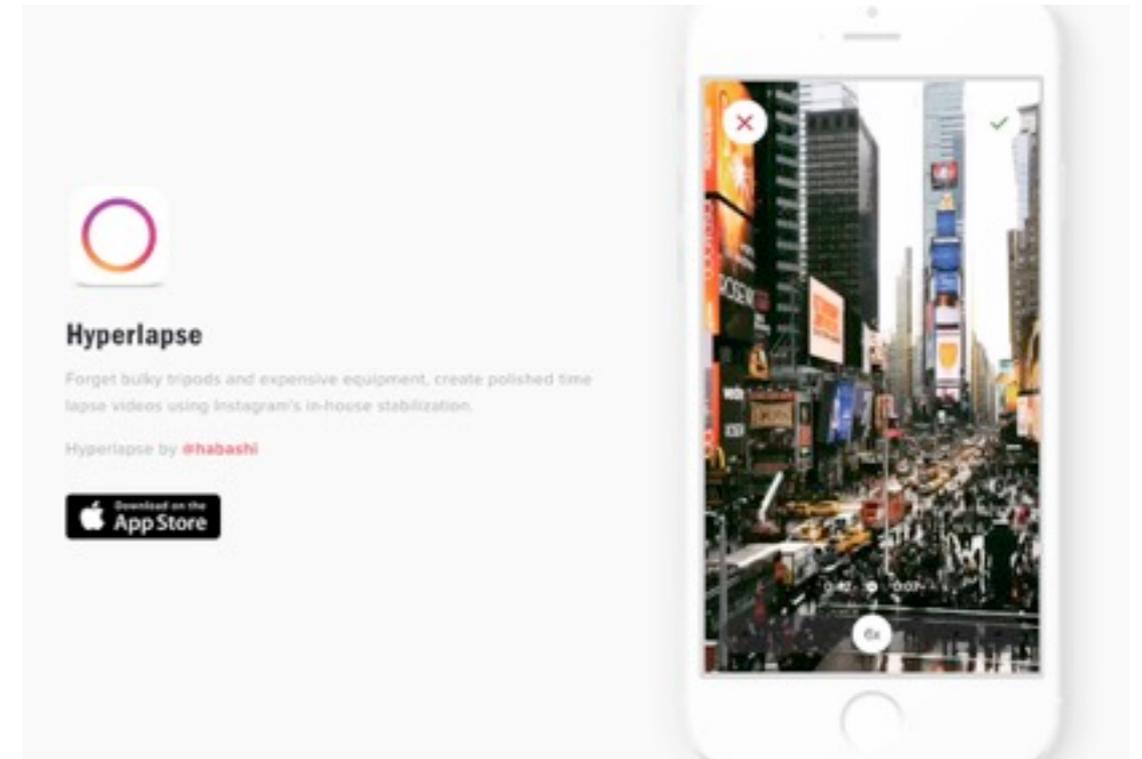
<https://www.facebook.com/business/instagram/shopping/guide>

Enhance your creative.

