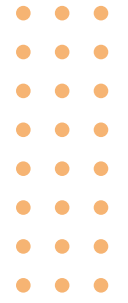


Welcome to our...

# Web Wednesday Workshop



# Agenda

**01**

Google Analytics (GA4) Update

 578  1K  5K 

**02**

Instagram Strategy

 578  1K  5K 

**03**

Pilot Phase

 578  1K  5K 

**04**

Our Findings and Learnings

 578  1K  5K 

**05**

cuTheme Sneak Peak

 578  1K  5K 



## Did you know...



Instagram has

**Two billion**

monthly active users

📍❤️💬🔍

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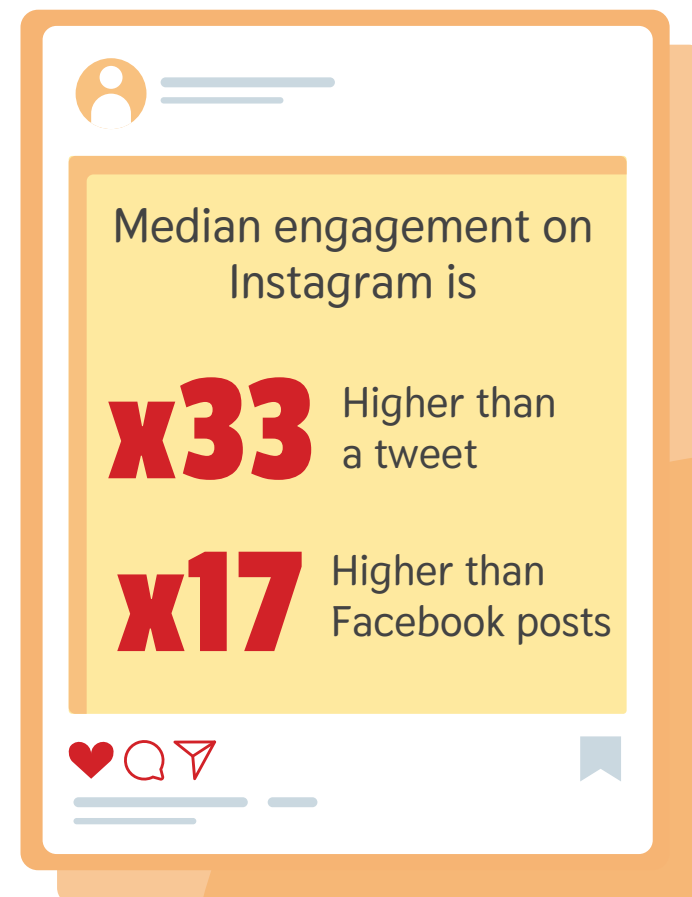
Instagram ranks

**THIRD**

as the platform marketers want to devote the most time and and money to

📍❤️💬🔍

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Median engagement on Instagram is

**x33** Higher than a tweet

**x17** Higher than Facebook posts

📍❤️💬🔍

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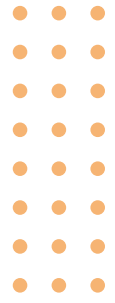

# Goals

## **Enhance authority and reputation**

We can use Instagram to demonstrate our knowledge and expertise. By establishing ourselves as a valuable resource for others in the field, we can improve the reputation of Web Services, as well as Carleton University.

## **Build an online community**

Instagram can be a powerful community building tool for Web Services. We can create an environment where people can engage and stay informed about web topics.







