



CREATING **YOUR BRAND** ON INSTAGRAM

End of Year Shows and Beyond

UTS:FACULTY OF DESIGN, ARCHITECTURE & BUILDING



YOUR BRAND

As you prepare to enter the workforce as new designers and architects, having an **established online brand and portfolio** that you can present to future employers will help create a **stand-out first impression** and help you land that dream job.

Preparing for your end of year shows is a great opportunity to establish or further your online brand.

WHAT IS BRANDING?

Branding is the marketing practice of **creating a name, symbol or design** that **identifies and differentiates** a product from other products.

Your brand is derived from who you are, who you want to be and who people perceive you to be

WHO'S DOING IT WELL?

Jessica Walsh - Sagmeister & Walsh



The image shows the Instagram profile for jessicawalsh. The profile picture is a circular portrait of a woman with dark hair in a bun, wearing a black and white patterned top. To the right of the profile picture is a yellow magnifying glass icon. The profile name is 'jessicawalsh' with a 'FOLLOW' button and a dropdown arrow. The bio reads: 'Jessica Walsh Art director / designer / color lover. Partner at Sagmeister & Walsh creating campaigns, branding, web, film & more. SNAPCHAT 📷: jessicawalsh www.sagmeisterwalsh.com/'. Below the bio, it shows '1,050 posts', '118k followers', and '434 following'. To the right of the bio is another yellow magnifying glass icon.

Profile picture matches the colourful posts. Brand is carried through in all aspects of her account

Bio makes her easy to find

Keywords:

- Full name
- Art Director
- Designer
- Sagmeister & Walsh
- Links to other social & website



Bright colour palette of posts sets Walsh's posts apart



WHO'S DOING IT WELL?

Allied Maker - Lighting Design

alliedmaker [FOLLOW](#)

Ryden Rizzo Fine lighting design + manufacturing from NY USA
www.alliedmaker.com

659 posts 18.4k followers 715 following

Behind the scenes photos

Distinctive colour palette continued throughout most posts

Bio makes his product easily searchable with:

- Full name
- Lighting design
- Website Link



“Instagram has given me the ability to receive **instant feedback from a community of people** who share my passion for design and craftsmanship,”



“I'm able to keep up with designers I admire, as well as watch new business grow and mature into themselves.”

Ryden Rizzo,
Founder of Allied Maker
Quote from industrialdesign.net

📷 WHO'S DOING IT WELL?

Gemma O'Brien - Designer

The screenshot shows the Instagram profile for 'mrseaves101'. The profile picture is a circular image of Gemma O'Brien sitting and reading. The bio includes her name, roles as an artist and typographer, and mentions of her representation by @jackywinter and @llreps, along with her website www.gemmaobrien.com. The statistics show 2,028 posts, 65.3k followers, and 2,320 following. The grid of posts includes: 1) A collage of various typographic and illustrative designs with text like 'LEVINE/LEAVITT' and 'Portland'. 2) A night-time photograph of a large, illuminated 3D typographic sculpture of the word 'LOVE' in a public space. 3) A photograph of Gemma O'Brien standing in front of a large, illuminated typographic sculpture of the word 'LOVE'. 4) A photograph of a large, illuminated typographic sculpture of the word 'LOVE' in a public space. 5) A photograph of a large, illuminated typographic sculpture of the word 'LOVE' in a public space. 6) A photograph of a large, illuminated typographic sculpture of the word 'LOVE' in a public space.

- Artist easy to find with search terms
- Full name
- Typography
- Volcom
- Website



Distinctive "illustrated" style followed throughout the posts



Behind the scenes photos & time lapse videos

Behind the scenes photos & time lapse videos

📷 WHO'S DOING IT WELL?