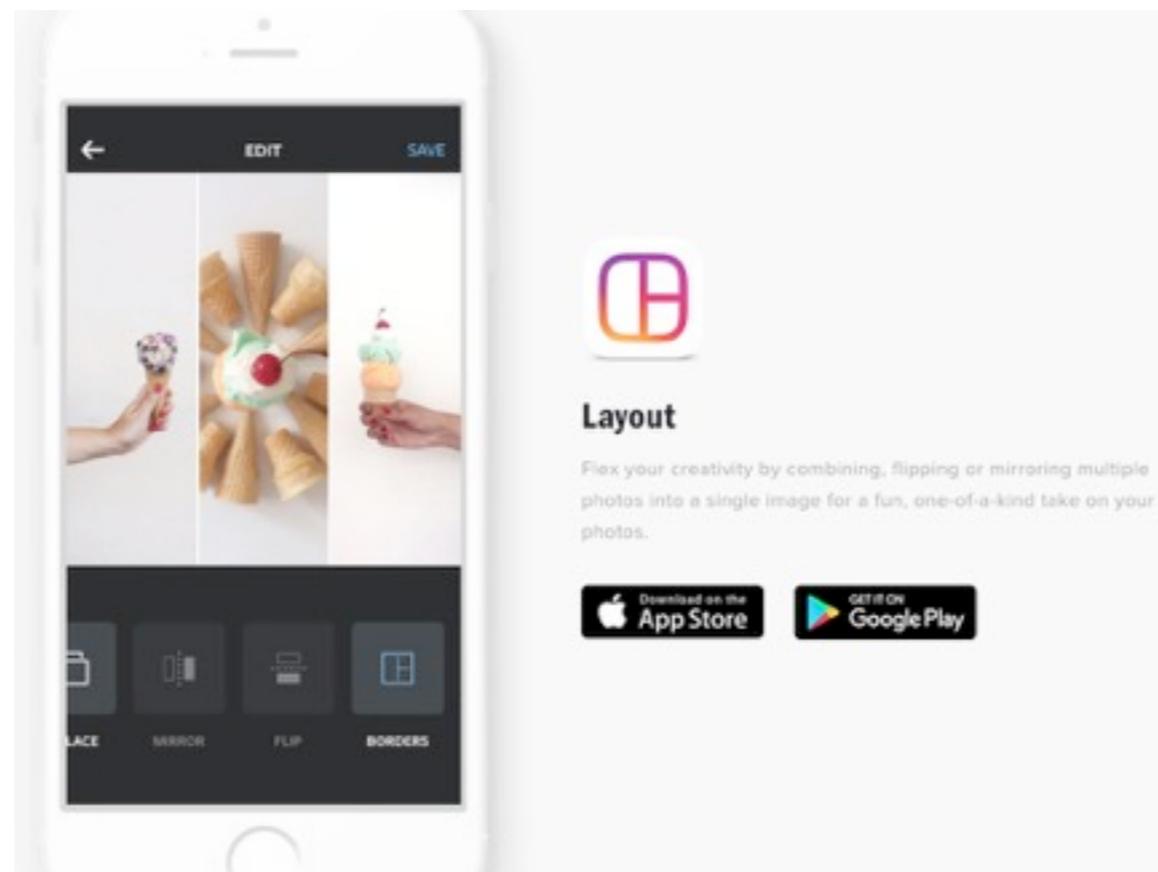
With Instagram's apps, you can easily create high quality photos and videos for your account.



The advertisement for the Boomerang app features a smartphone on the left displaying a hand holding a round-bottom flask. Inside the flask, a person is seen in a looping motion. To the right, the Boomerang logo (an infinity symbol) is shown above the app name. Below the name is a short description: "Make everyday moments fun and unexpected. Create captivating mini videos that loop back and forth, then share them on your feed or in your stories. On stories, 25% of videos shared are Boomerangs.¹" A credit line reads "Boomerang by @alinalitova". At the bottom are buttons for "Download on the App Store" and "GET IT ON Google Play".



The advertisement for the Hyperlapse app features a smartphone on the right displaying a time-lapse video of Times Square. To the left, the Hyperlapse logo (a circle with a vertical line) is shown above the app name. Below the name is a short description: "Forget bulky tripods and expensive equipment, create polished time lapse videos using Instagram's in-house stabilization." A credit line reads "Hyperlapse by @habashi". At the bottom is a button for "Download on the App Store".



The advertisement for the Layout app features a smartphone on the left displaying an editing interface. The screen shows three photos of ice cream cones arranged in a collage. The interface includes a top bar with "EDIT" and "SAVE" options, and a bottom bar with icons for "LACE", "MIRROR", "FLIP", and "BORDERS". To the right, the Layout logo (a stylized 'L' and 'A' in a square) is shown above the app name. Below the name is a short description: "Flex your creativity by combining, flipping or mirroring multiple photos into a single image for a fun, one-of-a-kind take on your photos." At the bottom are buttons for "Download on the App Store" and "GET IT ON Google Play".

