



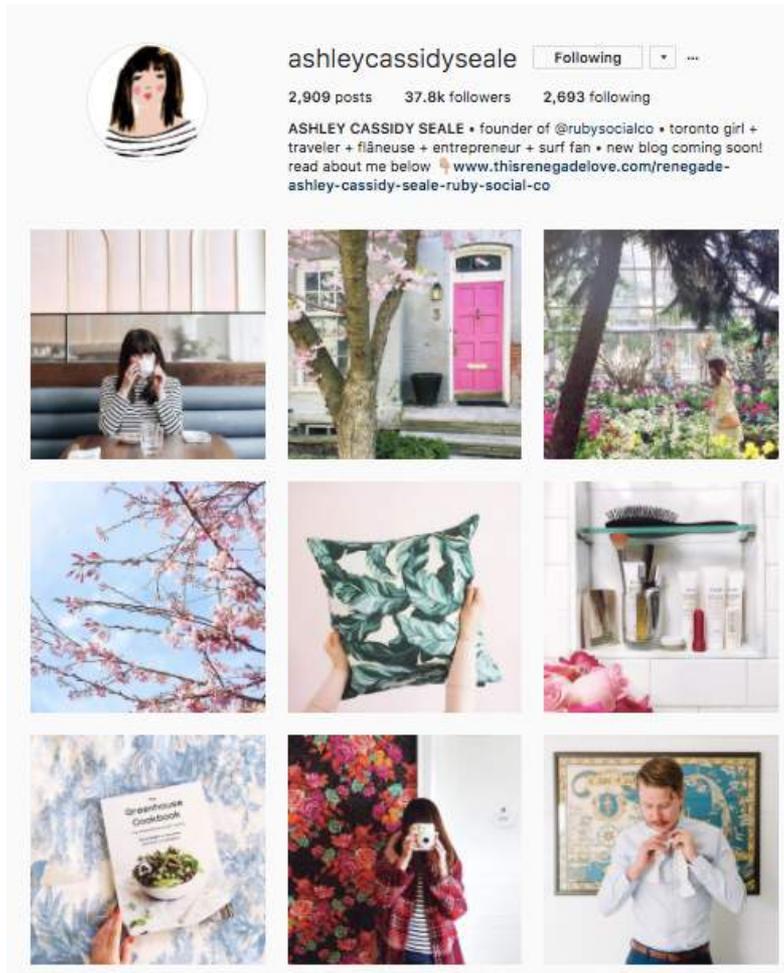
# Ashley Cassidy Seale

*Founder & Creative Director*  
Ruby Social Co.

Lovely to meet you!

## In a nutshell

- Launched Ruby Social Co. in January after 10 years in the PR/social media/events industry
- Simultaneously, blog under the moniker Quaintrelle which has a community of over 42,000
- Partnered with Real Simple, Town & Country, and Domino on content, as well as top lifestyle brands
- Combine these two experiences to thoughtfully navigate my clients into the spotlight



**INSTA:**  
@ashleycassidyseale  
@rubysocialco

**TWITTER:**  
@ashleycseale  
@rubysocialco

Before we begin...

## Let's chat about Instagram

- With more than **500 million** active users, Instagram is the fastest growing social media platform
- Over **40 billion** photos to date and an average of **95 million** photos + videos per day

## What does this mean?

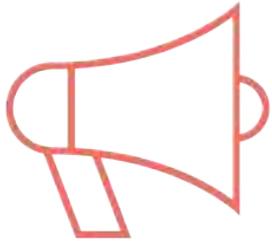
- If you aren't maximizing your efforts on Instagram... you're missing out on a huge sector of opportunity for growth.
- This, we know.

“Instagram has essentially become one of the world's most successful general interest magazines”

- Neil Shea, VQR



# #GOALS



Gain  
visibility



Reach your  
target audience



Build a loyal  
and engaged  
community

And on that note...



Following



Community

First things first!