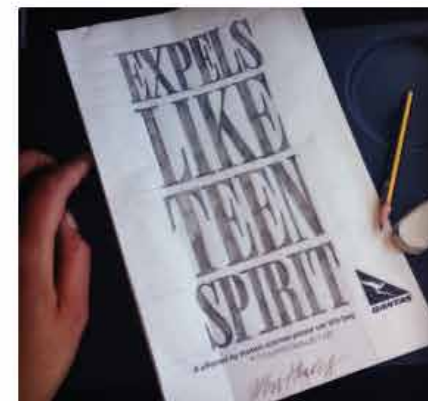
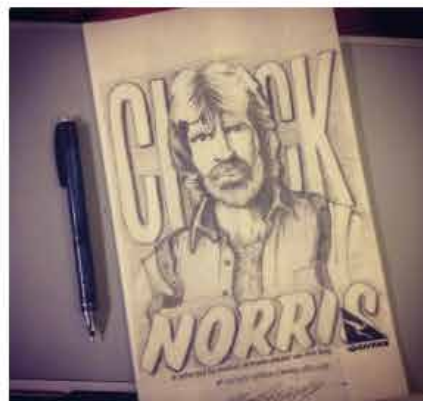
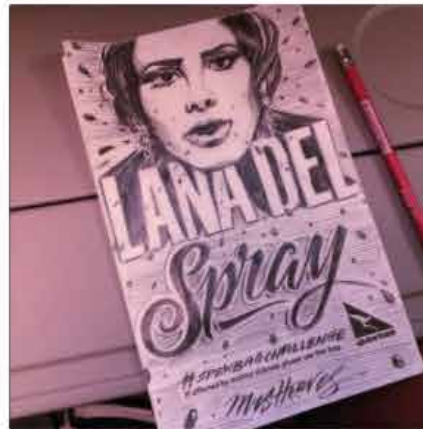
Gemma O'Brien - Designer

ONLINE IDENTITY

“The Spew Bag Challenge”

Created an online portfolio and hashtag trend by practising typography on sick bags.

- Posted images to tumblr & Instagram
- Ended up becoming an exhibition in Sydney
- 807 x #spewbagchallenge posts on instagram





VOGUE ASKS

What does a fashion buyer look for in an emerging designer?



“A voice and personality that sets the collection apart.”



EVERYTHING
FEELS LIKE
TOO MUCH YET
NOTHING IS
EVER ENOUGH

*Kate Benson,
Australian and
international
designer buyer
at David Jones*



images by Jessica Walsh

“I look for a **point of difference, authenticity and creativity.**
I like to see that the **designer’s story evolves** seasonally.

From a business perspective, a young, emerging designer needs to be organised and produce high quality items that resonate globally.”

– *Sasha Sarokin, buying manager at Net-A-Porter*

“Innovation,
individuality
and strong brand
handwriting
throughout the
range.”



*Hayley Beech,
senior buyer
at Asos*



images by ryan_roche_ny



- Searchable username
- Use keywords in your biography to enhance searchability
- If you have a blog or website, use a custom bitly URL to track the click throughs
- Profile image should be your logo or your portrait. Think of how you'd want a potential employer to see you

HASHTAG STRATEGY

“With **larger brands** on Instagram with **more than 1,000 followers** received on average **21.21 interactions per post**.

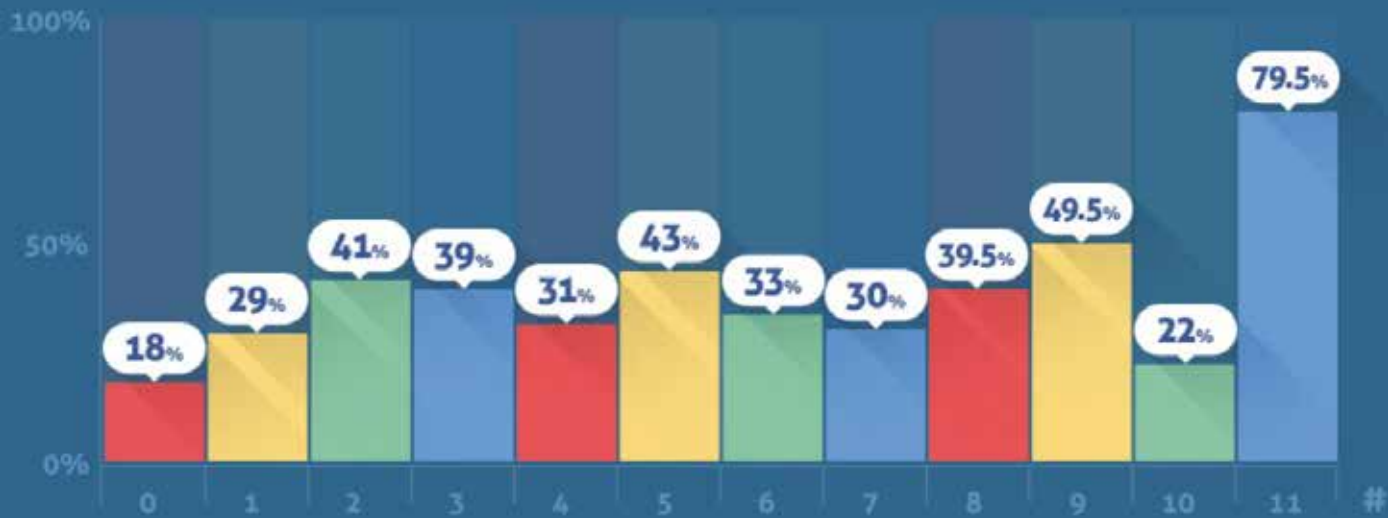
However the more startling numbers came in with accounts with less than **1,000 followers where a post with 11 hashtags received an average of 77.66 interactions.**”

- Buffer Social

HASHTAGS ON INSTAGRAM



Instagram is another hotspot for hashtags, but works different than Tweets.
Interactions are **highest** on Instagram posts with **11+ hashtags**.



