

8 Types Of Photos Your Brand Should Share On Instagram



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1. A Day in the Life

What better way to connect with your customers than an exclusive view inside your brand? Snapshots around the office, at company events, and maybe even when you snag lunch by the office with a few colleagues. Tell your story, and tag employees so consumers can attach a face to your brand. Think about what makes your brand unique and show it off!

Example: Women's lifestyle brand Daily Candy never hesitates to share photos of their in-office dogs, giving their fans a dose of life at Daily Candy HQ.



2. Announcements

Press releases? Yawn. It's time to think outside of the box! Go where your consumers are (social) and speak in their preferred language (images). Let your followers in on the next big thing your brand is creating or launching with an aesthetically pleasing image, whether it's a rebrand (unveil the logo!), a new product (show it off in a lifestyle shot), or a collection (reveal a behind-the-scenes runway pic).

Example: Take a cue from retailer Kate Spade, who unveiled their "It" bag for the season, The Beau Bag, with an Instagram hashtag #meandmybeau. Their own Instagram is filled with photos of the purse on the streets of New York City, visiting the West Coast, in the pages of Vogue — all hashtagged, of course.

3. Customer Photos

Chances are, your fans are celebrating your brand on Instagram everyday. By sharing photos of your products being used in the real world, your fans are creating super authentic endorsements that tell their friends they love, not just like, your brand. You can't buy this type of brand affinity. Harness the power of these endorsements by reposting to your brand's account. In addition to celebrating your most loyal fans, this will inspire new customers and generate instant social proof for your brand.

Example: Retailer *Urban Outfitters* commonly reposts their fan's 'grams to their own Instagram account to highlight new products, thank dedicated fans, and increase brand authenticity. Now, instead of just *Urban Outfitters* saying their products are cool, your peers are too. That's a powerful recommendation.



4. Contests

Have fun with this one, and your fans will too! Cut through the everyday Instagram routine and activate your fans by launching a photo contest. Whether you're asking users to regram one of your account photos, take a photo of themselves or your product in the real world, or share general inspiration, make sure you offer some type of reward and celebrate the winners.

Example: Fashion brand *Madewell* took the "inspiration" route by hosting a contest which asked fans to post a photo of their five (or more) essential clothing items with the hashtag #wildlysimple for a chance to win a shopping spree.





benandjerrys



5. Products in Action

Think of Instagram as instant advertising — once customers see your product in use they'll be able to envision themselves using it. Yes, you share photos of your products across your ecommerce site and on other social channels, but using Instagram filters provides a more authentic feel and doesn't come across as commercial. Instead of over-produced product photography, take your products out into the wild for an Instagram inspired photoshoot.

Example: Instead of simply just sharing a photo of their Pumpkin Cheesecake flavored ice cream, Ben & Jerry's took to the streets and shared an image of their season-inspired Fall flavor alongside a bright pumpkin and a long autumn road.



everlane



6. Behind the Scenes

Create a little transparency and your customers will immediately feel like VIPs, which will drive a much stronger connection to your brand and its products. Consider posting extra shots or "outtakes," photos leading up to a big event, the set of a photo shoot, or a covetable travel pic. You can also view this as a way to establish credibility and trust. Are your products made with care? A behind the scenes photo on Instagram brings your fans into your brand's' story like never before.

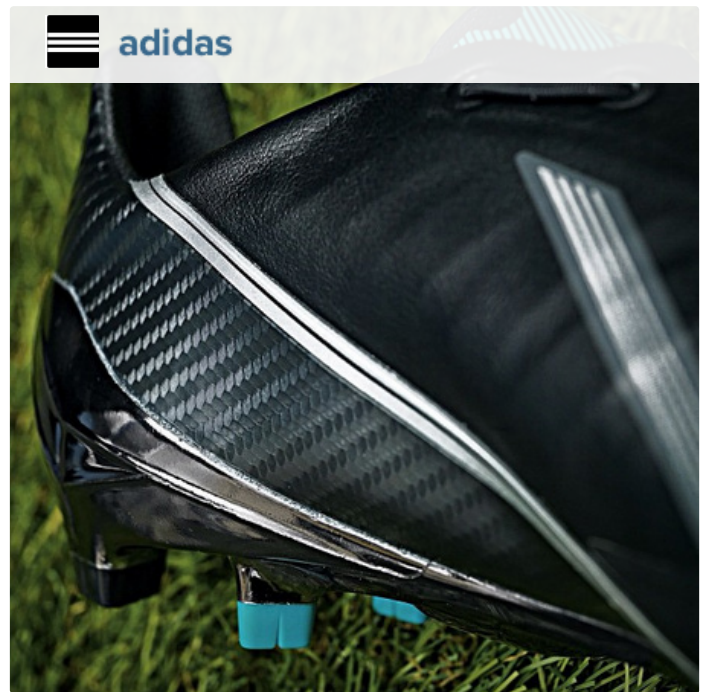
Example: Transparency is at the core of Everlane's branding. In order to reveal the amount of care and quality that goes into their products, the brand constantly shares behind the scenes photos from their factories and warehouses.



7. Teaser

That's right, Instagram can serve as your brand's hype-man. Crop an image closely enough so there's still plenty to be revealed. Maybe even include text of a launch date to get your fans buzzing! Include a hashtag such as #YourBrand2014, and you just kick started an entire campaign that gains chatter long before a launch date of a product or a big news release.

Example: Look no further than this teaser from Adidas, which used Instagram to pre-announce and preview a new line of soccer cleats. By sharing an exclusive product shot on Instagram, they're building suspense and, more importantly, are giving users a reason to come back.



8. Themes

Instagram culture has already given rise to theme days, including Flashback Fridays (#FBF), Throwback Thursdays (#TBT), and Man Crush Mondays (#MCM). While you don't need to upload gratuitous Ryan Gosling pics every Monday (okay, we actually wouldn't hate that), you should keep track of relevant themes that provide an opportunity to highlight your brand in a new and fresh way. Use #TBT and #FBF to evoke a sense of nostalgia. You can even create your own theme around your brand and post similar content on a specific day — perhaps showcase an employee, an office, or a loyal fan once a week or once a month.

Example: : GIVE, a basketball apparel brand, participates in #TBT on a weekly basis, posting a sports-themed photo from past decades. This type of novel content gives their fanbase something to look forward to every week and taps into nostalgia, which ultimately drives a deeper connection with their brand.

