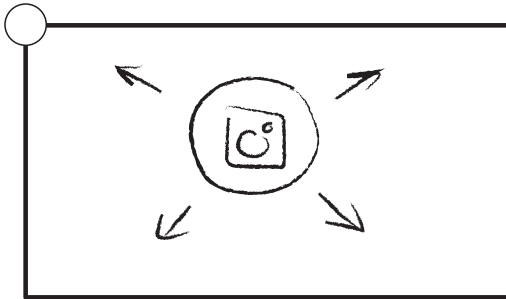


Student Name: Jacob Giguere

Project Title: Instagram Infographic storyboard

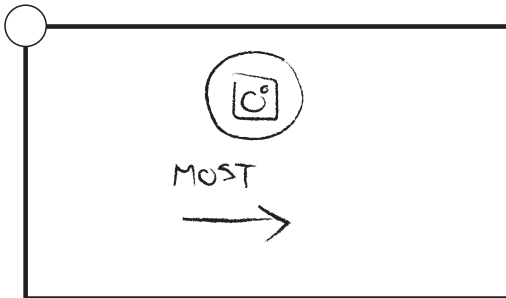
VIDEO

AUDIO



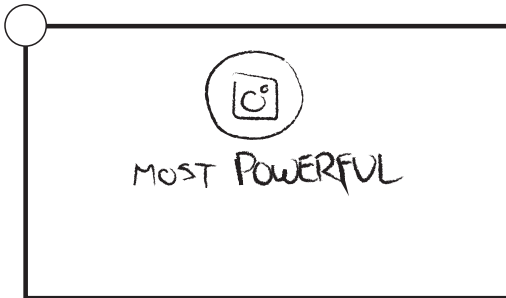
Instagram is one of the

NOTES: Instagram logo scales up.

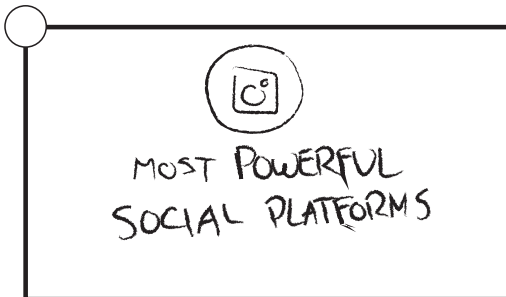


Most

NOTES: text appears via Range Selector.



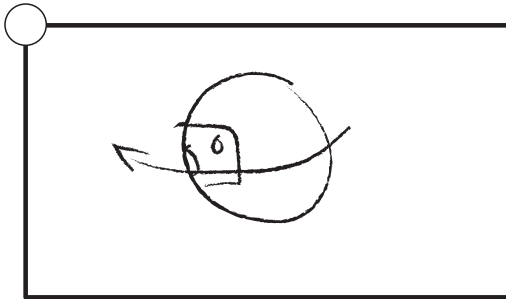
powerful



social platforms

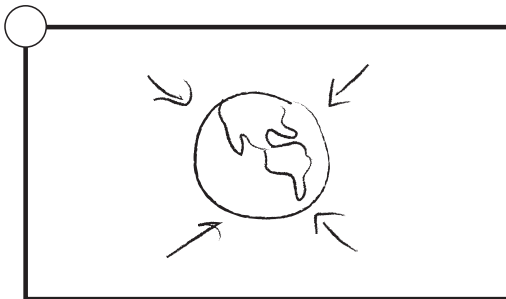
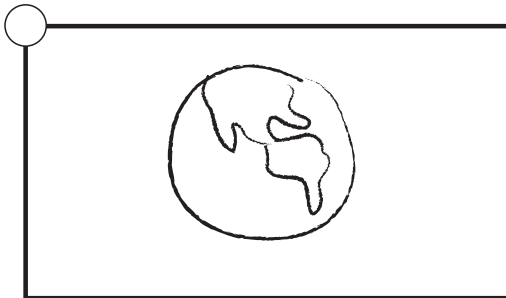
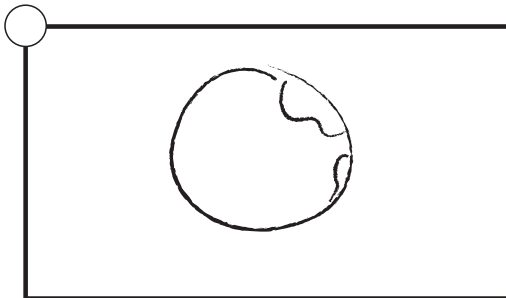
VIDEO

AUDIO



in the world.

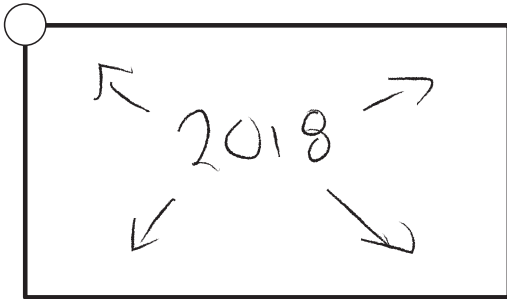
NOTES: Instagram logo rotates and becomes globe.



NOTES: Globe scales down

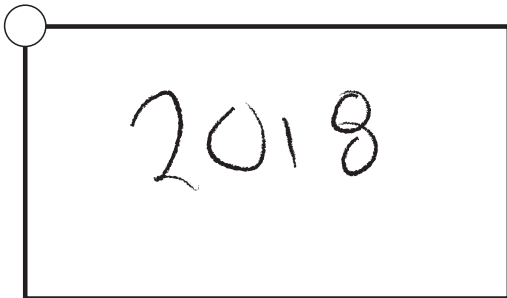
VIDEO

AUDIO



As of 2018

NOTES: 2018 scales up.

