

# ***LIFE AT PURDUE: INSTAGRAM REELS***

**Proposal, Audit, Research, and Strategy**

# *What are Instagram Reels?*

**“Reels are short, entertaining videos on Instagram where you can express your creativity and bring your brand to life.” – Instagram Business**

- Used for cultural trends, collaboration with communities or publics, and discovering new ideas.
- Influenced by who you follow, content interacted with, and where you are located
- **Featured section: Reels chosen by Instagram to help you find organic content that is meant to entertain and inspire the viewer (heavily featured here)**
- Organic and Shared content

# *Instagram Reels vs. Tik Tok – What's the Difference?*

## Instagram Reels

- Timing:
  - 15-60sec
- Editing:
  - Filters are professional
- Layout:
  - “grid-worthy”
- Audience:
  - More diverse
  - (see next slide for more info)
- Algorithm:
  - Not apparent
  - More videos shared = more likely you'll end up on explore page = higher viral rate
- Content:
  - Got to be picky and stick with corporate identity

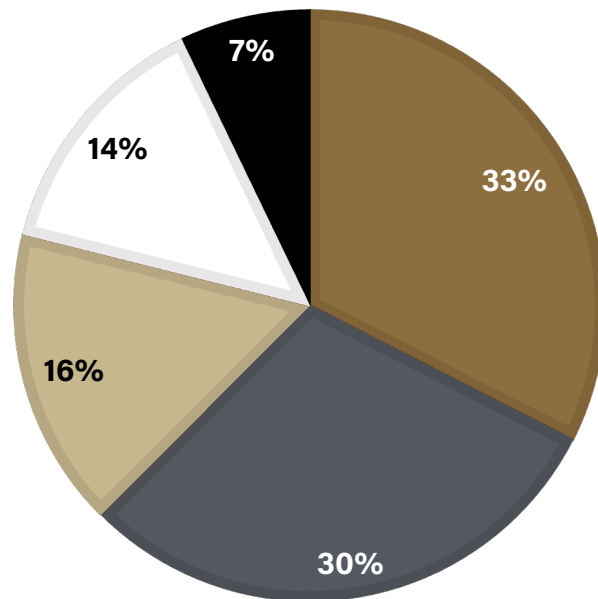
## Tik Tok

- Timing:
  - 15sec-3min (sometimes 10min)
- Editing:
  - More humorous
- Layout:
  - Not important/experimental
- Audience:
  - Connect with gen z/younger
  - (see next slide for more info)
- Algorithm:
  - SEO/Metadata is important
  - FYP – tailored to specific interests
- Content:
  - Anti-aesthetic

# Age distribution of Tik Tok and Instagram in 2022 according to Statista

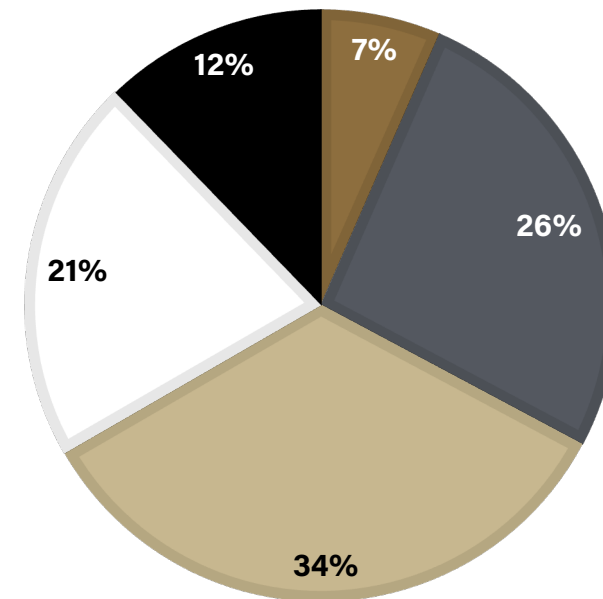
## Tik Tok Audience

■ 10 to 19 ■ 20-29 ■ 30-39 ■ 40-49 ■ 50+



## Instagram Audience

■ 13-17 ■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+



# *Situational Analysis Of Instagram Reels*

## STRENGTHS

- @lifeatpurdue has 123k followers = large [already set] audience
- Previous reels are getting ~>1k views
- Feed is "grid-worthy"
- People know who we are

