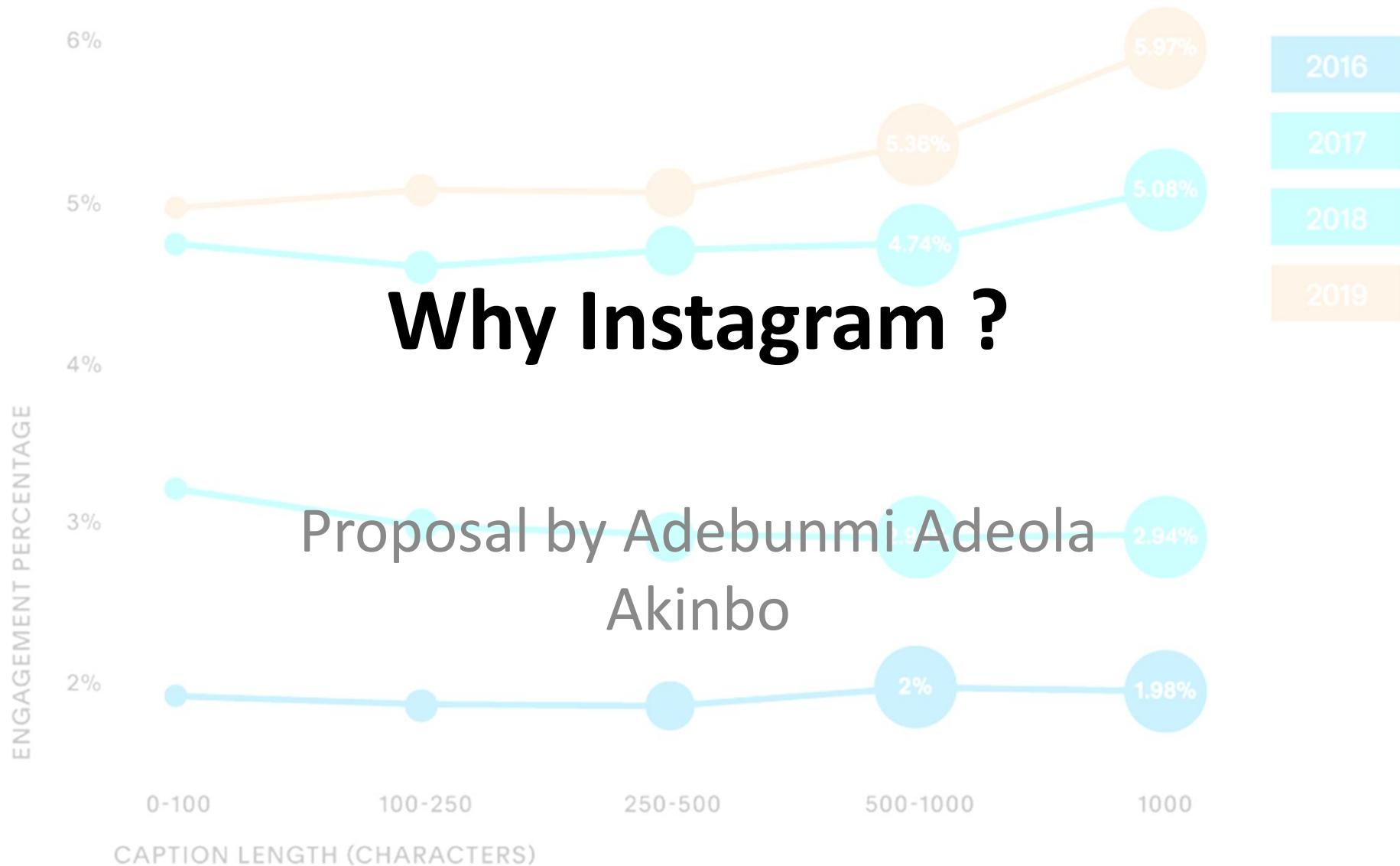


HOW INSTAGRAM CAPTION LENGTH IMPACTS ENGAGEMENT



Why Instagram ?

Proposal by Adebunmi Adeola
Akinbo



Brands on Instagram have a **4.21% engagement** rate. That's **10x higher** than Facebook and **84x higher** than Twitter."

Forrester

Instagram is an entirely visual platform.
Instagram's sole purpose is to enable users to share images or videos with their audience.

Assumption

- **Instagram** will allow you to create great content quickly and easily, while **Twitter** is great for engaging with your audience and even providing Customer Support. But the sheer volume of users and high levels of engagement on **Instagram** make it **the best** Social Media platform currently to promote your brand!

Reality Check 1

	EndUsers	25 - 34	Source
	Twitter	28.9%	https://www.statista.com/topics/737/twitter/
	Instagram	33.1%	https://www.statista.com/topics/1882/instagram/

Reality Check 2

- Its glaring in the crowd...allows for more character.

- ✓ **FACEBOOK:** Maximum of **63,205** characters
- ✓ **INSTAGRAM:** Maximum of **2,200**.
- ✓ **TWITTER:** Limit of **280** characters.
- ✓ **TIKTOK:** Limit of **150** characters on a publication.
- ✓ **YOUTUBE:** The limit is **5,000** characters for a video description.
- ✓ **LINKEDIN:** The limit is **1,300** characters..
- ✓ **TWITCH:** A maximum of **300** characters on your channel's bio.

