

**#IG4PA**

**#FIRSTTOFALL**

# *What Is My Goal?*

- **Recruiting**
  - **Awareness**
  - **Website traffic**
- 

# *Who Is My Audience?*

- **Prospectives?**
  - **Current members?**
  - **Other organizations?**
- 

**#POSTS**

# *Quality Photos*

- **Saturation and contrast**
- **2/3 rule**
- **Bright**



# *Capturing The Moment*

- **Capture the action**
  - **Zoom in**
  - **Avoid posing**
- 



# *Make Great Captions*

- **Use strategic hashtags**
- **Tell a story**
- **Be brief**

No better way to spend a weekend  
than by volunteering and hanging  
out with the @f22.raptor.demo  
team! Thanks for having us!

@lacountyairshow #lacountyairshow  
#lacas #civilairpatrol #volunteering  
#airpower #team #lancaster  
#explorethe661 #f22 #goflycap

# *Posting Schedule*

- **Show the best moment**
  - **Post at the right time**
  - **Post consistently**
- 

**#FOLLOWERS**

# *Join In The Community*

- **Tag people and locations**
  - **Like and comment**
  - **Follow others**
- 

# *Share Your Account*

- **Link other platforms**
- **Share to your website**
- **Put on everything**



# CIVIL AIR PATROL

## EDWARDS AFB

## SQUADRON 84

### WE ARE CIVIL AIR PATROL

For patriots ages 12 and up, Civil Air Patrol is a vital force that protects Americans in need by responding to disaster, preserves the values that make our country great by developing young leaders, and ensures our country's preeminence in aerospace and cyberspace education.

### CADET PROGRAMS

Youth leadership development

### EMERGENCY SERVICES

Diverse aviation and ground services

### AEROSPACE EDUCATION

Promotion of air, space, and cyber power



@CAPSQ84

Like our page!



@SQUADRON\_84

Follow us!



