

# Instagram e l'importanza dell'audio-visuale nella comunicazione istituzionale



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**20/30** MINUTI



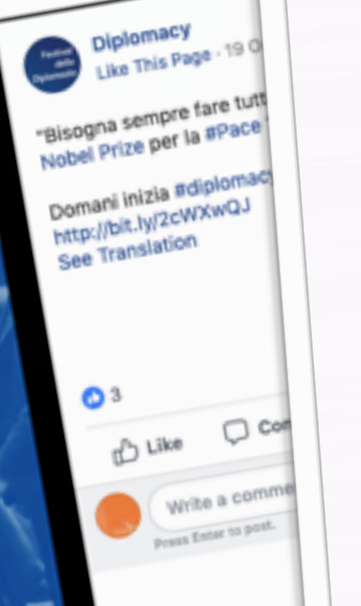
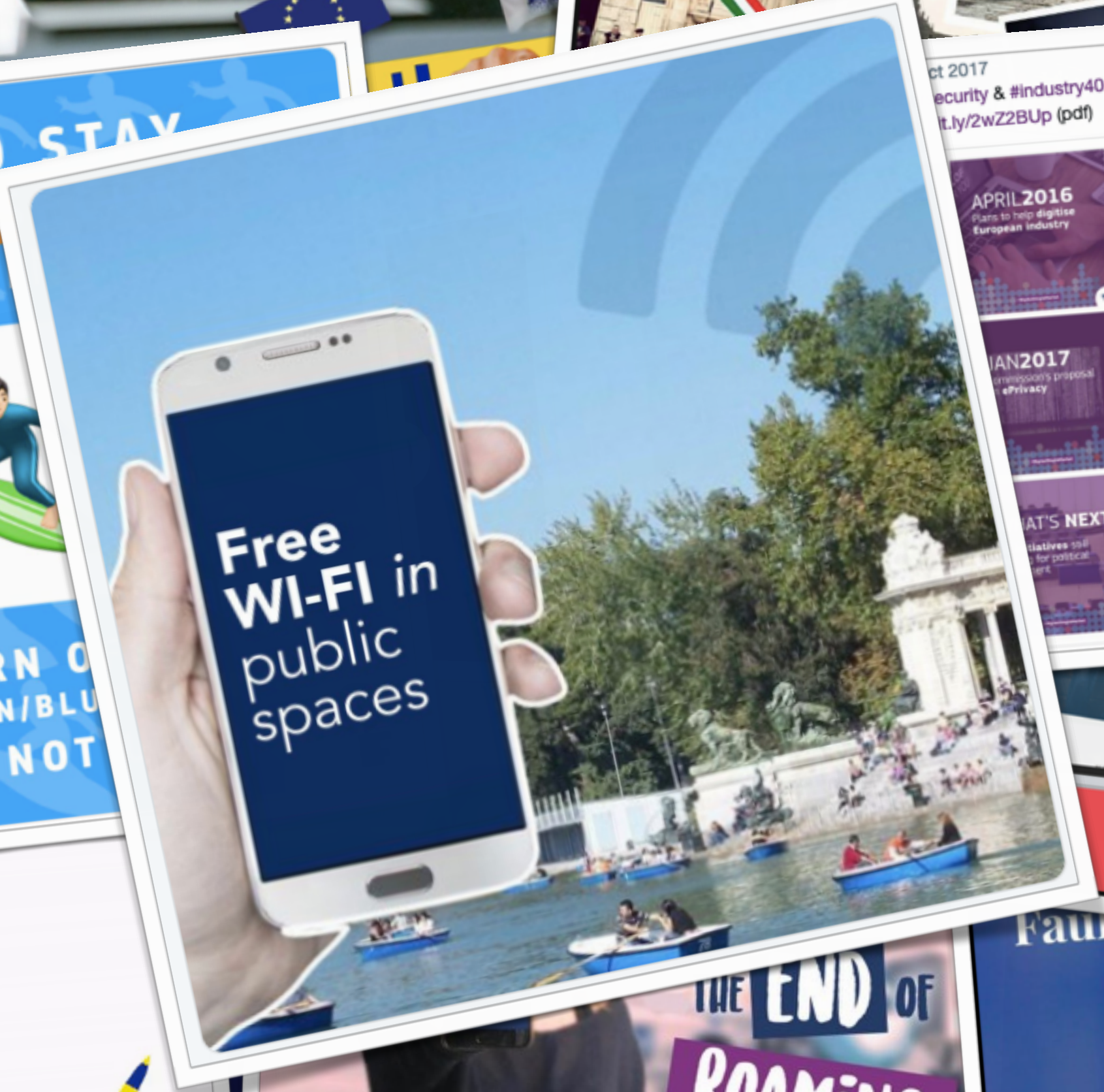
**Who** am I?



Making Europe Again @MakeEuropeAgain · 6 Jul 2017  
Extraordinary skills? looking for a volunteering opportunity? Go to  
bit.ly/2mCbppr 🙌! #futureleaders #shapeeurope



Making Europe Again @MakeEuropeAgain · 13 Jul 2017  
Historic day for Malta yesterday as they voted to legalise same  
bit.ly/2ucGdVn #loveislove



THE END OF ROAMING CHARGES

euphorianet.it



Perché è così **importante**  
l'**audio-visuale** per i social media?



Visual content is **everything**  
we **see, read, interact with** on the **internet**.



A hand holding a smartphone displaying a camera app interface. The screen shows a cityscape with buildings and trees. The app interface includes a top bar with icons for gallery, flash, and camera, and a bottom bar with options: 'CÂMERA LENTA', 'VÍDEO', 'FOTO', 'QUADRADO', and 'PANORAMA'. A central shutter button and a bottom bar with a flash icon are also visible.

Visual content is the **visual piece** of the world wide web **we consume everyday**.




(6) Twitter x +

https://twitter.com

App Home - Summer S... Pointer Pointer by ... TWITTER Norse Attack Map BLOGS Concerti Viktor Pesenti English courses Bruxelles Jazz Myremote Telewor...

Home Notifiche Messaggi Cerca su Twitter Twitta



**Joseph Joe Ianniello**  
@gioianniello

Tweet **12.000** Following **4.901** Follower **3.523**

**Tendenze in Italia** · Modifica

- #propagandalive 4.441 Tweet
- #JuveUdinese 22.700 Tweet
- #IlSilenzioDellAcqua 2.791 Tweet
- #quartogrado 2.629 Tweet
- #sanremoyoung 1.900 Tweet
- Eden 73.200 Tweet
- Lasagna 5.226 Tweet
- Amanda Lear

Che c'è di nuovo?


Mostra 6 nuovi Tweet


Eamon Davis Delaney ha ritwittato

**Christopher Stalford** @CStalfordMLA · 40 min

Tea Lane is now in the Ulster Folk & Transport Museum. It is based on life in 1910. This picture was taken in 1970. This is how people from a working class unionist background in Belfast lived. This is what my family came from. Don't tell us we were privileged. We weren't.

Traduci il Tweet








**Sbircia la nuova versione di Twitter**

Segnalibri, modalità notturna, Risparmio dati e altro ancora. Scopri tutte le nuove funzioni presto disponibili sul Web.

Dal un'occhiata

**Chi seguire** · Aggiorna · Visualizza tutto

-  Eurovision @Eurovision Segui
- Seguito da **rocco scozzarella**
-  Camilla Mansi @camilla\_... Segui
-  Il Fatto Quotidiano @f...

MacBook Air



We are **moving** from text messages  
(which are also becoming shorter)  
to **simple** and **expressive forms**

---

pictures, memes, emoji,  
GIFs or very short videos

*\*Buffer Blog 2017*





Utilizzando **solo le immagini**.







# 150x

**Tweet con immagine** riceve  
**più retweet** di uno senza immagini.







# 10%

Informazioni che ricordiamo  
dopo tre giorni **solo**  
**dopo averle sentite.**



# 65%

Informazioni che ricordiamo  
dopo tre giorni  
dopo averle **sentite e lette**  
**attraverso un'immagine.**

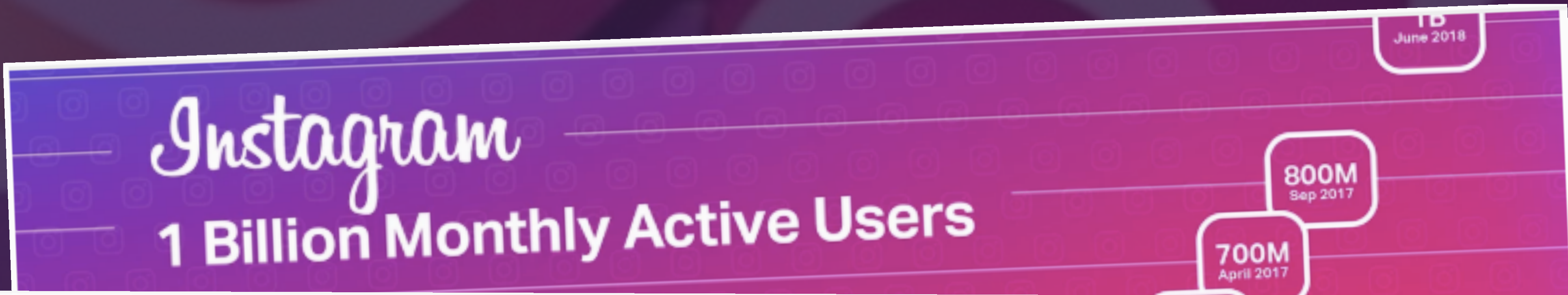


Nuovi **mezzi** di comunicazione.

