

FINDING YOUR INSTAGRAM AUDIENCE

Michael Goodner
City of New Braunfels



Introduction

- Do you feel like you're not getting as much out of your Instagram accounts as you should?
- Are you wondering why your facility needs an Instagram account?
- Do you just have no drive to post?
- Hopefully this presentation can help!

TOPICS TO COVER

- Benefits of using Instagram and social media as a business
- Identifying and connecting with your audience
- Establishing and building your online brand, posting schedules, boosting engagement
- Content ideas, Tik Tok and reels

CREDENTIALS

- Started working for the City of New Braunfels in 2015 as lifeguard
- Earned Bachelors from Texas State University with a degree in Public Administration and Political Science
- Became Assistant Aquatics Supervisor in 2021 and took over @Newbraunfelsaquatics Instagram account
- Currently pursuing a Masters in Advertising and Public Relations with a concentration in Communications Management from the University of Alabama



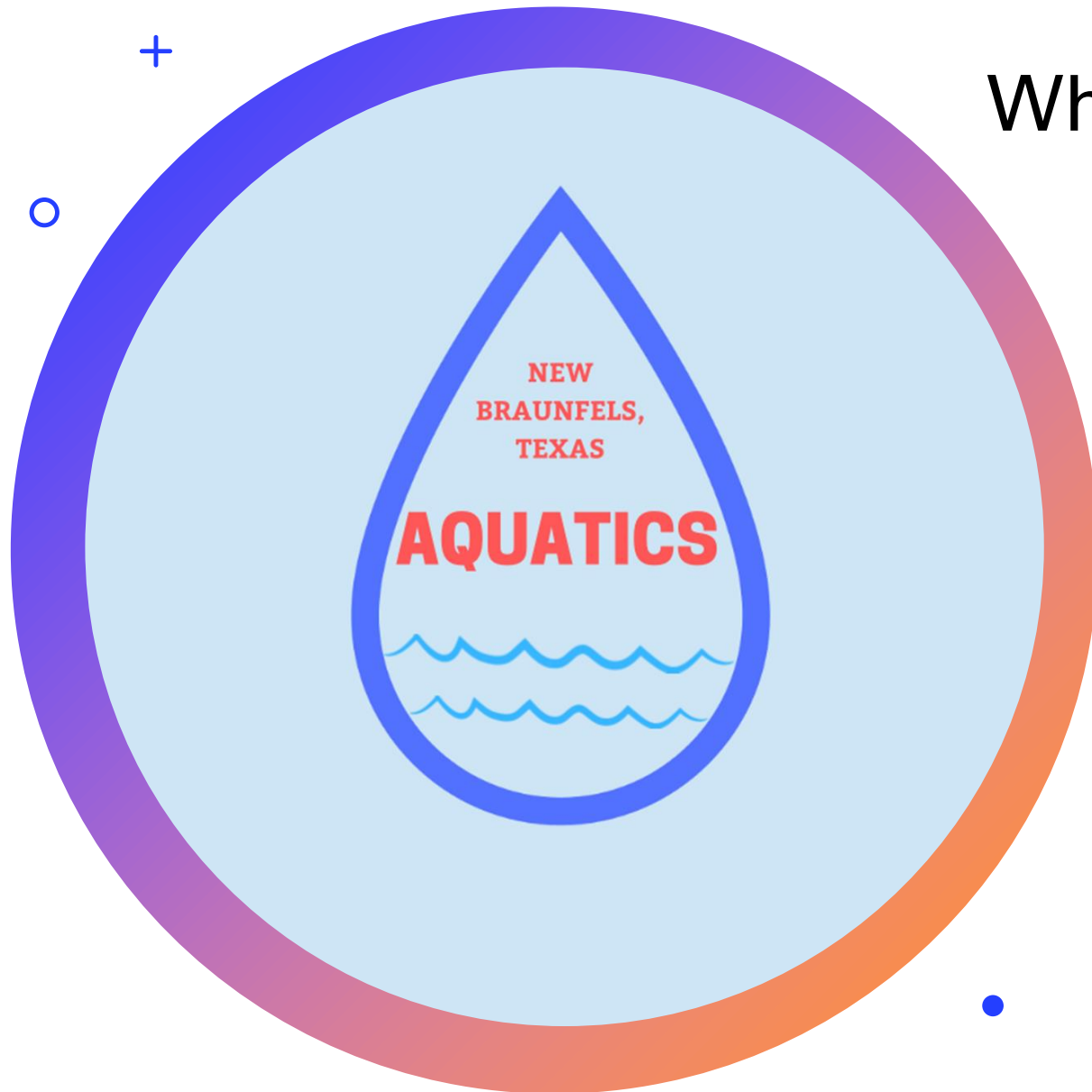
OUR FACILITIES



LANDA PARK AQUATIC COMPLEX



City Tube Chute

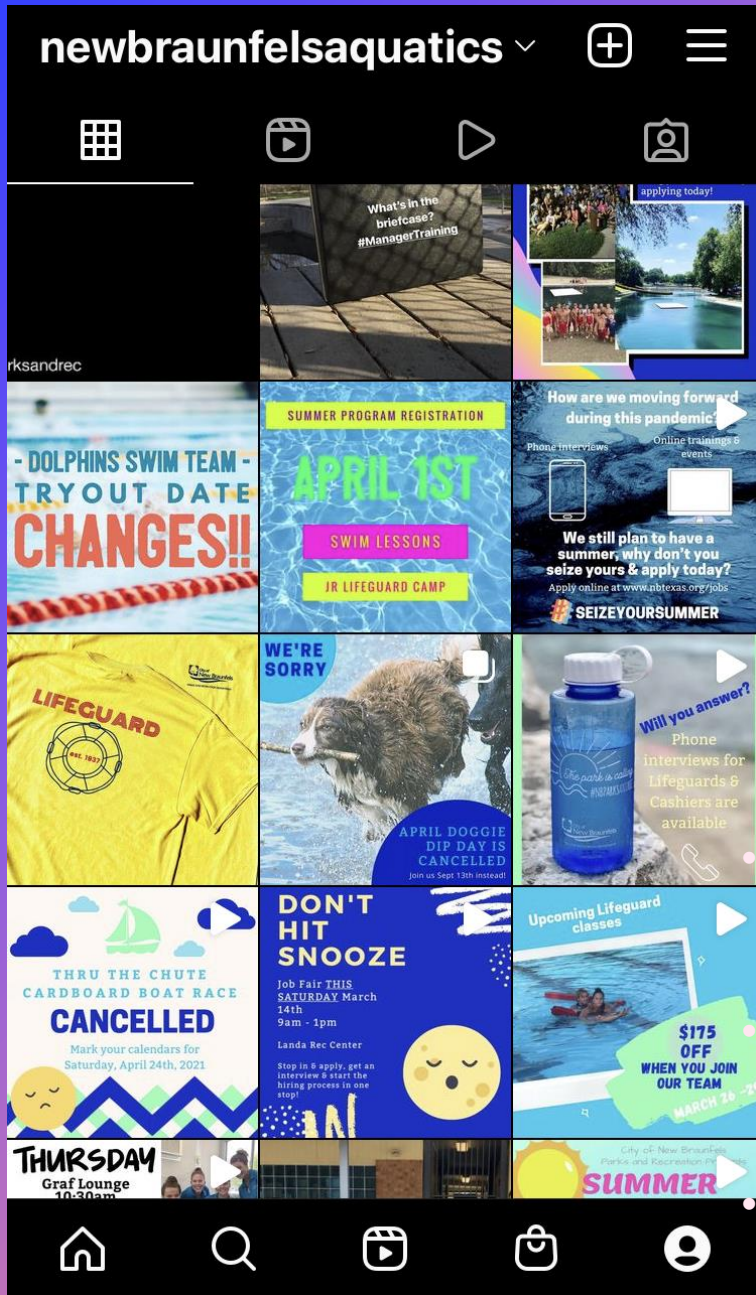


What is @Newbraunfelsaquatics?

