

# Hit a home run with Instagram®

## A KEY PLAYER

for your organization's social media team

SHARE  
PHOTOS &  
VIDEOS

CONNECT  
WITH FAVORITE  
BRANDS

COMMENT  
ON CONTENT

APPLY  
FILTERS FOR  
COOL VISUAL  
EFFECTS

### VALENCIA FIELD

	1	2	3	4	5	6	7	8	9	R	
VISITOR	1	0	0	2	1	0	0	1	0	5	
HOME	0	0	0	1	0	1	0	0	0	2	
BALLS	0			STRIKES			1			OUTS	0

## BATTING AVERAGE?



Born: 2010  
Drafted by: Facebook®  
Draft date: 2012  
Salary: \$1B

**FUN FACTS:**

- 200 million active users:
- Spend 257 hrs/month viewing their feeds
- Post more than 40 million photos daily
- Like 8,500 photos /second
- Make 1,000 comments /second

Even ringers experience the slumps:

## 5 COMMON MISCONCEPTIONS

### THE LATEST RUMOR THE REAL DEAL

It only works to sell visual products

It works just as well promoting culture, employee goodwill and celebrations

It is only for big business

Small businesses can generate leads and attract new customers just as well as the big guys

It's all about posting your own photos and videos

You can get a lot more exposure if you interact with other people's content

It's not possible to measure your performance

There are several third-party metric applications that keep brands informed

Instagram owns your photos

You own your photos

## GETTING STARTED ON INSTAGRAM

### Download the app:

- ▶ Register your account
- ▶ Upload your profile pic
- ▶ Choose privacy settings

### Link to your other social players:

- ▶ Facebook® ▶ Twitter®
- ▶ Vine® ▶ Tumblr® ▶ Foursquare®

## BATTER UP!

### Set up notifications that alert you when someone:

- ▶ Tags your company in a photo
- ▶ Comments on your photos
- ▶ Mentions your company

### Post:

- ▶ Pictures & videos
- ▶ Special campaigns
- ▶ Photo contests

The official rules of the game:

## HOW TO PLAY LIKE A PRO



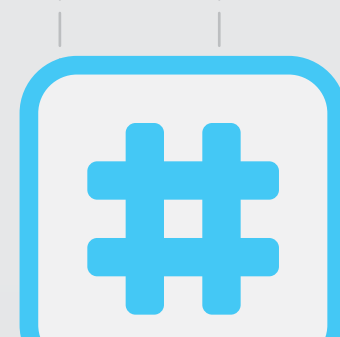
### POST CONTENT THAT'S ...

Fresh  
Meaningful  
Unique



### BE CONSISTENT AND VISIBLE BY ...

Choosing an easy-to-find account name  
Posting consistently  
Posting real-time content with emotion



### USE HASHTAGS ...

To help users find you  
To classify by event, geolocation or subject matter  
Sparingly (no more than 5, please!)



### ENGAGE FOLLOWERS BY ...

Following similar accounts  
Liking, commenting on or responding to comments  
Posting photos that users can connect with

And stay tuned, because Instagram's business tool suite is coming soon!

Slide into home plate with Instagram and see your brand score one for the team!



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Download Blue Paper at: <http://info.4imprint.com/blue-paper/instagram/>

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