



PRSA
SOCIAL PLAYBOOK

How to Build an Instagram Following on a Budget

9 Tips to Grow Your Fan Base

PRSA

How to Win on Instagram.

At a Social Media Week New York, Stephanie Meyers, group director of digital growth at *Fast Company* and *Inc.*, led a session about winning on Instagram without spending a ton. *Strategies & Tactics* attended the conference and relayed some of her tips and best practices in an article for our members.

The following excerpts originally appeared in *Strategies & Tactics*, a monthly member benefit.

We do this kind of knowledge sharing all the time for our members—either from events we host ourselves or ones we attend—and are happy to pass it along now to you! Enjoy.

WHO IS PRSA?

For more than 70 years, the Public Relations Society of America (PRSA) has been the nation's leading professional organization serving the communications community. More than 30,000 professional and student members trust us to help them sharpen their skills and improve their careers. Learn more at prsa.org.

[Learn More >>](#)

1

THINK PHYSICAL.

Rather than just posting a selfie or stock product shot, incorporate objects like books or a typewriter, or even the walls and space surrounding you. A cutting board, craft paper, textiles or cool wallpaper in the background can all add a simple (and free) level of depth and class to the item you're photographing.



Image Credit: @glitterguide

2

VALUE VALUES.

Don't be afraid to share what you care about. People will see you're human and can understand what you like beyond the brand face.

If you showcase your values and passions upfront, then it humanizes you.

DON'T WISH FOR IT
WORK FOR IT

WAKE UP & FIGHT

Recommended Follow @hedleyandbennett

3

USE QUOTES.

Quotes might not be original, but they perform well and can serve as on-brand inspiration. According to Meyers, quotes often perform two to four times as well as other posts on the magazine’s social accounts.

She added that followers also seem to love any post that includes content or copy in a yellowish-orange color – “anything using this color always does the best,” she said.



Recommended Follow @letterfolk

4

BE SMART WITH STORIES.



Image Credit: @sweetgreen

Ask yourself: “How can Stories serve my customers?” List your hours if you’re in retail. Show images and video of new items that come into the store, offer training tips if your business is educational. Always be thinking of a series or a repeatable Story.

Put yourself in the perspective of the consumer and post Stories in the same way you enjoy watching them from other brands.

“How can Stories serve my customers?”

5

THINK IN SCREENSHOTS.

Taking screenshots of posts is becoming a normal part of Instagram user behavior—so much so that the app now reports on screenshot metrics for brands. To that end, be aware of how certain posts could be more screenshot-friendly, either by giving a user a way to mark up the shot (e.g., fill-in-the-blank) or just a strong visual or text image that they can share in another medium.

Remember: Be mindful of how people use screenshots and provide all the info users might need in one image.



Image Credit: @everlane



6

CUSTOMIZE YOUR #HASHTAGS.

Think of using hashtags as a way to help them, help you and find them. Search for the tag first and make sure no one else is using it. You want to make it unique so that only your content shows up. Also look for the hashtag in other places besides Instagram before choosing it. If no one else is using it, then it will help you get more reach.

“Make the request and tell people to use it,” Meyers said.

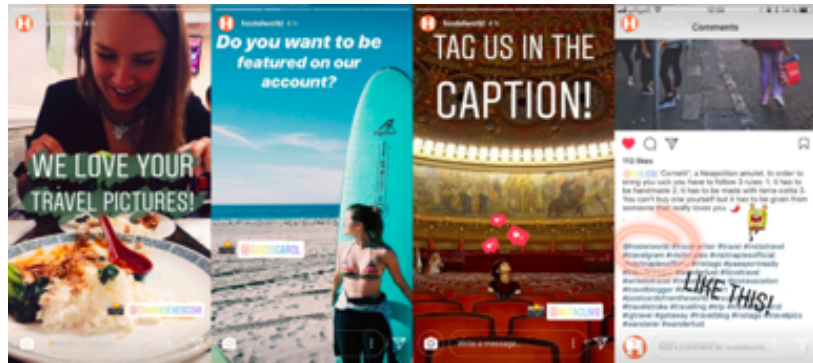


Image Credit: @away

“**Make the request and tell people to use it.**”

7

INSPIRE TAGGING.



Recommended Follow @refinery29

Friends tag friends because it helps to give people a sense of identity. Benefit from this simple human urge to connect by encouraging people to tag others in your posts.

Think about how people might want to be tagged if they like something (pizza, yoga, weird socks). Use the identity of your customer base.

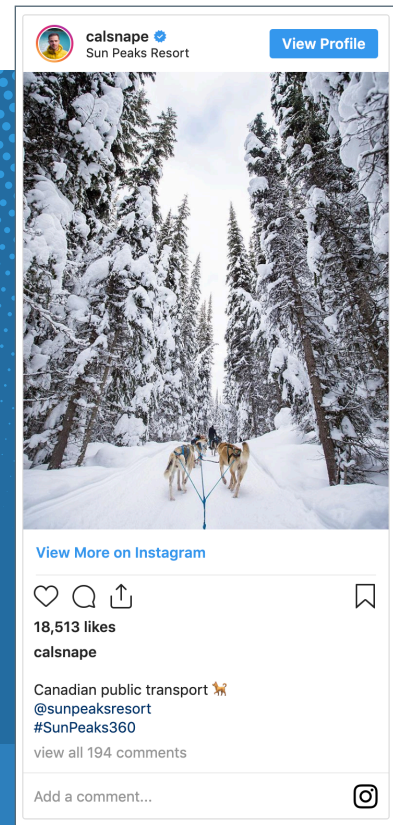
8

HAVE A BUDDY SYSTEM.

Partnerships come in all shapes and sizes. Find the right partner and you can both benefit from each other, then everyone wins.

People look at the size of an audience to find influencers, but don't limit yourself. If an account has a small following, but it's niche, then it may be because they are experts on the topic, more passionate and dedicated.

Ski resort Sun Peaks wanted to increase awareness about several of their top winter attractions and ran a campaign targeting adventure-seekers in the Pacific Northwest that involved Canada's top adventure photographer and Instagram influencer, Callum Snape (@CalSnape).



9

BE WEIRD.

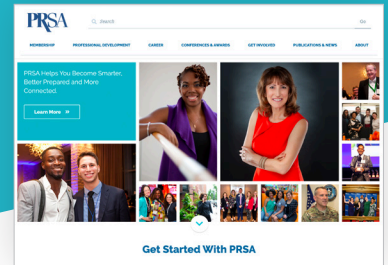
Respect bad puns, experiment, let people laugh and be relatable. Channel your inner nerd!

Always try new things and look at the data on a weekly and monthly basis. Let it go if it doesn't work. No harm, no foul.



Image Credit: @Mailchimp

THANKS FOR READING!
IF YOU'D LIKE MORE GREAT CONTENT LIKE THIS,
THEN CONSIDER BECOMING A PRSA MEMBER.



JOIN AT
PRSA.ORG

WHY PRSA?

To Become a Smarter, Better Prepared & More Connected PR Pro

SMARTER

- Access free monthly webinars
- Attend workshops and conferences at a discounted rate
- Learn online 24/7 with on-demand training and receive special members-only pricing

BETTER PREPARED

- Receive the daily *Issues & Trends* e-newsletter
- Stay up to date with our publication *Strategies & Tactics* and the PRsay blog
- Enter an awards competition to gain recognition and showcase your work

MORE CONNECTED

- Ask or answer questions in the online community forums
- Use the online directory to engage with other professionals
- Join a PRSA Professional Interest Section