HASHTAG STRATEGY

Use a combination of Hashtags

- **Popular generic hashtags**

#design, #industrialdesign
#architecture #building

- **Your own branded hashtags**

#hayleybrowndesign,
#spewbagchallenge

- **Partner / institution tags**

#utsdab, #utsfashion,
#utsarchitecture



images by rebecca_atwood

ENGAGE WITH OTHERS

- Use @tags - tag business, exhibitions, events where your work is being featured
- Encourage engagement by using “calls to action”
 - Ask questions in your posts
 - Ask for people’s opinions
 - Respond to your fans
- Repost and like images that inspire you. Create a supportive creative community around you



ENGAGE WITH UTS

We want to help show off your work!

Tag us in your posts, so we know you'd like to be promoted

Current UTSDAB instagram accounts:

@utsdab

@utsfashion

@utsarchitecture

@utslandscape

@uts_psm



images by utsdab

UTSDAB HASHTAGS

We can also find you if you hashtag #utsdab or your relevant course

**#utsdab, #utsfashion, #utsipd,
#utsisd, #utspsm#utsviscom
#utsanimation #utslandscape
#utsarchitecture #utscpm
#utspropertyeco**

When you've graduated and you'd like to show us your work, also tag: @utsalumni #utsdabalumni



POST IDEAS

- Behind the scenes
- Work in progress
- Events / exhibitions
- Inspiration



- Sneak peeks
- Process video
- Theme of the month (ie colour, objects etc)
- Personal images?