California Wing Cadet Programs  
Civil Air Patrol

FOLLOW US



@CAWGCADETS

\*Made by 1st Lt Jillian Restivo

**#STORIES**

# *Reasons To Use Stories*

- **Transparency**
  - **More interactive**
  - **More types of content**
- 

# *Things to Consider*

- Only up for 24 hours
- Small audience
- Live posting

# *Where To Use It*

- **Parades**
  - **Ceremonies**
  - **Posting flyers**
- 

# WHAT'S YOUR PICK?



F-22

69%

P-38

31%

# OPEN HOUSE

FOX AIRFIELD  
4 APRIL 2017  
6:00 to 8:15 PM



@SQUADRON\_84



@CAPSQ84

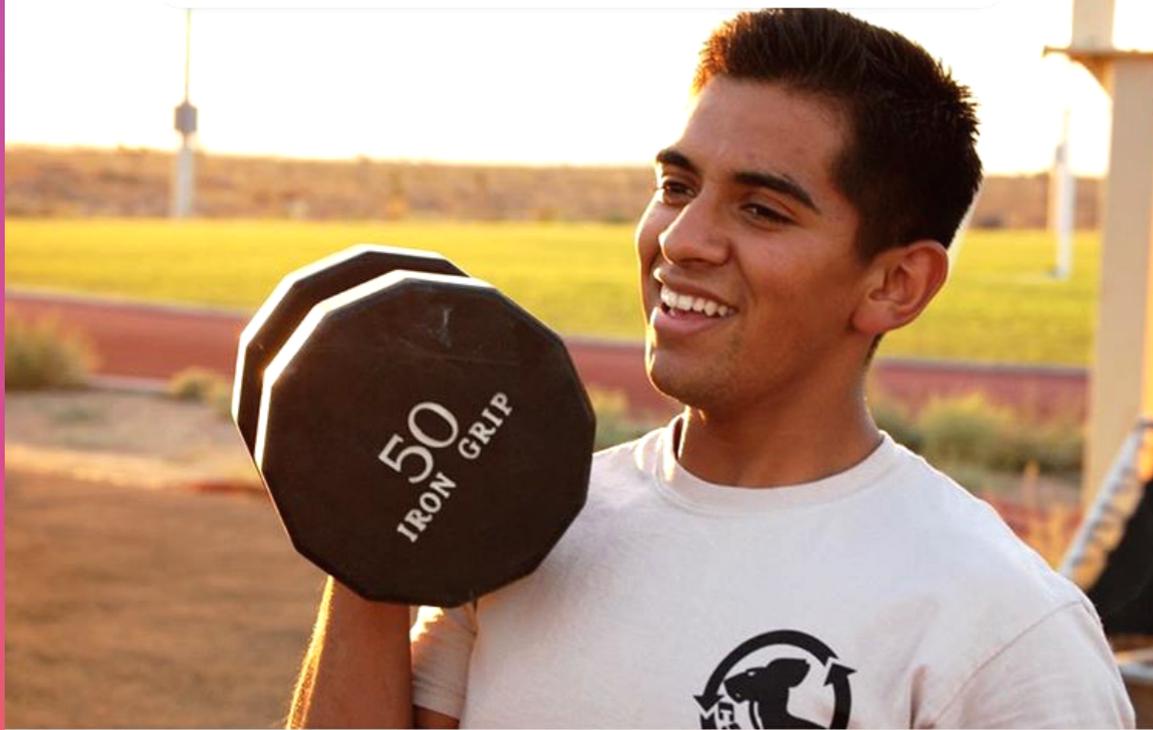


[WWW.SQ84.CAWGCAP.ORG](http://WWW.SQ84.CAWGCAP.ORG)



How do you stay in shape?

Type something....



#EXERCISE

📍 EDWARDS AIR FORCE BASE, CALIFO...

How do you stay in shape?

Marine Corps PT @ 0600



HOORAH! 🇺🇸



111 posts

751 followers

84 following

Promotions

Edit Profile

### Edwards AFB Civil Air Patrol

Nonprofit Organization

Aerospace Education - Emergency Services - Cadet Programs // Every Tuesday from 6:00 to 8:00 PM! // #civilairpatrol #goflycap

[sq84.cawgcap.org/](http://sq84.cawgcap.org/)

315 E. Forbes Avenue, Edwards, California

Followed by savvanaahhhh, brianardin, sammy\_perez5 + 125 more

### Story Highlights

Keep your favorite stories on your profile



New



Call

Email

Directions



30 posts

132 followers

16 following

Follow Back

### Colin Rodriguez Photography

Photographer

I do all sorts of photography, if you have questions or want to set up a shoot please let me know!

Followed by explorethe661



The Logo



BTS



Rates

Text

Email



**CAPTURED BY COLIN**  
PHOTOGRAPHY RATES

**PACKAGE 1**

10 EDITED IMAGES  
1 OUTFIT | 1 HOUR  
1 LOCATION  
\$80

**PACKAGE 2**

20 EDITED IMAGES  
2 OUTFITS | 2 HOURS  
2 LOCATIONS  
\$120



@capturedbycolin



**ENCAMPMENT  
INFORMATION  
COMING SOON.  
FOLLOW  
@CAWGENCAMPMENT**

**#INSIGHTS**

# *Impressions*

**The number of times  
your post has been seen.**

# *Reach*

**The number of unique accounts that has seen your post.**

# *Engagement*

**The number of times  
someone has liked or  
commented on your  
post.**



# *Clicks*

**The number of times  
someone has gone to the  
website in your bio.**



squadron\_84 9



97  
posts

622  
followers

88  
following

Promote

Edit Profile



## Edwards AFB Civil Air Patrol

Community Organization

Aerospace Education - Emergency Services - Cadet Programs // Every Tuesday from 6:00 to 8:00 PM! // No mountain too high! No desert too dry!