## WEAKNESSES

- Engagement on reels is very low
- Some Tik Toks are being recycled into Reels (this needs to be avoided)
- Not a ton of series of videos

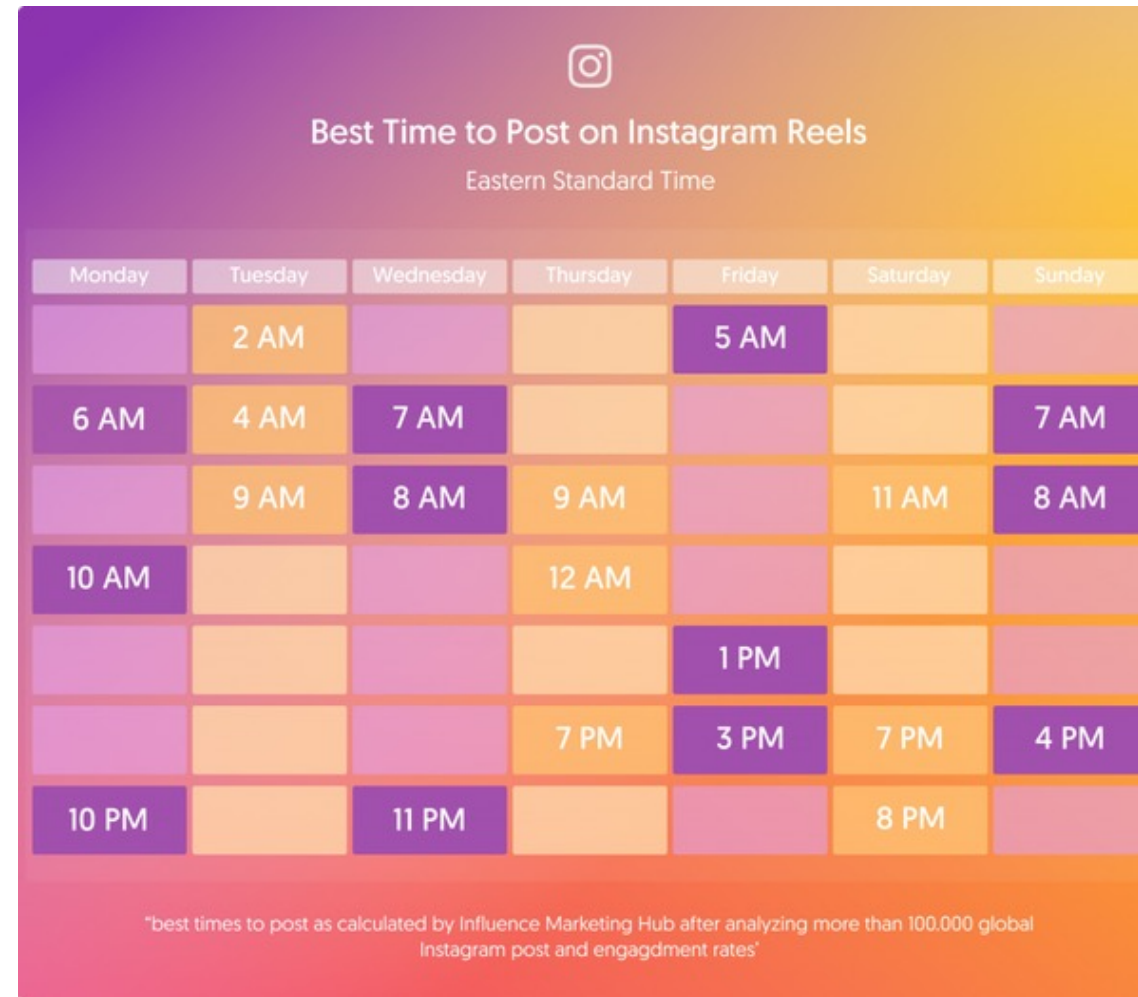
## OPPORTUNITIES

- Work with other brands like small businesses in the area (cat café, Indy 500, Starship)
- Boiler Ambassador Program – using their face/voice as a means of communicating a message across
- Partner with greater Lafayette area to highlight the college town part of Purdue