**OH, SO YOU'RE USING SOCIAL MEDIA  
WITHOUT A STRATEGY?**

**TELL ME HOW GREAT THAT'S GOING**

## For starters...

- Content should act as less of a teaser and more of a side bar
- Reflect editorial values and maintain integrity
- Speak to similar content pillars

# Creating a stellar Instagram strategy

## 1. Know your audience

- Look at who is following you
- Test out Instagram for business
- Audit your existing content
- Ask questions

# Creating a stellar Instagram strategy

## 2. Have a purpose

- What content pillars are you focused on?
- Consider your value proposition - what are you offering?
- Keep storytelling at the core
- Audit your existing content
- Mix it up: share a story, evoke emotion, aim to inspire, shed some light, lend your expertise

# Creating a stellar Instagram strategy

## 3. Create a cohesive aesthetic

- The best brands on Instagram have a signature look + feel
- Consider colour palette, brand aesthetic, and audience
- Focus on your top 9 at a time

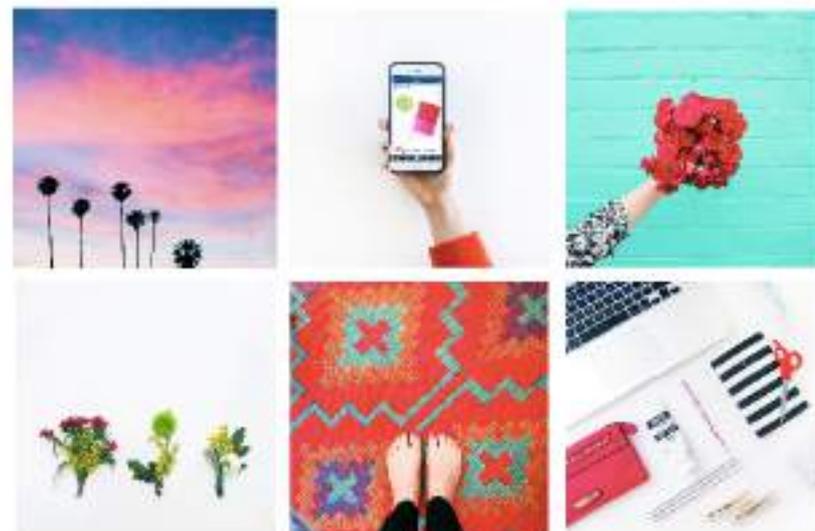
# Give good grid

TOO MUCH  
WHITE SPACE



see how  
these get lost  
& blend together!

KEEPING IT  
BALANCED



see how  
these pop more  
when you change it up!

# Creating a stellar Instagram strategy

## 4. Leverage the caption

- A good photo is great, but the magic happens that million dollar shot is with a thoughtful story
- See the caption as an opportunity to tell a story and inspire conversation
- Embrace the micro-blogging format (who says you have to stop at 140 characters? Not Instagram.)
- But know when to keep it short and sweet

# Creating a stellar Instagram strategy

## 5. Embrace the content calendar

- Make room in your editorial calendar for Instagram posts + stories. Plan ahead!
- Stick to a posting schedule
- Consistency is key with the new algorithm
- Audit your existing content

