

Scilly Business Week: Instagram Session

Introduction to all forms of social media

Three main platforms; Facebook, Twitter, Instagram
Other communication platforms – Pinterest, Tumblr, Snapchat

Instagram as a platform

What makes a good Instagram feed?

Instagram Stories

Hashtag Usage on Posts

Shadow Banning

Engagement

Reposting

Instagram Live and Instagram Videos

Q & A

GREAT EXAMPLES....

Self Catering

@littlenorfolkcottage – a self catering place focusing on angles of the accommodation in their posts, and regular insta stories. It looks gorgeous, very appealing!

Cafe

@goodvibescafealmouth – the same kind of filter usage on every post, very appealing images of food with post content about the dish in the post. It makes you want to visit!

Destination Company

@nationaltrustsouthwest – excellent example of marketing a destination product, good photography, excellent use of hashtags, seasonally focused

Social Influencers

@silkreads, @_thefarmerswife_, @mrshinchhome – these are all social influencers for different types of products and interests.

Creator

@scillyartist – excellent example of an artist’s account, follows the same theme across all posts, engages with people commenting, the whole feed tells a story

Hashtags

#myscilly
#islesofscilly
#scillies
#visitengland

As well as destination appropriate hashtags, you can use others like #darlingweekend which many people follow – this means it is more likely to pop up on their feed as they scroll