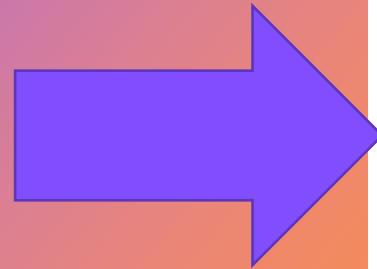
• This is our Instagram account that we use to:

- Promote our brand/define our reputation
- Recruit staff digitally
- stay connected with current staff year round
- Advertise for the Landa Park Aquatics Complex and the City Tube Chute

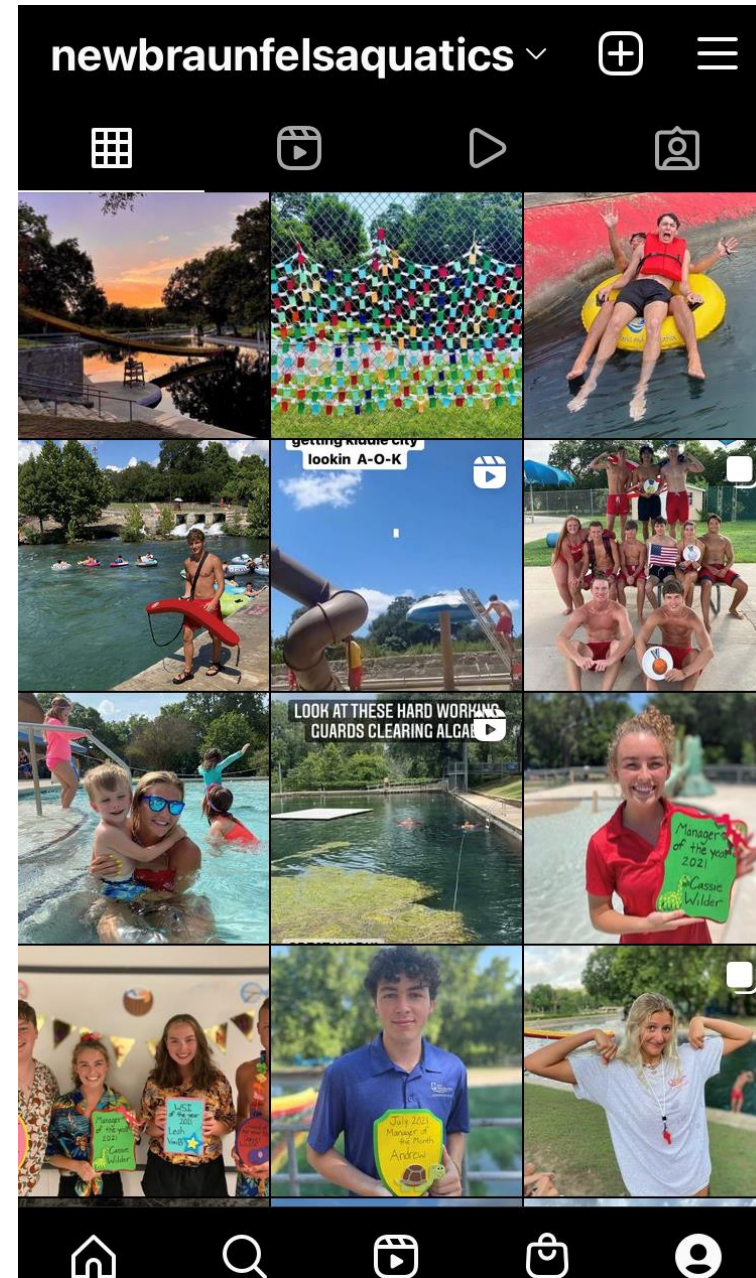
Then Vs Now



- Focus on facility updates
- Blue, cartoon clip art images



- Highly edited, no reels
- Oversaturated color palette
- Low amounts of real people



