

# Vine, Instagram, Pinterest, & Tumblr 101



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# Outline

1. Instagram
2. Tumblr
3. Pinterest
4. Vine
5. How to decide

# 1. Instagram

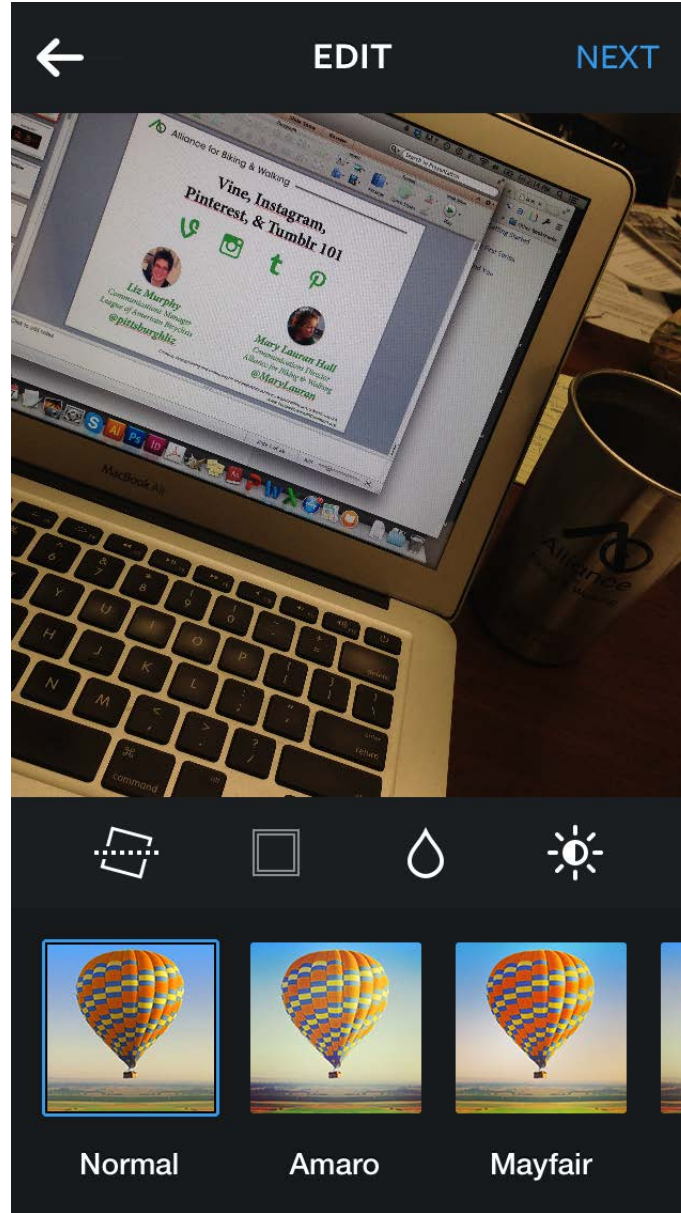


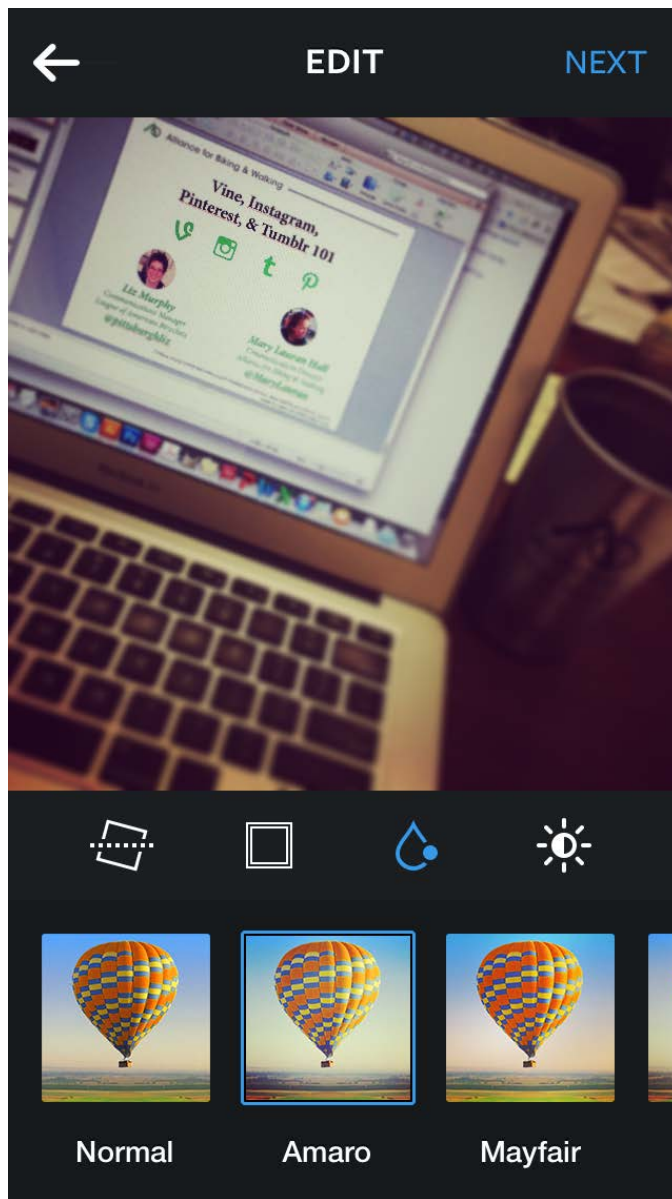
# Basics

- Photo-centric
- Owned by Facebook
- Smartphone-dependent: can only post from mobile app
- Skews young, female, and urban
- Parlance similar to twitter: @handle, #hashtags



# Here's how







Share to

FOLLOWERS DIRECT



Workin on a webinar about ...  
#instagram?