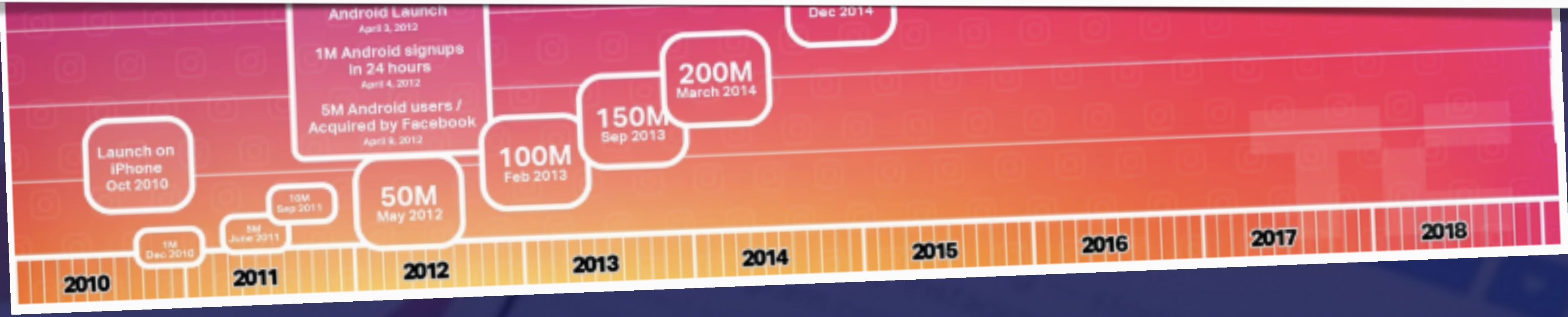


Nuovi **formati** di comunicazione.

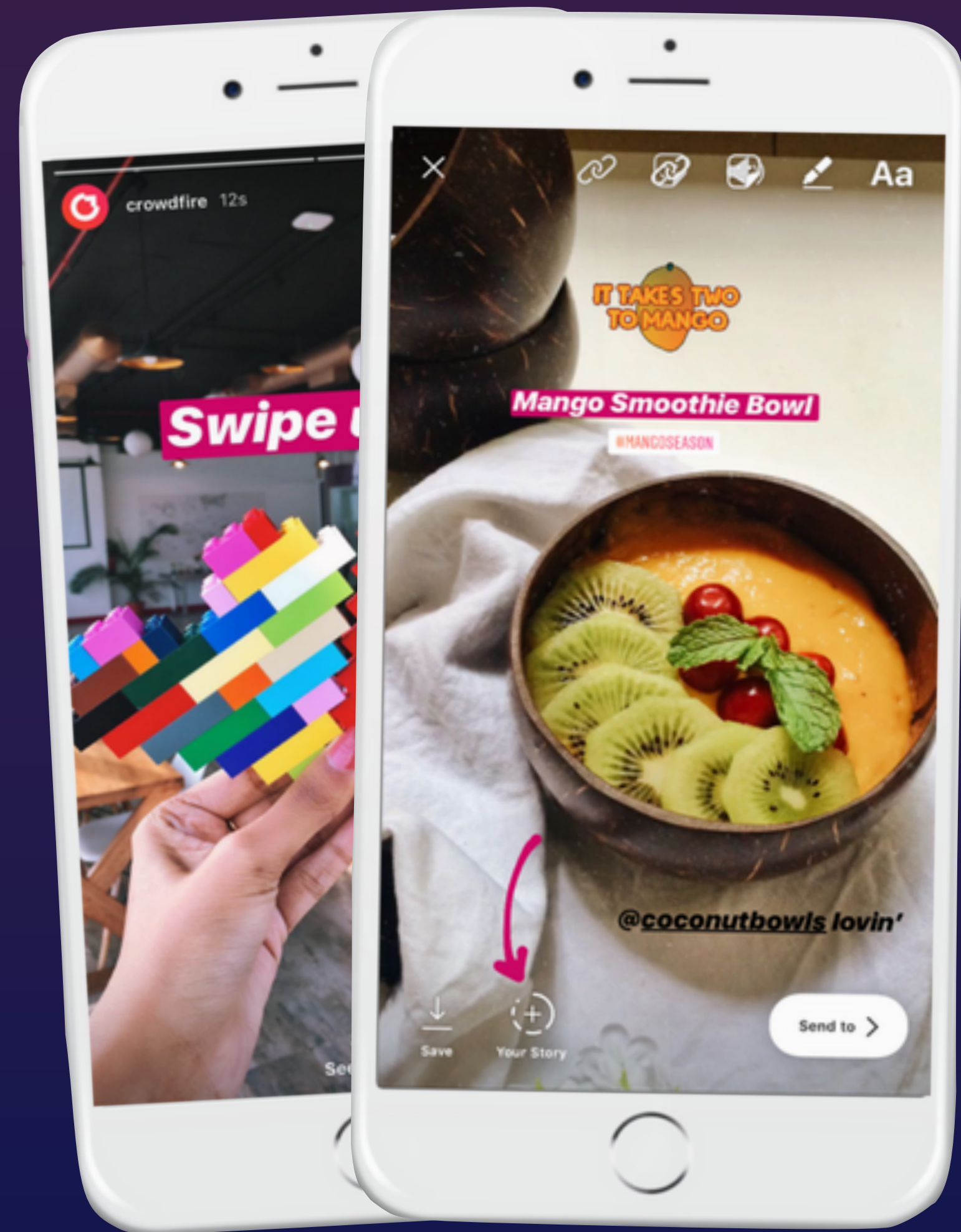




# Instagram hits 1 billion monthly users, up from 800M in September







stories + IGTV







**IG STORIES**

**15**

**SEC/SLIDE**



**INSTAGRAM**

**1**

**MIN MAX**



**IGTV**

**10** OR **1**  
**MIN**      **HOUR**

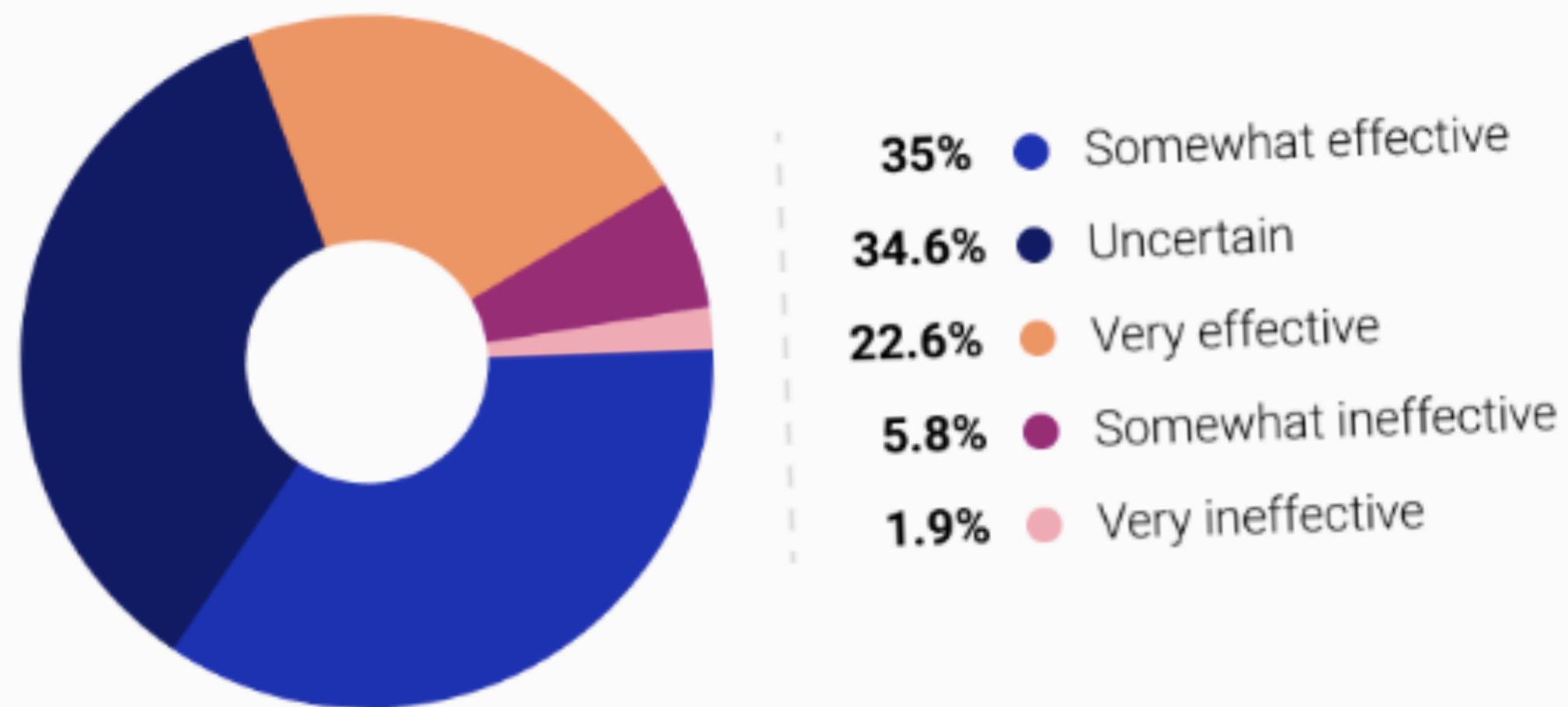
**(DEPENDING ON THE  
SIZE OF THE ACCOUNT)**



