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Coordinating Instagram to Promote the ATS Brand

Instagram is a photo and video sharing social media platform. Currently, in 2021 there are 1.074 billion monthly active users on Instagram, making it the second largest social networking site, behind Facebook. It is important that the ATS have an engaged presence on Instagram to reach this audience.

The ATS account on Instagram is @ATSCommunity. This account has over 14,000 followers, many of whom are not ATS members. In 2021 (as of June 22), it has published 523 posts and stories, resulting in 744,553 impressionsⁱ 10,235 engagementsⁱⁱ, and 508 profile actionsⁱⁱⁱ, which include clicks to profile and website. From January 2021 to present, the account has grown by more than 1,500 followers.

Because of its size, the main ATS Instagram account has certain advantages that assembly and committee-specific accounts would not. For example, @ATSCommunity has enough followers to have a “swipe up” functionality on Instagram Stories. A swipe up is a direct link to a webpage from within Instagram, which allows us to direct users to ATS content in a targeted but meaningful manner. It is only available to accounts that have over 10,000 followers. This enhanced functionality adds legitimacy to the account from a user perspective, and because of the follower requirement it is very difficult to achieve.

It also has a subscription to Sprout Social, which allows links to be attached to posts on Instagram, through the link in the bio. This allows for direct weblinks from Instagram, something the platform does not allow directly.

New accounts on Instagram by ATS assemblies, committees, and other groups within ATS would not have either of these options. They would be starting from zero in number of followers. Growth on Instagram requires regular posting, daily at the very least, which is time consuming. Several assemblies have tried to start Instagram accounts in the past, but they are now inactive. Therefore, because of the advantages associated with having a cohesive and consistent presence which allows enhanced functions on the Instagram platform via the organization’s main account, @ATSCommunity, effective July 1, 2021, ATS will not approve the creation of individual accounts.