# Target Audience

## Primary

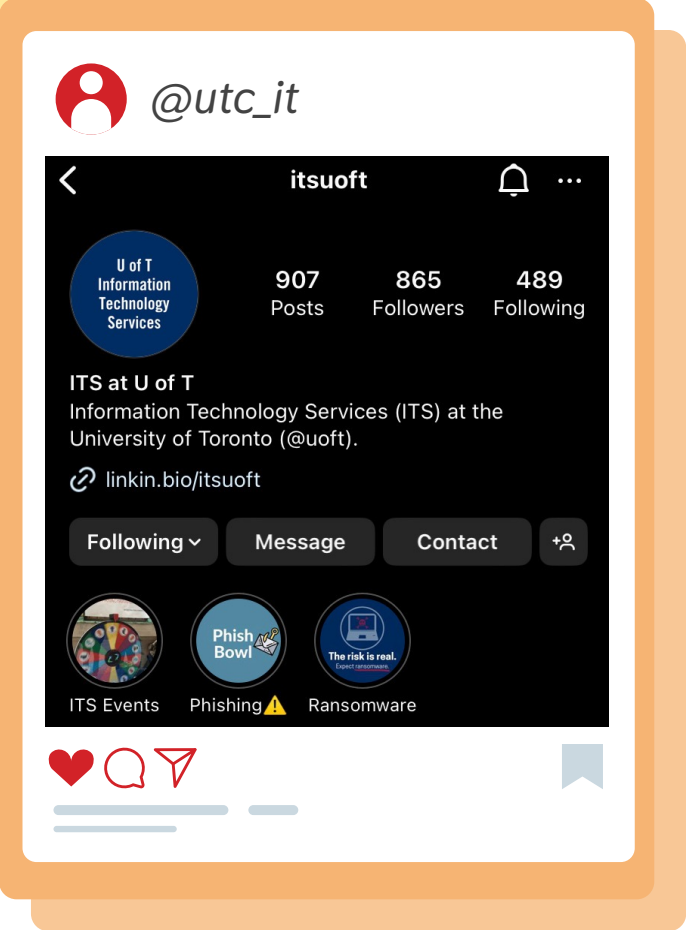
Individuals between the ages of 17-25 (Gen Z) with an interest in digital marketing, living in Ontario. These individuals are looking to learn more about the basics of web-based communication.

## Secondary

Individuals between the ages of 26-34 (Millennial) working in web communications, living in Canada. These individuals are looking to stay up to date with current web trends and developments.



# Competitive Analysis

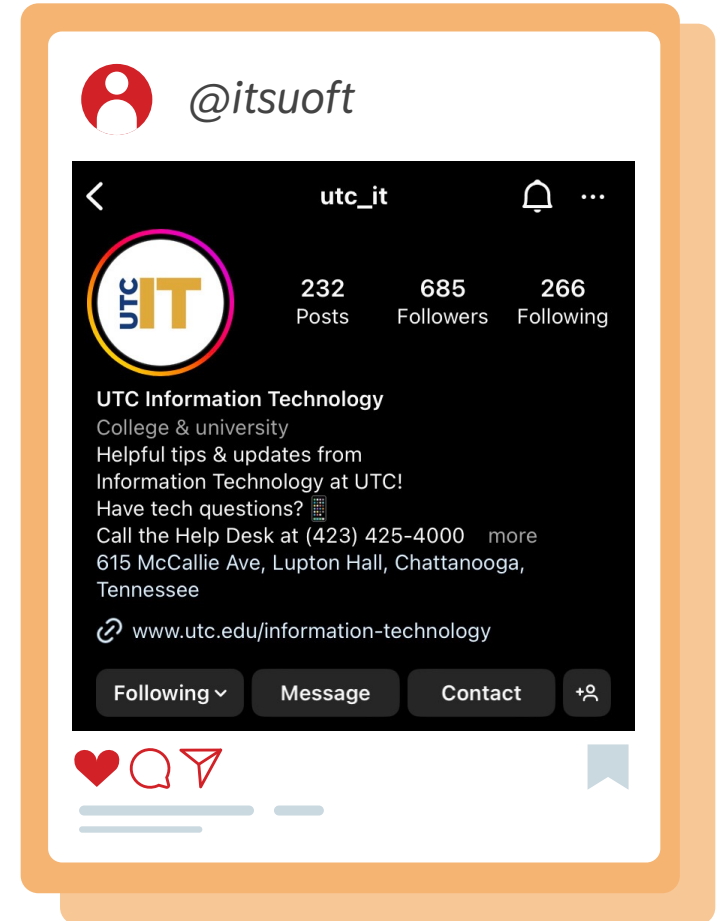


IT Services at the University of Tennessee Chattanooga

<p><a href="#">@utc it</a></p> <p>(IT services at the University of Tennessee Chattanooga)</p>	<ul style="list-style-type: none"> <li>-Posts consistently (approx. every week)</li> <li>-Posts Instagram stories frequently</li> <li>-Uses highlight covers (logos in school colors)</li> <li>-Has a “Tip of the week” series (mostly only tips for <u>macbook</u> and <u>iphone</u>)</li> <li>-Team member intro posts</li> <li>-Has website link and help desk number in bio</li> <li>-Uses friendly tone and emojis for post captions</li> </ul>	<ul style="list-style-type: none"> <li>-High following (661 followers), low engagement (avg. nine likes/post; no comments)</li> <li>-Has twelve story highlights (should probably combine “tech tips” and “tip-of-the-week”; “IT Security”, “phishing emails”, “security month”)</li> <li>-Majority of posts promote campus resources, as well as IT services and updates.</li> </ul>
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# Competitive Analysis