**accorciare** le distanze, le **stories**.



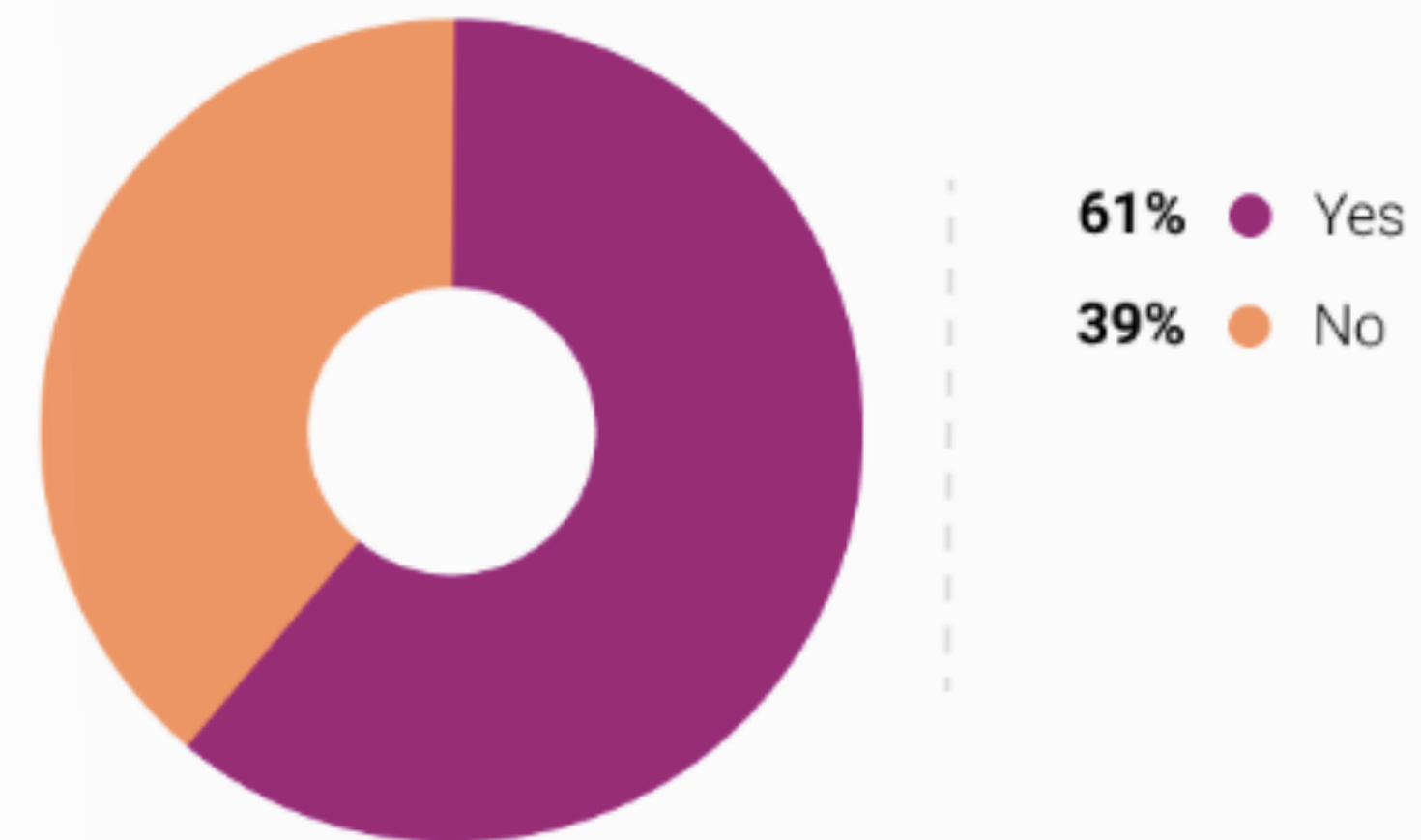
How effective have stories been as part of your social media strategy?



State of Social Report / 2019  
[buffer.com/state-of-social-2019](http://buffer.com/state-of-social-2019)



Do you plan to invest more in stories ads in 2019?



State of Social Report / 2019  
[buffer.com/state-of-social-2019](http://buffer.com/state-of-social-2019)



Buffer - State of Social 2019



JAN 2018

# PROFILE OF INSTAGRAM USERS

BREAKDOWN OF INSTAGRAM'S GLOBAL USERS BY AGE AND GENDER, IN MILLIONS

FEMALE  
MALE



77

SOURCES: EXTRAPOLATION OF DATA FROM INSTAGRAM (VIA FACEBOOK), JANUARY 2018. NOTES: THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL GLOBAL INSTAGRAM USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

Hootsuite we are social



# 80%

degli utenti **sono fuori** da **USA**  
Dato Aprile 2017



**19mln** utenti in italia a Settembre 2018

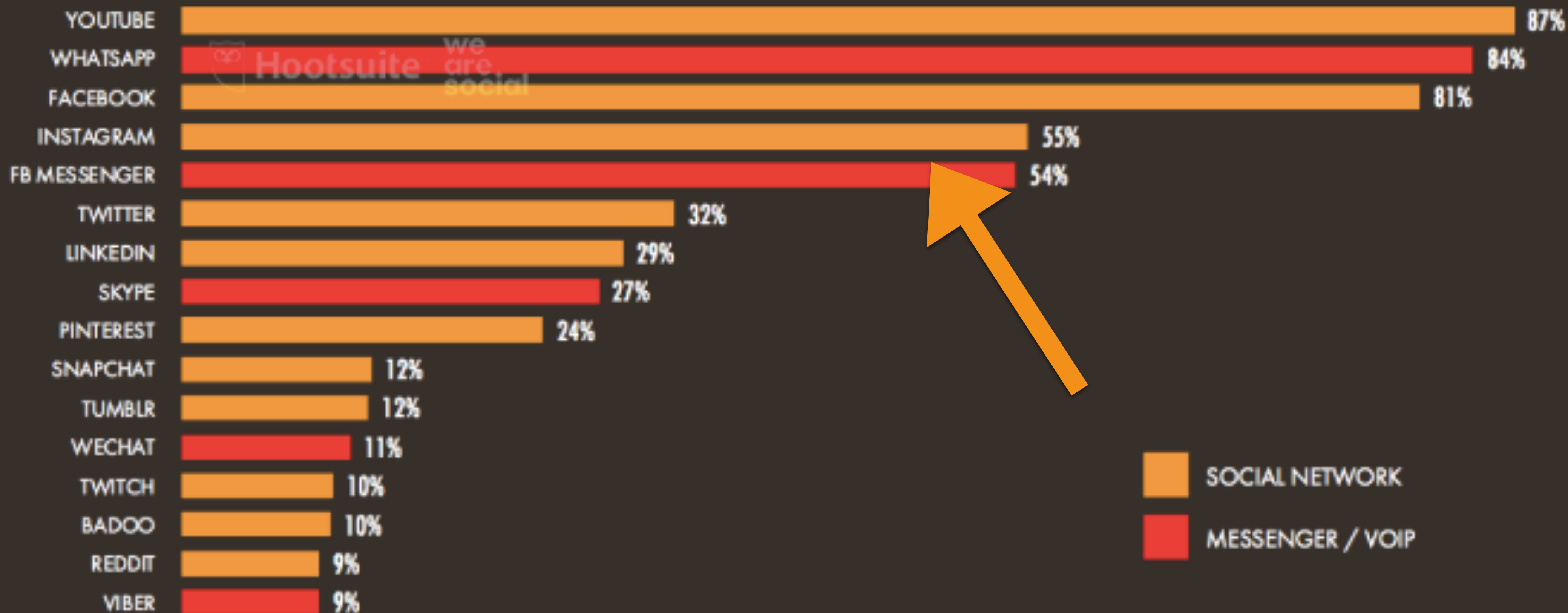
**10** Posizione dell'Italia nel mondo



GEN  
2019

# PIATTAFORME SOCIAL PIÙ ATTIVE


PERCENTUALE DI UTENTI CHE DICHIARANO DI USARE CIASCUNA PIATTAFORMA [SURVEY]



Report Digital 2019, Hootsuite e We Are Social





instagram  

Following 

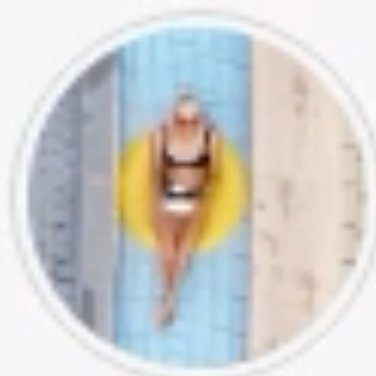
## Instagram

Discovering and telling stories from around the world.  
Founded in 2010 by [@kevin](#) and [@mikeyk](#).

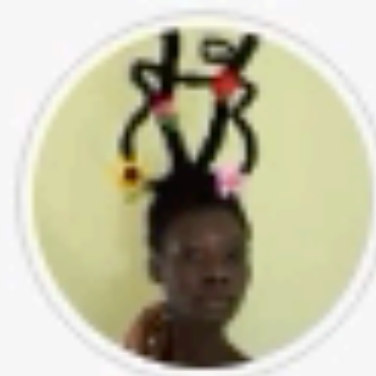
Followed by [theapologistmag](#), [frenchkiwijuice](#), [justintimberlake](#)  
+ 81 more




Talent



Travel



Beauty 



Fluff 



ASMR

5,758  
posts

284m  
followers

226  
following



# How to **use** Instagram



Visualizza dati statistici

Metti in evidenza



   Piace a **kubacz88** e altri 56

**digitalsinglemarket** Last chance to influence EU policy on [#fakenews](#): our dedicated survey ends on Friday





Utilizza **tutte** le funzionalità.



**1 volta** al giorno.



**Clarity, creativity and consistency.**



**Become a storyteller instead,**  
offering *'micro-stories'* via your captions, videos,  
Instagram Stories and profile.



Using the **Insights feature** business account.



Choose the right **hashtags**.

clear **timeline.**



**community.**

segui hashtags o posti



“We want to be a part of our customer’s journey and a part of people’s real-life stories and if you buy our product, great,” says **Warfield**. “But buying from Nike isn’t entirely the point. **We began to invest in people (the community) on social media** because **that’s where they are and that’s where they spend time.**”