## THREATS

- IU Bloomington is seeing upwards of ~>15k views on their reels
- Purdue had a few pr slip ups this year
- Use of commercial sounds... lack of sounds on IG Reels

## Post Schedule according to Influencer Hub



# Competitor Analysis Matrix

SCHOOL	FOLLOWERS	RANGE VIEWS	RANGE LIKES	RANGE COMMENTS
@lifeatpurdue	123k	~1k-15k	~20-500	~0-10
@iubloomington	166k	~35k-60k	~1k-3k	~10-80
@illinois1857	118k	~1k-15k	~100-400	~0-5
@officialbgsu	28.6k	~20k-35k	~500-1.5k	~15-50

*How do we increase views while also increasing engagement?*

## *Case Study – Louis Vuitton*

### How Louis Vuitton is dominating Instagram Reels:

- High quality, stunning, and creative
- Use to promote new collections
  - #LVCruise
- Each campaign reel is similar
  - Same caption, same tags, different model



LOUIS VUITTON



# *Case Study – Sephora France*

## How Sephora France is dominating Instagram Reels:

- Content
  - User-generated
  - Makeup tutorials
  - Product demos
- Encourage conversation in captions
  - “tag a friend...”
  - “what color is your favorite...”



# *Content for Instagram Reels*

## How can we use Instagram Reels to ensure high engagement rates?

- Short tours of campus/areas of campus
- Day in the life
- Advice for new grads/incoming freshmen
- Upcoming events
- Spotlights
- Survival Guides/Tips
- Things to do on/near campus
- Secret parts of campus
- Sneak Peaks (courses, new buildings, upcoming events)
- Life at Purdue
- ETC.!!!

# *KPIS - Meeting and exceeding goals*

## How can track engagement on IG Reels?

- KPI 1: Likes
  - What are people interested in? Are they liking our content? What is being liked the most.... The least?
- KPI 2: Comments
  - Are any of our videos driving conversation? What are people talking about in the comments that we might not be thinking about?
- KPI 3: Shares/Share-of-voice (SOV)
  - Are we organically increasing views? Are people sharing out our content? Is our content connecting with the right audiences?

# *KPIS - Meeting and exceeding goals*

## How can track reach on IG Reels?

- KPI 1: Views
  - Are we getting featured on the explore page? Why are some reels getting more views than others? Who is viewing our content?
- KPI 2: Geographic demographic
  - Where is most of our audience? Are we reaching places outside of the Lafayette area... Indiana... Midwest... US?

## *Average post reach*

Our average reach right now:

$$\frac{\text{post views } (v)}{\text{total followers } (f)} \times 100 = \text{post reach \%}$$

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$$\frac{15000}{123000} \times 100 = 12.2\%$$

Equation from Hootsuite

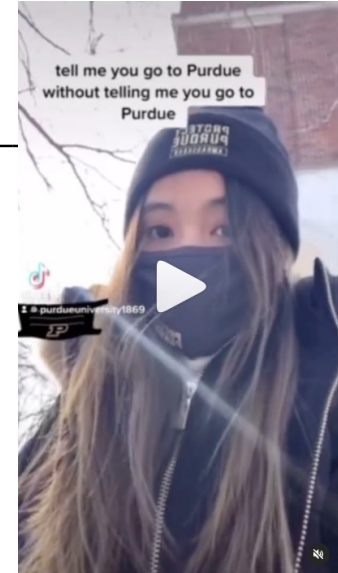
# *Highest post reach*

Our highest reach right now:

$$\frac{\text{post views } (v)}{\text{total followers } (f)} \times 100 = \text{post reach \%}$$

