



*Instagram*

# Why Instagram?

People come to Instagram to be inspired and discover things they care about, and that includes content from brands and businesses.

**1 Billion**

Instagram Users (and growing)

**500 Million**

Daily users

**400 Million**

Stories viewed daily

**200 Million**

Instagrammers visit at least one Business Profile daily

**25 Million+**

Business profiles worldwide

**2 Million**

Active advertisers worldwide



**Instagram**

- Photo and video-sharing social networking service
- A place to discover new things, follow yours passions, and be inspired



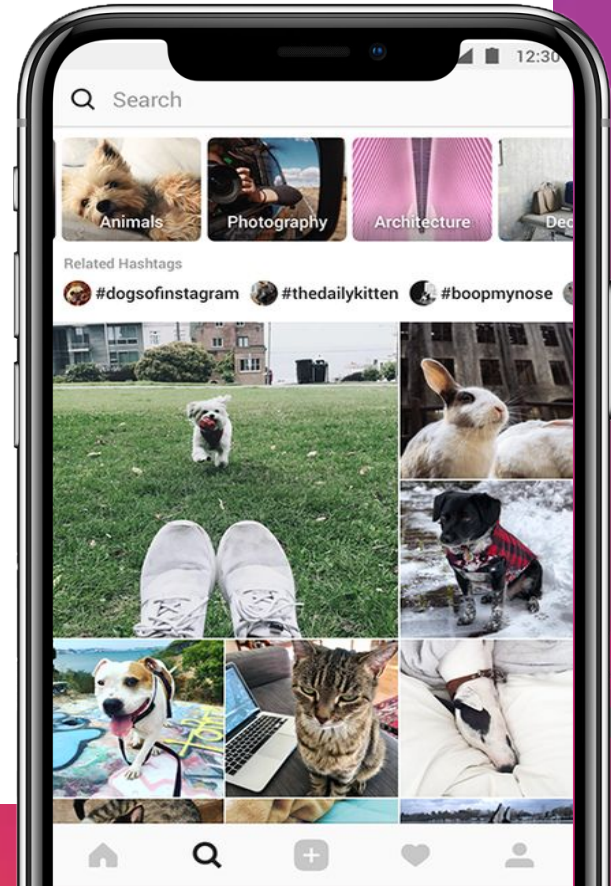
**Facebook**

- Community based social network
- Place to connect with friends, family and other people you know

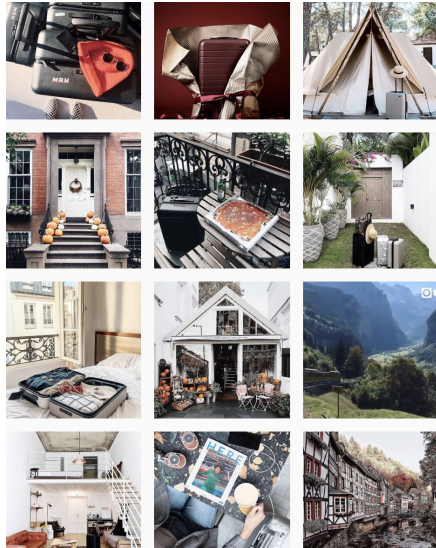


**Instagram allows its users to delve into their passions, get inspired and get educated on topics and products:**

- 54% of users use Instagram to get an update on their favorite team or player
- 59% of users are influenced by Instagram when purchasing a car
- 55% of users get inspiration on styling
- 62% of users build excitement for upcoming trips
- 46% have saved at least one post
- 29% have saved photos belonging to businesses