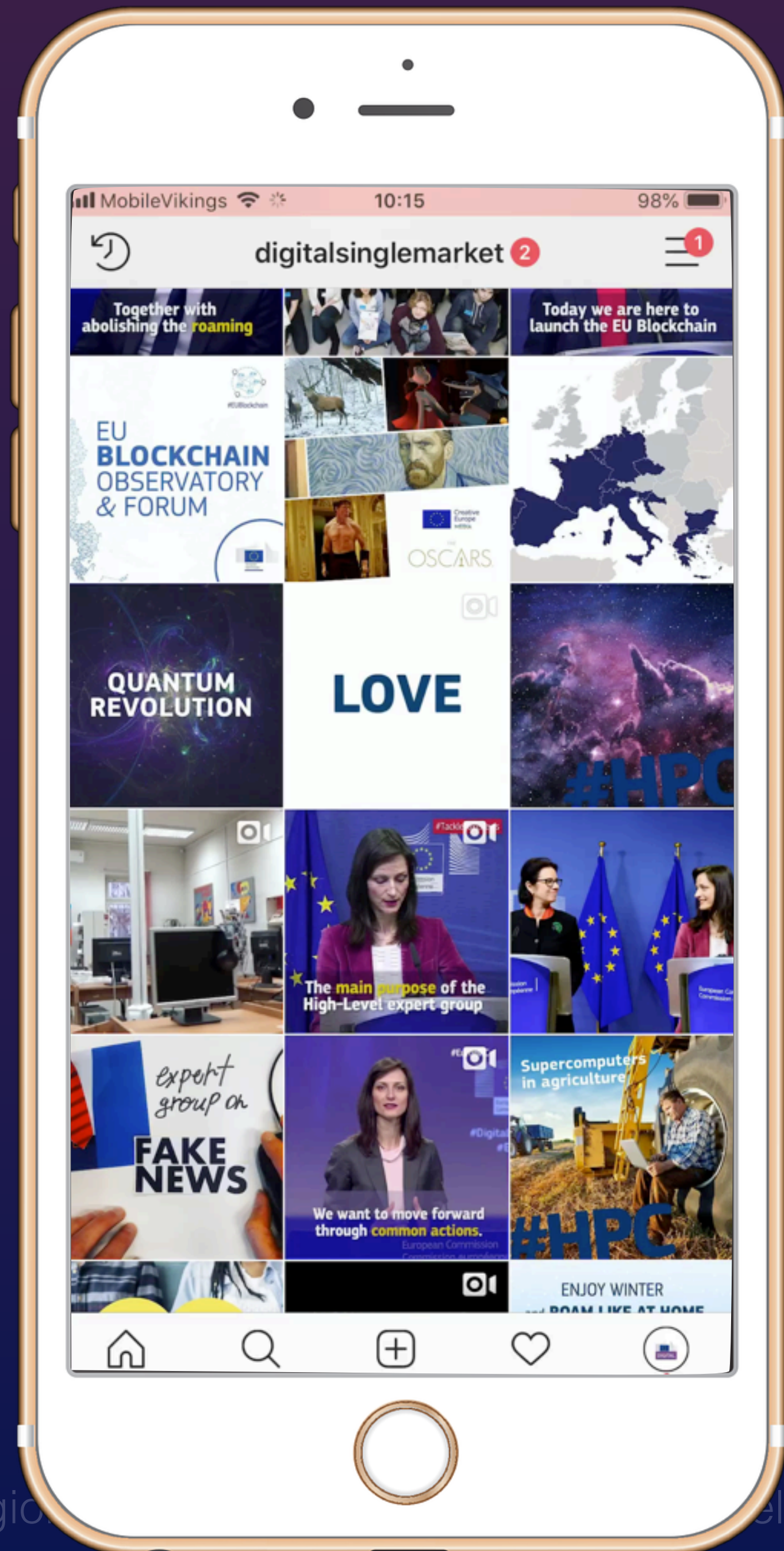
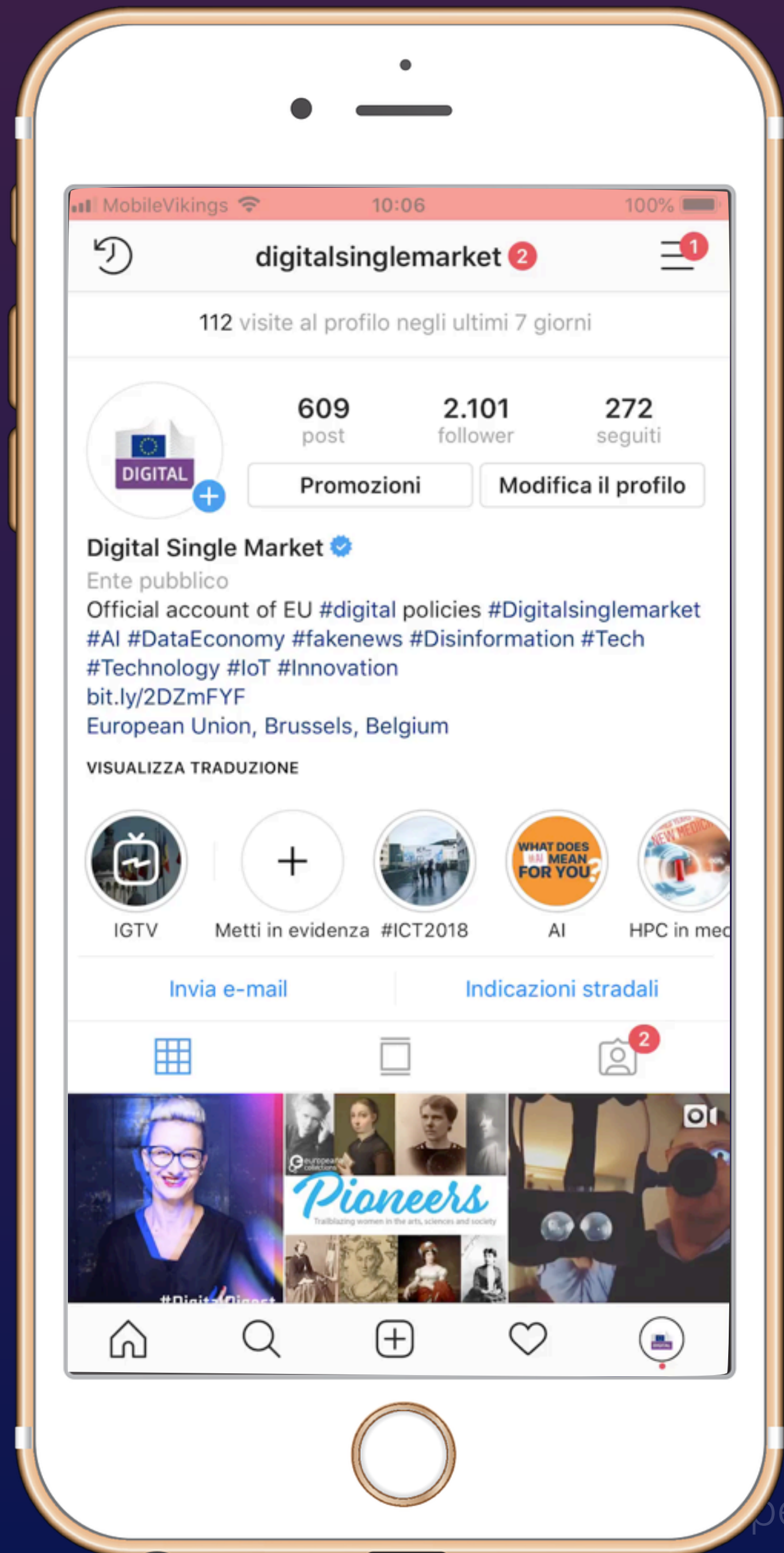
Social media is where people share the experiences and it’s where they’re asking support-related questions. It’s a massive community and a **great chance to build relationships.**”