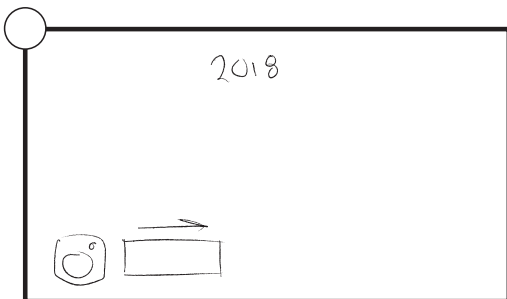


Instagram is one of the...

NOTES:



NOTES: Graph appears via parallax effect.

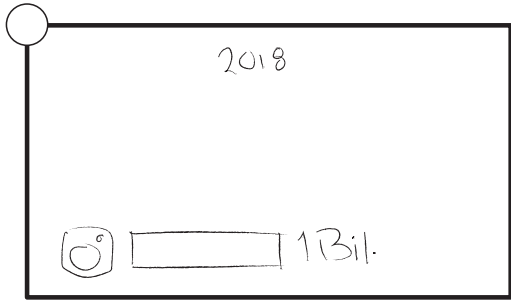


Instagram has

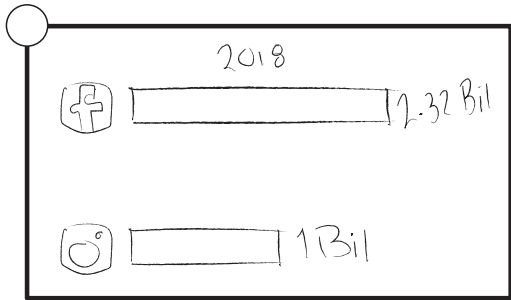
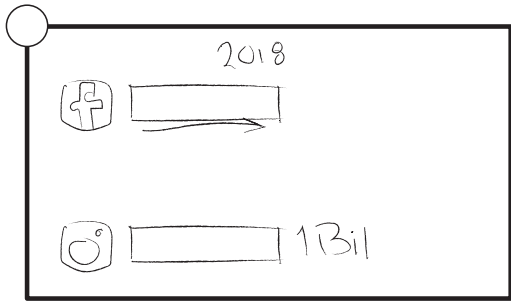
NOTES: bar appears from left to right.

VIDEO

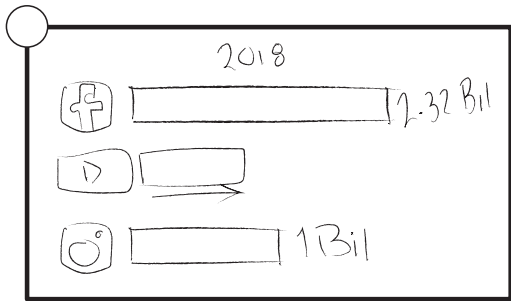
AUDIO



1 billion monthly active users. This makes Instagram the third most popular social media platform



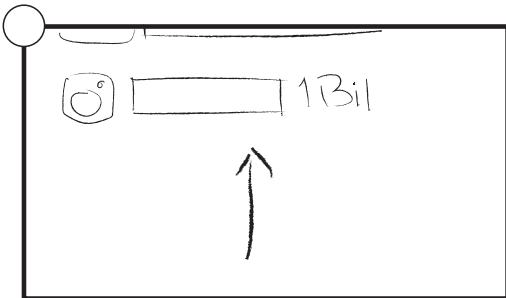
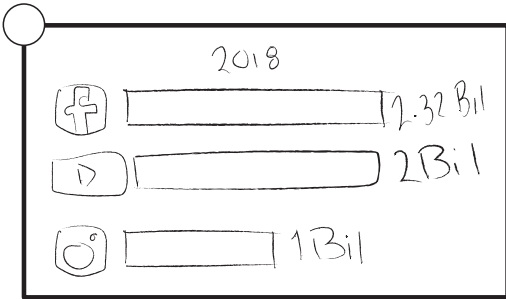
after Facebook



VIDEO

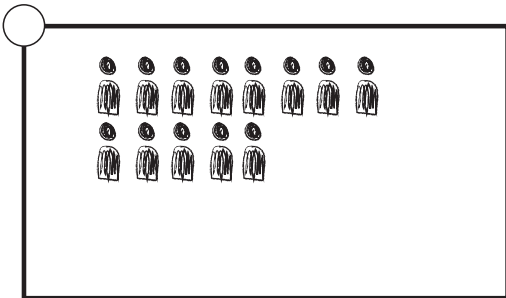
AUDIO

and Youtube.



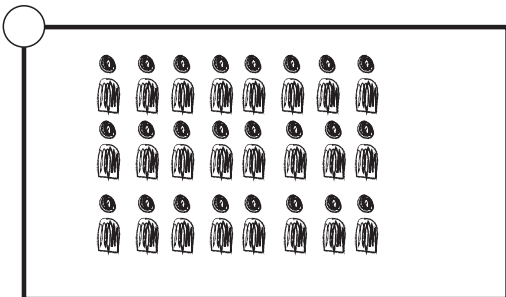
NOTES: Graph slides up OR camera moves down.

