



What is Instagram?

Instagram is the second most important social media after Facebook: a photo and video sharing application and service. It allows users to upload photos and videos, add hashtags and geotags, graphical stickers, as well as apply multiple graphical filters to alter photos.

Why communicate on Instagram?

Today, cross-media strategy is the key to success in any marketing campaign. A social media such as Instagram, with more than 800 million users, has to be used in combination with traditional media. Why? Because social media engagement is a strong way to build customer-brand relationships. Share a message, make it simple, easy to understand, with colourful images and entertaining videos.

3 things to send: photos, videos and captions!

Be creative with imagery:

- Select colourful images, with a clean background, natural light (morning or late afternoon for the outdoors is recommended)
- Pictures with faces get more likes
- Be authentic
- Focus on the solution that your business can provide
- You don't need to edit your photos, we will do it for you, unless you feel comfortable with editing tools

Send your files to stephane@greenroomvocie.com or via WeTransfer.com for larger files. Preferred files are JPEG or PNG, with 1080 px on the shortest side for optimal resolution. Video length 3-60 sec.

HOW OFTEN TO SEND: We will post on behalf of IWTO Members every two days, so try to get your images with captions to us once a week, from September to December 2018.

CAPTIONS: Captions are really important as they add context, show off your business personality and entertain the audience. We will need some material to make them even more catchy.

Please provide us with details about:

1. What and who is in the picture: name, surname
2. Where it was taken: venue
3. Why it's important for you
4. Any links to other Instagram accounts
5. Name & copyright of the photographer
6. Hastags if you already have a few in mind



A clear message is the key

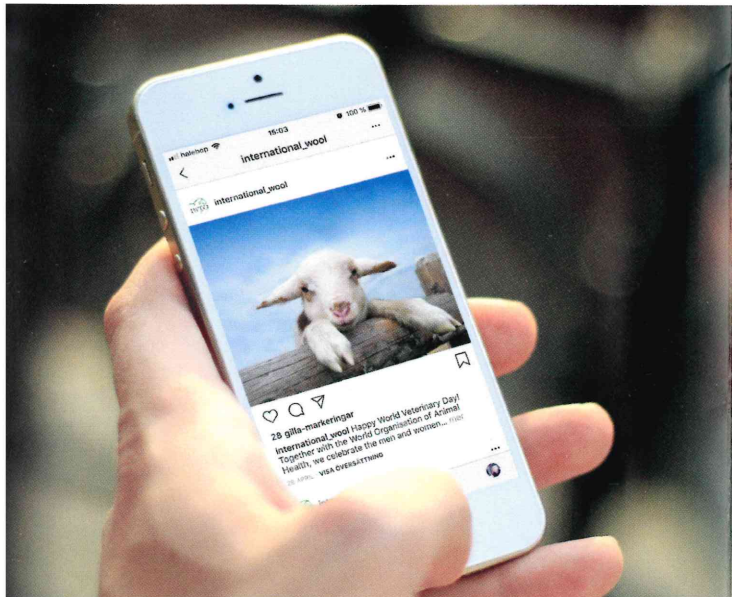
Ideally, write down your idea when it comes, not just when you need to send the photo. It's better to keep things light. Instagram users don't expect a formal or serious tone. Great Instagram captions are often simple, fun and easy to read.

Photos with the IWTO sheep

You can play with placing the IWTO sheep in the picture to create a link from your business to the IWTO. If you want to be really creative you can customise your sheep according to the season, your home country and your product.

Photos and videos for Instagram stories

Stories are a really good way to engage more with your audience. Stories are made from either photos or videos. The Instagram format for video is 15 sec per clip. Over all, videos need to be authentic, fun, show some context and evoke some kind of emotion.



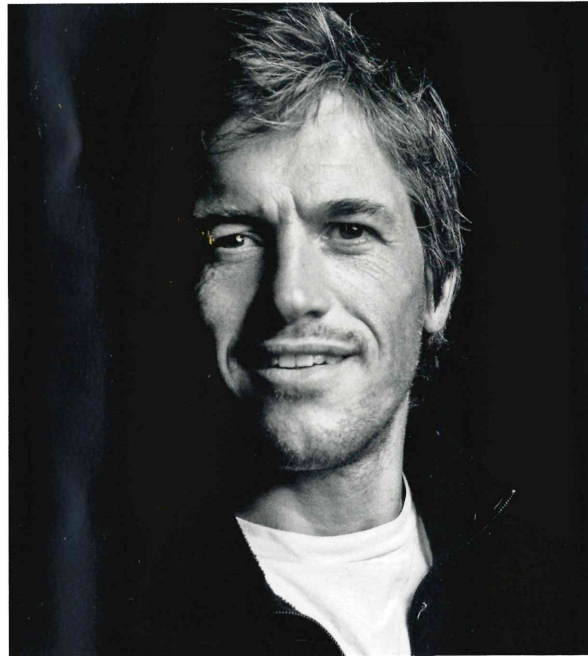
Tips! To get more visibility for the IWTO account, you are invited to:

- Interact with other users
- Answer to comments on your photos
- Don't hesitate to like pictures of other members
- Answer to messages within an hour is advised to get a better ranking with the Instagram algorithm
- Share pictures and stories via direct messages
- Repost on your own account the stories you're mentioned in.

About GreenroomVoice

GreenroomVoice is an independent third party organisation for communication on sustainability practice. Our goal is to foster clear, meaningful and trustworthy communication about CSR brand activities and their products. We draw the most inspiration from the outdoor community, and that is where we are the most active.

Learn more at www.greenroomvoice.com



Stéphane Robin, from GreenroomVoice, is the new content manager for IWTO INSTAGRAM account. Send him your pictures and videos. He will edit and post them for you on the ITWO account.

stephane@greenroomvoice.com



Promote wool's properties on Instagram

with IWTO and GreenroomVoice

