



Instagram for Journalists

- It's worth using!
- Over 800 million monthly users (2/4/19)
- Engagement with brands on Instagram:
 - **10 times more than Facebook**
 - **54 times more than Pinterest**
 - **84 times more than Twitter.**

Journalists
using
Instagram is
growing

Once defined as a "photo-sharing" app, IG is very versatile.

Allows for the publication of:

- text
- Photos
- Videos
- Cards (images with text)
- and videos with text (either with sound and subtitles, or only text).

Use of different online platforms by demographic groups

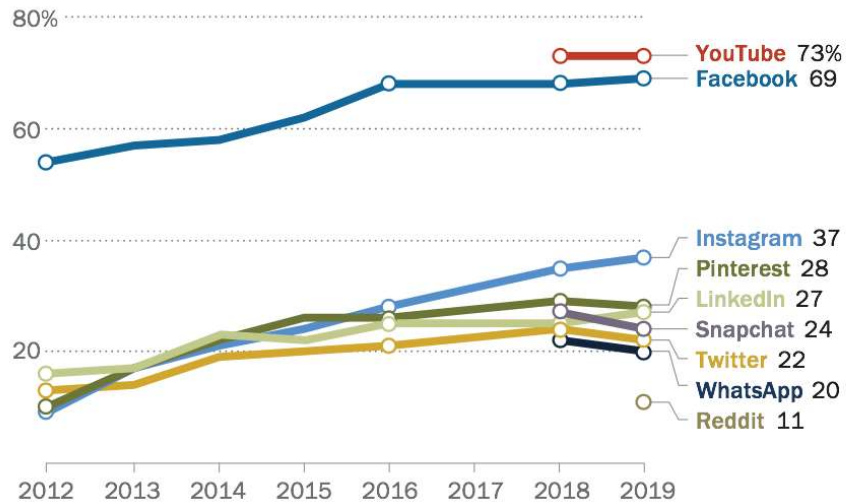
% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000- \$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15

Instagram for news is fairly new. Only a few studies on the potential audience have been conducted.

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone

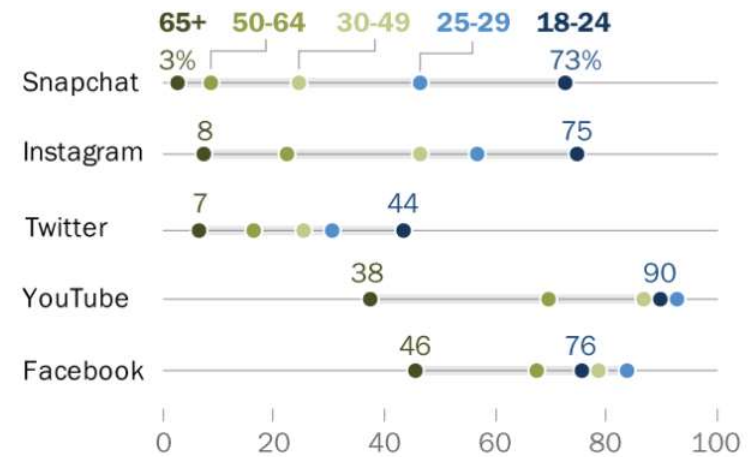


Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...