# DO's and DON'Ts

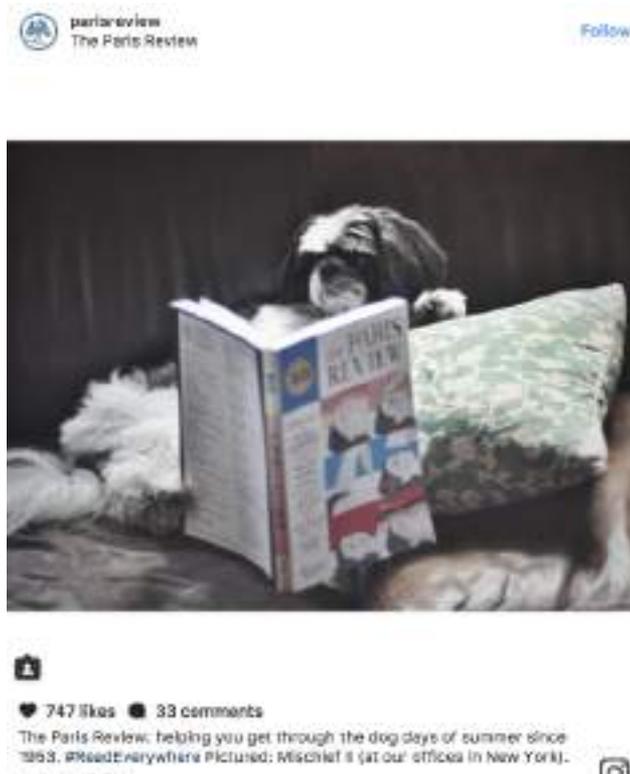
# DO: Embrace UGC/reader content



#newyorkerinthewild  
#thatsdarling  
#sodomino  
#iamatraveler  
#myhousebeautiful  
#mydomaine  
#rslove  
#verytandc  
#goopgo

Your reads will vie to be featured!

Another one, because who doesn't love a well read canine?



# DON'T: dabble with auto-engagement



# DO: (Creatively) flaunt your cover



kinfolk

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kinfolk Introducing Issue Twenty-Three! Get outside, be naked, help others: For spring, we dedicate a special section to the weekend and suggest ways in which to pass the hours. Plus, interviews with Elisa Lasowski, Dieter Rams and Moses Sumney. Available to order at [Kinfolk.com](http://Kinfolk.com) (Cover: [@stefanheinrichs](https://www.instagram.com/stefanheinrichs), Photo: [@yellowstudio](https://www.instagram.com/yellowstudio))

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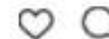
[stacious](#) I MUST ask. Why are you last two editions larger in size? Is this a permanent change?

[hind0108](#) [@fatmea](#)

[cvintage\\_2016](#) 🌸🌸🌸🌸🌸🌸🌸🌸

[botniaskincare](#) Saw this today 🥰 and thought it was beautiful ✨

[nickel.n.co](#) Captivating cover as always



24,860 likes

FEBRUARY 23

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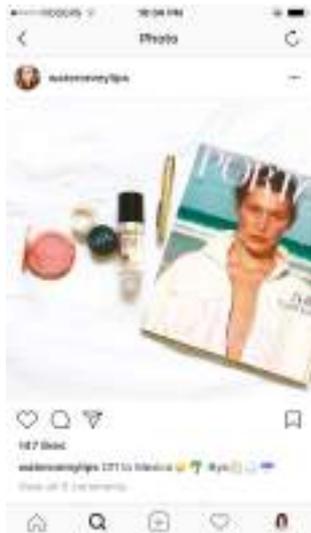




# DON'T: Ignore your community



# DO: Consider an ambassador program



# DON'T: dismiss the power of video

“We expected high readership of the story, so we didn’t want to replicate on Instagram exactly what readers could find on our website or the print magazine. We also didn’t want to just cut our videos into 15-second clips and upload them.” - Lainna Fader, *New York Magazine*



## Let me expand: why it worked

The package included dozens of stunning photos and several video interviews with some of the women who came forward with personal testimonies about Cosby. To build on this, they wanted to design an experience unique to Instagram.

“This is just another example of how beneficial it is to coordinate with the print and web teams well in advance of a story being published to craft a thoughtful social treatment that supplements a story’s larger narrative.”

Other things to think about...

# How to plan with a team (it takes a village!)



## How to plan with a team

- Create a succinct style guide
- Embrace data. Remember: there's strength in numbers
- Brainstorm together, ideally in one room

# Insta-story, what?



## Benefits of stories

- Stories are meant to be (or at least feel) on-the-fly
- Perfect for behind-the-scenes content
- Show + tell your authentic, un-retouched, human side. Pull back the curtain.
- Great way to showcase talent at the publication (put a face to a byline)

## Bonus tips!

- This isn't a perfect science. Be nimble to what's working (and what isn't).
- Don't fall victim to Instagram trends, especially if they feel off-brand
- Try not to overthink your feed. You'll suck all the fun out of it!
- Be open to change. Instagram will absolutely shock us with new versions, updates, and features. Don't be afraid to experiment.

Thank you so much!  
Any questions?