[sq84.cawgcap.org/](http://sq84.cawgcap.org/)

315 E. Forbes Avenue, Edwards, California



squadron\_84 9



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[sq84.cawgcap.org/](http://sq84.cawgcap.org/)

[315 E. Forbes Avenue, Edwards, California](#)



# Insights



squadron\_84

622 followers

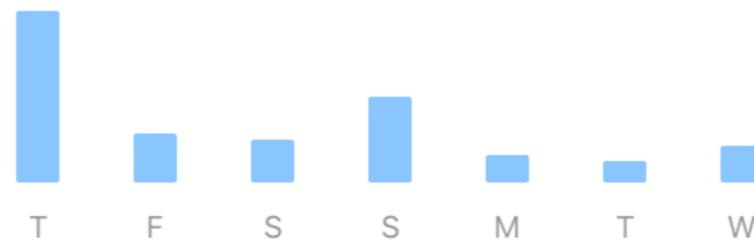
+5 in the last 7 days

97 posts

+0 in the last 7 days

350 impressions

-1,049 in the last 7 days



FOLLOWERS

[See More](#) >

65%  
Men

35%  
Women





# Insights

## FOLLOWERS

[See More](#) >

65%  
Men

35%  
Women

### Ages 18-24

Most of your followers are in this age group.



## POSTS

[See More](#) >





# Insights

## FOLLOWERS

[See More](#) >

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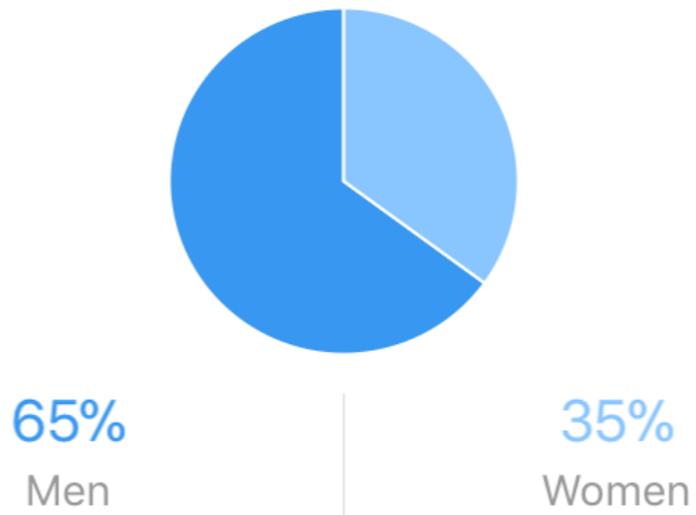
## POSTS