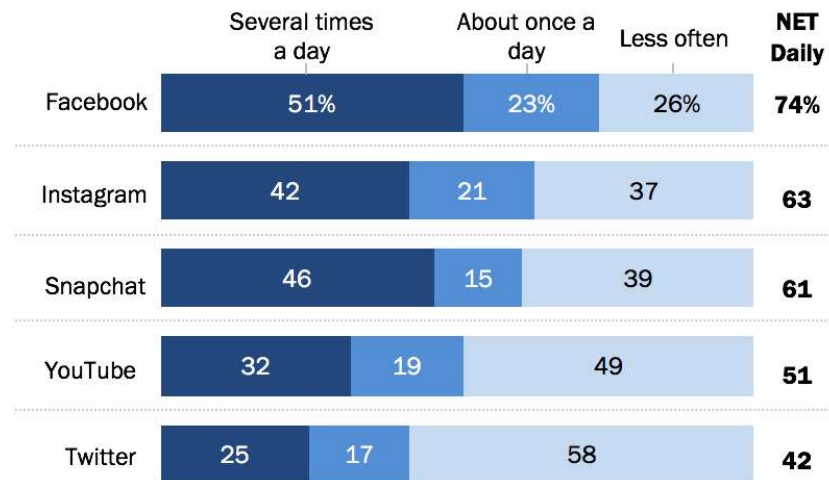


Note: Respondents who did not give an answer are not shown.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Roughly three-quarters of Facebook users visit the site on a daily basis

Among U.S. adults who say they use ____, % who use each site ...

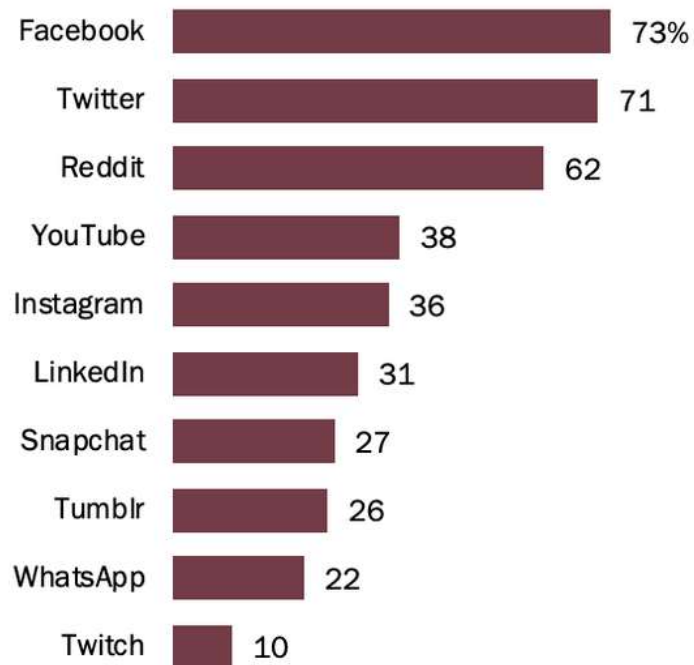


Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

with the most news-focused users

% of each social media site's users who get news there



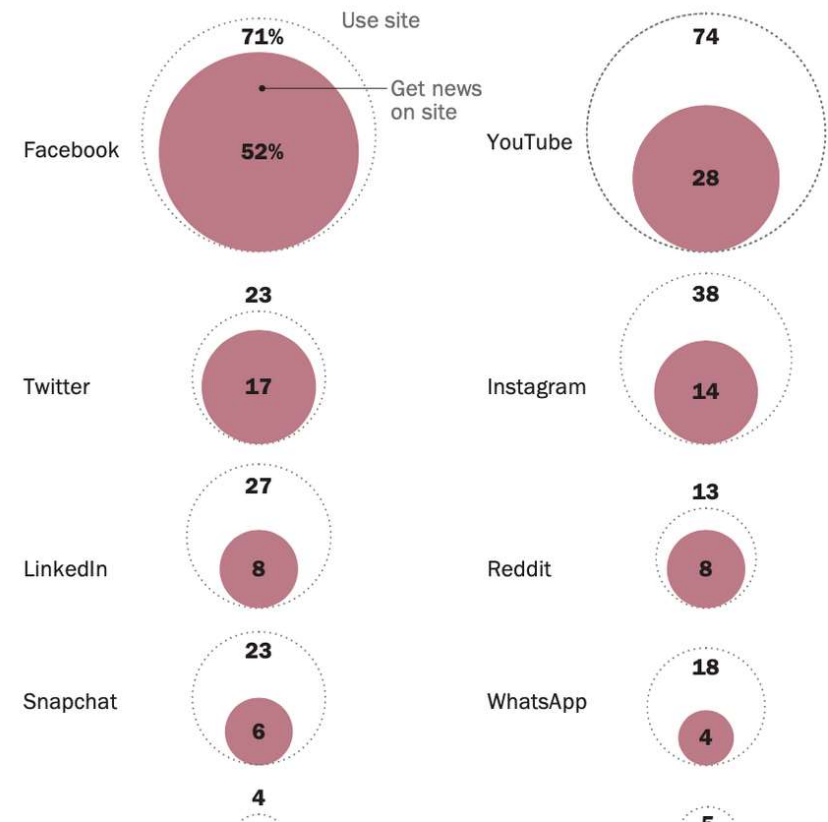
Note: TikTok not shown.

