

# Instagram Plan by Brooke Pollard

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The following document was created for the Ajax-Pickering Board of Trade (APBOT).

## Mission

To create a socially connected Instagram platform where Ajax and Pickering's residents and visitors can engage in events, updates and more happening in the community.

## Objectives

- Increase likes, engagement, and following by 10 per cent each year by creating a common and visually appealing photo feed.
- Associate the corporate channel as a credible account (Instagram Verified).
- Create a digital community hub.
- Create content that is informative, youth friendly, trustworthy, connected, engaging and fun.

## Instagram Audit

Capitalize on being in close proximity to Toronto, on frequent Toronto hashtags, and even Toronto photographers.

Timing photos is key to getting likes and engaged users. When posting photos, try to post current, in-the-moment photos.

A mix of content keeps users engaged. Rather than throwing a handful of information at followers in every post, keep them engaged with photos that are strictly for visual appeal (mixing it up between in-the-moment and informational posts).

Visual Appeal is key to gaining a strong, engaged following – the channel must be strictly photographic. Using the Board of Trade's recent post of an event poster as an example: don't post photos of posters, instead, throw the same information and message with a vibrant, visually appealing photo at the event.

- Strictly an image-based platform—stick to visually appealing images to make announcements and caption important text that may have otherwise been on a poster.
- Post with a specific call-to-action, image and link to more info/website.
- Right now goal is posting once per week, recommended online to post 2 to 3 times per week.
- Goal to increase following by 10 per cent each year—to become verified we should be aiming higher.
- Insta-reposts generate a large number of likes. Posting clear/relevant photos with popular hashtags shows community engagement & the Board of Trade's recognition.
  - Our posts usually generate 15 to 35 likes.
- Analytics show morning (10 to 11 a.m.) and afternoon (2 to 3:30 p.m.) as high post times.
- Geotags are not always incorporated, these should be on all photos to extend reach and make our account easier to find.

- Incorporate more hashtags on posts, outside of our corporate hashtags (i.e. #Photography, #Pickering #Ajax) anything that will lead users to our account.
- Cross promote social accounts (effective tool to extend post reach and increase followers on each platform—showing Instagram posts on Facebook will lead our Facebook following to our Instagram channel, etc.)

## Engagement

- Consider action-related promotions (cross-promoting with members and sponsors to extend reach on all channels).
  - i.e. Win free admission for you and a friend to (event)! To qualify, tag one friend in the comments below, and follow both @sponsor and @apboardoftrade on Instagram!
- Weekly/biweekly engagement posts with open-ended questions for people to comment/tag friends o l.e. “We love walking and enjoying the scenery at Esplanade Park on a sunny day, what’s your favourite spot in Pickering?”
  - Create a stock of photos for scheduling purposes.
- Engage with other accounts by shuffling through locations, tags, hashtags, etc. and liking and/or commenting when appropriate.
  - Increase chances of ‘like-backs’ which in turn, allows their following to see that they’ve liked our photo.
- Comment likes—like comments on your posts, this shows account actively acknowledges user comments/conversations/etc.

## Instagram Tool

### Bio

- Add new snippet to Instagram profile with a call-to-action.
- “The Official Instagram account of...” shows credibility.
- Linking Facebook/Twitter allows users to follow us on all platforms, also extends credibility as these are verified accounts.

### Images

- Create a common aesthetic using APBOT brand guidelines/colour scheme (posting photos/videos relevant to branded colour scheme creates a more visually appealing account and generates more followers).
- Graphic designs specific to social media sharing (in placement of otherwise-used posters).

### Video

- Promotional videos (approx. 30-second video with short clips edited together, with prominent Ajax-Pickering places and a call-to-action message, i.e. “Become an active member of your community. Join the Ajax-Pickering Board of Trade.”
- Visual appeal entices more likes/engagement.
- Boomerang videos create a fun and engaging way to share content.

## Hashtags

- Incorporate relevant and popular hashtags to extend reach (maximum 2 hashtags per post as outlined in social media plan; consider more as hashtags are a prominent way to extend post reach).
- [www.hashtagify.me](http://www.hashtagify.me) generates relevant hashtags in co-ordinance with our post and shows popularity of each suggested hashtag.

## Insta-Stories

- Allows you to tag users as a link (cross-promote other accounts) and, once verified, post active links (redirecting users to our new mobile friendly site).
- 1 to 2 stories per week.
- Shows we are actively using the account and increases user engagement.
- Easy and fun videos/images at Ajax-Pickering locations, grand openings, events, etc.
- Taken in the morning, during an event, on break/lunch hour, etc. or create a folder of photos used to upload as a story.

## Reposts

Sharing relevant photos and/or videos posted by other users, onto the Ajax-Pickering BOT's Instagram account. This allows us to incorporate our messaging with visually appealing photos, generate more engagement, and earn more followers.

Finding repost material:

- Locations (i.e. Ajax, Pickering, Frenchman's Bay, etc.)
- Hashtags (i.e. #Ajax, #Pickering, etc.)
- Tags @apboardoftrade in relevant photos.
- Events (relevant event hashtags, location, etc.)
- Activities (i.e. weather-related, Pickering Rec, etc.)
- Relative accounts that may have repost-material:
  - Region of Durham
  - City of Pickering
  - Town of Ajax
  - Member accounts

## Content Management and Scheduling

### Planoly App

This is a mobile app that allows you to upload images to your Instagram feed without posting live. Here, you can draft captions, change order of posts, schedule posts to go live and more. It's free for up to 30 posts a month and extremely easy to use—essentially an electronic version of the Instagram plan. The service does not automatically post photos for you – instead, schedule a post, and the app will send you a notification at the schedule time for you manually click “upload” with your pre-established caption. This allows you to manually link the post to Facebook and Twitter as well.

This will allow us to schedule posts and keep APBOT's channel up-to-date and visually appealing.

Ensures we are posting to Instagram at least once a week (aim for 2 to 3 times a week to increase user engagement) with in-the-moment posts in between scheduled posts.

- Great for planning images/reposts/insta-stories.
- Allows you to develop an overall aesthetic: deciding what images look good where/when their relevant to post, etc.
- Tracks weekly analytic reports—this will allow us to determine best posting times, what content users like/engage with most, etc.

### **CrowdFire App**

Creating a free account allows us to show our analytical progress, giving an accurate idea of how many likes/follows we receive on average (weekly/monthly basis).

- Great tool for relationship management on Instagram.
- Scans your account details and tells you what to do/when to do it to increase popularity on the platform.
- Sends you a notification of what to like, when to post, etc.

### **Additional Notes**

- Active posts in between scheduled posts (i.e. events, in-the-moment type posts).
- Research relevant hashtags for days/events we could tailor community messaging to (i.e. #NationalCommunityDay, etc.)
- Media scanning relative accounts for input (i.e. @trbot, @calgarychamber) What are these accounts doing that works? What can we learn from their success?
- GE's Instagram account is a great example of a corporate channel using Instagram to their full advantage.