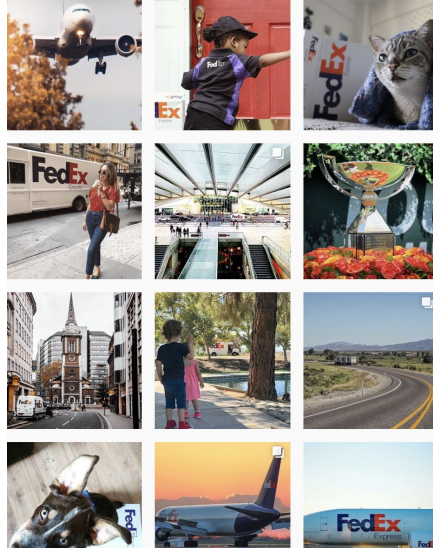


# Instagram

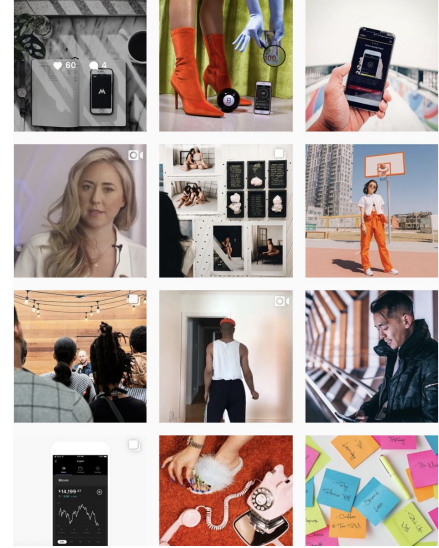


**AWAY**

@awayluggage



**FedEx** @fedex

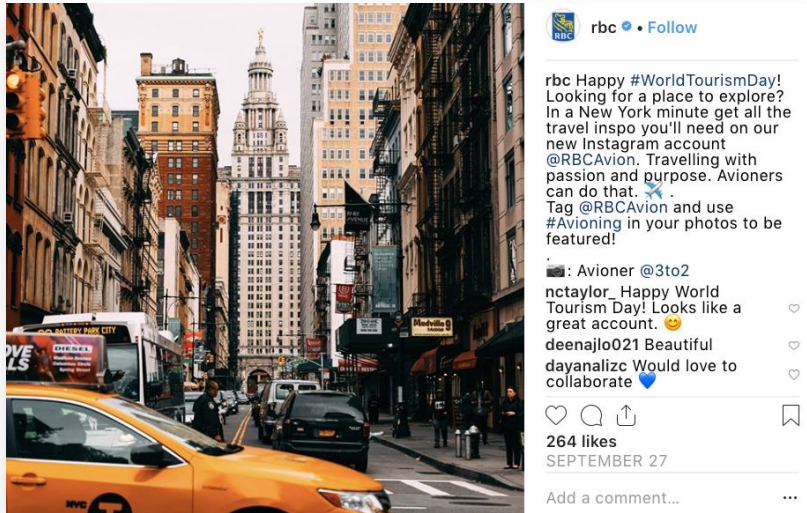


**MOGO**

@mogomoney

# Instagram

- Financial Services & Insurance is the means to pursue our passions, goals and material items
- Instagram's visual nature allows your customers to visualize themselves attaining their goals and fulfilling their passions all the while being tied to your brand





## Local businesses are intuitively part of Instagram too

- Behaviors are forming through Instagram
- Bringing in that community aspect
- Instagram's features allows us to reach and draw in local audiences

Stay true to brand persona and add brand personality consistently from corporate to local

### CORPORATE



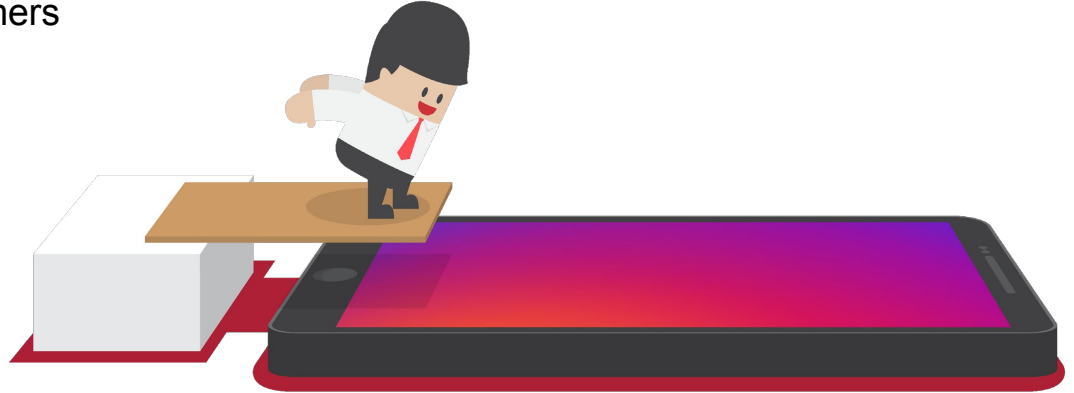
### LOCAL





# Organic Reach: key pillars to keep in mind

- Building brand identity
- Get closer to your customers
- Be creative
- Test and Iterate