<https://buffer.com/resources/instagram-community-nike>



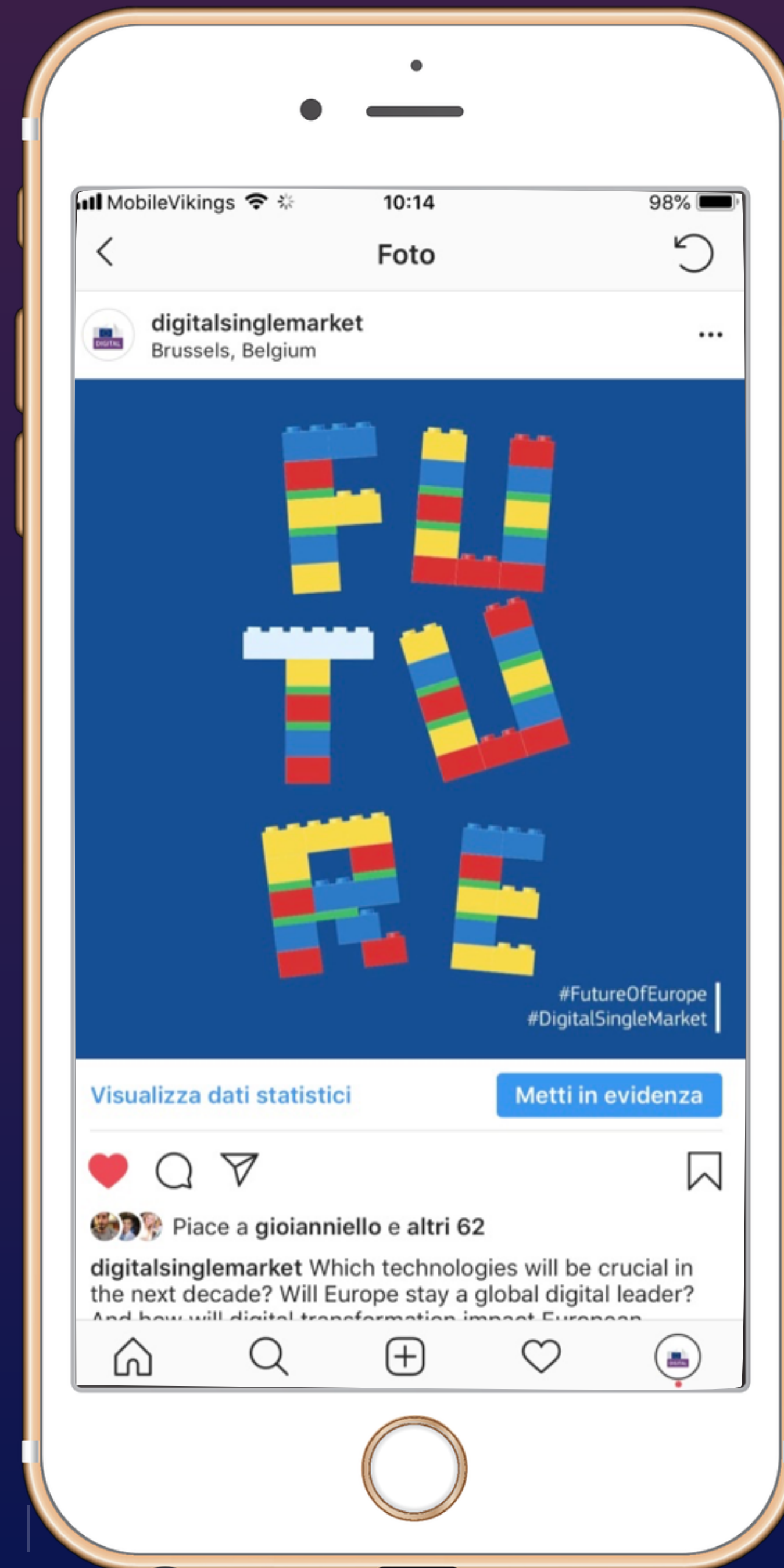
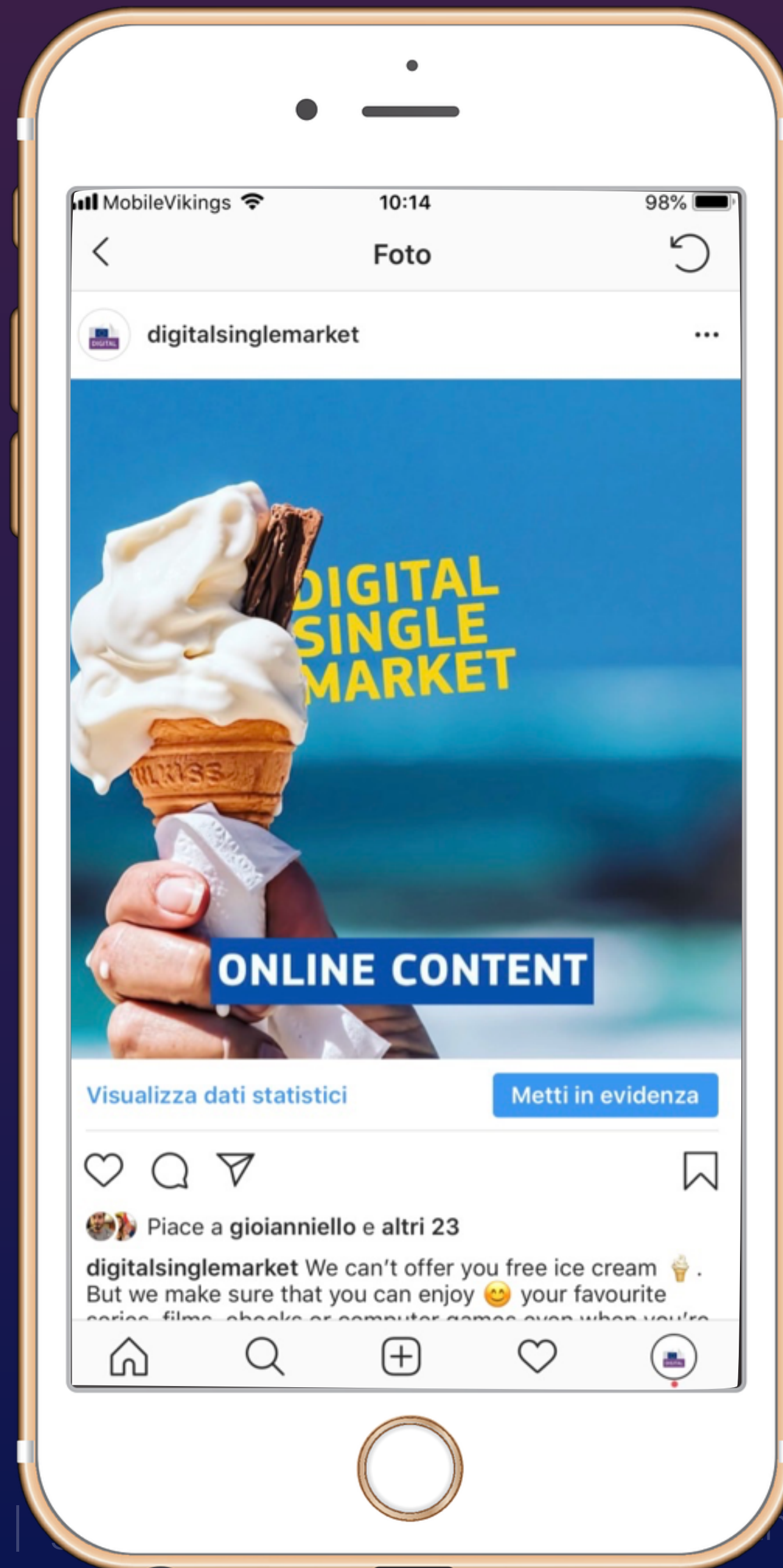
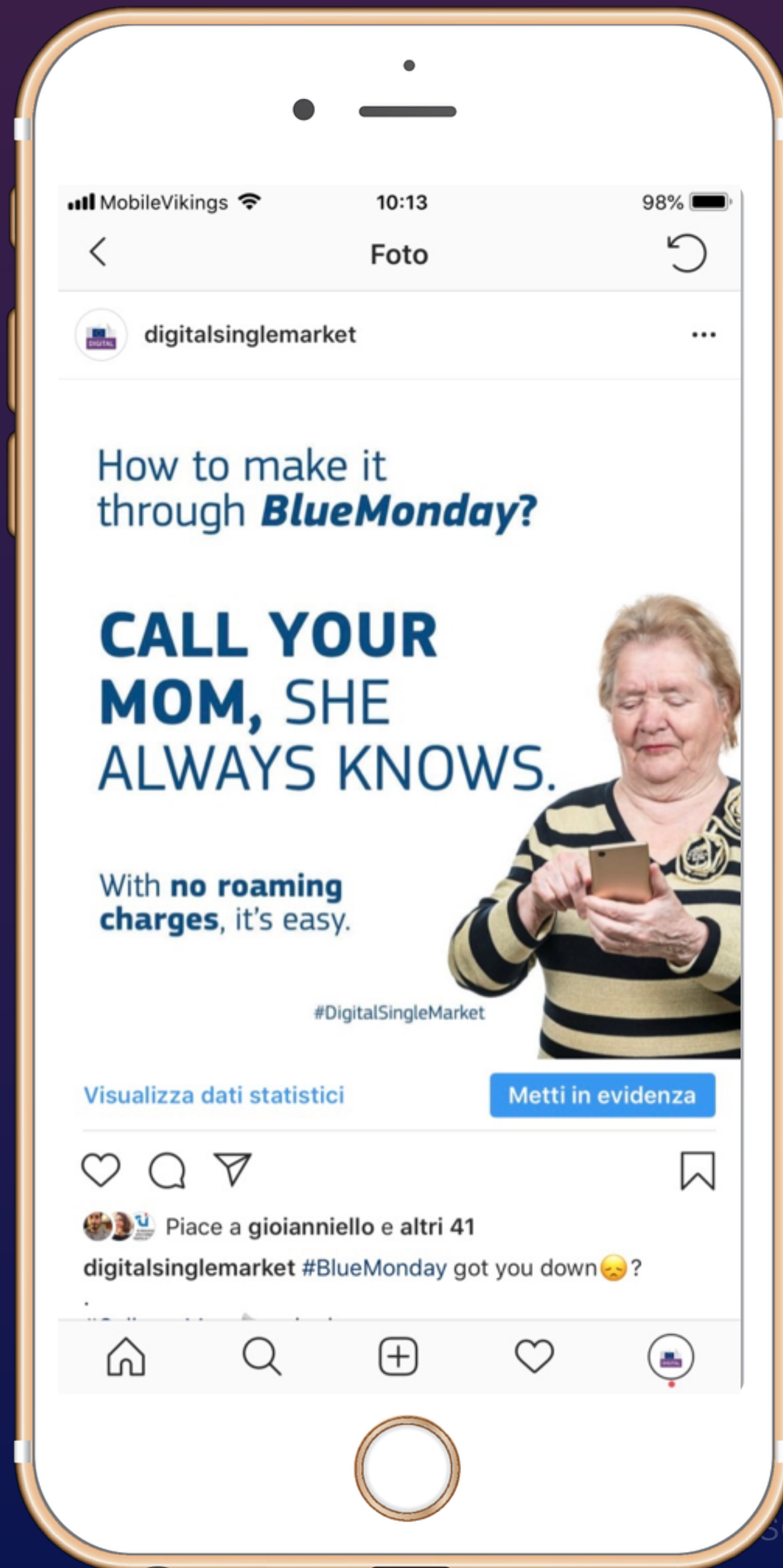
# European Commission **DGConnect**