images by utsarchitecture

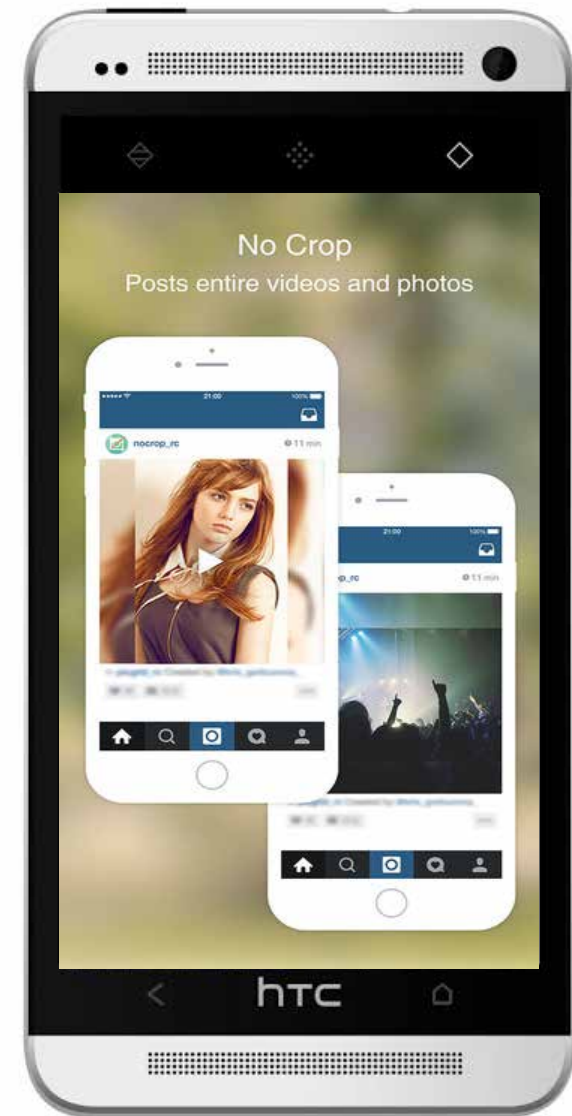


YOUR CREATIVE DASHBOARD
Apps to enhance your Instagram experience



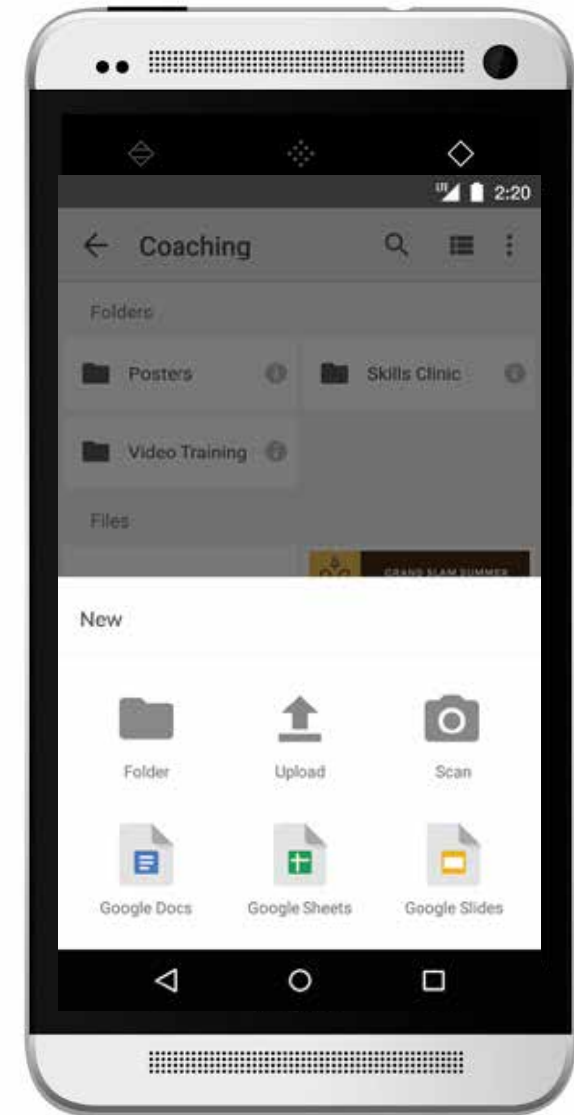
NO CROP for Android and iPhone

- Make sure your images and videos aren't cropped
- Instagram has this feature, but is still quite basic
- Collage tool



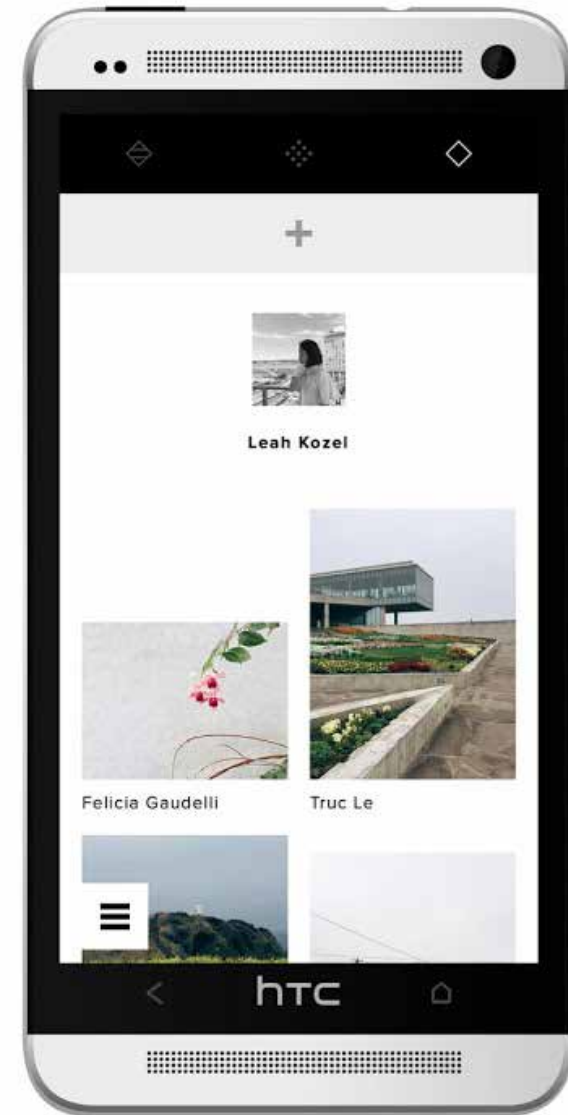
GOOGLE DOCS for Android and iPhone

- Build up a library of content and upload it to Google Docs for later posts
- Images can be shared directly to social networks from Google Docs
- Apps like No-Crop can also link into Google Docs



