DAC 309
Instagram Campaign

Insights from Group 9

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Introduction

Ethan Li - Project Manager (4th Year, CS)

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Moaaz Sidat - Digital Asset Creation/Technical (3rd Year, CS)

Persona

Rita Williams

Rita is a 16 year old, grade 11 high school student living in Kitchener, Ontario. She often spends time browsing the social media in the evening. Rita is researching what university she wants to attend. She looked at many universities and is interested in arts related programs. Her parents have expressed how they wish to see her being able to support herself during university. Rita is really looking forward to university, meeting new people and making new friends.

Rita wakes up early in the morning around 8am to get to school and attend classes. She spends most of the day in school. During her free time she works on homework or hang outs with friends. After returning home from school she spends quite a bit of time browsing the internet and working on homework before going to sleep at night, she also spends most weekends with friends and family.

Rita has high expectations towards university and wishes to meet new people and make new friends in her first year. She understands that university will bring a new set of challenges, but conversely, more opportunities to explore and have fun. Rita expects to be able to support herself during university through co-op or other options. She is looking for information about the different programs at the university and their requirements as well as information about co-op which may affect her future career choices.

Rita has a laptop and a smartphone which she primarily uses for school and on occassion facebook and instagram. She uses Facebook primarily for communicating with friends and family and sometimes for entertainment. Rita practically never uses instagram and the only reason she has it is because her friends used it. Once in awhile she would hop on instagram and check content that is funny, simple and clean with nice aesthetics, along with infographics and other informative material. Rita prefers content that follows a theme and likes to see stories that are realistic and relatable that are also not sugar coated. Her preferences are of pictures to relate to as well as good descriptions. Rita has not particularly found a use for Instagram and thinks it is more of a niche application.

Age 16

Grade 11

Kitchener, Ontario

Devices owned/used:
Laptop, Smartphone

Social networks used:
Facebook, Snapchat, Youtube

Persona

- Our Persona is Rita Williams
- Rita has high expectations towards university
- Rita values the co-op program
- Rita has a laptop and smartphone
- When surfing Instagram:
    - Simple and clean with nice aesthetics.
    - Infographics and informative material.
    - Prefers pictures with good descriptions.
    - Instagram is a niche application.

User Test 1

- Campaign goal is to create awareness for Theatre & Performance program
- Find out what type of content people will like on Instagram
- Successful User Tests
  - Ease of access.
  - Followed instructions easily.
  - No major obstacles or difficulties.
  - Succeeded in creating awareness.
- Used campaign as a referral tool
- Post questionnaire helped obtain a more detailed perspective of their opinions

User Test 1

Static Content
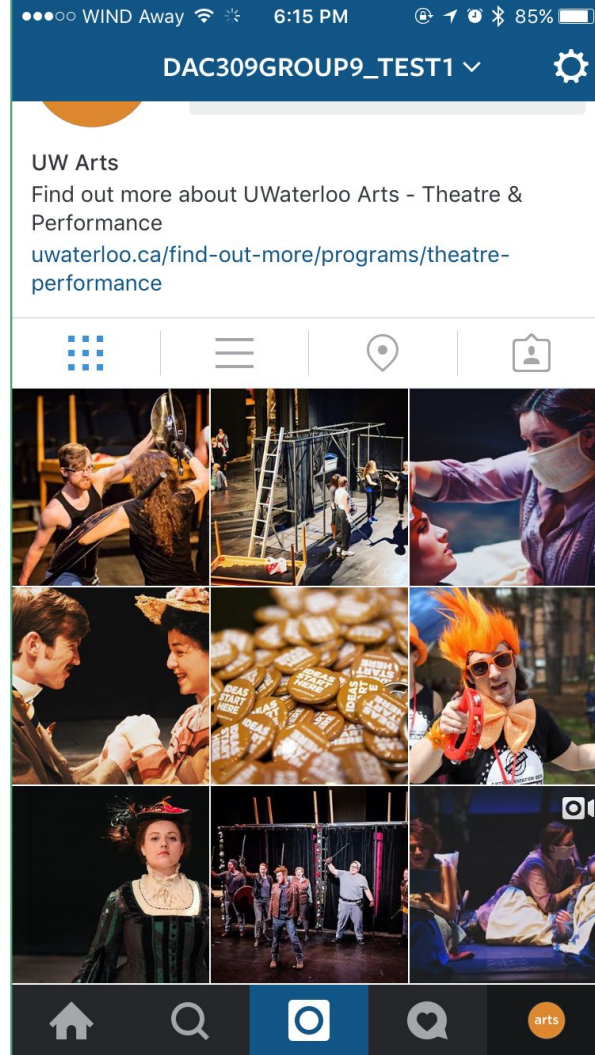
User Test 1: Positives & Negatives

The **positive** things we learnt were that *most people…*

- Did not find any difficulty in finding UWaterloo Arts on Instagram
- Said that they would visit the Instagram account after seeing the campaign
- Grasped the theme of the Instagram campaign & understood what it was portraying

The **negative** things that we learnt were that *most people…*

- Were not motivated to learn more about Theatre & Performance
- Were not inclined to share the Instagram campaign w/ friends
- Had difficulty in finding and going to the link in the Instagram video

User Test 1: Interesting Findings

What surprised us

- People wish to see more photos of Campus life, co-op experiences, and sports and student activities
- High school students are more likely to share an Instagram campaign w/ their friends

User Test 2

Static Content

User Test 2: Overview

Campaign goals

- Static posts focused more on the Theatre and Performance program
- Added more energetic and happier feeling photos, how would people react
- Drawback: The content chosen did not accurately reflect the intended mood of the play/performance

Post-test questionnaire was meant to test

- Awareness
- Motivation
- Interest

User Test 2: What your users did/did not do

Static posts

- Users chose some of the action content as their favorite
- Compared to the last user test 1, they are more interested in the Theatre and Performance post over the UWaterloo posts

Dynamic posts

- Difficult for the users to find URL for the content
- Unable to navigate to the link
- Due to the problem with Instagram itself, only sponsored content can have clickable link

User Test 2: Positives & Negatives

The **positive** things we learnt were that *most people…*

- Now chose a Theatre & Performance photos over the generic arts photos
- Who were in high school wanted to share the Instagram campaign w/ friends
- Learned interesting things about the program

The **negative** things we learnt were that *most people…*

- Did not know about UWaterloo Arts Instagram account
- Were not motivated to learn more about Theatre & Performance
- Did not prefer text on images

User Test 2: Recommendations

- Use Instagram to share photos that fit the description: happy, bright, energetic, adventurous, and show the lives of UWaterloo Arts student. Become a verified account on Instagram.

- Use sponsored content whenever something on Instagram needs to link to a different web page. Facebook or Pinterest may be suitable for posts that require links

- University's recruitment efforts should focus on the co-op experiences provided by Theatre & Performance program, to engage a wider audience and make them more interested in the program

Thanks!