DGConnect



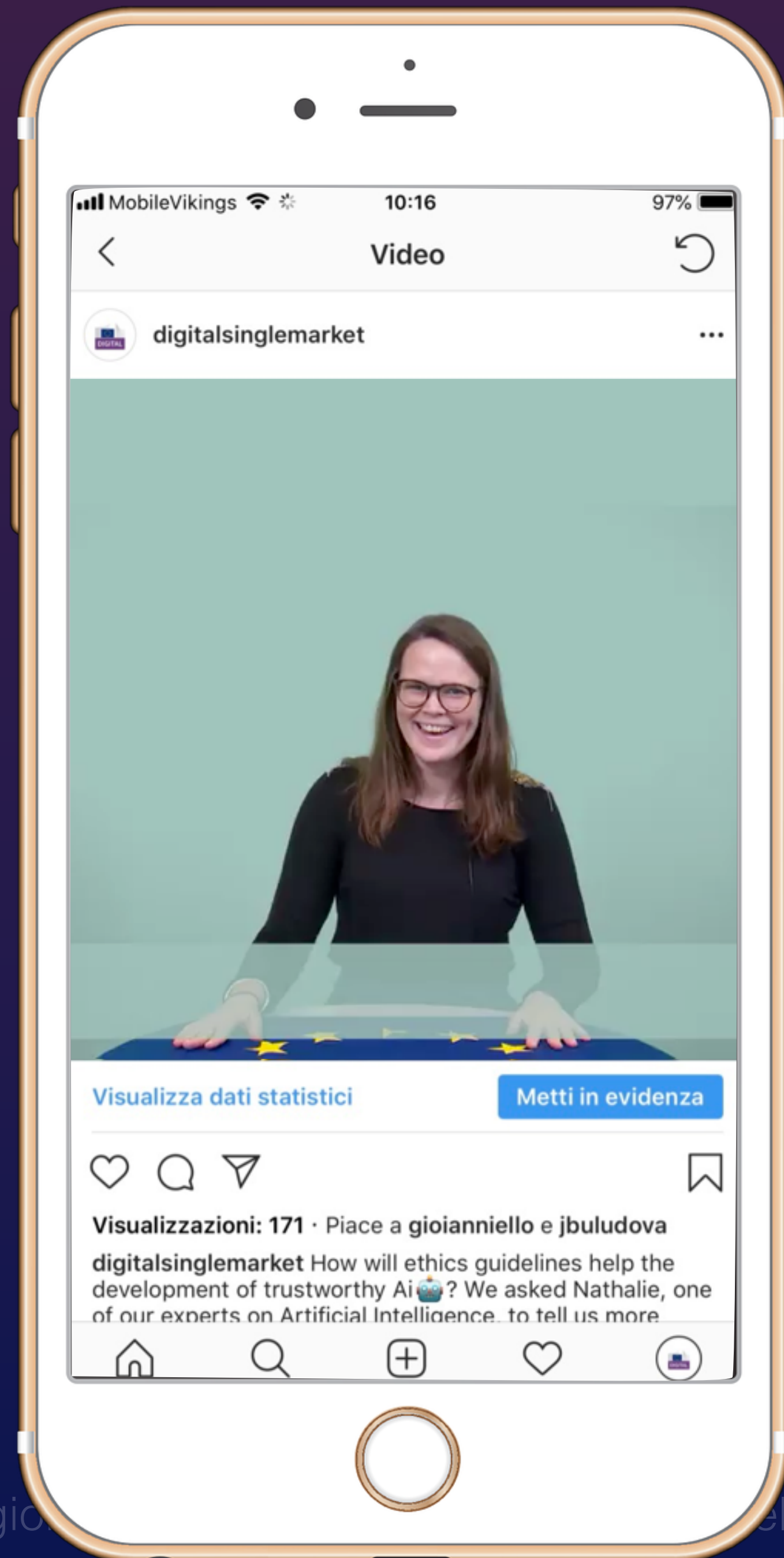
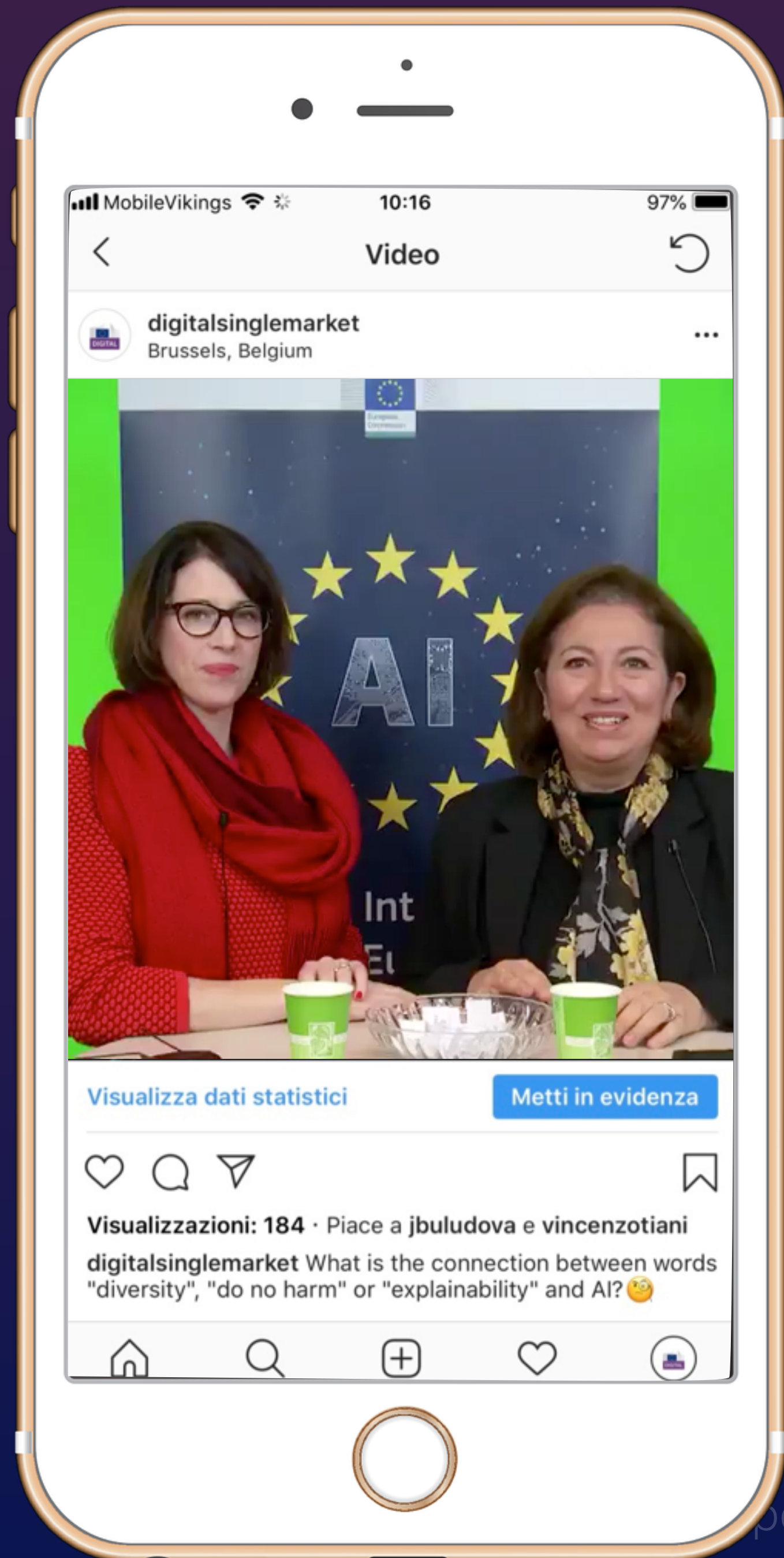






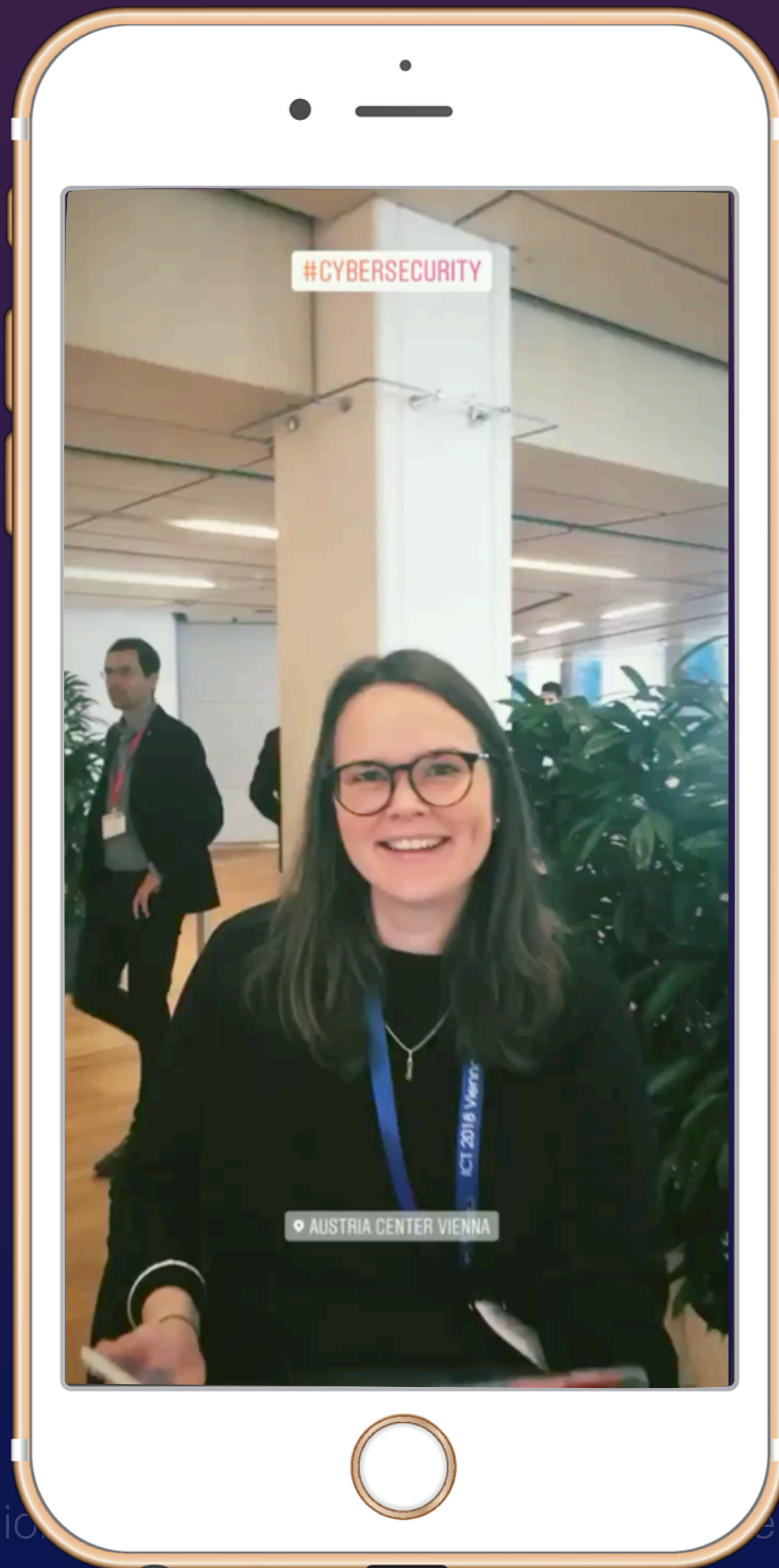
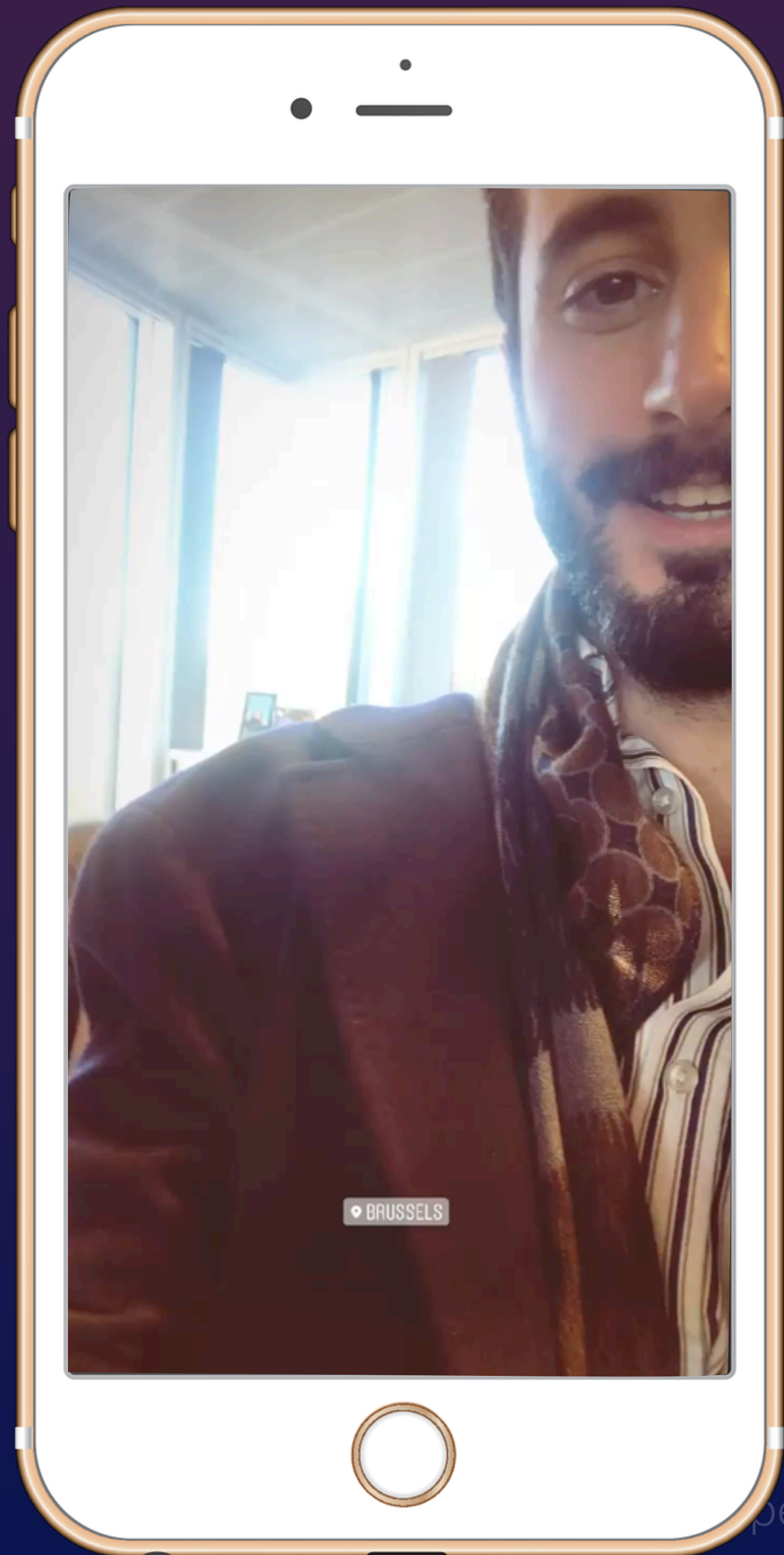
be creative.