$$\frac{59600}{123000} \times 100 = 48.46\%$$

Equation from Hootsuite



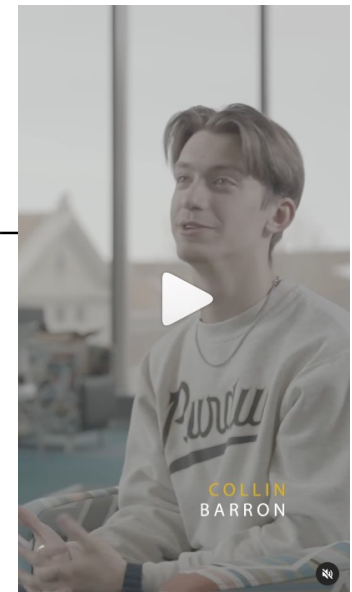
# *Lowest post reach*

Our lowest reach right now:

$$\frac{\text{post views } (v)}{\text{total followers } (f)} \times 100 = \text{post reach \%}$$

$$\frac{252}{123000} \times 100 = .2\%$$

Equation from Hootsuite



## *Average overall engagement rate*

Our average overall engagement right now:

$$\frac{\text{likes } (l) + \text{comments } (c) + \text{shares } (s)}{\text{total followers } (f)} \times 100 = \text{Avg. Engagement Rate \%}$$

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Equation from Hootsuite

$$\frac{350 + 10 + 10}{123000} \times 100 = .3\%$$



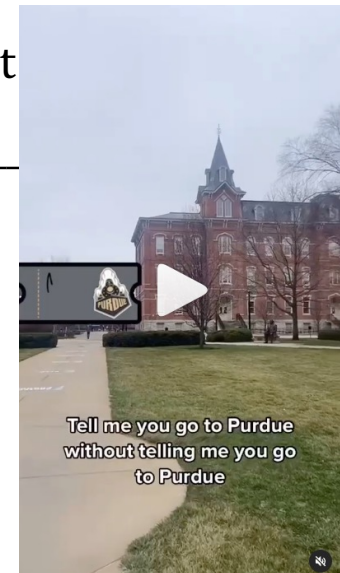
# Highest engagement rate

Our highest engagement right now:

$$\frac{\text{likes } (l) + \text{comments } (c) + \text{shares } (s)}{\text{total followers } (f)} \times 100 = \text{Avg. Engagement}$$

Equation from Hootsuite

$$\frac{834 + 6 + 10}{123000} \times 100 = .69\%$$



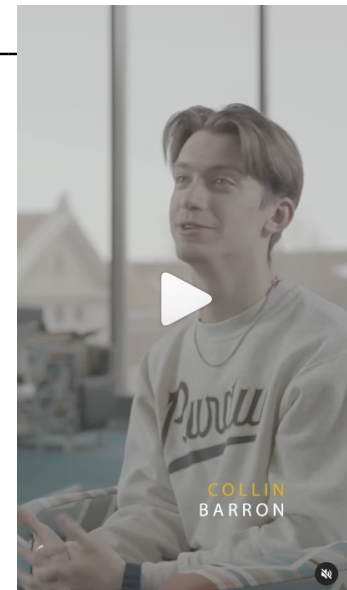
# Highest engagement rate

Our lowest engagement right now:

$$\frac{\text{likes } (l) + \text{comments } (c) + \text{shares } (s)}{\text{total followers } (f)} \times 100 = \text{Avg. Engagement Rate \%}$$

Equation from Hootsuite

$$\frac{3 + 0 + 3}{123000} \times 100 = .005\%$$



# .3%

## Overall engagement is low

We have a good reach... but the people that our reels are reaching are not engaging.  
Engagement should be our #1 priority now.

# *Achieving our goal*

## How to achieve this goal:

- Post on a consistent schedule
  - Have a clear and concise time/day we post
- SEO is king
  - Have a catchy/engaging caption with tags
- Be unique with trends
  - Be like our competitors but “one brick higher”
- Create custom thumbnails
  - Helps aid in the “grid-worthy” aesthetic
- Use trending sounds
  - You can find this on the explore page. Instagram will use this to your advantage.
- Do not edit in third party apps. Be native to Instagram
  - Native reels perform better than professionally edited ones
  - Instagram does not recognize third-party editing
- Pull viewers in within the first one-three seconds
  - Achieved using flashy text, images, or sounds
- Have a call-to-action (CTA) or start conversation
  - Ask a question in the comments... ask followers to do something

# *THANK YOU*

By implementing a consistent strategy with pre-planned, native, and creative content... our views will increase as well as our engagement and reach.