

#ONLYINMN

INSTAGRAM MINI SESSION

INSTAGRAM OVERVIEW

Instagram is a popular mobile-based photo/video sharing app that allows users to take and share visuals on a variety of social channels, including Facebook, Twitter and Tumblr. Instagram is growing rapidly, with more than 130 million active users, making it the fourth most popular social channel.

- Travel photos are some of the most popular content shared on Instagram.
- There are over 9 million photos tagged with #travel, and nearly 9 million others are tagged with #vacation.
- The ability to tag photos/videos with locations allows users to make a map of their experiences throughout the world.

#ONLYINMN OVERVIEW

Explore Minnesota Tourism (EMT) is launching a new marketing campaign in 2014 called Only in Minnesota. The campaign differentiates and celebrates specific adventures travelers can experience only in Minnesota. EMT will establish an official campaign hashtag to aggregate content across channels, including Instagram.

By participating in the campaign and tagging photos with #OnlyinMN, your photos can be featured as part of the larger hashtag gallery. EMT will selectively feature images from #OnlyinMN in integrated campaign efforts across its channels, including paid advertising, to raise awareness about the hashtag and encourage participation.

POSTING ON INSTAGRAM

- Download the app and create an account.
- Take photos using the Instagram app. Or upload a previously taken photo from your mobile phone photo gallery to Instagram.
- Add a filter or edit the photo within Instagram, if desired.
- Write a photo caption. Include relevant hashtags, if desired. A hashtag is a phrase prefixed with the “#” symbol. Hashtags are used to search and group the same phrases together on each specific social platform.
- Add a location, if desired.
- Select to share the photo/video directly to other social channels, if desired.
- Publish the photo to your followers’ feeds.

REPOSTING ON INSTAGRAM

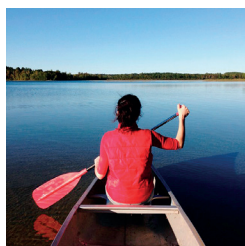
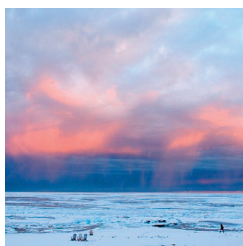
- Download reposting apps such as InstaRepost or Repost for Instagram.
- Create a disclosure line on your business’ user profile. For example:
Tag your photos with #YourHashtag to give us permission to repost.
- Repost photos through the app.
- Always give credit to the original photographer in the caption by tagging their @username.

GAINING FOLLOWERS

- Communicate about your Instagram account on other channels (newsletter, email, Facebook).
- Engage with similar accounts and users (follow, like, comment).
- Identify partners and influencers for further engagement and relationship building on Instagram.

#ONLYINMN BEST PRACTICES

- Share unique experiences, including specifics.
- Highlight seasonal or cultural events.
- Celebrate human interest.
- Share or curate high-quality photos.



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