That's a lot of users that you can turn

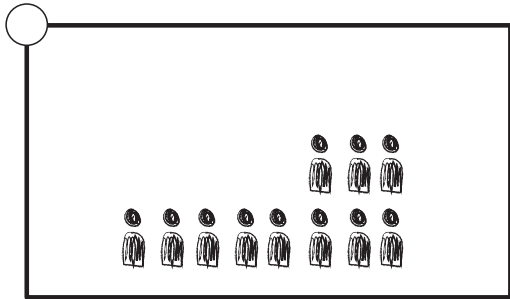


NOTES: User icons appear one at a time on screen.

into potential clients.

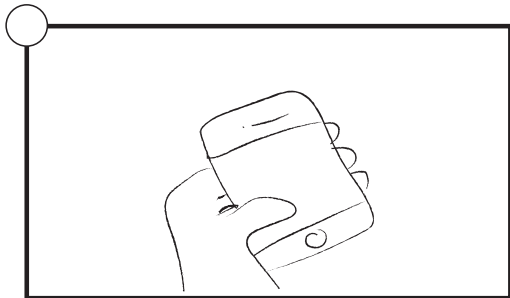
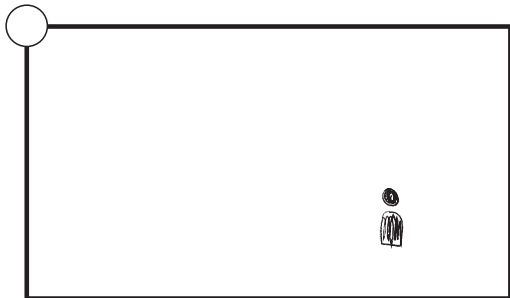


VIDEO



NOTES: User icons disappear one at a time.

AUDIO



In March 2017

NOTES: video of phone on Instagram.

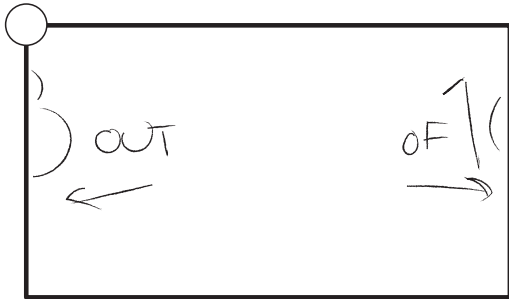


8 out of 10 accounts on Instagram followed at least one business account.

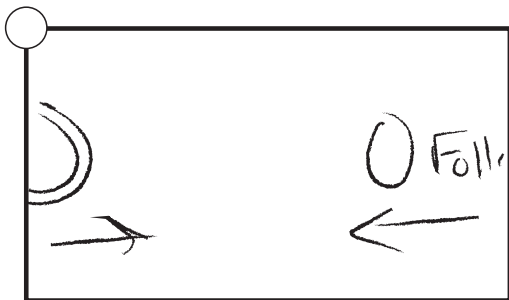
NOTES: video is blurred in background.

VIDEO

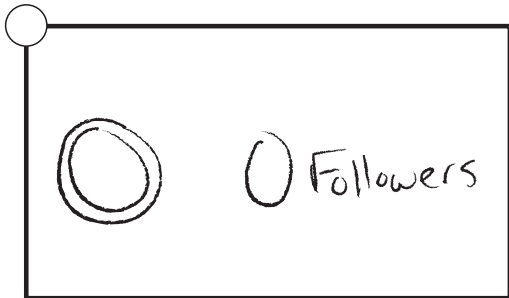
AUDIO



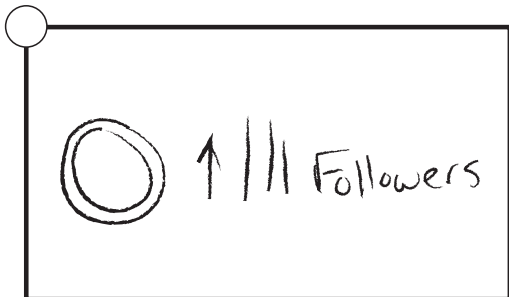
NOTES: Text swipes in arrow directions.



NOTES: follower elements come in through arrow directions.



That means if you have a sizable following,

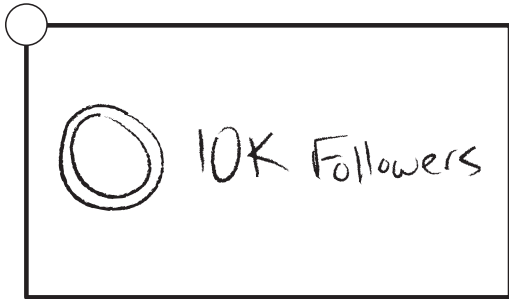


then users are more than likely

NOTES: Number scroller goes up from 0.

VIDEO

AUDIO

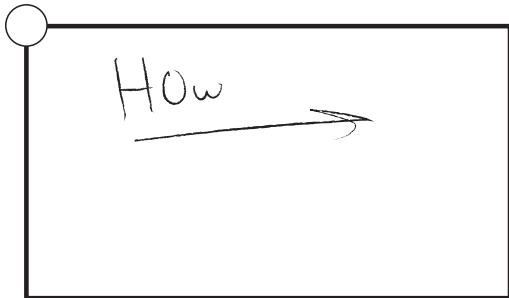


to follow you.



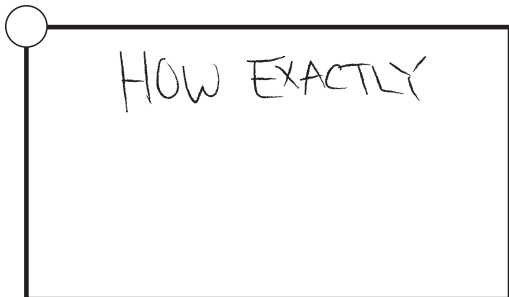
Instagram is one of the...

