

Communication Campaign Media

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This presentation covers the proposed campaign media for the communication campaign on behalf of Instagram.

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As we know, the goal of this campaign is to reach Instagram users and influence their perceptions of the primary functions of the platform. Most people see Instagram as a photo and video sharing app to connect with friends or keep up with celebrities and influencers. While Instagram maintains these as foundational uses of the app, there are also many money making and career-related opportunities available to users on the app. The goal of the campaign at hand is to make users aware of these dimensions of Instagram, changing their perception of the social media platform and encouraging them to take advantage of these opportunities.

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The message that will be the forefront of this communication campaign will be presenting viewers with the question: “What is your passion?” Followed by “Turn your passion into a career with Instagram Business.” With the target audience of this campaign being people who are already using Instagram regularly, this demographic is primarily Gen Z and Millennial individuals. In fact, stats suggest that over 70% of Instagram’s active monthly users are under the age of 35 (Mohsin, 2021). These people grew up with the Internet more than any generations before, so they are more open to idea and reality of nontraditional careers, such as those that take the form of influencing, running small businesses online, and other dimensions of online money making. Since these people are younger and already online regularly, the purpose of this campaign is not to teach them how to use Instagram business tools, rather, it is to simply inform them of the monetary opportunities available to them through Instagram. Calling people to focus on their passions, sharing the idea that monetary success through the pursuit of what they actually enjoy and care about, can be very compelling, especially to younger audiences currently.

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One of the media channels that will be utilized in this campaign is directly on Instagram. This demographic is fully aware of the platform, so the message simply expanding their understanding of it is perfect for this setting. Instagram stories are a form of post that are only visible for 24 hours. As users tap through this type of posts by their friends, they will be met with these two images. First, they will be presented with the simple question: “What is your passion?” This question feature is actually interactive, allowing viewers to submit their own ideas. After seeing this slide, users will immediately be presented with the second, which shares examples of what people’s answers may be accompanied by colorful images that align with the ideas.

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Using the platform that the campaign is informing the target audience about to spread the message may seem silly or redundant. However, it does make sense in this context. The present goal is for Instagram to educate people of the career opportunities they can pursue on the platform, and existing users make up a large amount of the people that would benefit from this message, as they are already familiar with the platform without necessarily realizing the extent of

the business tools available to them through it. Current analysis quantifies Instagram's active monthly user count as being a billion (Mohsin, 2021). Instagram provides a unique opportunity to reach so many people who already have baseline knowledge concerning the message at hand, which is why it will prove to be so effective in reaching the target audience of this campaign.

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Another media channel to be used for this campaign is YouTube, specifically in the form of short ads shown before and during videos. These ads will be similar to the Instagram ones in the way that they will present the same message to a similar audience, but different in their strategy. Rather than engaging with the audience to share ideas, these videos will be made in collaboration with an existing Instagram-as-a-career professional, and these individuals will differ between ads. For example, TikTok star and celebrity Addison Rae may appear in one of these videos. The audience will be presented with a montage set to music with clips of her dancing, acting, and simply having fun followed by her stating that she turned her passions into a career online, then asking the audience what their passion is, and then the screen will go to a graphic stating the second statement of the message: "Turn your passion into a career with Instagram Business." A different video could contain someone who uses Instagram for their career in a different way. Marianne Theodorsen is a fashion blogger whose self-proclaimed career is "dressing up for a living," as can be seen in her Instagram bio. She posts regular outfit photos on the platform and also uses the Instagram reels and story functions often. A third example of someone who has made their career on Instagram in yet another way is Rachel of @thelarkheadshop, an individual who sells a product in the form of her macrame art pieces but also profits off of the business side of the social media page she has created for her online shop. These three individuals all make money through Instagram but through pursuing different things, communicating to the audience that a career on Instagram does not only look like being an Influencer or online store owner.

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YouTube is a valuable space to use for advertising as the algorithm of the platform effectively familiarizes itself with viewers, allowing the website to know exactly which videos to suggest to an individual. The presence of this data allows advertisers to be specific with who their ads will be shown to. Without users inputting details about their age and interests, Instagram is able to guess what these details may be without such information based on how the user interacts with the platform (Socket, n.a.). In 2019, YouTube passed Instagram in the ad revenue generated on the platform in the year, with an amount surpassing \$20 billion (The Business Insider, 2020). This information is a testament to the success that YouTube video ads have, pointing to their likely effectiveness in the context of this specific campaign.

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Cultural sensitivity and centering everything around the audience have been considered throughout the composition of these communication campaign plans. The audience is made up of young adult individuals (under the age of 35), who live in the US, speak English, and use the Internet for social media regularly. These aspects are all present in the crafting of the campaign, as the media channels are online, and the language of the campaign message is in casual English, the campaign goal emphasizes an individualistic approach to careers by focusing on personal passions and desires, and the specific users being highlighted are all popular in the US. While so many aspects of the campaign have been customized to fit this specific audience, nothing has

been planned or carried out at the expense of other people or cultures other than the simple fact that every culture will not be reached. Because of this fact of reality, the propositions for how to execute this campaign in the most effective manner possible have been centered around the target audience's culture in order to reach them and leave the strongest possible impact.