Source: Survey of U.S. adults conducted July 8-21, 2019.

"Americans Are Wary of the Role Social Media Sites Play in

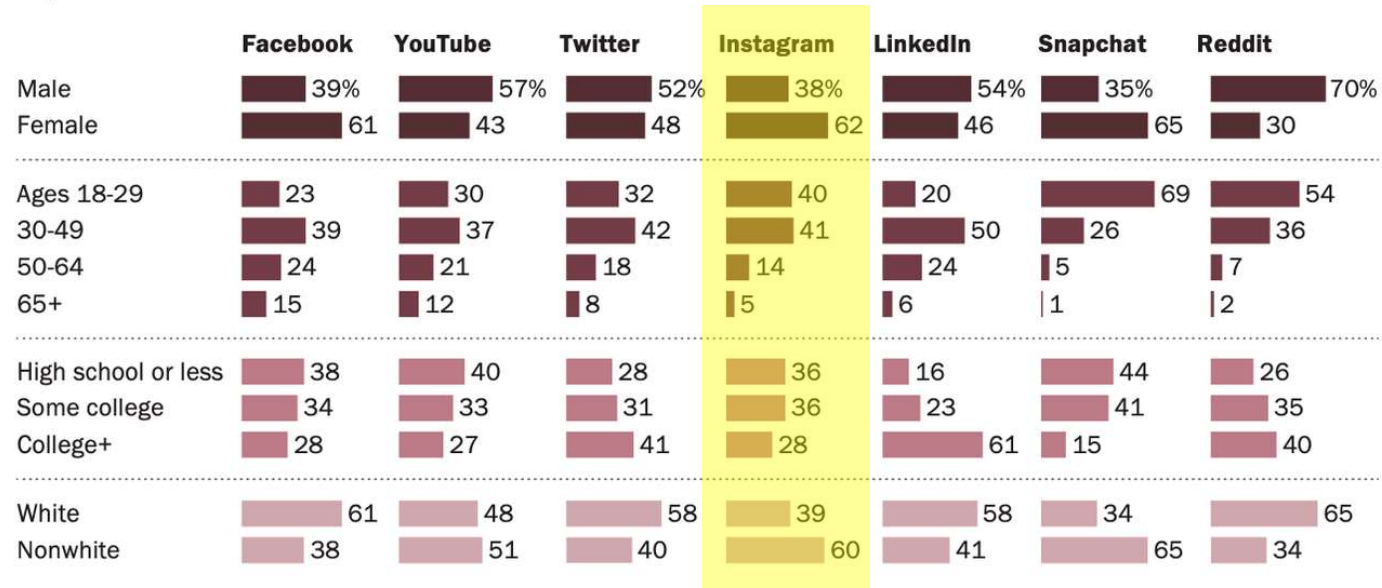
Social media sites as pathways to news

% of U.S. adults who ...



Profiles of social media news consumers in the U.S.

% of each social media site's news consumers who are ...



Note: Tumblr, WhatsApp, TikTok and Twitch not shown. Nonwhite includes all racial and ethnic groups, except non-Hispanic white.

Source: Survey of U.S. adults conducted July 8-21, 2019.