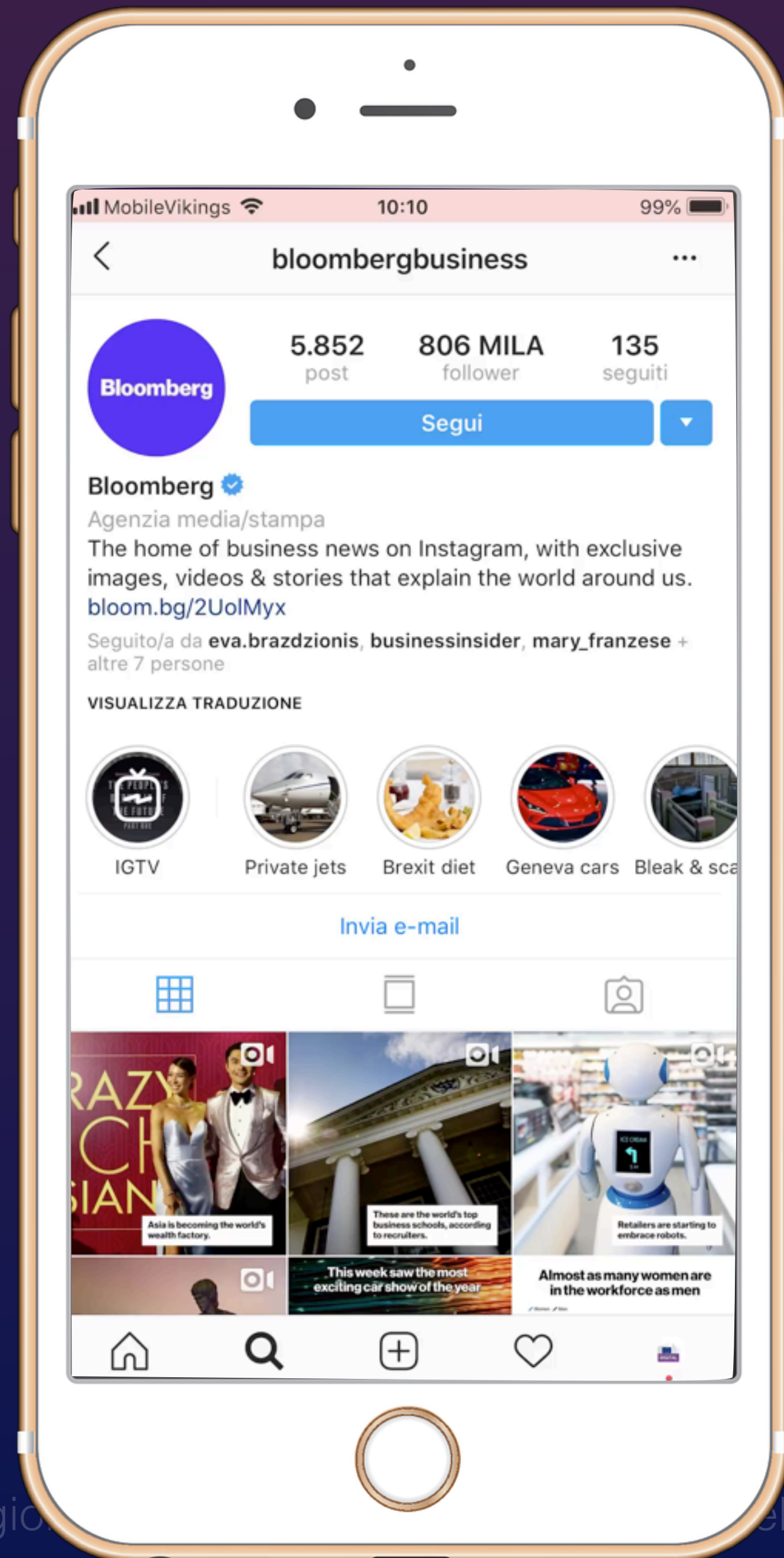
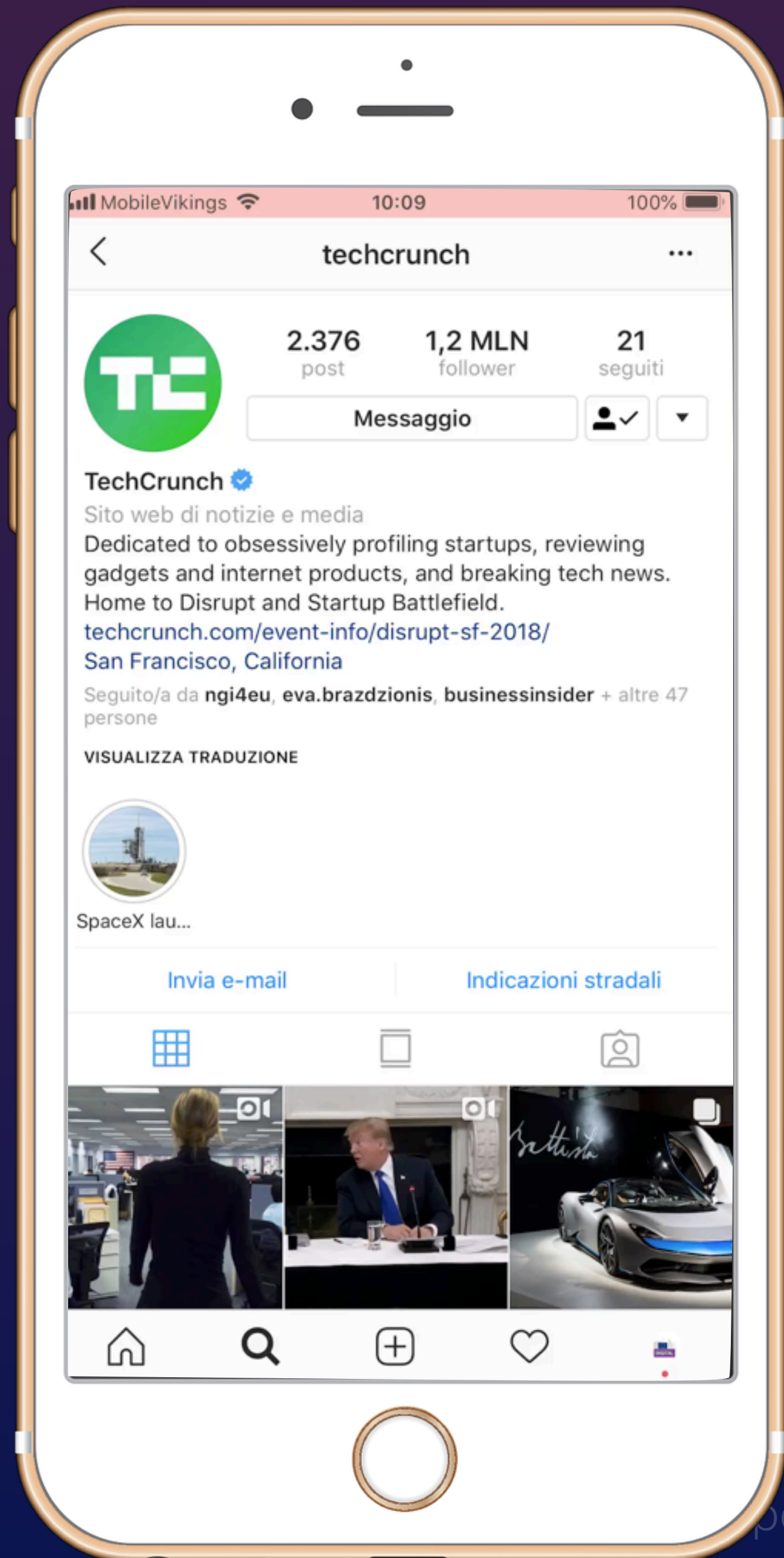
# Videos





