

My social



I love the vintage feel of this image. The black and white filter really gives the image a beautiful contrast.

OF
BEAUTY
RICH &
RARE

I love this hand lettering by @jasminedowling. The colours are beautiful.



I love the angle that this photograph was taken from. The image is simple yet very pretty,



I love the European feel of this image. I also really like the composition.



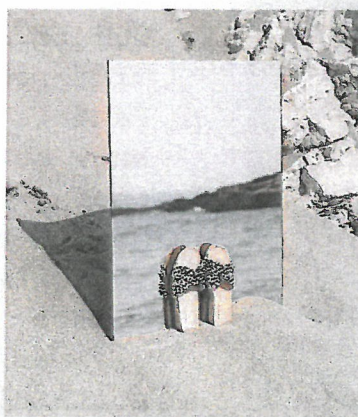
I absolutely love the lighting in this image and how the shadows fall across the models face.



I love the natural tones and lighting in this photograph.



I love this black and white image. The contrast and studio lighting is really beautiful.



I love the styling in this image, it is a very clever way of showing off the shoes as well as the beautiful location.



This image is so beautiful. I love how the photographer has shot through the window. I also love the moody colours.



faithfullthebrand



@faithfullthebrand

Faithfull the Brand is a beautiful clothing brand based in France. They have approximately 471k followers on Instagram and average 2,500 likes on their posts. They post a mix of photographs taken by a hired photographer as well as images from bloggers and customers whom have captured and shared images in their Faithfull the Brand clothing. The vast majority of their images are taken in Europe which not only creates a beautiful aesthetic but perfectly matches the style of their clothing. Their brand is very clearly targeted at woman in their 20s and early 30s.



saasha_burns



@saasha_burns

Sasha burns is a fashion blogger. She has approximately 156k followers on Instagram and averages 4,000 likes on her posts. Most of her posts are of herself in fashionable items. Numerous posts are sponsored by different brands such as Pandora and Forever New as they know her audience is women in their 20s. Her images are mostly all, shot outdoors and in different countries across Europe. Her feed is definitely planned out with all her images containing natural and warm tones. Many of her posts also have a slightly vintage muted filter on them.

Target Audience-

My target audience for my social media campaign is aimed predominantly at young woman aged between sixteen and twenty three. These woman have a passion for photography and fashion. They show kind, imaginative, romantic and artistic character traits. These woman are feminine and love reading fashion and art magazines such as Vogue, Harpers Bazar, Cereal and The Collective. They follow many blogger and fashion bloggers on instagram and gain style inspiration from them.

Their style is trendy and stylish. They are very much aware of the trends and often buy into them. They are visual people who appreciate photography and the arts. They spend much of their spare time at the shopping mall looking for new pieces to add to their wardrobe. They have aspirations to travel to France and Italy, to view the beautiful architecture, fashion and European culture. There aspirations are fuelled by the images they see on instagram of beautiful beaches and European towns.

These woman have careers or part time jobs in retail and fashion. The teenagers at the younger end of my target audience aspire to have full time careers (when they have completed school), in fashion such as a fashion blogger, fashion magazine writer, a buyer from a company or a stylist. Many of the women live with their parents, rent with their friends or own their first home. They bring in a low to middle income. They spend the majority of their spare money on clothes.

They live in the Australian in the suburbs. In their spare time they go out for brunch with their friends, shop for trendy clothing pieces, and explore the city, read romance novels and fashion magazines and scroll through Pinterest or instagram to find inspiration. There follow fashion bloggers on Instagram such as @leoniehanne, @fakander and @andicsinger. They own a camera and love snapping photographs when the right moment arises. They enjoy listening to pop music. They listen to popular artists whom often have their songs on the top charts.

These woman will be able to relate to my social media campaign as they love finding Instagram accounts that share both photography and fashion.

About the Instagram Algorithm-

A person's Instagram feed isn't just based on who they follow, it is based on who and what that individual may like. Instagram uses technology that based on your past behaviour on Instagram, creates a unique feed for every user. Every user has a personalized feed based on how they interact with accounts.

Instagram's algorithm predicts what photos and videos are the most important to you as a user, and uses three main factors to define this: interest, timeliness, and relationship

1. interest

The more the algorithm thinks you'll "like" that post, the higher it will be in your feed. It is based on "past behaviour on similar content and potentially machine vision analysing the actual content of the post."

2. Timeliness

Instagram's algorithm prioritises newer posts.

3. Relationship

The more you comment someone's photos or are tagged in posts with them, Instagram will likely place them into your "friends and family" category.

There are a few other factors that the algorithm uses-

Frequency is another factor. The more you are on Instagram, the more chronological your feed will look as Instagram will show you the best posts since you last visited the app. If you don't frequently check the app then your feed will be based more on what you like rather than being chronological.

Following- the amount of people you follow is another factor. The more accounts you follow the more variety Instagram has to select from so you may not see everyone's posts.

Hashtags-

Hashtags are an effective way to reach a larger audience. Hashtags allow people to discover posts related to certain topics they like. They are used to identify a message or a topic. Hashtags are an easy way to promote posts as well as gain more followers.



@CAITLINROSE