#1 Build Brand Identity

# Use Instagram Holistically

Profile best practices:

- Staying consistent
- Same look and feel (a theme of sorts) - brand identity
- The grid - is your identity - what do you want people to take away from your brand
- Establish 1-2 go to hashtags Ex: #MortgageMatthew

Profile = **Who you are**

Feed = **Brand Identity**

Stories = **Brand Personality**



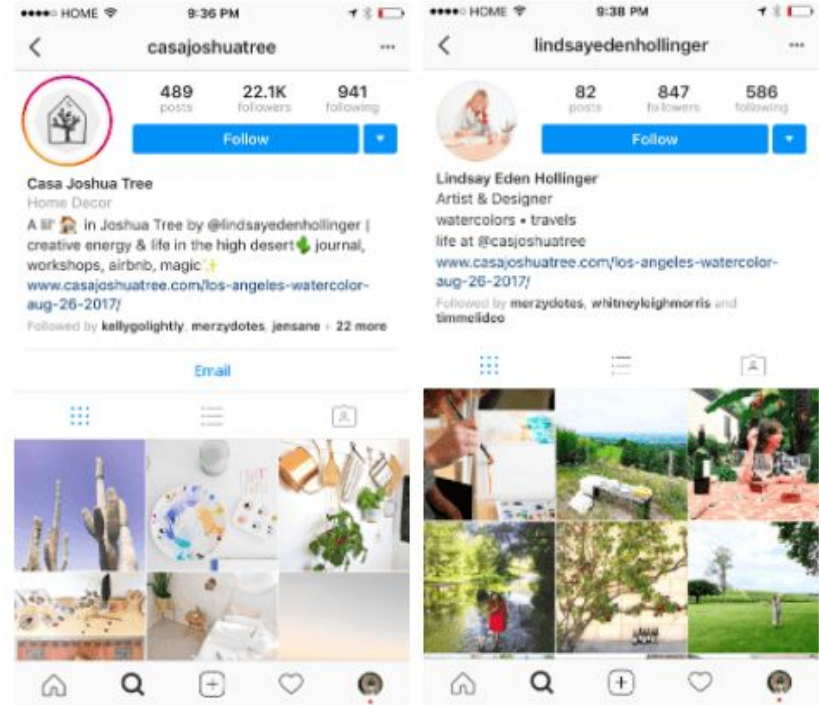
# Be recognized as a business

Make your account on Instagram a Business Account to get insights about your stories, posts and followers.

## With a Business Account you can:

- Get real time metrics on how your stories and promoted posts perform throughout the day
- Get insights into your followers and how they interact with your posts and stories
- Add information about your company like business hours, location and phone number
- Convert to a Business Account within your app account settings