"Americans Are Wary of the Role Social Media Sites Play in Delivering the News"

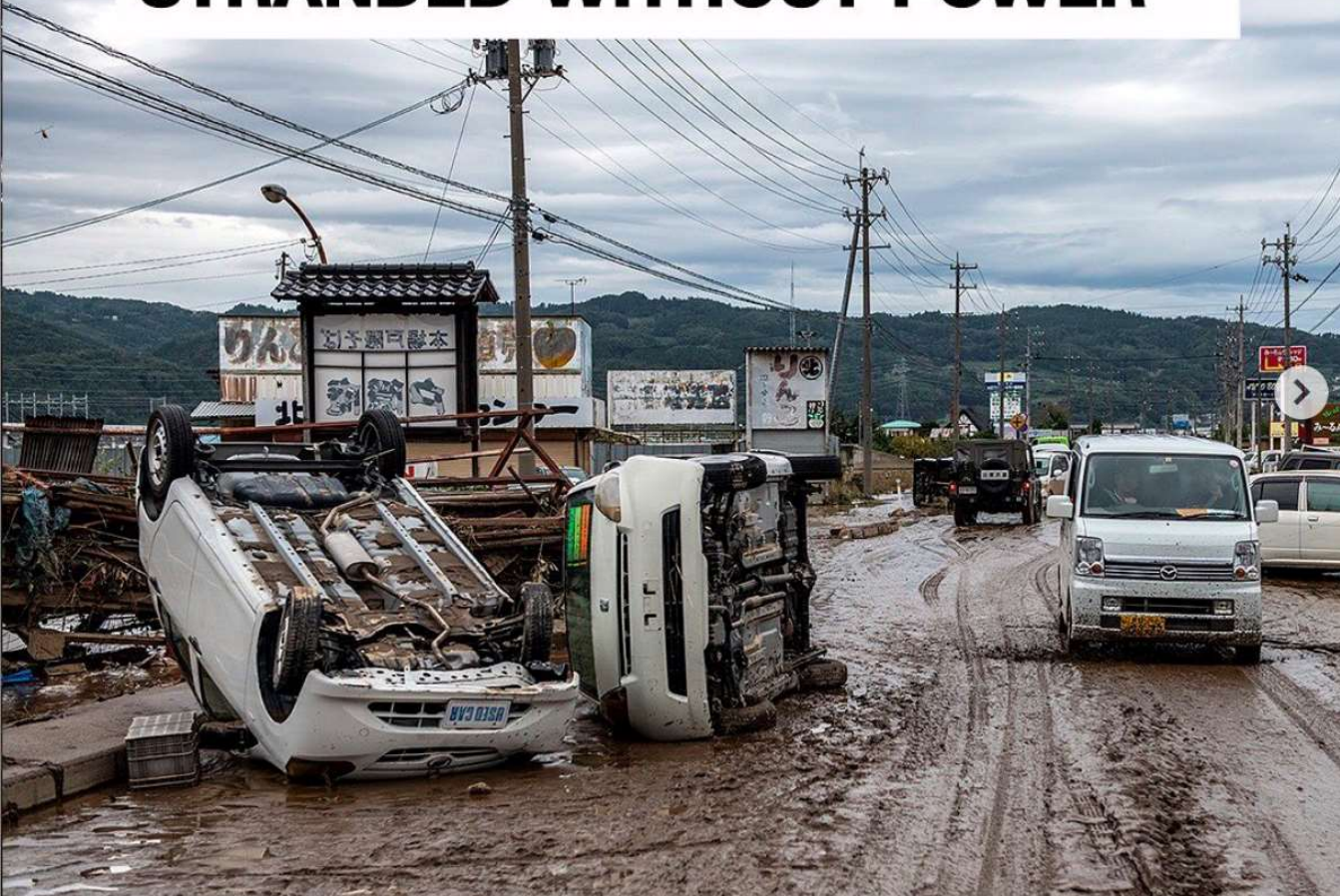
PEW RESEARCH CENTER



3 Big Kinds of Content

- 1. **Cards** - Explainers on images that are perfect for the photo feed and can easily be shared on other platforms.