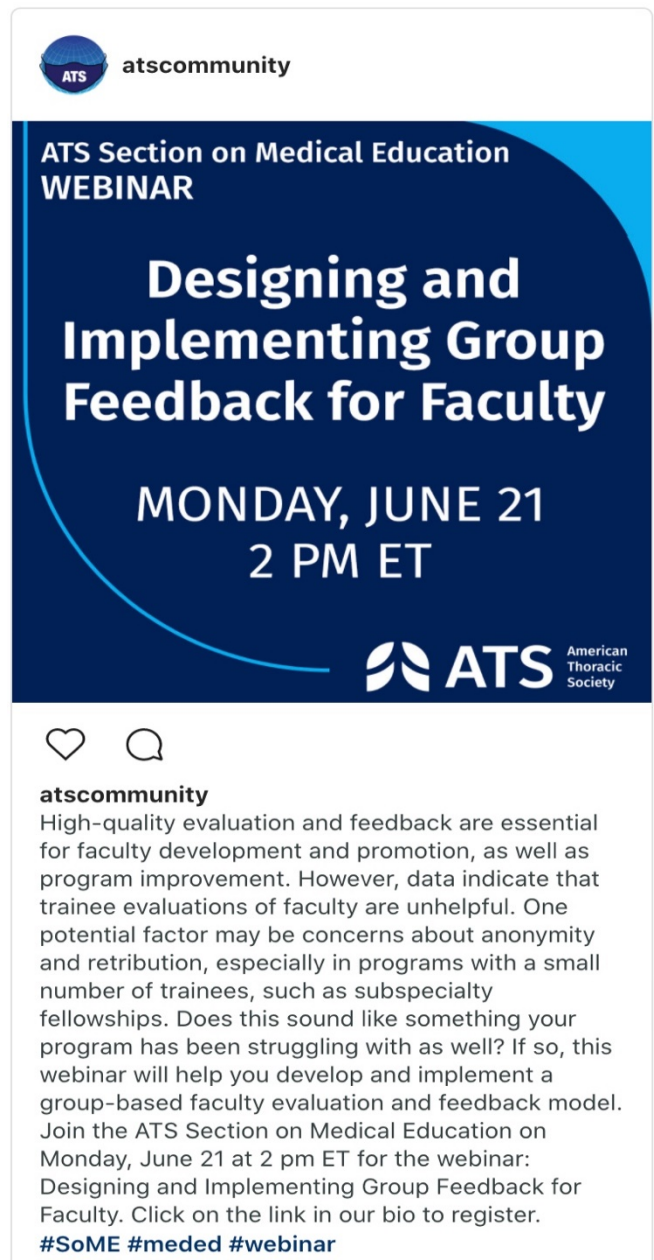
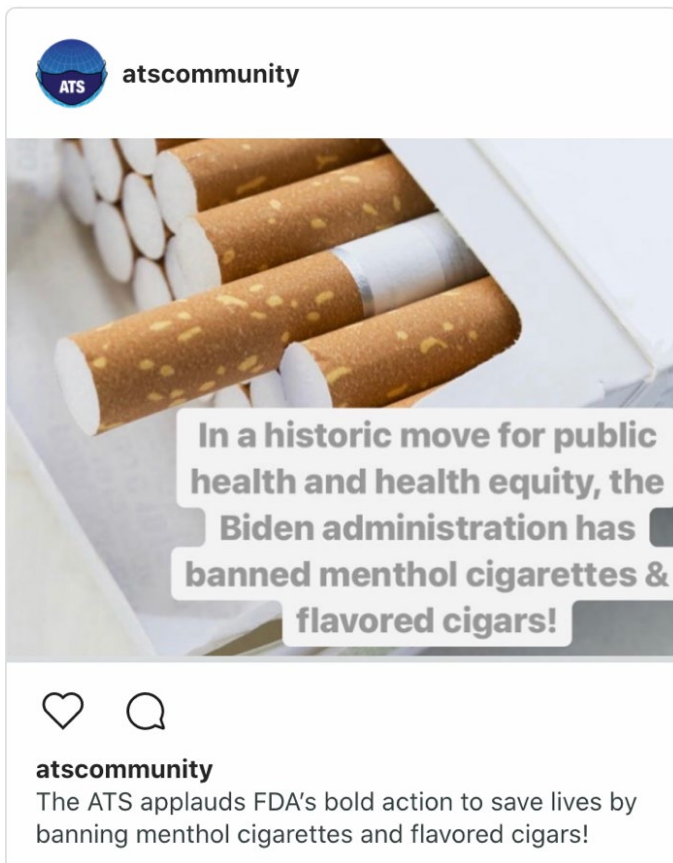
All webinars, journal clubs, or other activities that ATS assemblies, committees and groups are hosting will be promoted on @ATSCommunity. This includes those that are only accessible by ATS members as well as those that are open to the public. (If a non-member tried to access member-only content it may help convince them to join the Society.) The ATS social media manager will be promoting webinars, journal clubs, podcasts, and tweets. However, the DCC and assembly web directors are expected to coordinate with the ATS social media manager to emphasize specific content to be promoted, especially content that falls outside of the usual podcast/tweet/webinar format.

Please contact the ATS staff for additional information and to learn more about how to leverage Instagram to promote ATS activities.

- Stephanie Fulgione, Social Media Manager
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Here are two examples of possible posts. To the right is an example of how an event could be promoted. Headshots of participants could also be included. (Instagram allows 10 pictures to be uploaded with each post). Additional copy can appear in the caption. Instagram caption character limit is 2,200 characters, though shorter is better.

Below is an example of a non-event post, in this case, an advocacy post.



ⁱ Impressions is the number of times ATS content was displayed to users

ⁱⁱ Engagement is defined as anytime a user likes or comments on a post.

ⁱⁱⁱ A profile action occurs when a user clicks one of the links in the Instagram profile, for example to contact us or visit our website.