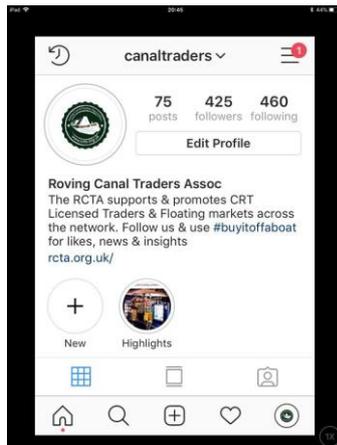


## RCTA Instagram Account Report By Jules Jarman



For those of you unfamiliar with Instagram, it is a powerful social networking app made for sharing photos and videos from a smartphone.

Similar to Facebook or Twitter. Everyone who creates an Instagram account has a profile and a news feed.

You can sign up via your Facebook account or via email and can configure your Instagram account to have photos posted on Facebook, Twitter,

When you post a photo or video on Instagram, it will be displayed on your profile. Other users who follow you will see your posts in their own feed. Likewise, you'll see posts from other users whom you choose to follow. Instagram recently introduced its new

Stories feature, which is a secondary feed that appears at the very top of your main feed. You can see it marked by little photo bubbles of the users you follow.

Recently, I have been using the new stories feature to feature individual traders and or their products. The RCTA have had an Instagram presence since July 2017, account name @canaltraders which I manage. We currently have 425 followers and follow 460 users, which includes all RCTA members who have Instagram accounts and event partners with whom the RCTA or Traders have collaborated, such as Aylesbury Town Council and relevant advertising platforms that might mention and promote local events.

I mainly use the @canaltraders Instagram account to advertise and promote events, event partners and traders who are attending the events. There are many benefits to using Instagram as a marketing tool as it is a great way to collaborate and connect with a target audience - Users who are mentioned and tagged in a post receive a notification in their activity feed letting them know that they have been mentioned. Like Facebook and twitter, using hashtags that have been claimed by @canaltraders such as #buyitoffaboat #tagatrader #canaltraders etc, are a very effective way to gain new followers and grow the brand on Instagram.

Unlike Twitter, it is possible to add to and edit Instagram posts. I predict that the RCTA Instagram presence will increase over the course of next year and I would hope that the number of followers will double. The RCTA have not paid for any advertising boosts on Instagram yet, but boosts can be tied in with Facebook boosts, so it might be worth considering in the future as this would help to grow the RCTA brand on Instagram even more quickly.