Username	Pros	Notes
<p><a href="#">@itsuoft</a></p> <p>(IT services at University of Toronto)</p>	<ul style="list-style-type: none"> <li>-Posts frequently and consistently (approx. every three days)</li> <li>-Uses story highlights: event photos, security awareness campaign (phishing and ransomware information that links out to their website)</li> <li>-Posts reels (short-form, full screen videos): these perform better than their photo posts. Majority of reels content is used to promote upcoming events or showcase past events. They also do a series called "Day in the Life", which showcase the day-to-day life of different ITS teams (presented in a slideshow format; could probably perform better if video clips were used and more context was provided)</li> <li>-Follows hashtags (photos and videos that which use the hashtag</li> </ul>	<ul style="list-style-type: none"> <li>-High following (806 followers), low engagement (avg. two likes/post; no comments)</li> <li>- Majority of post is used to promote website content; captions include call to action (i.e., "click link in bio" – bio link redirects to grid view page of hyperlinked images)</li> </ul>

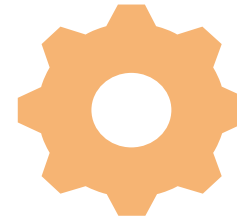


IT Services at University of Toronto

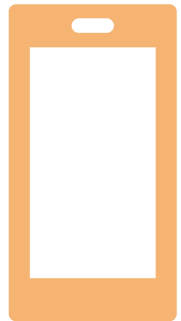
# Content Pillars



**Web  
Accessibility**



**Search Engine  
Optimization**



**Social  
Media**



**Web Design and  
Development**



# Content Ideas

Content type	Ideas
Carousel Posts	<p>Digestible educational infographics (can reuse content from our blogposts):</p> <ul style="list-style-type: none"><li>- Making your website accessible for people with auditory/cognitive/physical/visual disabilities and limitations</li><li>-<u>“What does your google analytics tell you”</u></li><li>-<u>“How to optimize your writing for search engines”</u></li><li>-<u>“How to find your brand voice and tone”</u></li><li>-<u>“How to use the scrum framework to improve your team’s productivity”</u></li><li>-Digital marketing tips</li><li>- <u>do’s</u> and don’ts when creating your website</li><li>-4 Benefits of having a link tree</li><li>-All about Captions (<u>andrews</u> post)</li><li>-Tips for creating an awesome newsletter (<u>charlottes</u> post)</li></ul>
Photos posts	<ul style="list-style-type: none"><li>-snapshot of our workshop and coffee events</li><li>-Keyboard shortcuts</li><li>-How to keep your password safe</li><li>-new trends in SEO</li><li>-<u>“What’s the difference between pages and posts?”</u></li><li>-Social tools highlights</li><li>-Hootsuite Highlight</li><li>-Slack highlight</li><li>-<u>Hashagify Hightlight</u></li><li>-<u>vecteezy</u> highlight</li><li>-<u>Freepik</u> highlight</li><li>-Events calendar</li></ul>
Videos posts	<ul style="list-style-type: none"><li>-Interview Web Services team member</li><li>-Interview people on how their disability affects their access to the web (illustrate the importance of web accessibility)</li></ul>
Reels	<ul style="list-style-type: none"><li>-A day in the life of a web developer / communications advisor</li><li>-A day in the life of a web communications advisor</li></ul>
Stories	<ul style="list-style-type: none"><li>-Instagram story takeovers by Web Services’ team members</li><li>-Questions and polls</li><li>-Reshare relevant content from other accounts</li></ul>



# Pilot Phase

**Duration:** Three months (12 weeks)

**Stakeholders:** Quinn Lin and Nadine Basil

**Objective:** Assess the effectiveness of Instagram as a community-building tool for Web Services and evaluate the long-term resource requirements for maintaining a presence on the platform.

**Deliverables:** Strategic plan, Instagram account, monthly content calendars, social media content, retrospective minutes, bi-weekly metrics report, and project report

**Evaluation:** Bi-Weekly Metrics





<b>Accounts reached</b> The number of unique accounts that have seen our content (posts, stories, reels, videos, live videos) at least once.	Total:  Followers:  Non-followers:
<b>Impressions</b> The number of times our content was viewed (including repeat views by the same user)	Total:  Growth percentage (compared to previous period):
<b>Website Taps</b> The number of times the bio link to our website was tapped.	Total:  Growth percentage (compared to previous period):
<b>Profile Visits</b> The number of times our profile was visited.	Total:  Growth percentage (compared to previous period):
<b>Accounts engaged</b> The number of accounts that have interacted (likes, saves, comments, shares, replies) with our content (posts, stories, reels, videos, live videos).	Total:  Growth percentage (compared to previous period):
<b>Top performing content</b>	
<b>Followers</b>	Total:  Growth percentage (compared to previous period):
<b>Most active times</b> The days and hours that our followers are most often on Instagram.	