[See More](#) >



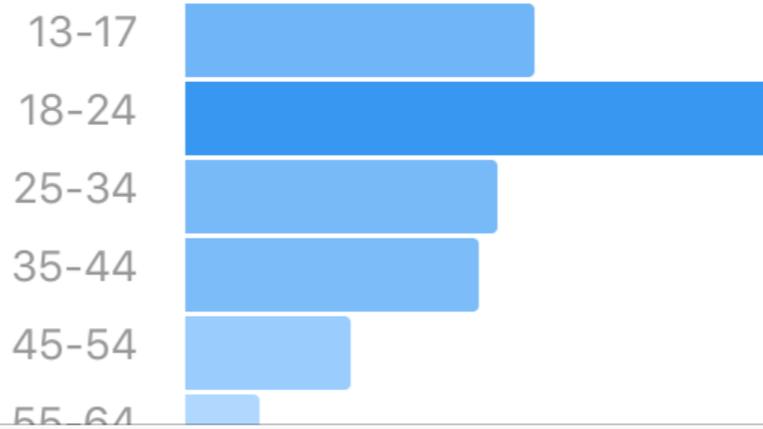
622 followers  
+5 in the last 7 days

GENDER



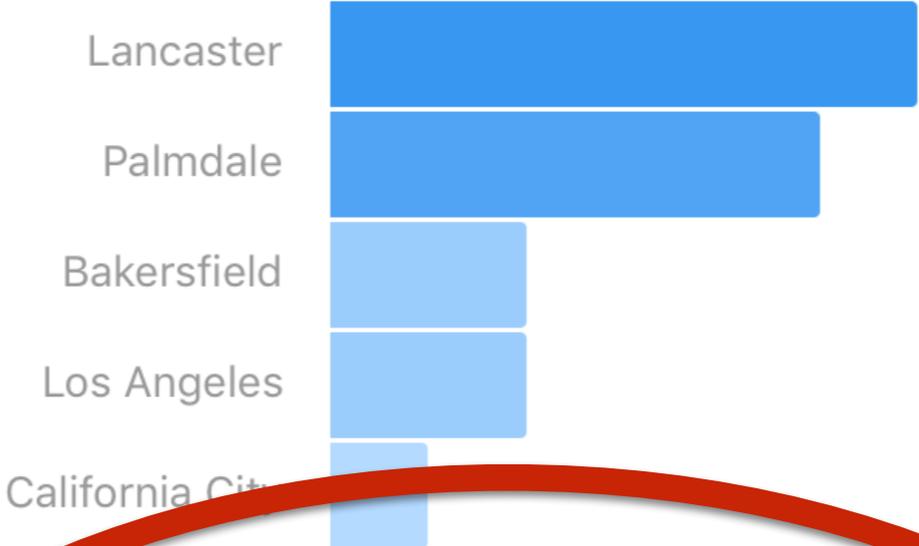
AGE RANGE

All Men Women



TOP LOCATIONS

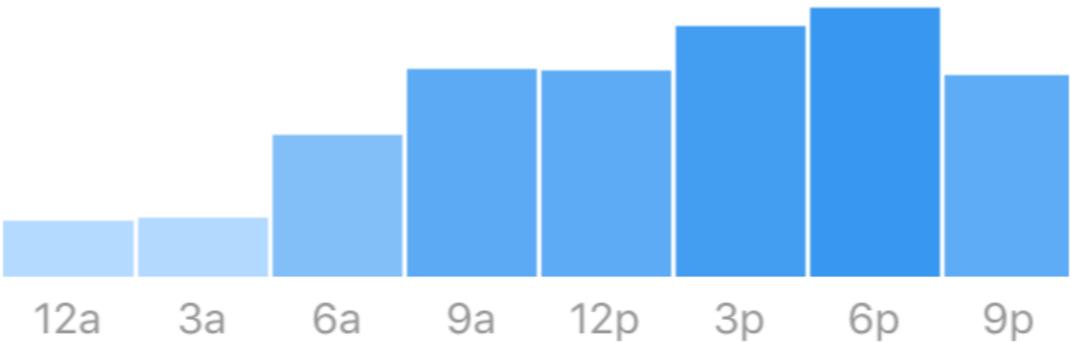
Cities Countries



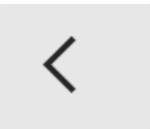
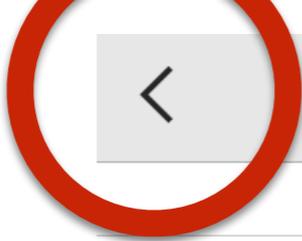
FOLLOWERS