NOTES: follower icons disappear by Range selector.



So how

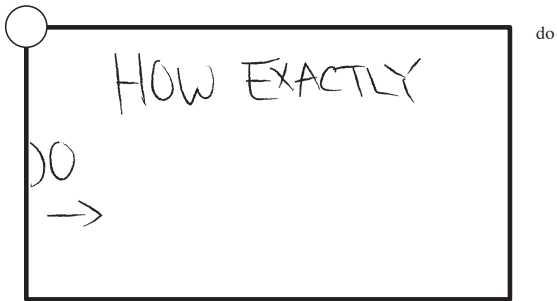
NOTES: Text appears by Range Selector



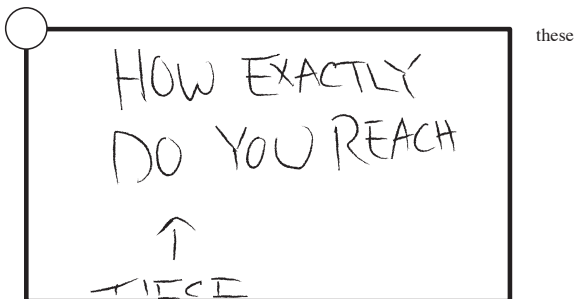
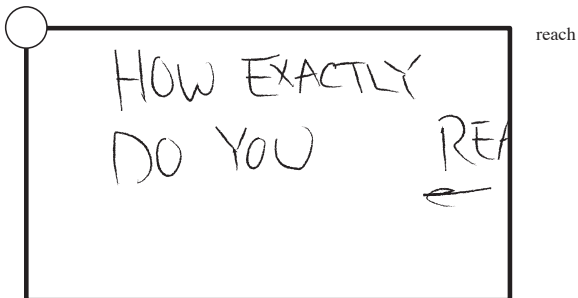
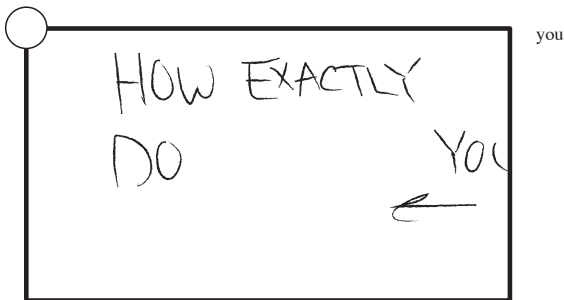
exactly

VIDEO

AUDIO

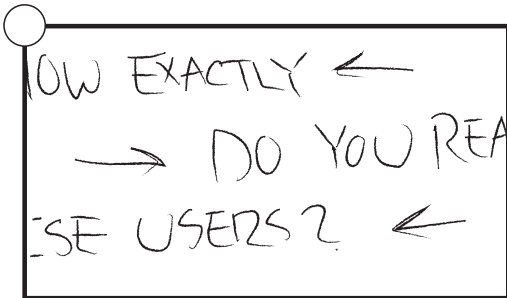
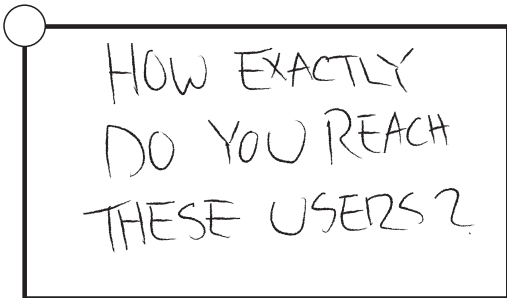
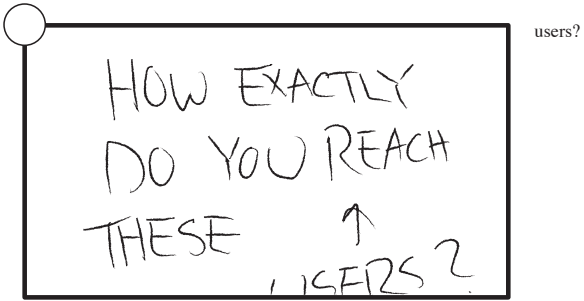


NOTES: Text moves in by arrow directions.

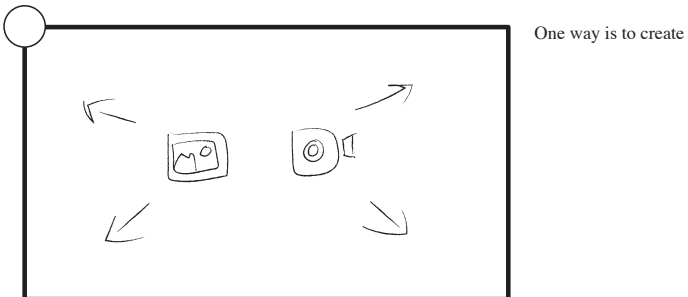


VIDEO

AUDIO



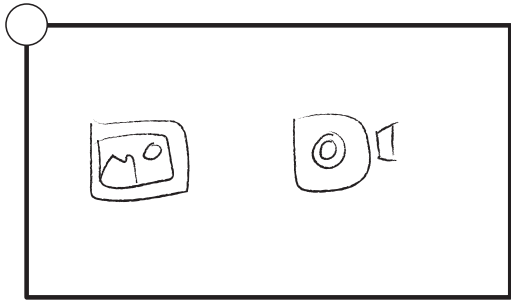
NOTES: Text moves out of frame by arrow directions.