Show the behind-the-scenes of your business.

Provide a tour of your workplace, spotlight a team member, or show the process of creating your product or service.

Announce new products or services.

Make tutorials.

Show people the different ways they can use your products and services, whether through your captions or in a video.

Celebrate holidays.

You can post about mainstream holidays or think about smaller holidays. For example, if you run a donut shop, mark your calendar to create a special post for National Donut Day.

Share events.

If your business hosts events, invite your audience to post photos and videos before, during and after your event. Create a collection of your favorite moments by posting multiple photos or videos to tell the story of the night

Here are a few more universal and universally popular hashtags your brand might want to consider using—again, sparingly:

#instagood: Use this on photos you're particularly proud of.

#photooftheday: Also reserved for your best work. There's an associated @photooftheday Instagram account that selects one "winning" photo with the hashtag each day and shares it with their more than 283,000 followers.

#picoftheday: Same concept as above.

#instagrammers: Proclaim yourself an instagrammer on Instagram! A self-evident, but popular hashtag.

#igers: Short form of #instagrammers.

Use specific or niche hashtags - #1000islands - tags used 68, 000 #gananoque 13,000 or #YGK - 195, 000

#ManicMonday: Use on posts that illustrate your busy week ahead or wacky company culture.

#WisdomWednesday: Post a quote or piece advice that your target audience will find helpful.

#FridayFunday: A chance to humanize your brand and entertain your audience with some lighter content.

#NoFilter: For photography purists. Use on posts that you haven't applied a filter to.

#selfie: Self explanatory. As a social media marketer, you can use this hashtag when you're representing your brand at an industry event.

Creative design Apps to uses : Befunky and Canvas

Freestock photos : Unsplash and Pexels

Photo filter apps for instagram - Pixlr and Snapseed

Photo overlay app - over app, phonto

Visual quotes - recite

4 photography techniques

Make your shots more balanced with the rule of thirds.

Look at the elements that are the most important in your shot. Then place the subject of the photo at the intersection points of the grid lines, which divides the photo into thirds.



Use space to spotlight your subject.

If you want to highlight the subject of your shot, add space around the subject to make it stand out



Use leading lines in photos.

People's eyes follow lines in your photos. Create photos where the lines draw the eye to the subject you want to highlight



Use Lux and enhance.

When you're editing your photos, try tapping Lux, the magic wand on the top of your screen that appears when you take a photo using your in-app camera. Using Lux, you can immediately enhance your photos and videos by lightening shadows, darkening highlights and increasing contrast.

Use different filters for different moods.

Overlay the filters on your photos and think about the mood they convey—like *Amaro* if you want a vintage feel or *Moon* if you want classic black and white look.

make your videos look more professional

Keep in mind that the maximum video length is 60 seconds. Once you've recorded or uploaded a video, you can add a [filter](#), [a caption](#) and [your location](#) before sharing. Note: You can't take or upload videos from a desktop computer.

Grab people's attention in the first 5 seconds.

Keep your shots in focus.

Tap on your screen on the object you want to focus on when you're recording. Keeping your shots in focus when filming a subject can make them look more professional.

Use Instagram's creative tools to make engaging videos.

[Hyperlapse](#) helps you create time-lapse videos. [Boomerang](#) helps you create a mini video that loops back and forth.