## Bi-weekly Metrics





### Week 5 (Quinn)

Monday Quinn	Tuesday	Wednesday	Thursday	Friday Nadine
Meet Troy		Rubber Ducking (Quinn)		Web Communications Advisor

### Week 6 (Nadine)

Monday Quinn	Tuesday	Wednesday	Thursday	Friday Nadine
Meet Charlotte		4 Types of Navigation (Nadine)		<u>CuTheme</u> News Card sneak peak

### Week 7 (Quinn)

Monday Quinn	Tuesday	Wednesday	Thursday	Friday Nadine
Plan content calendar for next month Meet Ish		5 tips on securing your password (Nadine)		Campaign Monitor Highlight

# Content Calendar

Video post

Carousel post

Photo post

Reel

Stories





### Observations:

- According to our metrics, the best days to post are Thursdays (9am-12pm), Friday (12pm), and Wednesday (12pm). We want to rearrange our posting schedule to the following:
  - Monday: #MeetTheTeamMondays (Quinn)
  - Wednesday: Carousel (Alternate)
  - Friday: Platform Highlights (Nadine)
  - Thursdays: Any unplanned posts
- It's difficult to constantly refer to the content calendar when determining who's responsible for managing the Instagram account for the week. Instead, the responsibility will fall on whoever is posting that day
- Shared the #MeetOurTeam (Kevin) post with others, algorithm boosted our post. Maybe we should create [mini-engagement pod](#) with our team members?
- KPIs are starting to bounce back from the previous two-week period. We need to continue engaging with similar accounts, and posting more videos to build up our momentum
- Since we're doing team highlights, and web developers make up a large part of our team, we can start posting more [techy](#) content (e.g., [https://www.instagram.com/p/CqBMzIDy\\_PZ/?igshid=MDJmNzVkMjY=](https://www.instagram.com/p/CqBMzIDy_PZ/?igshid=MDJmNzVkMjY=)). As well, for those who are comfortable, it'd be cool to post a vlog (i.e., "day in the life of a web developer/communicator") for that week.

### What we did well on:

- Reached our goal of 100 followers (access to audience insight)
- Followed through with our goal and created a story highlight (for focus group and meet our team)
- Our feed is starting to improve (The red creates a more unified aesthetic)
- Used metrics and sprint workflow to inform our content strategy
- Adding alt text to our posts
- Organize saved posts (categorized by content pillar so that we can draw inspiration for future posts)

### What we can improve on:

- Posting more on our story
- Leaving more meaningful comments on accounts and actively engaging with similar accounts