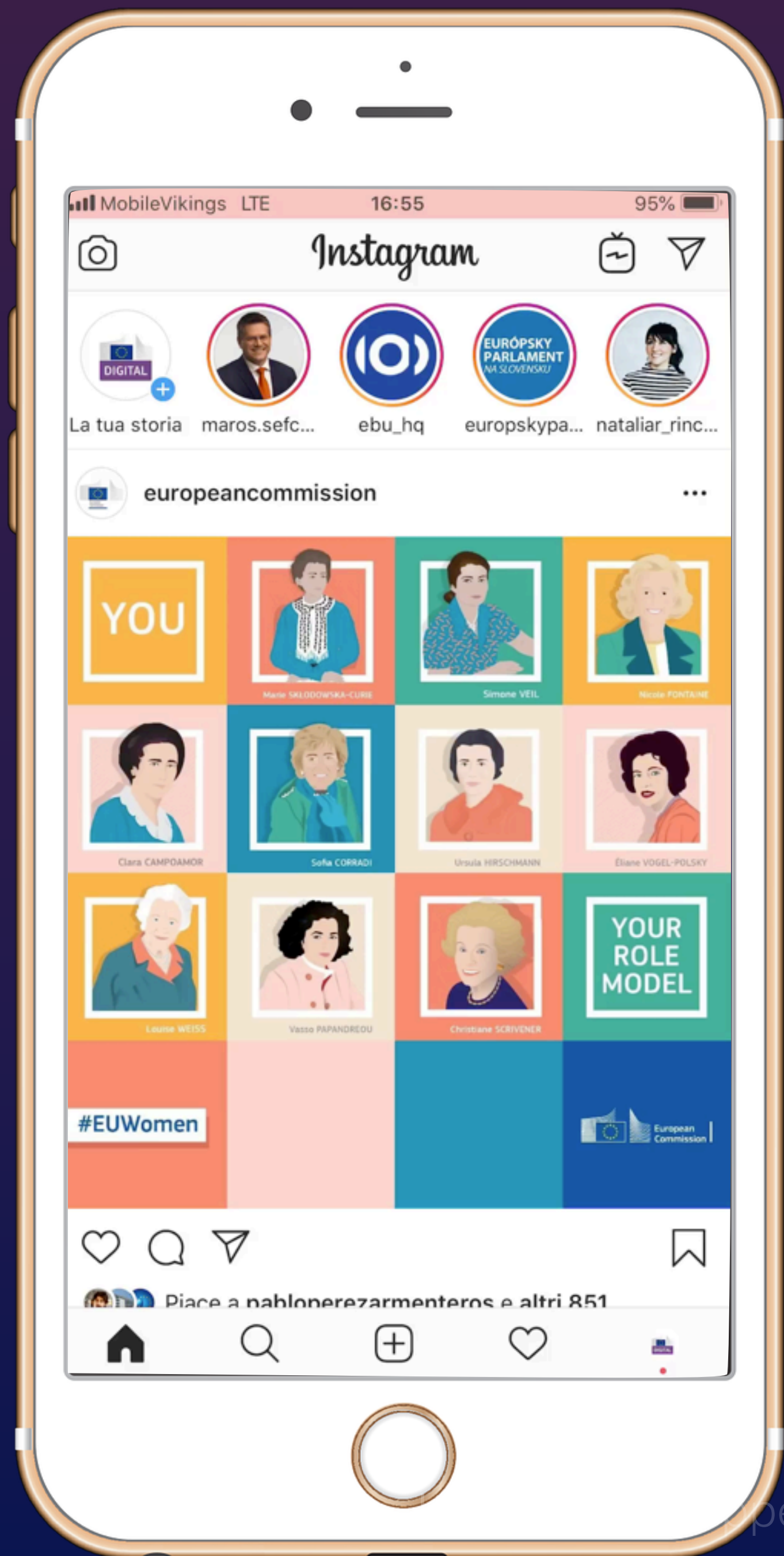
# Stories





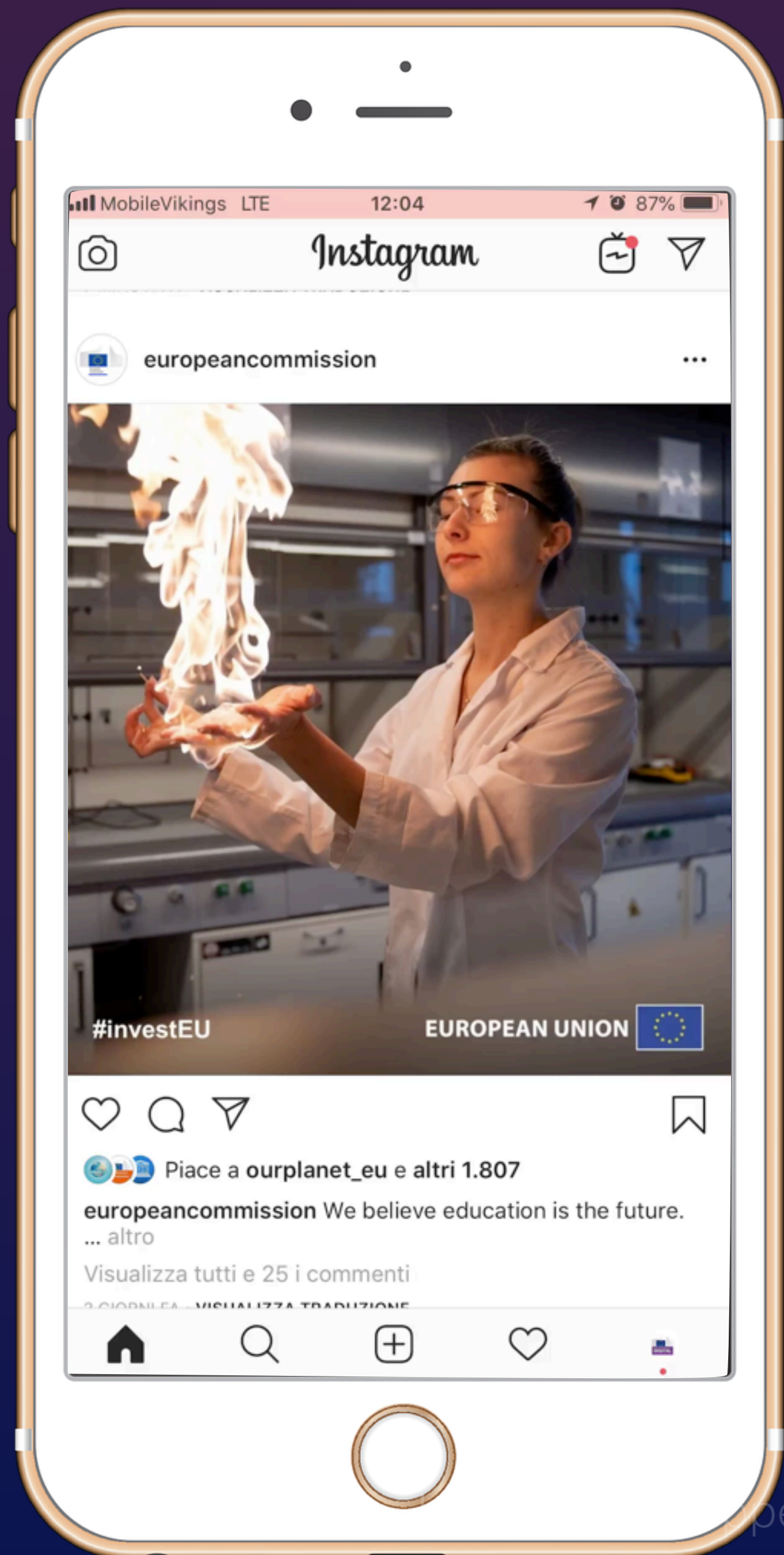
take inspiration.





How to do a story.





How to do a post.





**tools.**





# PowerPoint Canva Buffer stories





## Main Feed



## Stories



## IGTV





**IG STORIES**

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**(DEPENDING ON THE  
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**misura, analizza, adatta.**



**chiari**  
raccontare una **storia**  
**valore** aggiunto



# trends



2015



2016



2017





JAN  
2018

# HASHTAG AND EMOJI RANKINGS

BASED ON THE NUMBER OF TIMES PEOPLE USED EACH HASHTAG ON INSTAGRAM IN 2017, AND CUMULATIVE EMOJI USE ON TWITTER SINCE JULY 2013

MOST-USED HASHTAGS ON INSTAGRAM IN 2017

#	TOP INSTAGRAM HASHTAGS
01	#LOVE
02	#INSTAGOOD
03	#FASHION
04	#PHOTOOFTHE DAY
05	#BEAUTIFUL
06	#PICOFTHE DAY
07	#FITNESS
08	#STYLE
09	#TRAVEL
10	#HAPPY

MOST-USED EMOJI ON TWITTER (CUMULATIVE)

#	EMOJI	USES ON TWITTER
01	😭	1,955,000,000
02	❤️	918,000,000
03	😍	727,000,000
04	♻️	688,000,000
05	❤️	665,000,000
06	😭	556,000,000
07	😊	510,000,000
08	😞	454,000,000
09	💕	402,000,000
10	😘	395,000,000

MOST-USED EMOJI ON TWITTER (CUMULATIVE)

#	EMOJI	USES ON TWITTER
11	😓	359,000,000
12	😊	344,000,000
13	👉	320,000,000
14	😏	295,000,000
15	😊	287,000,000
16	😁	282,000,000
17	😊	228,000,000
18	👈	226,000,000
19	👍	198,000,000
20	😊	190,000,000





**Jakub Kajtman**  
@JakubKajtman

Following



Great tips about how to use visuals, photos & video on [#socialmedia](#). “You should give a present to your followers every day” 😊  
Good job, [@gioianniello](#)

🌐 Traduci il Tweet









# Thanks!

Follow me on **Twitter** & **Instagram**: **@gioianniello**  
Send me an **email**: [gioianniello1@gmail.com](mailto:gioianniello1@gmail.com)