#regram: Use this when reposting a photo from someone else's account to your own. Repost app

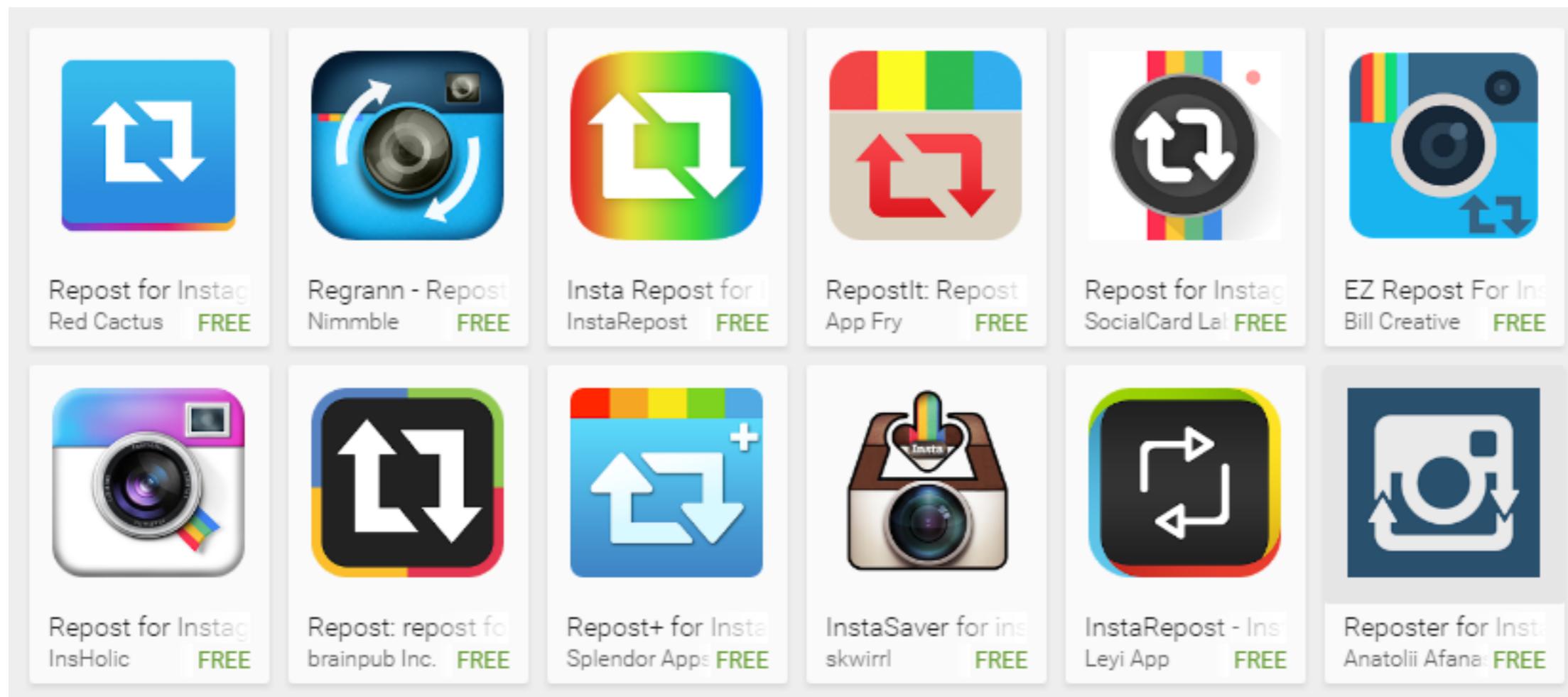
It's best practice when asking permission to regram an image to open with a thoughtful comment about the photo then ask if it's okay for your brand to share the image using clear, unambiguous language, such as "with your permission."

Note that simply tagging the user in the photo is not considered best practice because it isn't a visible enough means of providing attribution.

As tagging is typically used to denote who appears in the photo, it's not a sufficiently clear method of indicating who created the image.

The best way to provide appropriate attribution is to simply state it outright, i.e. "Photo Credit: @username," "Credit: @username," or "Captured by @username."

Use the app Repost - as it considered the most professional way to share an image .





Thank you

Pam Staples

<https://www.crackercrumbstudios.ca/>