Hours Days

< Thursdays >



What Do These Mean? v

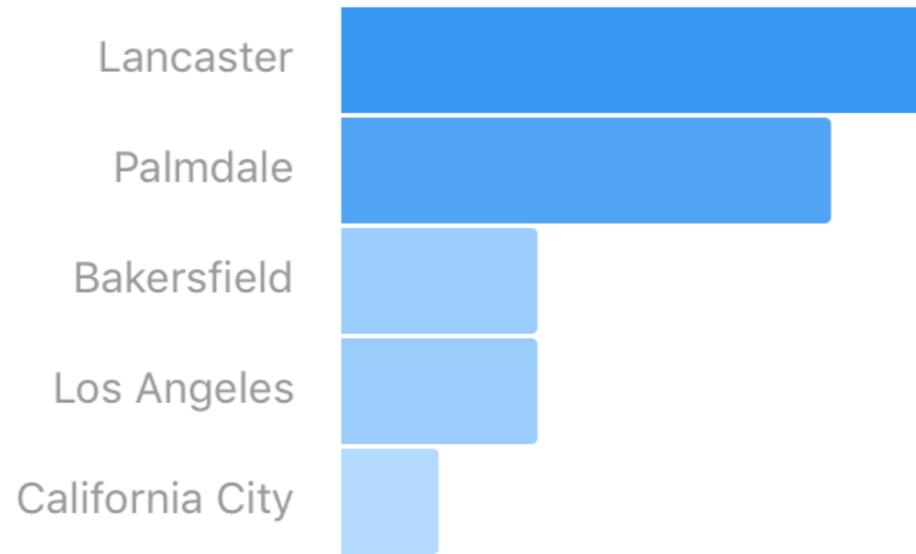


# Followers

## TOP LOCATIONS

Cities

Countries

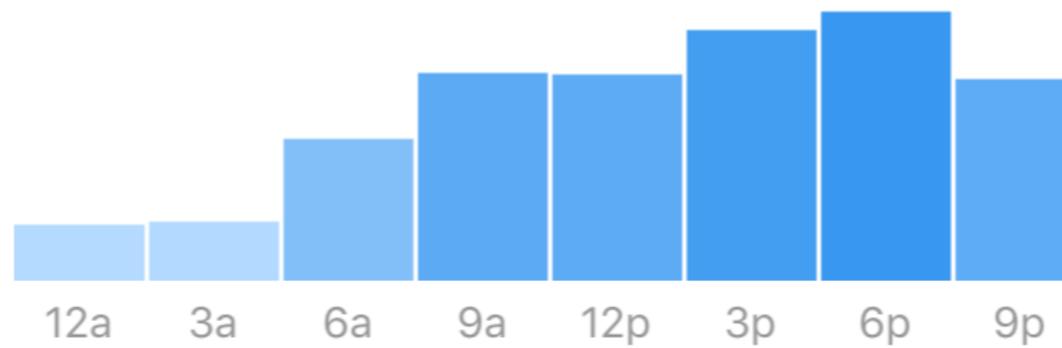


## FOLLOWERS

Hours

Days

< Thursdays >



What Do These Mean?





# Insights



squadron\_84

622 followers

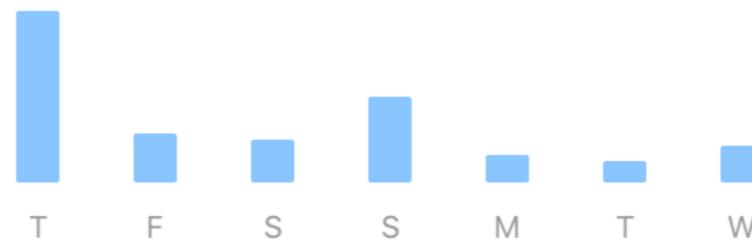
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FOLLOWERS