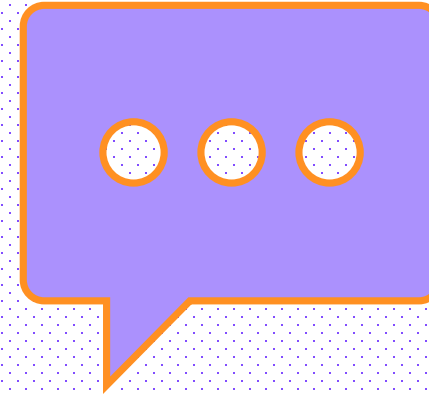
- Focus on staff, programs & events
- Vibrant colors make feed pop
- Balance between reels and posts
- High focus on real photos



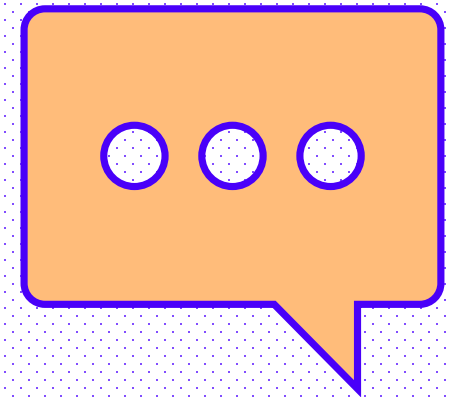
WHY USE INSTAGRAM?

- 71% of Americans ages 16-29 are on Instagram (Pew Research)

- Our frontline aquatics staff are between the ages of 16-22



- 95% of our staff has at least one Instagram account



- A comfortable medium between professional and casual

FINDING YOUR AUDIENCE



FINDING YOUR AUDIENCE

- Identify what you want your page to accomplish primarily (Advertising, recruiting, awareness, community engagement, ect)
- The large majority of our audience is staff/ former staff and parents of staff

AGE DEMOGRAPHICS

PRESENTATION TITLE

- Different generations respond better to different types of marketing
- Speak the language of your target audience
 - Gen Z doesn't like content that feels like it's from their parents
 - Gen Z likes content that feels relatable, direct and brief
 - Be genuine when marketing to younger audiences, they can tell when content is forced and you will be labeled as "cringe"



WHEN TO POST AND HOW OFTEN



- Timing matters, but content matters more!
- Peak hours dependent on audience
- Peak hours are generally between 4pm-8pm weekdays and Sundays
- Saturday peak hours are between 9am-2pm
- Timing can change based on variety of factors:
 - Sporting events
 - Holidays
 - Bad weather

HOW OFTEN TO POST

- Dependent on your audience's engagement
- Generally, you should make at least 3 posts a week with 5 story posts
- For @Newbraunfelsaquatics, we post 3-5 times during the summer and at least twice a week during the off-season months
- When you do post, be ready to react and respond to engagement!

Instagram Stories



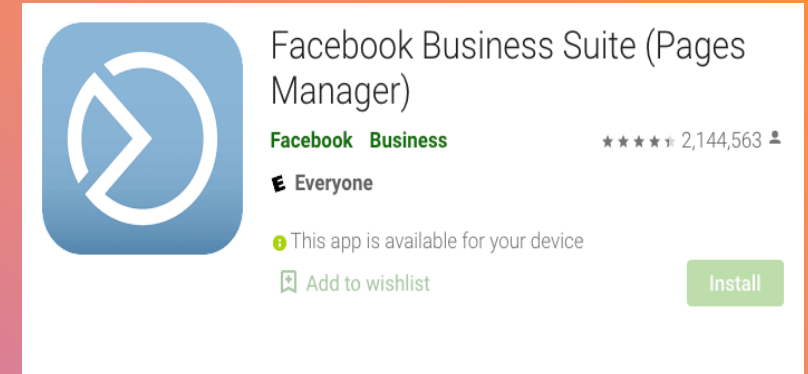
- Stories are great for the reject content that don't warrant an entire post
- Use stories during dead weeks
- Ideas for stories
 - Repost other relevant pages (boasts engagement!)
 - Event flyers/ sudden announcements
 - Reels/ Tik Toks
 - Facility aesthetic shots