TYPHOON DEATH TOLL CLIMBS IN JAPAN AS THOUSANDS ARE STRANDED WITHOUT POWER



cnn • Following



cnn At least 72 people were confirmed dead on Tuesday after Typhoon Hagibis slammed into Japan's Izu Peninsula, southwest of Tokyo, over the weekend. Thousands of residents were still without power or water Tuesday, as evening temperatures hovered around 59 degrees Fahrenheit, according to public broadcaster NHK. Japanese officials said about 110,000 search and rescue forces were deployed.

(📷: Carl Court/Getty Images, Eugene Hoshiko/AP, Yohei Kanasashi/AP, STR/Jiji Press/AFP/Getty Images and The Yomiuri Shimbun/AP)

1h



hussainalingmt Hey guys I am a



7,074 likes

11:00 AM




Staff accused of starting fight club using dementia patients



washingtonpost  • Following 



washingtonpost  Three women have been charged with creating their own makeshift fight club using dementia patients under their care at an assisted living facility in North Carolina, police say. According to court documents, the women filmed two residents in the “special care unit” for dementia patients and encouraged them to fight. Resident 8 and Resident 9, as the women are referred to in the documents, fought in Resident 8’s room as the trio of health-care workers watched and recorded on a phone, according to reports. One woman was 70 years old, and the other was 73. Read more by clicking the link in our bio.

1h



3,732 likes

1 HOUR AGO



news19wltx • Following



news19wltx GAMECOCKS WIN!!
USC wins in a major upset over in
Athens! Fans, what are you feeling???

2d



cw4562 Great Game!! 🙌🙌



2d 1 like Reply



jurettacowans What what!
Gamecocks pride



2d Reply



gracedfavor ❤️



2d Reply



newcomb_jernigan That was



893 likes

2 DAYS AGO



City Museum, St Louis, MO

 **nytimestravel**  The Pulitzer Prize-winning novelist Jane Smiley wants you to think of St. Louis as a tourist destination, and also reconsider her hometown's place in the larger American story. "My hometown is still beautiful, still full of unique attractions, and, I think, perhaps the most enlightening spot in America for exploring what America really is." Read our latest cover story on [#StLouis](#), as told through Jane's eyes, by clicking our bio link. Photo by [@whitnecphoto](#).

21h



tlwhite_ 



10h Reply



Liked by [maya_teresa](#) and 3,808 others


21 HOURS AGO



I have Aspergers and that means I'm sometimes a bit different from the norm. And - given the right circumstances- being different is a superpower.

Greta Thunberg



guardian  **@gretathunberg** has hit back at critics, describing her Asperger's as a "superpower". The teen activist was diagnosed with Asperger's syndrome, a type of autism, four years ago and says she isn't hiding behind it. "When haters go after your looks and differences, it means they have nowhere left to go. And then you know you're winning!" she wrote on Twitter, using the hashtag [#aspiepower](#).

She hopes being public about it will change the narrative as she believes "many ignorant people still see it as an 'illness', or something negative."

1d



Liked by **frankiegestohayward** and **46,523 others**

1 DAY AGO

Add a comment...

Post

Being you is dope. Being original and being yourself is cool. Every single person - regardless of race, colour, gender - is one of one. Now that is some valuable shit.

Ovie Soko

Basketball player



guardian  @oviesoko was the breakout star of this summer's Love Island series - an ally of women, with refreshingly goofy charm. Tap the link in bio to find out what has surprised him the most since leaving the villa, and how he's dealing with his newfound popularity. Photo: @davidlevene

22h



guardian  .

.
.
.