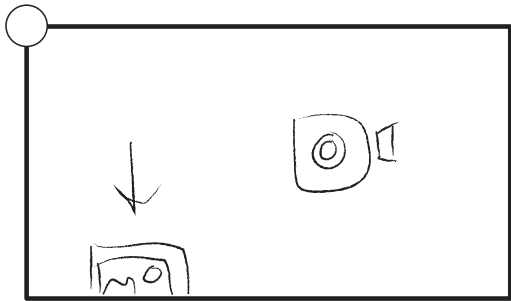
NOTES: Photo and video icons scale up.

VIDEO

AUDIO

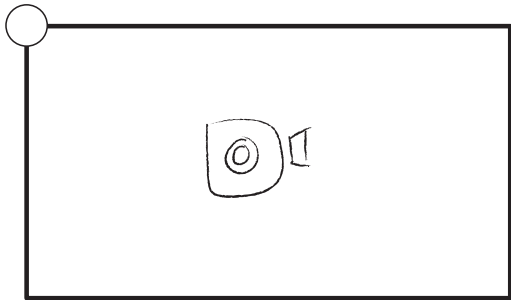


captivating
Photos and videos for your audience,



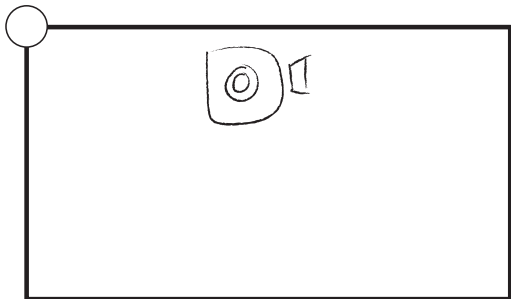
especially

NOTES: Photo icon drops out of frame.



videos

NOTES: Video icon moves to center of screen.

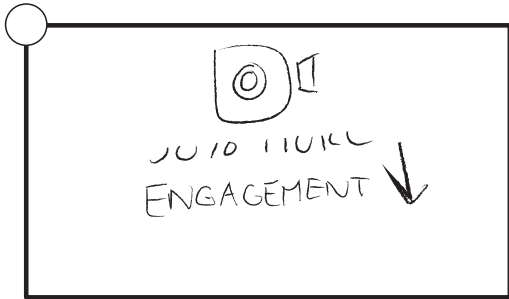


Videos have the highest overall
engagement,

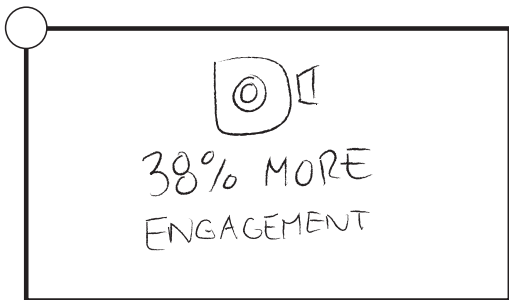
NOTES: Video icons moves slightly up.

VIDEO

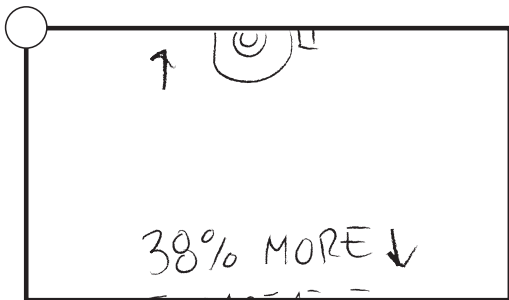
AUDIO



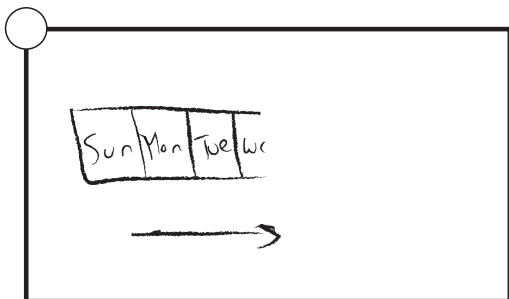
NOTES: Text appears by Track Matte.



38% more than photos.



NOTES: Elements move out of frame by arrow directions.

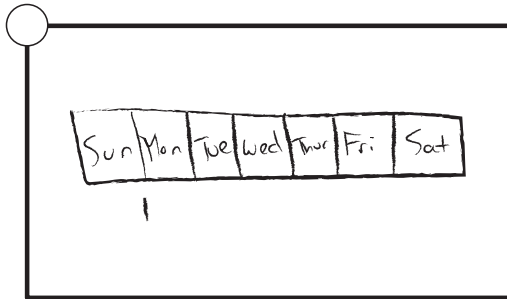
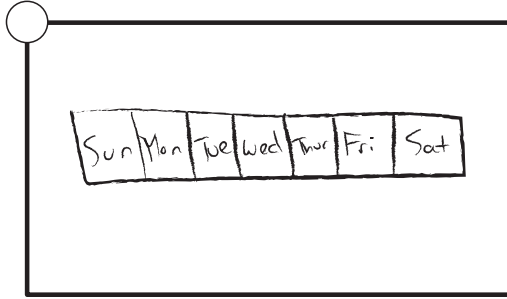