✓ **TWITCH:** A maximum of **300** characters on your channel's bio.

✓ **LINKEDIN:** The limit is **1,300** characters..

Opportunities

- Instagram is considered to be the best social media platform for engagement or your ability as a brand to connect with your followers. ... It's **visual**, **simple** and it's attracting the **younger generations** more than other social media platforms.

Engagement



- Engage With Netizens where They Spend Their Time;
- Understanding Your Demographics.

Strategy

- Define the content with a graphics;
- Chose your hastags and handles;
- Insert link in bio;
- Send approved post.

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our competitions.**

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At-Large Social Media
Working Group (SMWG)
Twitter Competition

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**At-Large Social Media
Working Group (SMWG)**
Instagram Competition

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**Follow our available channels
to get session recordings, transcript
and other helpful content.**

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Thank You.

Outreach

A world map illustrating the outreach strategy for ICANN 70. The map is color-coded by region: Africa (orange), Europe (dark blue), Asia (red), Latin America (green), and North America (yellow). A legend on the left lists the corresponding RALOs: AFRALO, APRALO, EURALO, LACRALO, and NARALO. Above the map, a navigation bar shows 'RALOs' selected over 'ALSes'. In the top right corner, the text '2021 | ICANN Public Meeting' is displayed. The bottom left features the slogan 'One World. One Internet' and the event name 'ICANN 70' with the location 'CANCÚN' and hashtags '#ICANN70 #ALAC70'. The bottom right contains the 'ICANN AT-LARGE' logo and social media icons for Facebook, Instagram, and Twitter.

RALOs

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RALOs ALSes

AFRALO
APRALO
EURALO
LACRALO
NARALO

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ICANN AT-LARGE

f Instagram Twitter

Adebunmi Akinbo, Nigeria.

Orientation



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RALOs

ALSes

[Afghanistan - 2 ALSes](#)
[Argentina - 11 ALSes](#)
[Armenia - 4 ALSes](#)
[Australia - 2 ALSes](#)
[Austria - 3 ALSes](#)
[Barbados - 3 ALSes](#)
[Belgium - 2 ALSes](#)
[Benin - 2 ALSes](#)
[Bolivia - 2 ALSes](#)
[Brazil - 5 ALSes](#)
[Bulgaria - 2 ALSes](#)
[Burkina Faso - 3 ALSes](#)
[Cameroon - 3 ALSes](#)
[Canada - 11 ALSes](#)
[Chad - 4 ALSes](#)
[Chile - 2 ALSes](#)
[China - 3 ALSes](#)
[Colombia - 3 ALSes](#)
[Congo \(Dem. Rep.\) - 5 ALSes](#)
[Cook Islands - 2 ALSes](#)
[Côte D'Ivoire - 4 ALSes](#)

[Ecuador - 5 ALSes](#)
[El Salvador - 3 ALSes](#)
[France - 4 ALSes](#)
[Germany - 9 ALSes](#)
[Ghana - 3 ALSes](#)
[Haiti - 2 ALSes](#)
[Hong Kong - 3 ALSes](#)
[India - 11 ALSes](#)
[Jamaica - 2 ALSes](#)
[Kenya - 2 ALSes](#)
[Korea \(South\) - 2 ALSes](#)
[Lebanon - 2 ALSes](#)
[Liberia - 2 ALSes](#)
[Madagascar - 2 ALSes](#)
[Malaysia - 2 ALSes](#)
[Mali - 2 ALSes](#)
[Mauritius - 2 ALSes](#)
[Mexico - 2 ALSes](#)
[Morocco - 3 ALSes](#)
[Nepal - 3 ALSes](#)
[New Zealand - 2 ALSes](#)

[Nigeria - 9 ALSes](#)
[Pakistan - 2 ALSes](#)
[Panama - 2 ALSes](#)
[Paraguay - 3 ALSes](#)
[Peru - 2 ALSes](#)
[Puerto Rico - 3 ALSes](#)
[Russian Federation - 2 ALSes](#)
[Senegal - 3 ALSes](#)
[South Africa - 2 ALSes](#)
[Spain - 2 ALSes](#)
[Switzerland - 2 ALSes](#)
[Taiwan - 2 ALSes](#)
[Tanzania - 2 ALSes](#)
[Trinidad and Tobago - 3 ALSes](#)
[Tunisia - 2 ALSes](#)
[Ukraine - 2 ALSes](#)
[United States of America - 9 ALSes](#)
[Venezuela - 3 ALSes](#)
[Yemen - 2 ALSes](#)

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Adebunmi Akinbo, Nigeria.

Reporting

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Reviews/Int...
Public I...
Policy Pro...
Operations/Finances
New gTLDs
Legal/Regulatory

WHOIS
Agreements
IANA
ICANN Board/Bylaws
IDN
Intellectual Property
Internet Governance
Internet Protocols

Join the At-Large Policy Working Group call

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f Instagram Twitter

Finally...

- Engagement on social media can not be seen as too much; as long as it promotes the focal engagement of the organization.
- One can easily make reference for orientation, educative and informative engagements.

Topics

Policy Working Groups



Thanks for your time.