[See More](#) >

65%  
Men

35%  
Women





# Insights

## FOLLOWERS

[See More](#) >

65%  
Men

35%  
Women

### Ages 18-24

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## POSTS

[See More](#) >





# Insights

## FOLLOWERS

[See More](#) >

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## POSTS

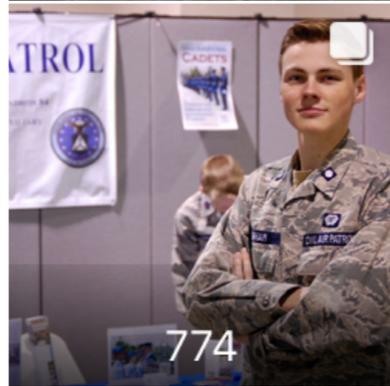
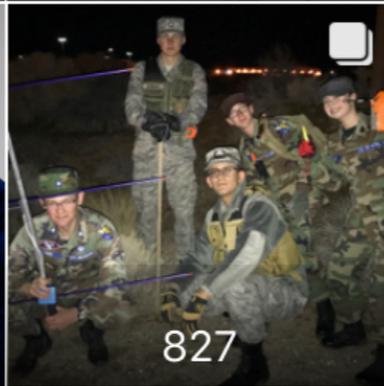
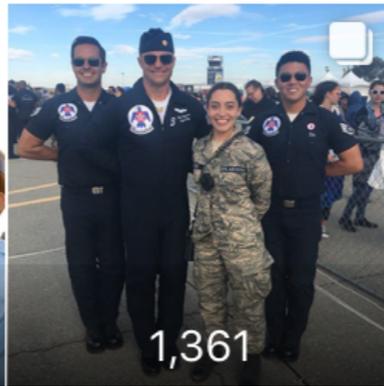
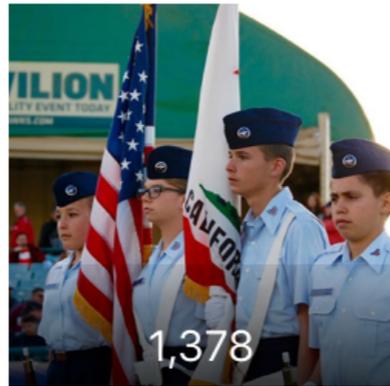
[See More](#) >





# Posts

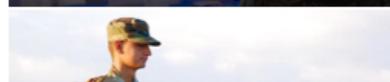
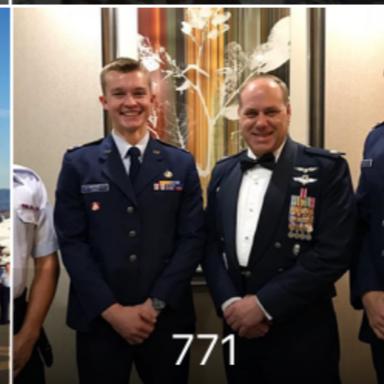
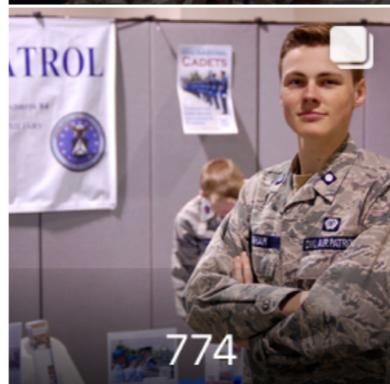
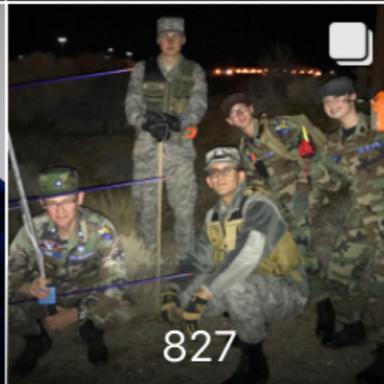
Showing **All** posted in the past **1 year** sorted by **Impressions**