.#Ovie #LoveIsland
#LoveIsland2019

22h 1 like Reply



12,470 likes

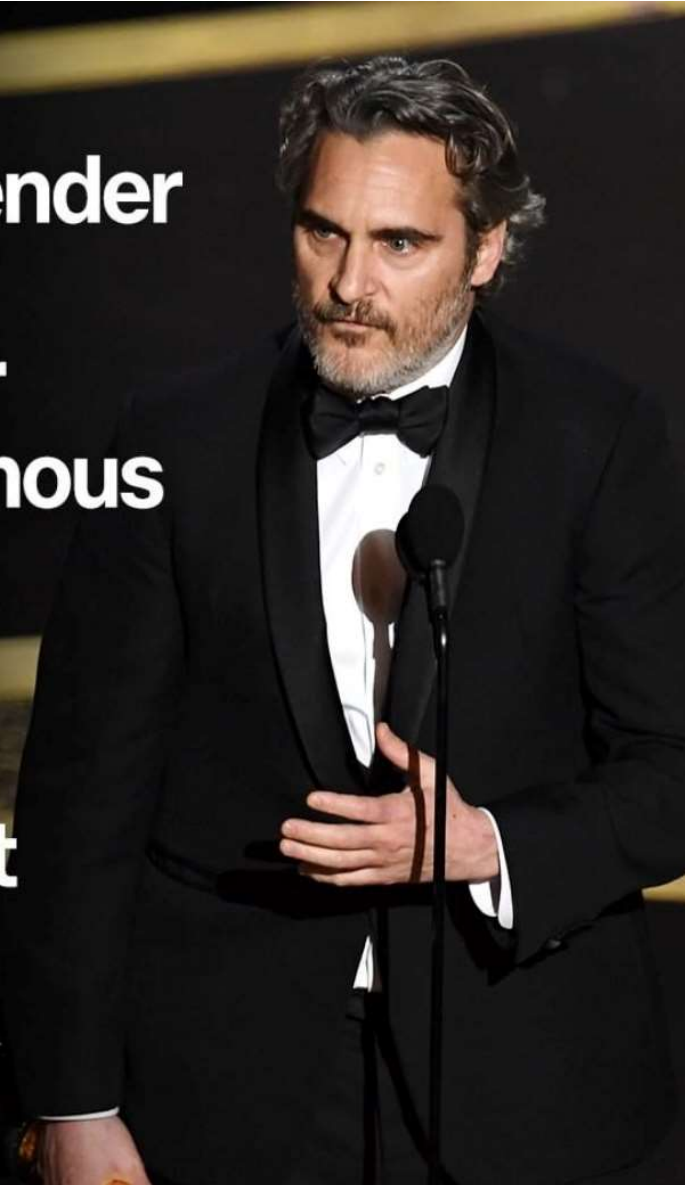
22 HOURS AGO

Add a comment...

Post

“Whether we’re talking about gender and equality, or racism, or queer rights, or indigenous rights, or animal rights, we’re talking about the fight against injustice.”

Joaquin Phoenix,
Accepting the Oscar for best actor



cnn • Following



cnn • While accepting his #Oscar for his performance in "Joker," Joaquin Phoenix called for unity, saying whatever the cause was close to a person's heart, "we're talking about the fight against injustice." He said, "We're talking about the fight against the belief that one nation, one people, one race, one gender or one species has the right to dominate, control and use and exploit another with impunity." He concluded by emotionally quoting a lyric written by his late brother, River Phoenix, when he was 17 years old: "Run into the rescue with love and peace will follow."
(📷: Kevin Winter/Getty Images)

5d



144,629 likes

5 DAYS AGO



“

**LOVE IS THE GREATEST FORCE
IN THE UNIVERSE. IT IS THE
HEARTBEAT OF THE MORAL
COSMOS. HE WHO LOVES IS
A PARTICIPANT IN THE
BEING OF GOD.**

MARTIN LUTHER KING JR.



cnn In a newly discovered handwritten note by Martin Luther King Jr., the civil rights icon reflects on love, calling it the “greatest force in the universe.” The note, believed to be from sometime in the mid-1960s, is “extremely rare,” according to Gary Zimet, the CEO of the memorabilia company Moments in Time, which is listing the artifact at a price of \$42,000. “This note encapsulates the philosophy of King's life and that's why it's so important.”

2d



hubbasandblunts Tell that to the Cops that kill black kids and get away with it and if white people cared their would be national



58,352 likes

2 DAYS AGO

Add a comment...