The best times to post on Instagram

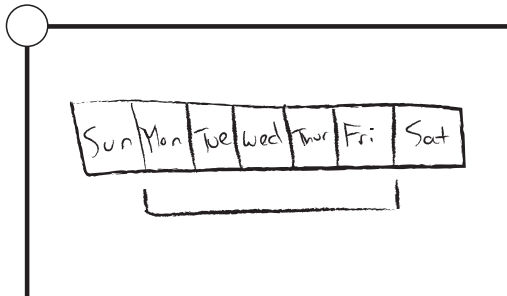
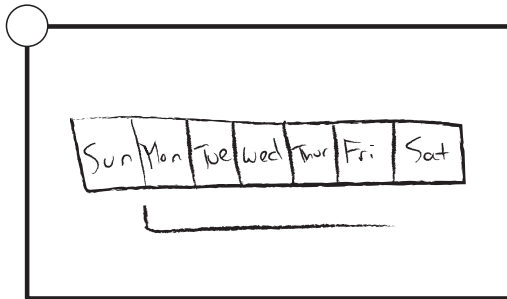
NOTES: Calendar "loads" on screen.

VIDEO

AUDIO

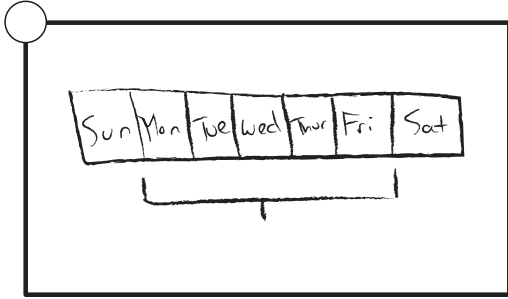


NOTES: Bracket gets drawn by Range Selector, start and end.

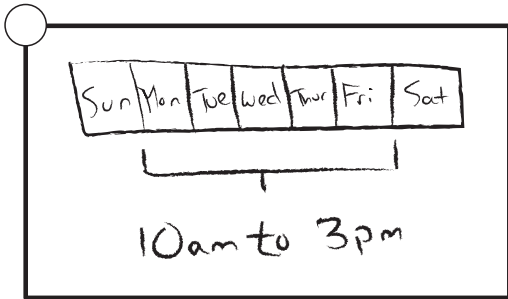


VIDEO

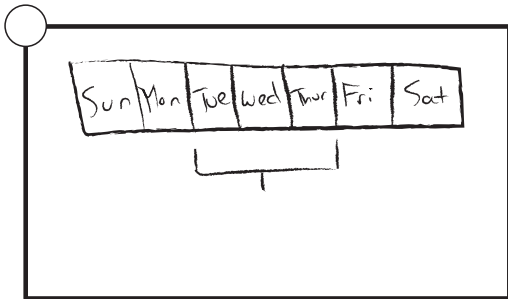
AUDIO



surprisingly are weekdays

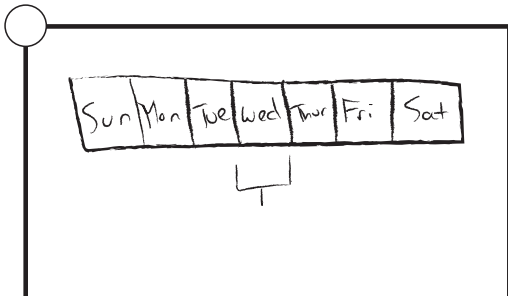


from 10am to 3pm.



Out of this timeframe,

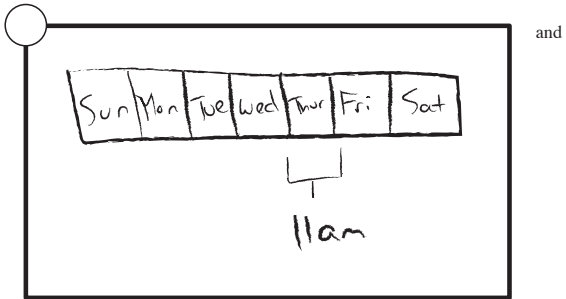
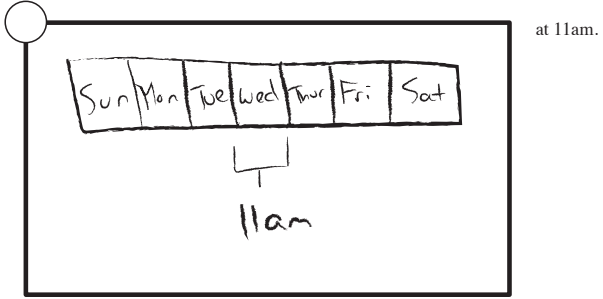
NOTES: bracket gets thinner, only over Wednesday.



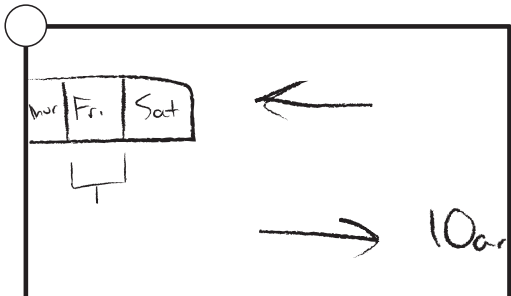
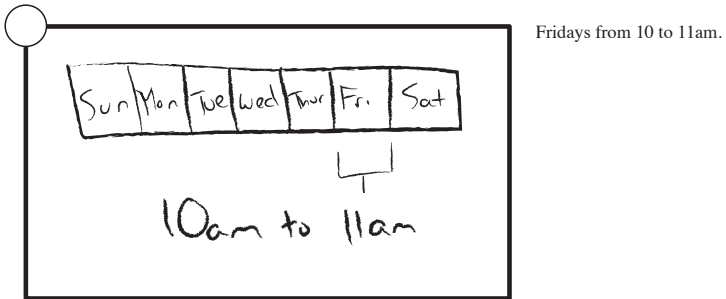
you'll reach
the most users on Wednesdays