TOOLS TO TRACK ENGAGEMENT

- Instagram Insights
- Professional Dashboard



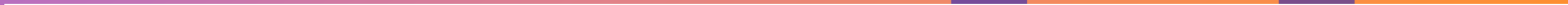
- Facebook Business Suite



- Hootsuite



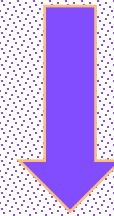
BUILDING YOUR BRAND

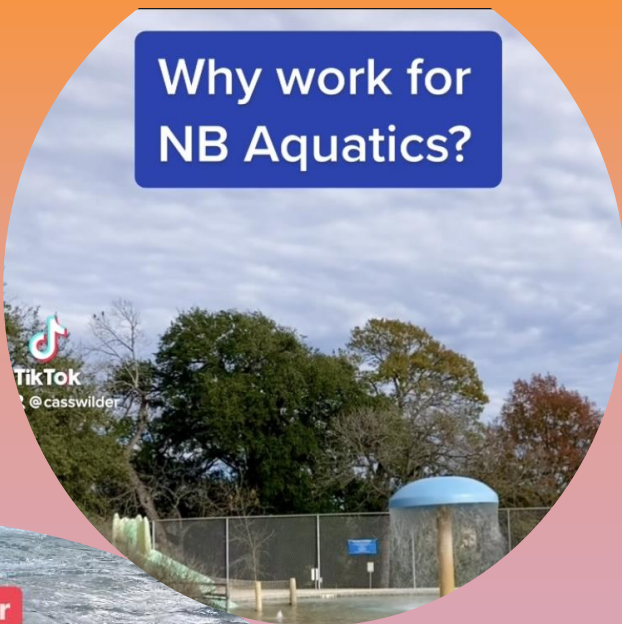


-
- Try to connect brand to physical facility
 - Posting through trial and error to find what content your audience engages most with and responds positively to
 - Don't be afraid to post something new!



+





CONSISTENT FONTS

- Maintain consistent fonts/ color scheme for graphics
- Great for catching eye
- Mix things up every few months
- Don't oversaturate

BOOSTING ENGAGEMENT



BOOSTING ENGAGEMENT

- Like and reply to positive comments
- Repost other related pages' stories/content
- Don't turn off likes or comments
- Follow your staff back
- Like and comment on the posts of the people you follow
- Remember to stay professional