# Posts

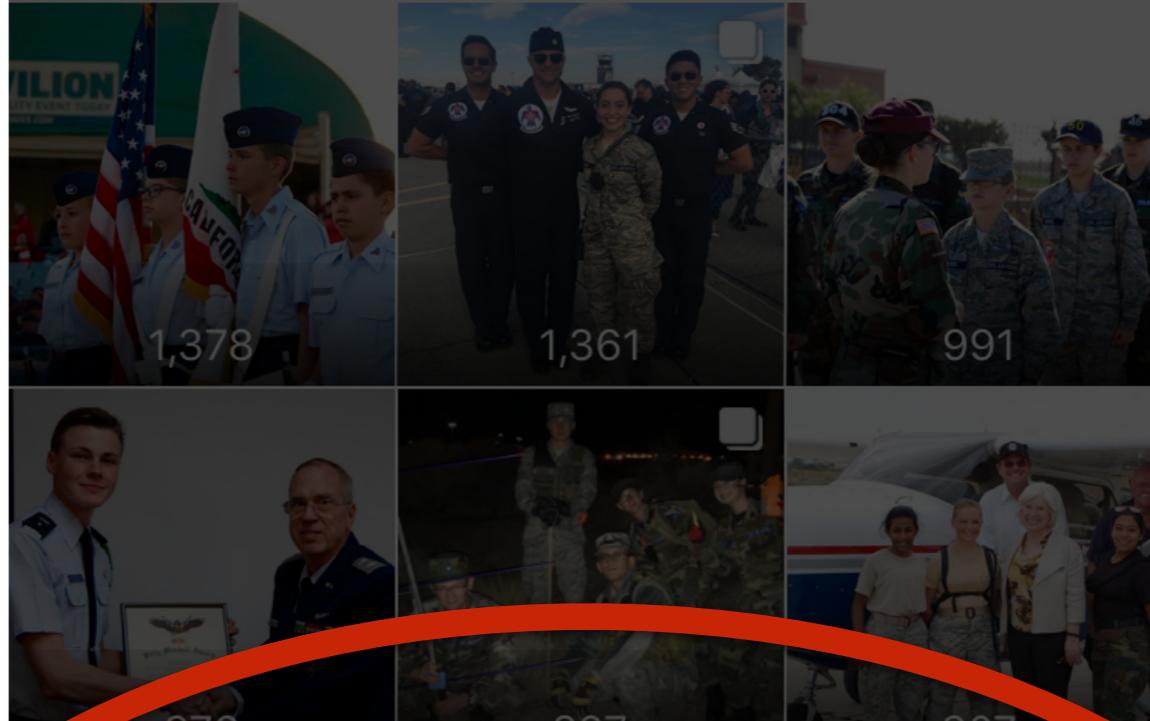
Showing **All** posted in the past **1 year** sorted by **Impressions**





# Posts

Showing **All** posted in the past **1 year** sorted by **Impressions**



Filter

Apply

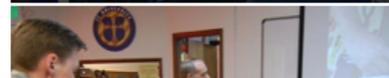
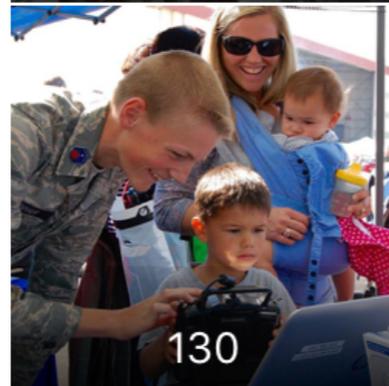
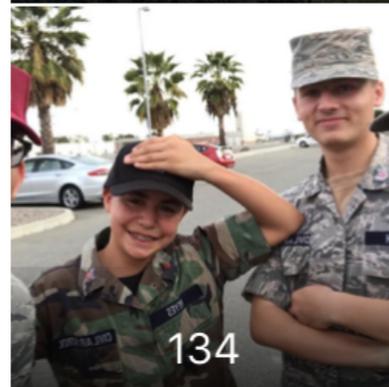
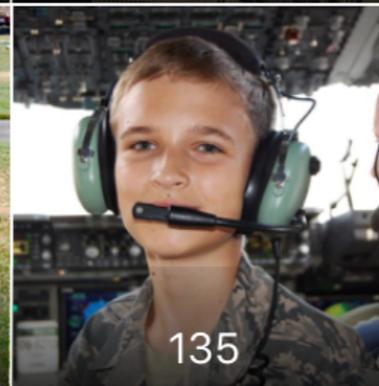
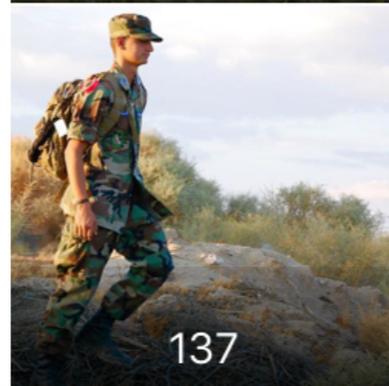
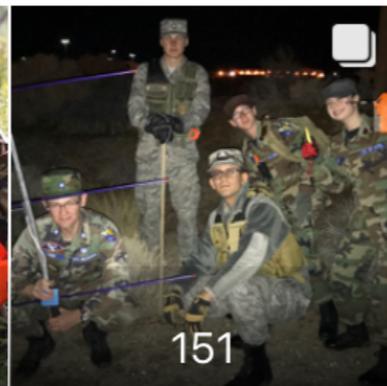
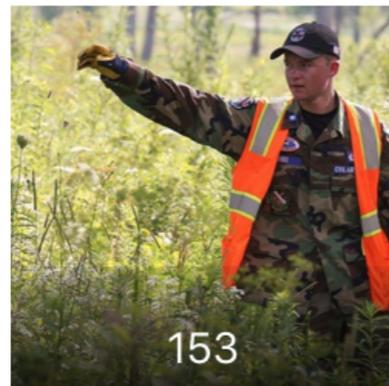
- All
- Photos
- Videos
- Carousel Posts
- Comments
- Engagement
- Impressions
- Likes
- Reach
- Saved
- 30 days
- 3 months
- 6 months
- 1 year
- 2 years