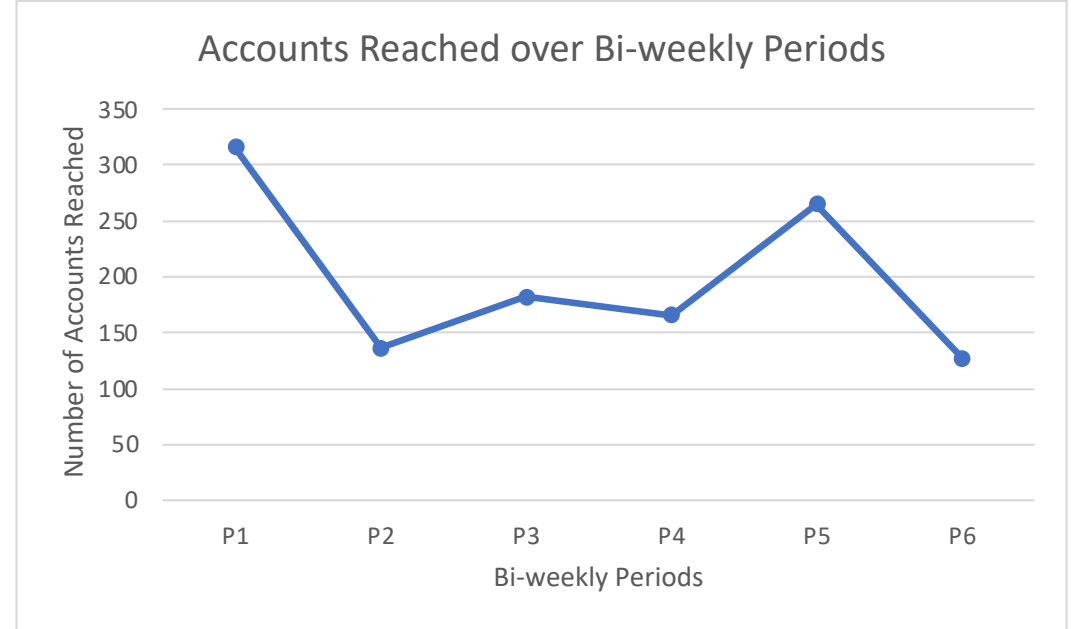
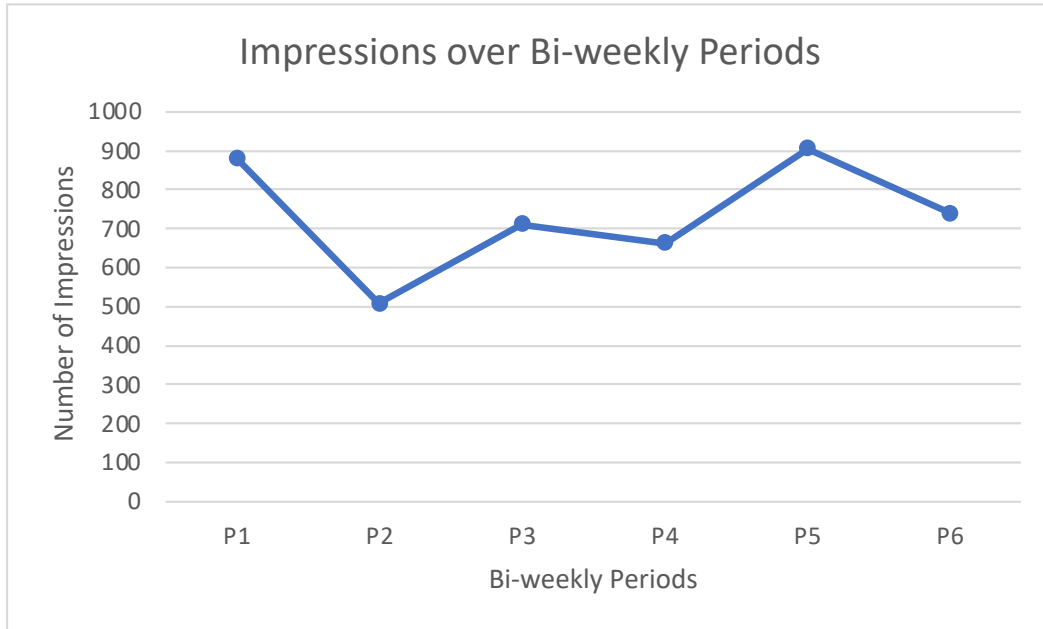
### Goals for the upcoming two-week period:

# Retrospectives

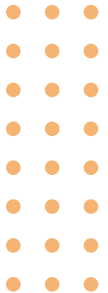




# Our Findings



These metrics reflect the visibility and potential exposure of our content, allowing us to assess the effectiveness of our social media efforts in reaching a broader audience.