DEALING WITH TROLLS



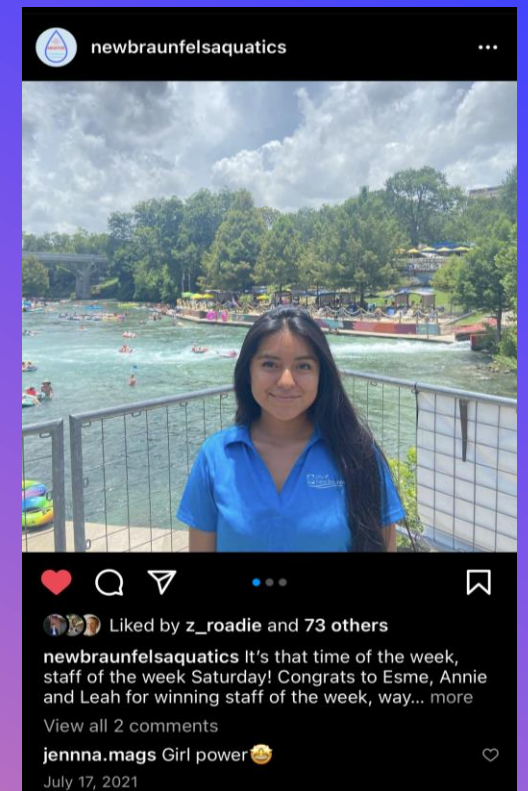
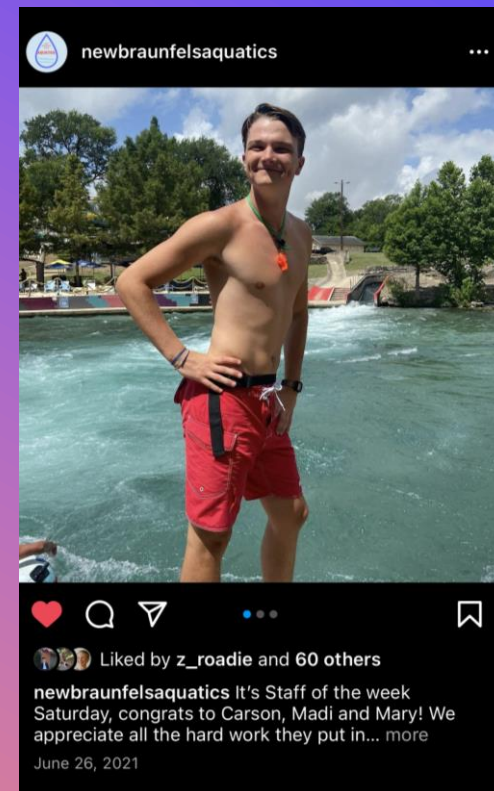
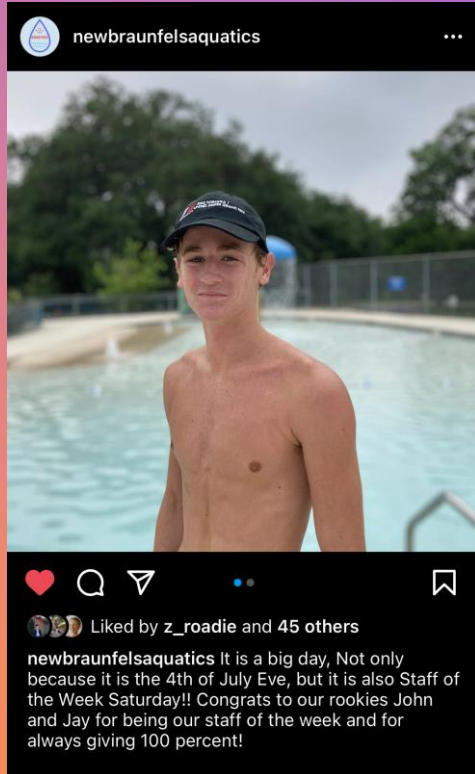
- It's going to happen eventually
- Do not engage in any negative retaliation
- Remember not to take anything personally, this isn't your account!
- Don't delete negative comments that are not personal attacks
- New Braunfels policy says personal attacks will be hidden or deleted

