

SOCIAL MEDIA OUTLINE

December 2, 2020

Instagram Description

- Photo Oriented
 - o Up to 10 photos in a series
 - o Quick videos similar to TikTok
- Following
 - o Pages (People/Businesses)
 - o Hashtags #
- Followers
 - o Direct Follower: Pages (People/Businesses)
 - o They see our Posts in their Feeds, based on an order established by an Algorithm
 - o Indirect Follower: Hashtag # Followers
 - Can gain Followers by fellow # followers seeing our Post and then exploring our IG page – finding it worth Following
- How does IG bring Attention
 - o Paid Advertisement via FB link
 - o Affiliations
 - Direct Followers
 - Indirect Followers

Recommended Action Plan:

1. Link Facebook (FB) and Instagram (IG)
2. Put Instagram link on Website – Currently have a FB link
3. Frequent, Relevant & Engaging Posts
 - a. Polls/Surveys – series of questions, even just 1 per post
 - b. Goal is to have interactions with our posts
 - c. Shares – i.e Reposting to Story or Feed
 - d. Posts show up higher in Followers Feeds based essentially on popularity of the post – the number of interactions, shares, etc.
 - e. Use Relevant Hashtags #
 - f. Unique Hashtags allow us to see the impact by measuring growth of # usage
- 4. Consolidated Effort**
 - a. FB – 5 different pages
 - i. Northshore – 468
 - ii. LaniKailua – 63
 - iii. East Hawaii – 225
 - iv. Waimea – 750
 - v. State TOC – 2,722
 - b. IG – 2 different pages found