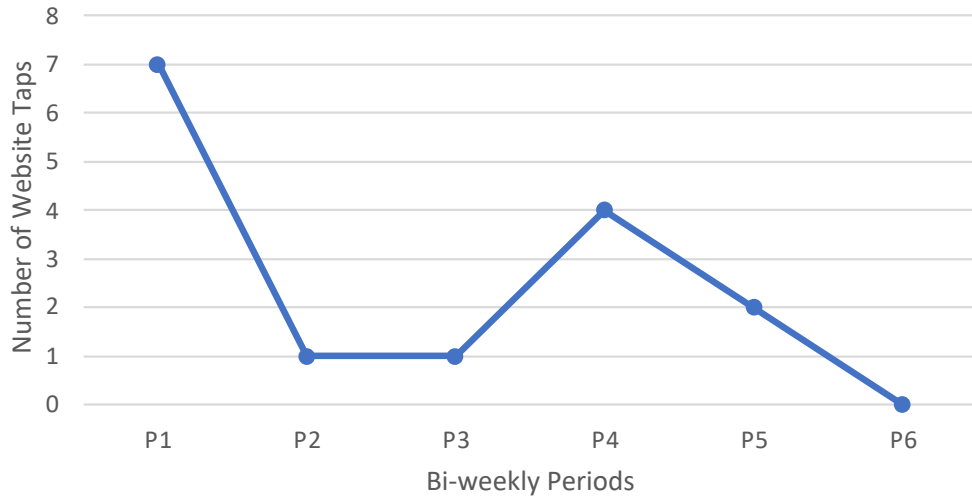




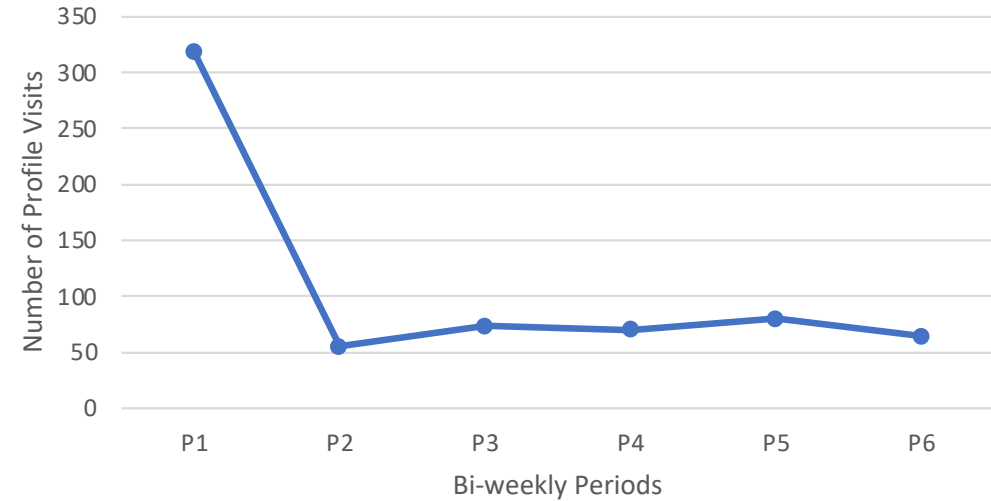
# Our Findings



### Website Taps over Bi-weekly Periods



### Profile Visits over Bi-weekly Periods



- Monitoring website taps provides insights into the effectiveness of our social media strategy in generating interest and directing users to our website.

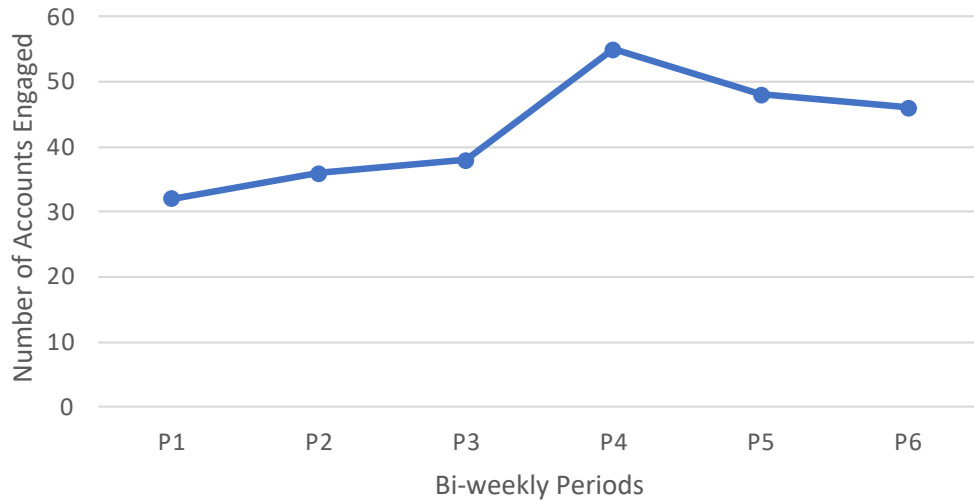
Tracking profile visits helps us assess if our content is attracting attention and piquing curiosity among users.



