

June 12, 2019

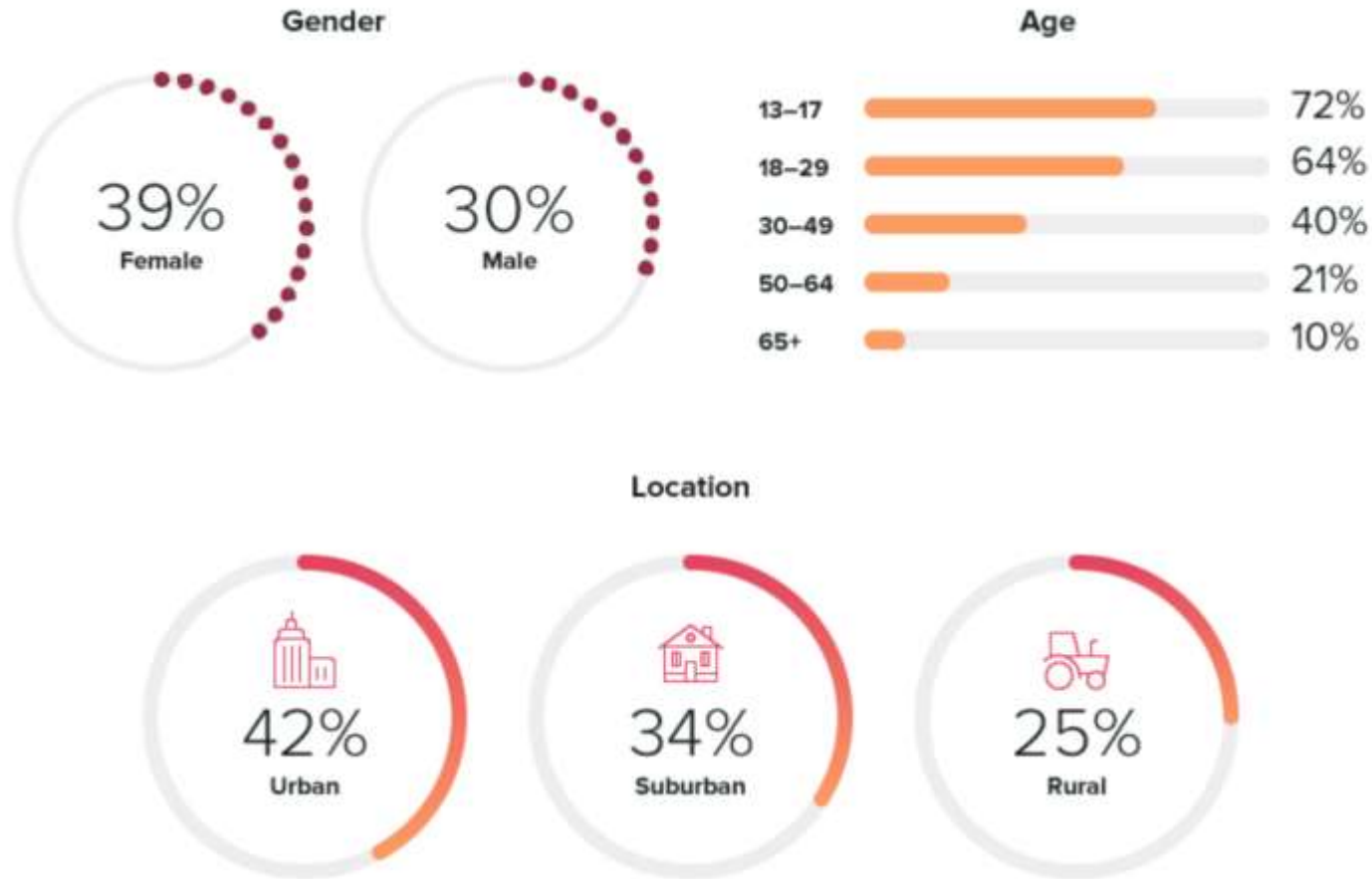


Public Affairs
Council

Upping Your Instagram Game

Alaina Monismith

Who's on Instagram?



Nearly two out of every three adults aged 18-29 use Instagram

Source: Pew Research Center survey on social use in 2018

Content Themes

1. Community
2. Education
3. Testimonial
4. Product/Donation/Call to Action
5. Inspiration



Upping Your Instagram Game



Try This...

Grid post - each photo a different time of day with new hashtags

Tag your location, hashtag your state

Repost your advocates' content

Make it personal

Take advantage of stories



Here To Help



Design your posts



Create a grid
• Hawke Media



Plan your layout

Social as a Validator



Contact Information

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Public Affairs Council

MANAGE YOUR WORLD