Post

3 Big Kinds of Content

2. Video explainers - The presenter talks directly to the audience in native videos that can be short (1 minute for the feed) or long (up to 10 minutes on IGTV).

- <https://www.instagram.com/p/B3mxsGLHbYd/>
- <https://www.instagram.com/washingtonpost/channel/?hl=en>



3. Stories – Using Instagram’s “Stories” tool

- CNN Iceberg - <https://www.instagram.com/cnn/?hl=en>
- NYT Impeachment Q&A - <https://www.instagram.com/nytimes/?hl=en>
- CNN Climate - <https://www.instagram.com/CNNClimate/?hl=en>



Building a successful presence on Instagram

- **Start Filtering (But Not the Way You're Thinking)**
- Be mindful of the actual content you're posting to your personal account.
- "There are countless accounts out there with messy profiles, that do absolutely nothing for their brand. Every image should be informative or eye-catching – or both, especially when viewed as a square thumbnail image." - Caroline Scott at journalism.co.uk.
- The general audience on Instagram values good photos and informative content.
 - Share a few behind the scenes shots from your latest story.
 - Screenshot of a visually impressive, interactive projects your team worked on.
 - Pay special attention to the captions, which can add a lot of value to your post
 - Know that hashtags can make a big difference on Instagram, unlike most other social media platforms.




Building a successful presence on Instagram

- **Master the #Hashtag**
- One study found that posts with at least one hashtag have 12.6% more engagement than posts without one.
- “When someone searches #fitness, it’s like telling Instagram to search its cabinet for the ‘fitness’ folder and show the latest posts containing that keyword. When you use hashtags in your posts, you let Instagram know to put your post in the appropriate folder in case anyone searches for it.” - Alex York of Sprout (social media management software)
- So depending on your beat or subject matter your work focuses on, be sure to mix in some basic category-based hashtags in your caption.
- Consider using what are known as “community hashtags.”
 - More general like #instafood or #picoftheday.
 - They’re widely used and aren’t specific to any one person or company
- Several tools are available to help you determine what hashtag to use.
 - <https://ritetag.com/>
- Don’t forget - **Use Author Tags to grow your audience!!!**



Building a successful presence on Instagram

- **Experiment with Stories**
- Basically you're creating a mini slideshow of photo and video content that will be viewable by your followers for 24 hours, then it disappears.
- "This is a great platform to give your audience a behind-the-scenes look into the workings of your newsroom, or you may prefer to use this feature to report on a story as it happens." - Caroline Scott at journalism.co.uk.
- You can write captions directly on photos with colorful fonts
- Use emojis and graphics to provide context.
- **One general rule: The shorter, the better.**
- Users rarely like sifting through 25 slides when they're skimming their Instagram feed.



Experiment with Stories Cont.

- For media professionals and organizations, journalist Luis Assardo recommends:
- **Feature stories:** A feature story published in print or digital may contain very attractive images and data. You can simultaneously build a condensed version of that story and publish it on Instagram. Use five to seven images, a video and a link to the website.
- **News summaries:** Curate five relevant news stories that had a lot of traffic on your website and advertise them as “Top 5.” Every news item must have a unique design, including an image and a link.
 - <https://www.instagram.com/news19wltx/?hl=en>
- **Specials:** For special events, start a live stream — but keep it short. If the event has several highlights, it’s better to launch different streaming's so that followers receive separate notifications.
- **Use Highlights in your profile:** they allow you to save your stories rather than having them disappear for good after 24 hours.
- **Use Links:** You are also allowed to add links to your stories, which can drive traffic to your website.
 - The catch - you must have a verified account, or, have at least 10,000 followers to use this feature.
- Must change your profile to a “business” account to get the highlights option.

How to write your Instagram story?

Think back to J291!!!!

Think of it as an inverted pyramid
VO/SOT

- Capture gist of story
- 5 W's & 1 H
- Attribution
- Identification
- Active Voice
- Brief
- Clear
- Proper grammar