PRESENTATION TITLE



CREATING CONTENT

STAFF SHOUTOUTS



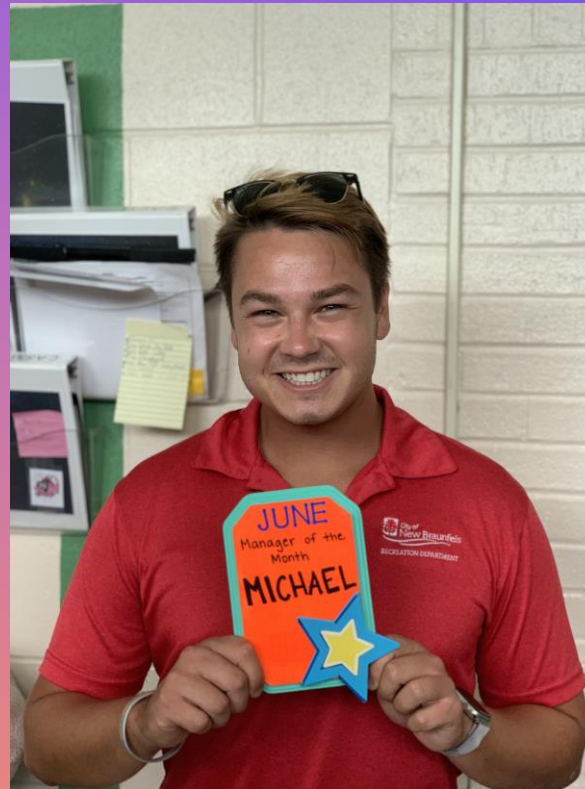
Staff of the Week Saturdays



STAFF SHOUTOUTS



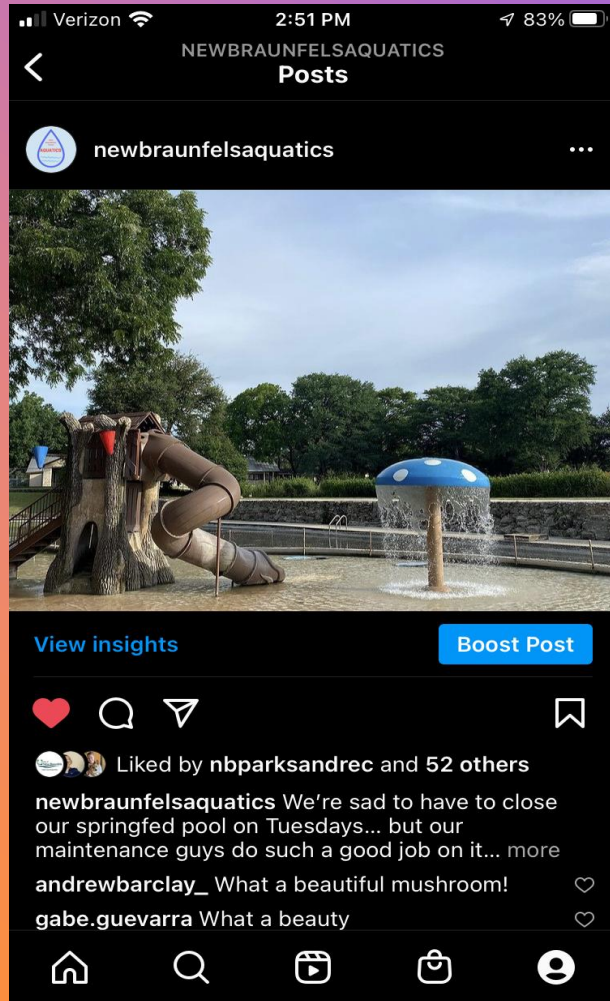
+



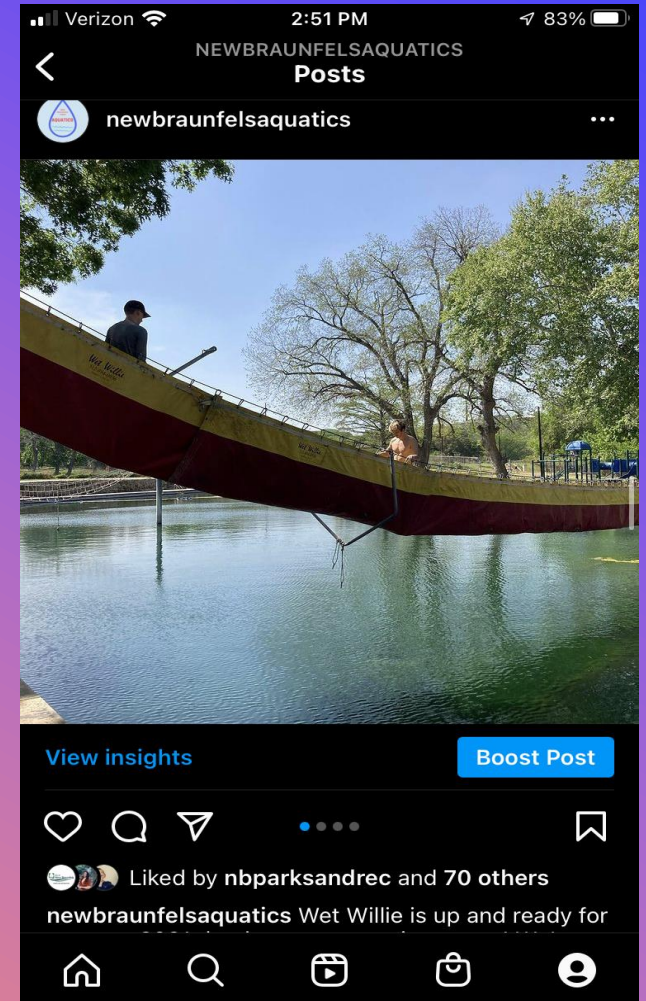
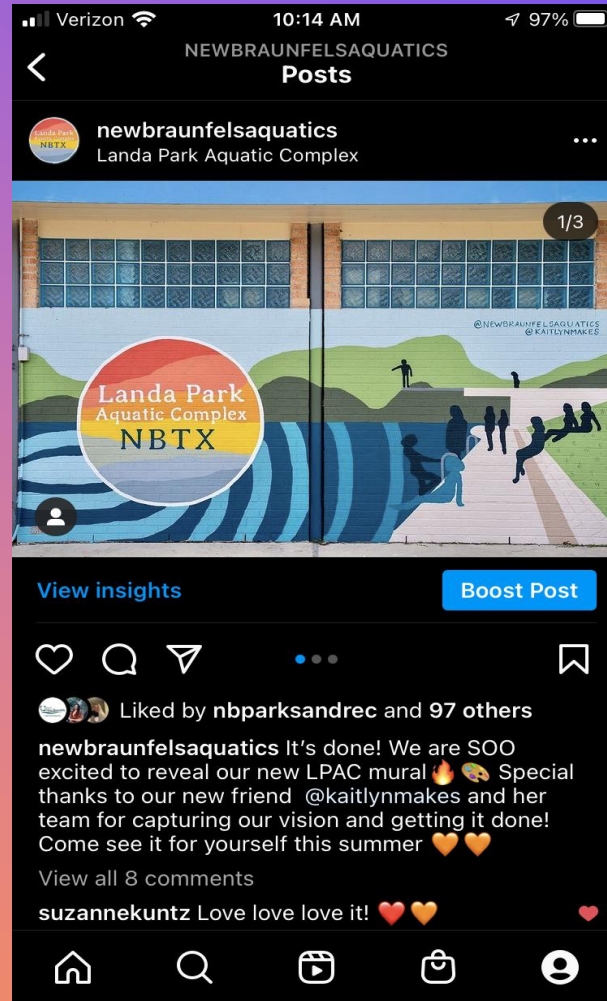
Manager of the Month Mondays



HIGHLIGHT A FACILITY FEATURE



+



HOLIDAYS/COMMUNITY EVENTS/NATIONAL - DAYS

Wurstfest



Halloween

National Coffee Day



National Boss Day

READING THE ROOM

2019 Zebra Chase Incident



READING THE ROOM

The Will Smith Chris Rock incident



Reels and Tik Toks



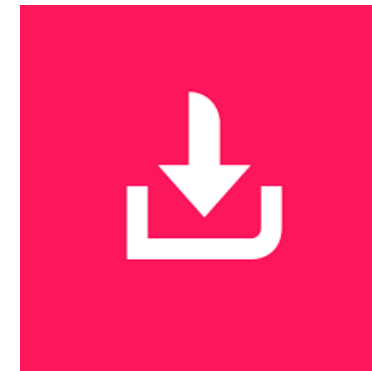
Tik Tok



Reels tools



Video eraser



Musicallydown

THANK YOU

Michael Goodner
City of New Braunfels Parks and Recreation

Mgoodner@nbtexas.org

@newbraunfelsaquatics