VSCO CAM for Android and iPhone

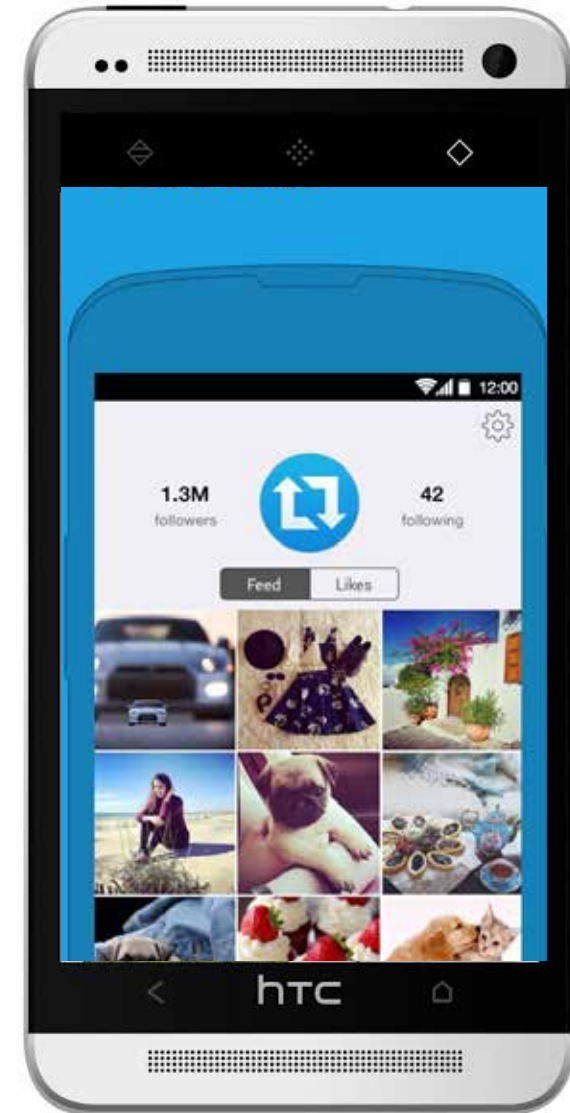
- App for “creatives”
- Advanced camera controls
- Integrated with VSCO Grid - allows you to see other creative work and publish your own



REPOST

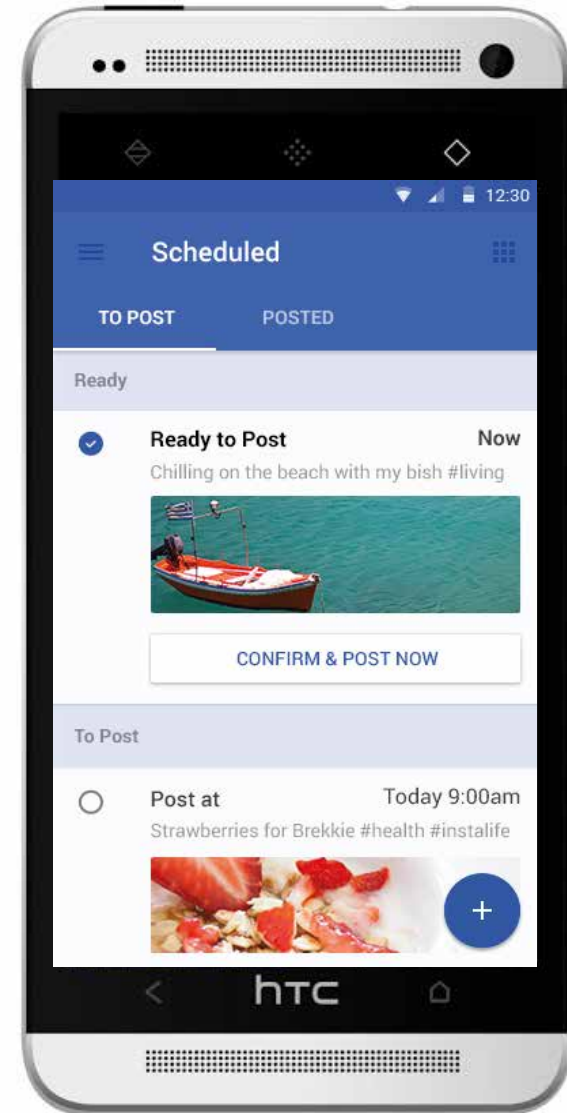
for Android and iPhone

- Repost images from Instagram
- Great way to create connections and celebrate other people's work



LATERGRAMME for Android and iPhone

- Schedule your Instagram posts in advance
- Be strategic with your posting



HYPERLAPSE for iPhone

- Time lapse videos compressed into Instagram friendly time-frame
- Microsoft hyperlapse for Android



@UTSDAB