## #2 Get Close to Your Customers

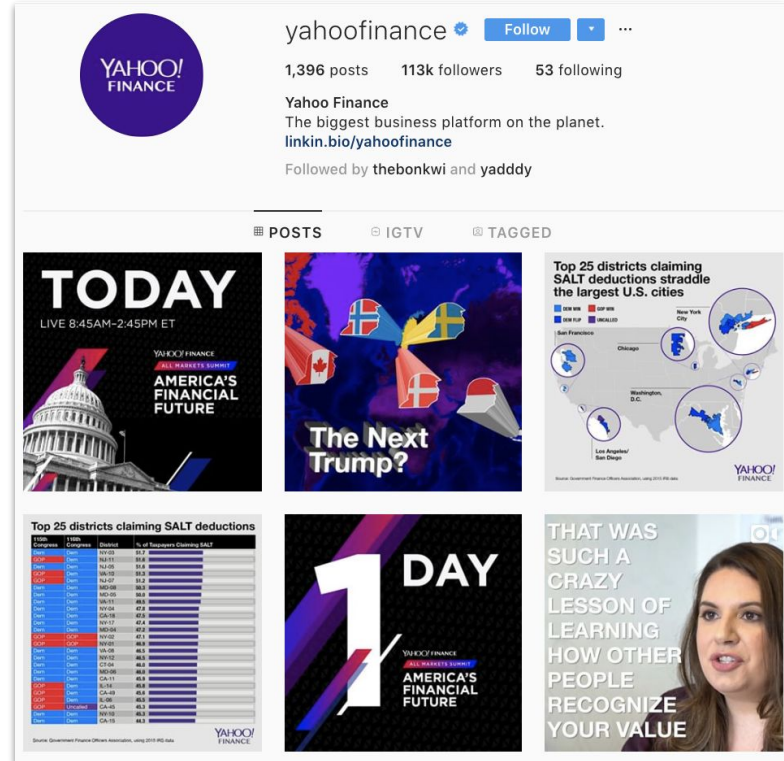




#3 Be Creative

# Every feed is unique and should have its own personal touch

- Leverage Instagram's native features
- Get creative with your grid (9 posts)
- Utilize different media (gif, boomerangs, video, images)
- Let your personality shine through





#4 Test & Iterate

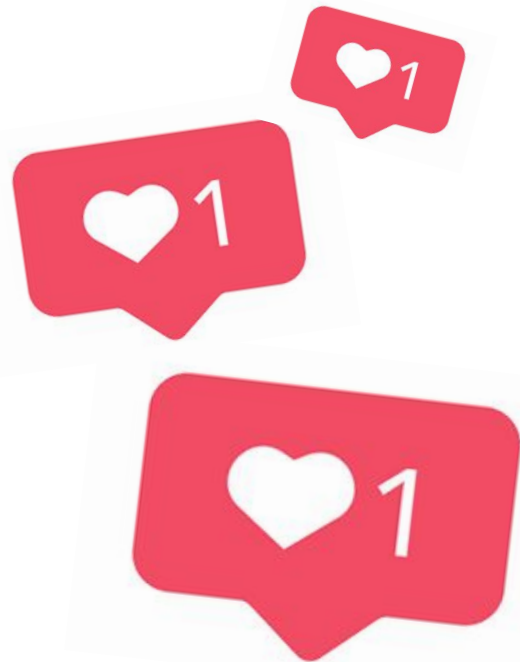
# Test and Iterate

Grow with your audience and learn from your followers

**Encourage your users to ask themselves:**

- Should I use video or photo in feed?
- How can I increase engagement within my audience?
- How often should i post to feed?
- Should I focus more on product in content?
- How often should I post to Instagram

**\*\*Hearsay will play a big part in helping you test and iterate\*\*\***





## Preparing for Instagram

To ensure you're ready to enable Instagram in H1 2019, we encourage you to begin preparing your organization for this new network. Here are the steps you can take:



### Select pilot group members

- We recommend selecting those who request to participate



### Create test accounts

- These should be business profiles



### Start to create a compliance policy

- Include guidance on static content
- What can and cannot be posted (if different than other networks)



### Create training materials

- How to create a business profile
- How to use Instagram in your industry



# Hearsay & Instagram: Points to Consider

- A photo-based network
- API doesn't allow for filters
- Network relies heavily on user-generated content
- API only supports Instagram Business Profiles
- Ability to capture posts & captions but cannot monitor or restrict Instagram stories
- Ability to share one link/profile
- Ability to capture first person native activity
- Cannot capture third party activity





# Instagram Rollout Resources

- Wealth Management Marketer's Guide to Instagram
- Advisors Guide to Instagram
- Instagram Compliance Best Practices
- Hearsay Docs (Update)
- Admin Project Plan: Launch a New Social Network
- [Agent Communication Templates](#)
- Admin Guide: Instagram Acceptable Use Policy
- Admin Guide: Updating Your Social Media Policy
- Admin Guide (Update)
- End User Guide (Update)
- Help Center Articles
  - 5 Steps for Admins
  - 5 Steps for Users

