



What is Instagram?

A free online service and mobile application that allows users to take and upload photos and videos, apply digital filters, then share via Facebook and other social networks.

Instagram Milestones

- **Oct, 2012** - Instagram launches
- **Apr, 2012** - Facebook buys Instagram
- **Aug, 2012** - Instagram launches a new feature called the Photo Map which allows users to view photos based on where they were taken
- **June, 2013** - Users can now post videos
- **Dec, 2013** - Instagram launches Instagram Direct which allows users to directly message other people, instead of broadcasting to all their followers.

Users and Usage

- 150 Million Monthly Active Users
- 16 Billion Photos Shared in total
- 1.2 Billion Likes and 55 Million Photos shared every day

Fit with other social media

- Instagram belongs in the Pictures category in The Conversation Prism (v4, Brian Solis)

Competition

- Picture-centric tools & social platforms, e.g. Snapchat, Flickr, Path
- Video social platforms, e.g. Vine.

Companies on Instagram

- Over **1300** brands and companies have joined Instagram to date
- Top 3 Brands on Instagram: Nike, Starbucks, the NBA

Company Uses of Instagram

1. Create brand awareness and promote new products
2. Feature customers using your products - create brand loyalty, amplify earned media
3. Snap behind the scenes - increase brand intimacy, create brand personality, humanize the brand
4. Highlight a charitable side to enhance brand image
5. Hold Instagram contests to increase engagement
6. Reach certain target segments

Benefits of Using Instagram Professionally

1. Allows for visually stimulating posts
2. Easy to make things look good
3. Instagram users are highly engaging
4. Allows for posts to be shared among other networks and/or website
5. Brand humanization
6. Simplicity

Weaknesses of Using Instagram Professionally

1. Quick scrolling rate
2. Pressure to produce stunning images
3. Not all products look good on Instagram
4. Simplicity

Feel free to take notes below!

Case Study 1

Case Study 2

Case Study 3

Case Study 4