VIDEO

AUDIO



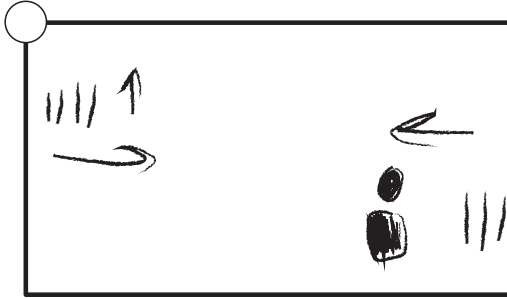
NOTES: Bracket moves to Friday.



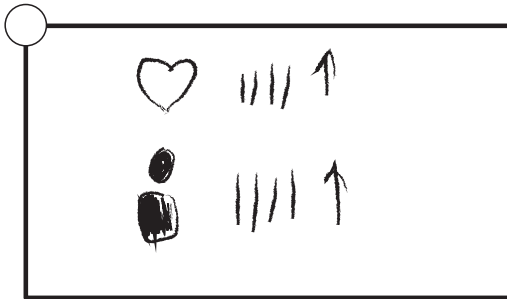
NOTES: Moves out of frame by arrow directions

VIDEO

AUDIO

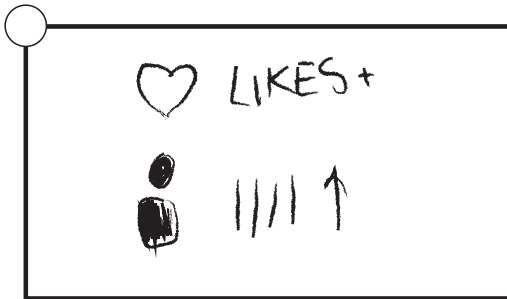


NOTES: Icons move into frame by arrow directions.

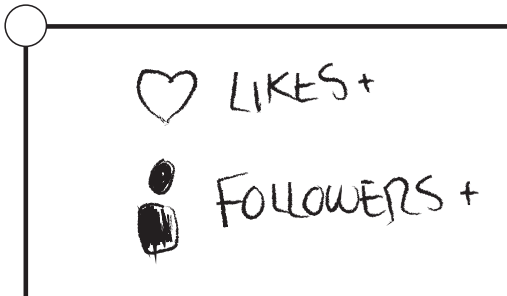


Posting at these times will generate

NOTES: number scroller scrolls up



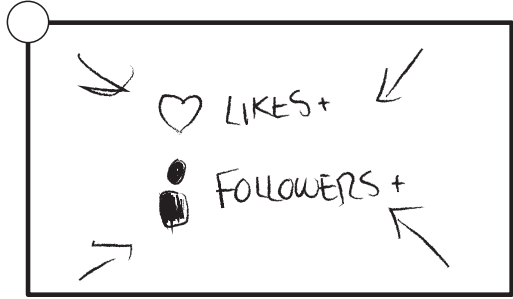
more likes



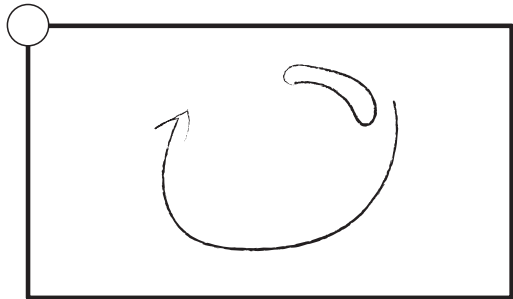
and more followers.

VIDEO

AUDIO

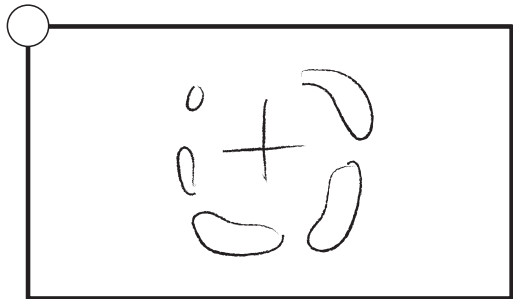


NOTES: Icons scale down.



Another way to reach users

NOTES: Stories icon rotates in by Range selector, start, end.



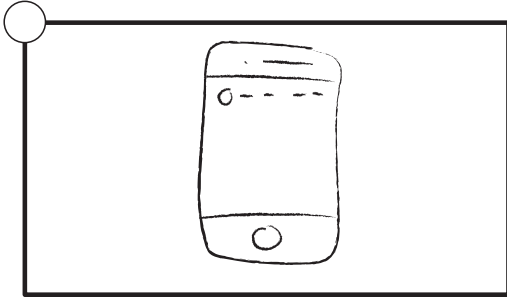
is through instagram stories.



NOTES: Stories icon disappears by Range selector, start, end.

