

Online Marathon “How Not to Get Lost on Instagram. From the Concept to Copywriting” Video Tutorial

In this video tutorial, you will find seven videos from the online marathon on Instagram, which focuses at quality account management, visualization and building effective communications with the audience for Central Asian editors, journalists and bloggers. A short description, timecodes and transcripts complement each video for your convenience.

Trainer: Jamilya Maricheva, the journalist, editor, producer and PROTENGE.kz project creator (“simply and understandable on state spending”); she worked as a publishing editor of HOLANews.kz, Kazakh digital media with the highest traffic from Instagram stories.

Day 1. Analysis of Instagram’s work. Algorithms that will work for you:

- Most common mistakes by the media and bloggers at the beginning of the professional accounts’ promotion;
- How your interests affect the growth of attention to the account.

The formula for Instagram success: “image + text = emotion”:

- Why is the image more important than the text on Instagram? (+exceptions that prove the rule);
- What texts is the audience waiting for?
- Why will they like and share your posts?

0:32 – Introduction

2:59 – Required algorithms for content creation on Instagram

5:27 – Assessing your potential in social networks

7:55 – Most common media mistakes in social media

13:20 – Three rules of writing a post on Instagram

14:47 – The principle of Instagram posts (image + text = emotions)

22:37 – Examples (image + text = emotions)

46:17 – Questions from the audience

47:28 – What exactly can be improved on Instagram?

1:00:21 – The situation with the hate among the audience

1:02:45 – On design and photography

1:16:23 – How to deal with the comments correctly?

1:16:23 – What opportunities can Instagram provide in promoting content?

1:24:50 – What are the weaknesses of the profile?

1:29:54 – What about copyright ownership of the photos, especially if you are a journalist?

1:35:12 – Can one publish a beautiful photo, but write the text on completely different topic?

1:36:00 – How often should the Stories be posted?

1:40:49 – How can one move from a professional platform, like Facebook, to Instagram?

1:42:38 – What photographs can you use describing the problems of the multiple children families?

1:47:40 – Are there any aspects of managing an account on

economic topics?

1:50:37 – Practical assignment

Day 2. Participants' assignments review

New assignment: Present ONE post that will arouse your readers' emotions: laughter (irony, sarcasm), surprise, admiration, sympathy, bitterness, etc.

0:36 – XXX

4:25 – Alina Zhartaeva

11:23 – Amal Khafizova

21:48 – Anna

26:53 – Dana

32:22 – Zhaslan Suleimenov

36:37 – Dilfuza Sobirova

41:52 – Shakhnoza Turabekova

49:03 – Victoria Kuchma

57:53 – Nazerke Kurmangazinova

1:02:39 – Zara Sadygalieva

1:07:56 – Kumushoy Murtazakulova

1:12:40 – AseI

1:17:20 – Maria Pak

1:21:57 – Adilya Kurmenkulova

1:31:20 – Nuridin

1:38:32 – Cholpon Abasbekova

1:43:32 – Shirin Akmat

1:50:06 – Hadiyatullo Azimzoda

1:52:59 – Zhyldyz Kaparova

Day 3. How to fit your journalistic experience into the Instagram framework:

- building the editorial team within the editorial team;
- adapting the classic journalism genres to new realities;
- experimenting.

How much money do you need to invest in a 10K audience and is it possible to create a popular account without spending? Psychology of “two likes” and “three subscribers”.

3:55 – Introduction to the three main questions

4:35 – Why the editorial team inside editorial team and adaptation of classic genres?

10:00 – Who are SMM managers?

16:59 – Is Instagram promotion worth spending on?

25:29 – Why are the Stories so important to traffic?

31:02 – What genres should you bring up on Instagram?

41:19 – Psychology of “two likes” and “three subscribers”

1:07:13 – Subscribers want the full versions of YouTube videos on Instagram, what should you do?

1:10:40 – How effective are giveaways?

1:16:02 – Visualization on Instagram

1:23:31 – Targeted advertising

1:30:05 – How to choose one perfect theme for your audience?

1:34:06 – What are the best eco pages?

1:36:21 – How to deal with advertising on Instagram correctly?

1:36:21 – What works best in Stories?

1:48:35 – How to target the audience for posts?

1:50:50 – Practical assignment

Day 4. Participants' assignments review

New assignment: Present a concept of one or two ideas (not more!) for the account, which, in your opinion, will receive 100% more likes than is usual for your account. Determine the strengths and weaknesses of the idea, optimize it.

Non-standard solutions can distinguish you from hundreds of other accounts and make your subscribers remember, stay with you, and recommend your account.

0:44 – Victoria

7:45 – Diana Daniarova

15:46 – Dilfuza Sobirova

21:53 – Shakhnoza Turabekova

26:48 – Zhyldyz Kaparova

30:41 – Amal Khafizova

36:45 – Dana

45:21 – Nurdin

49:50 – Firuzbek (Dilfuza)

54:04 – Hadiyatullo Azimzoda

1:01:20 – Alina Zhartaeva

1:06:40 – Umed

1:14:57 – Maria Pak

Day 5. Why communicating with your Instagram audience is important:

- How to choose the target audience?
- How can your audience work for you?
- Building a community for your account;
- “Ghost subscribers” on Instagram, how to deal with them?

Successful cases for inspiration. Adding (not copying!) trends into our realities.

0:40 – The comments

19:22 – How to find accounts for inspiration

37:01 – Haters and the activity in the comments

44:43 – How did the image of Instagram accounts change over time?

52:54 – What to do when you have many ideas and how to implement them?

1:00:00 – Practical assignment

Day 6. Participants' assignments review. Analysis of existing accounts of course participants, assistance in the development of concepts for new accounts.

0:08 – Maria Pak

9:35 – Dilfuza

16:22 – Zhaslan Suleimenov

32:33 – Victoria

51:45 – Dana

59:55 – Firuzbek

1:07:46 – Zhyldyz Kaparova

1:21:55 – Nurdin

1:31:49 – Nazerke Kurmangazino

Day 7. Presentation of concepts for the course participants' accounts (optimization of existing ones).

1:03 – Amal

12:40 – Alina

22:00 – Zarina Sadygalieva

42:00 – Hadiyatullo Azimzoda

1:04:20 – XXX