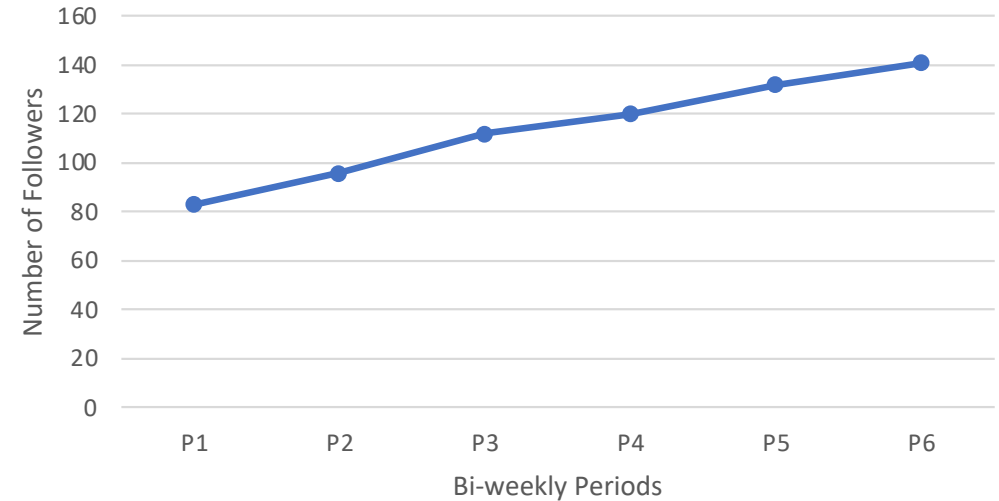
# Our Findings



### Accounts Engaged over Bi-weekly Periods



### Follower Count over Bi-weekly Periods



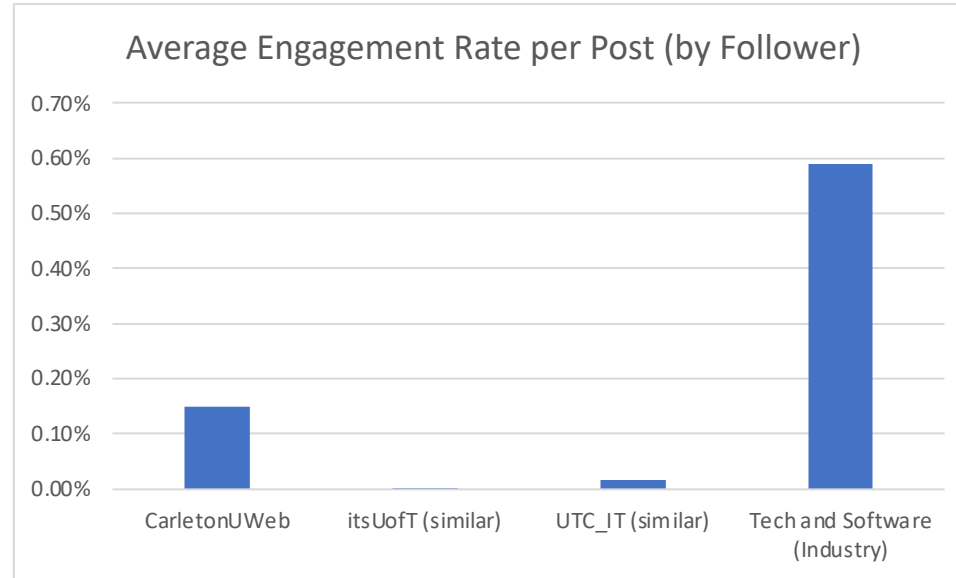
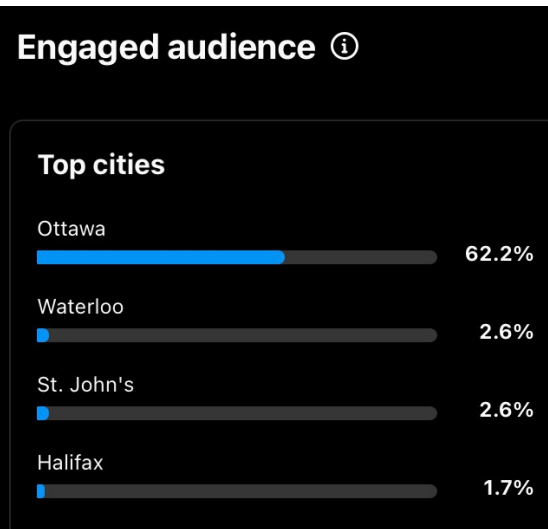
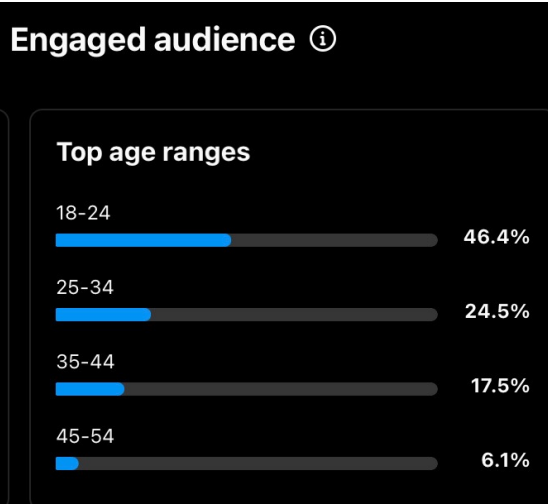
- Tracking accounts engaged helps us determine if our content is resonating with our audience.