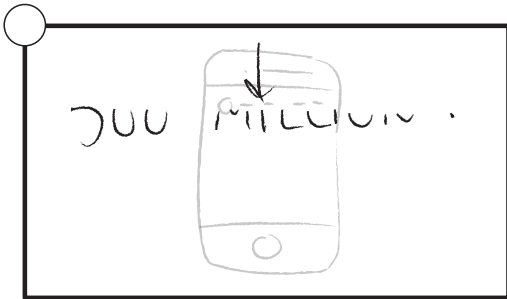
VIDEO

AUDIO



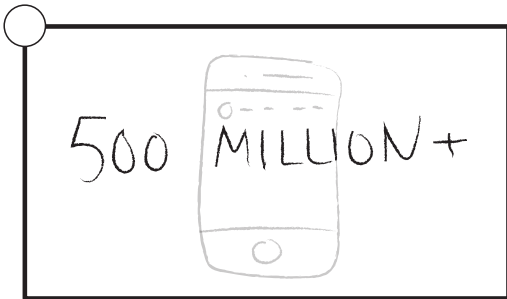
In January 2019,

NOTES: Phone mockup with Instagram story screenshot.

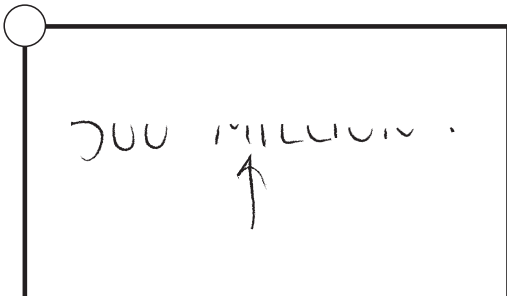


Instagram is one of the...

NOTES: Phone mockup blurs, text appears by Track Matte.



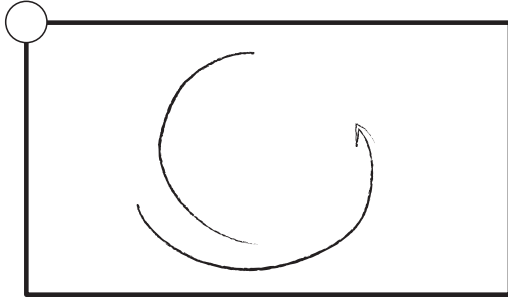
Over 500 million accounts use Instagram Stories.



NOTES: Text appears by Track Matte.

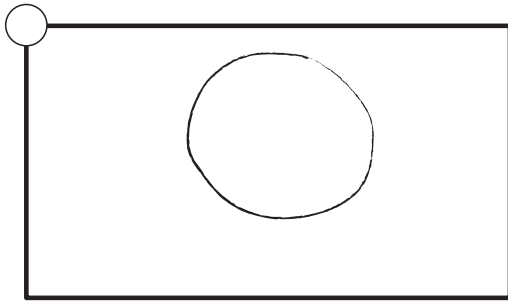
VIDEO

AUDIO



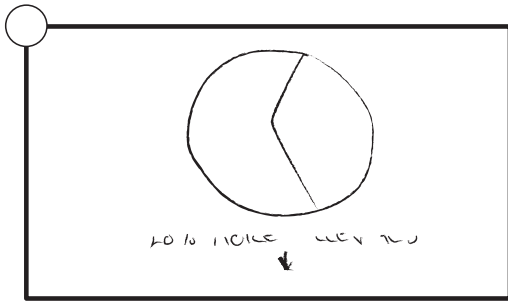
Instagram stories

NOTES: Pie chart appears by rotating in.

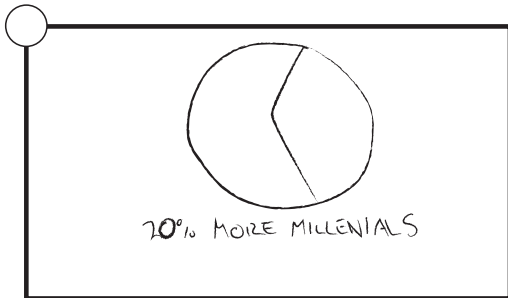


are so popular in fact

NOTES:



NOTES: text appears by track matte.

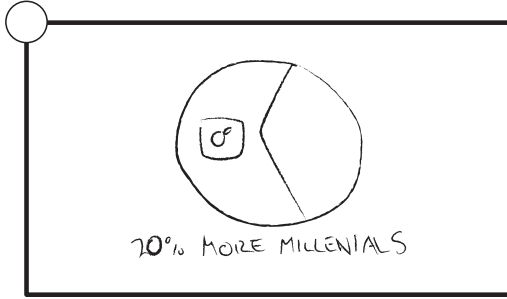


That 20% more millenials prefer stories on

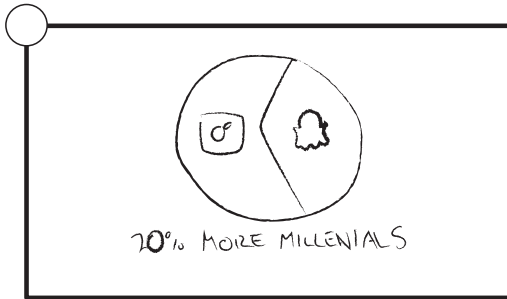
NOTES:

VIDEO

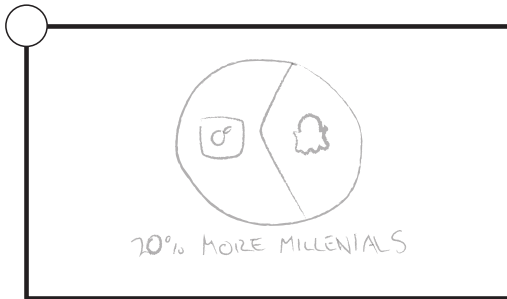
AUDIO



Instagram



over Snapchat, who created the concept.



LINKS

If you want to learn more, check out the links below. I put them in the description as well. Thanks for watching.