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### Social Media Overview

Since its founding in 2010, Instagram has become one of the most popular social media platforms. The photo-sharing app boasts over 1 billion monthly users, 500 million of which use the platform daily. Through posts, stories, and ads, users interact with their friends, family, and businesses. Compared to sites like Facebook and LinkedIn, Instagram attracted a significantly younger clientele. According to Statista in 2019, 71% of Instagram users are under the age of 35. This means that most of their users are millennials or members of Gen Z. For our purposes, this is exactly the demographic we want to target with our campaign. Having more exposure to this audience will help us get more engagement for our campaign. According to Socialbakers, Instagram can generate four times more interactions than Facebook. This is ideal for businesses, especially for us pertaining to our campaign. More than other social media platforms, Instagram is a place where businesses can creatively advertise through exciting visuals. According to Mention in 2018, over 50% of Instagram users follow at least one business. Additionally, 80% of users decide whether or not to buy a product or service based on what they see on Instagram. For businesses, Instagram is integral to attracting a customer base. Daily Instagram users spend an average of 53 minutes on the app per day. During these 53 minutes per day, over 200 million users will visit at least one business profile. This means that business profiles like Ben & Jerry's need to create content daily to advertise to all 200 million users viewing a business profile.

Ben & Jerry's currently has 1.4 million followers on Instagram. This means that the company has to create content daily to engage their followers and influence their buying power and attention. The company has 2,624 posts and usually posts once or twice per day. As far as stories go, they tend to post one to three times daily. One-third of stories viewed on Instagram are from business accounts, meaning that businesses have the opportunity to create engaging story content to influence users. Ben & Jerry's Instagram account has a uniquely colorful aesthetic complete with original cartoon infographics sharing information about various social causes. On their Instagram profile, they have a story highlight called "Values" which features stories about the causes they promote. These causes include cannabis justice, voting issues, defunding the police, LGBTQ+ issues, the climate crisis, and criticism of the criminal justice system. These posts and stories are often circulated by those who support these causes, especially young people, which leads those people's followers to Ben & Jerry's profile. Our campaign blends women's rights with Ben & Jerry's ice cream, meaning there is plenty of potential for a slew of exciting and engaging posts and stories advertising it.

More than other social media platforms, Instagram allows Ben & Jerry's to cultivate an aesthetic and visual identity for their brand. We concluded that this is the best way to engage our audience with our campaign and advertise to users who might not necessarily follow Ben & Jerry's already. Because Instagram is so popular with millennials and Gen Z, our campaign through the social network will engage with our ideal demographic. We hope that this campaign will accurately portray our goals while getting people to participate in our cause.