- Tracking the number of followers helps us gauge the growth of our account.





# Our Findings

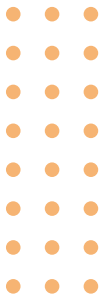


Benchmarks provide a standard against which you can evaluate the performance of your social media efforts. By comparing our engagement rate benchmarks, we can assess how well we are performing relative to our peers.



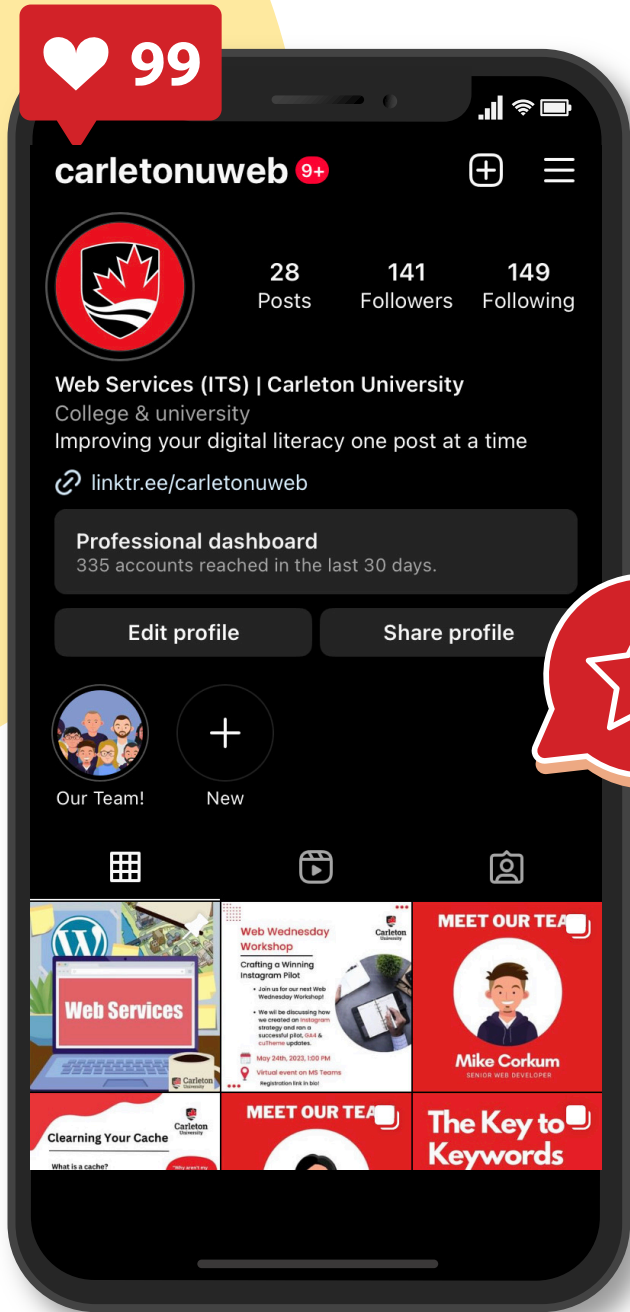
# Our Learnings

- Include **animations** in carousel posts. These are recognized as videos by Instagram, making it an easy way to increase our reach (since the **algorithm boosts video content**).
- **Tag other accounts in posts** where appropriate and **use geo-location tags**. This will help to increase visibility and engagement with our content. As well, make sure to **meaningfully engage** with similar accounts.
- Periodically **monitor followers age range and most active times**. This will help to inform our content strategy and posting schedule. By making adjustments as appropriate, we can stay visible and relevant to the audience.
- **Regularly track metrics** to determine how the account is performing and adjust accordingly. In this way, we can continue to build an engaged online community.
- **Repurpose existing content**. This will help to save time and resources while maximizing reach.
- Make sure content is **aligned** with your **organizational mission, and values**. Don't be afraid to **seek feedback** from your team members.



**Questions?**





# Thank you!

If you haven't had the chance to check out our Instagram yet, you can find us at **@CarletonUweb**