[What Do These Mean? ▾](#)



# Posts

Showing [All](#) posted in the past [2 years](#) sorted by [Likes](#)





squadron\_84 9+



squadron\_84  
Edwards Air Force Base, California



[View Insights](#)

Promote



Liked by bccmd071, capchaplaincorps and 149 others

squadron\_84 Just a normal meeting for Squadron 84! Practice finding Emergency Location Transmitters in the dark and litter carry... more

[View all 6 comments](#)

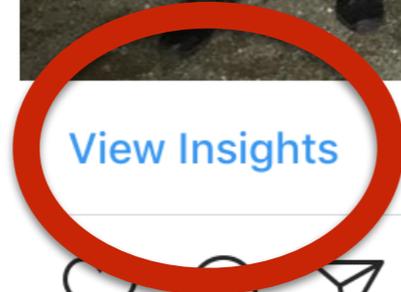




squadron\_84 9+



squadron\_84  
Edwards Air Force Base, California



View Insights

Promote



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squadron\_84 Just a normal meeting for Squadron 84! Practice finding Emergency Location Transmitters in the dark and litter carry... more

View all 6 comments



+ 3      squadron\_84 9+     

**squadron\_84**  
Edwards Air Force Base, California     

[View Insights](#)      [Promote](#)

151

9

5

12  
Profile Visits

508  
Reach



squadron\_84 9+



squadron\_84  
Edwards Air Force Base, California



[View Insights](#)

Promote



151

9

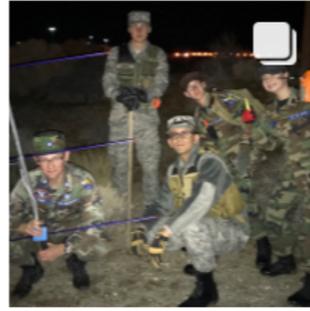
5

12  
Profile Visits

508  
Reach

Cancel

Insights



Posted on 01/10/18, 12:05pm

♥ 151

💬 9

🔖 5

---

Actions

12

Actions

Profile Visits

12

---

Discovery

29%

of accounts that saw this post  
weren't following you

Follows

3

Reach

508

Impressions

827

Cancel

Insights

 151

 9

 5

---

Actions

12  
Actions

Profile Visits

12

---

Discovery

29%

of accounts that saw this post  
weren't following you

Follows

3

Reach

508

Impressions

827

From Home

633

From Profile

74

From Location

48

From Other

72

---

[What Do These Mean? ▾](#)

# *How To Use Them*

- **Find out what works**
  - **Duplicate success**
  - **Target audience**
- 

**#INCONCLUSION**

- **Initial questions**
  - **Quality posts**
  - **How to grow followers**
  - **Instagram Stories**
  - **Insights**
- 

**#QUESTIONS?**

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@capturedbycolin

@squadron\_84

@cawgcadets

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