

### Standard Work

#### Volume = Growth

- Post 1-2 times per day
- People only see 30% (some say less) of their total follows within their feed; we want to double the chance they see us, daily
- We can build retargeting audiences based on IG interaction, so more total engagements will provide more diverse retargeting opportunities via paid ads
- We need to remind people why we're cool every single day; for every day that we don't post, someone else will, so assume that the competition will gain another step on us if our best upper funnel retargeting tool goes unused

#### Feed Grid Ratio

- A cohesive, well planned Instagram grid is a powerful at-a-glance business card
- freestyle stoke : freeride stoke : product sales focus (sample ratio)
- 2/3 stoke vs. 1/3 sales focus means there is a better than 50% chance our content is entertaining, and keep viewers coming back. DANCE CLOWN DANCE
- Video heavy stoke, photo heavy sales

### Strategy

#### Content

- For stoke, video > photo whenever possible. On average, videos receive 38% more engagement than photos
- Video stoke: PICK A GOOD THUMBNAIL. Capped grab, tweaked body positioning, flexed ski/board, primo base branding visibility, etc. Good thumb = more eyeballs, bad thumb = less eyeballs
- For sales, if using a photo, make it shoppable whenever possible to provide an easy bridge to the website. For now, this is likely only possible for apparel; maybe we ramp up apparel posts/stories to a higher volume?

#### Copy

- Short and sweet. Say whatever you need to, but try to fit it before the ellipse... no one cares to read beyond that but you and the athlete's mom
- Emojis = eye catching color + personality. Try to use one per post. "If I could describe this content/caption in one emoji, what would it be?"

### Strategy (cont)

- Model or collection themed hashtags that mirror website & catalog copy. Once people have liked a post that includes a certain tag, they are exponentially more likely to be shown another post with that same tag in the future. If done well with consistency, fans will also start using the same tag as a means of recognition (more on Fan Features later). Ex: #K2mindbender & #builttoblast or #LINEvision & #seethelight

### CTA Engagement

#### Main Feed

- "Hit bio/story": use main feed to funnel to story to funnel to website. Any full length content, landing page, etc. should have a tiered feed to story to site funnel aimed at driving traffic to our website
- Ask questions of our audience; provide them a forum for expression, they WANT to engage with us. Besides the content itself being interesting, a clever caption question deployed strategically can be the biggest positive influence on engagement. Don't force it, but try to bust one out at least once or twice a month when the content inspires it: 1 or 2, whats your fav, whats this called, change my mind, etc.

### CTA Engagement (cont)

- Weekly staples when content inspires it: shows that the people who work here are human too, and we experience the ebb and flow of the week alongside our fans... Case of the Mondays, TGIF, etc.
- Fan Features: Can be done both in main feed and story. For main feed, use the best of the best fan content to promote a specific hashtag (ex: #K2krew) for fans to use to get noticed. Then, mine the hashtag once per month (depending on quality of content) to reinforce that people DO get recognition through it. Within a few repetitions, fans will catch on, and seek our attention via tagging

### Story

- If its worth a link in bio or landing page, its worth a swipe up story. Build as many bridges to the website as you can as often as possible
- If its worth a swipe up, its worth a pin. After initial 24hr cycle, pin to feed to establish a fixed bridge to website
- Same ratio concept applies to story as it does to feed: entertainment > sales. DANCE CLOWN DANCE



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### CTA Engagement (cont)

- Fan Features: Can be done both in main feed and story. Story doesn't have the same quality standards as main feed because comments are closed + it disappears in 24hrs (low consequence). Also easier to do quickly because we can just repost a fan tagged story within our DM mentions

### No-no's

- Post native (in-app) and DO NOT SCHEDULE AUTOPOSTS. Preplanning and prewriting copy is obviously necessary, but the algorithm throttles exposure on autoposts. It is also against the IG terms of service, which means that autoposting can open our accounts to possible ban, shadowban, or deletion... not worth it

- WHENEVER POSSIBLE, DO NOT INCLUDE TEXT OR LOGOS WITHIN MAIN FEED POSTS. Instagram wants their app to be social and spontaneous. If you're using text/logo, you're probably promoting (not being social or spontaneous). We want promotion for free, they want us to pay for it, so they combat us by throttling post exposure if they detect text/logo. Possible workaround: hand-drawn animations

### No-no's (cont)

- The words "link" and "bio" are flagged to throttle. Same reasoning as above^; if you're using these words, chances are good that you're promoting something, and not being spontaneously social. Workaround: Hit "story/bio" (one word, no breaks; anything worth a bio link is worth a swipe up story anyway), "B!0" (b-exclamation--zero), or other creative transcription

- Avoid banned hashtags. These are pretty obvious; if you used or searched for a hashtag and found that there are no recent posts, it's likely that that hashtag has been banned. If you need to check to be sure, Google "Banned hashtags 2019" and crosscheck



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