Tag People

Add to Photo Map



Facebook



Twitter



Email



Tumblr



Flickr



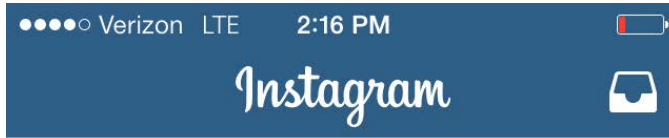
foursquare



ミクシィ

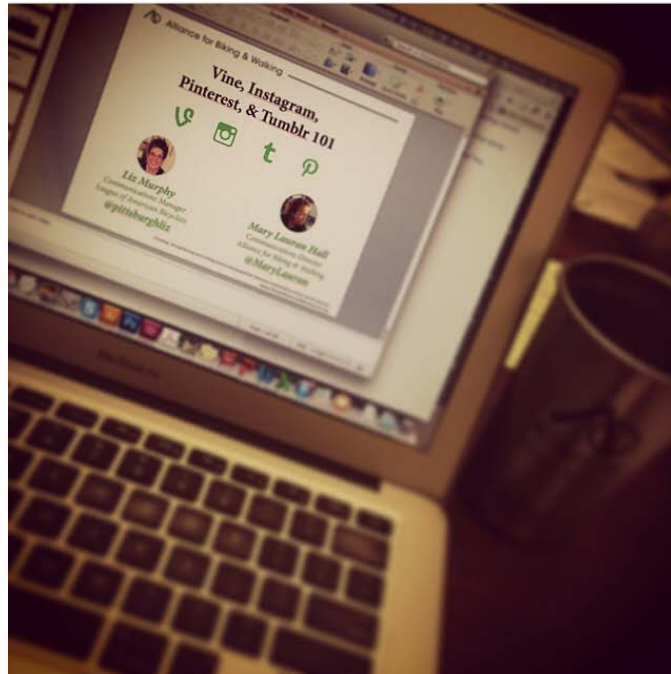
SHARE →





marylauran

2s



marylauran Workin on a webinar about ...  
#instagram?

Like

Comment



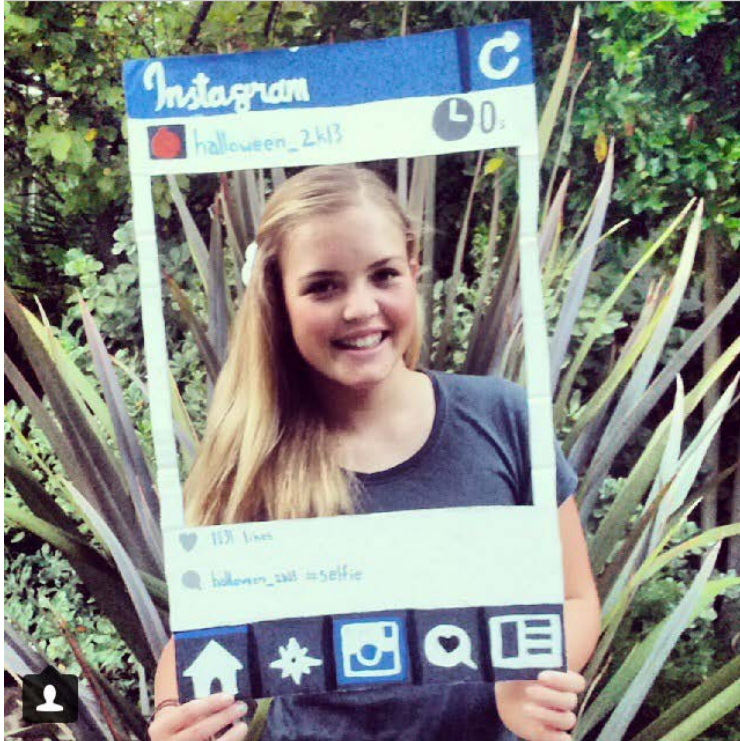


PHOTO 



sabrinhall

11w



124 likes

sabrinhall In-stagram-ception  
#happyhallowseve

view all 14 comments

sammybiadog Cleaver!

# Demographics

- 90% of its 150 millions users are under 35
- 68% of users are female
- 50% split between Android & Apple
- 17% of adults in urban areas use, compared to only 11% in suburban/rural areas.

# Example: @wabadc



**wabadc**

Follow

2 months ago

Giving thanks to the 98% of drivers who are doing it right. Compassionate, patient, understanding, courteous drivers, thanks for being awesome! We appreciate you! (Photo by George Newcomb).

♥ [j\\_roe](#), [ayesuppose](#), [amelianeptune](#) and 39 others like this.

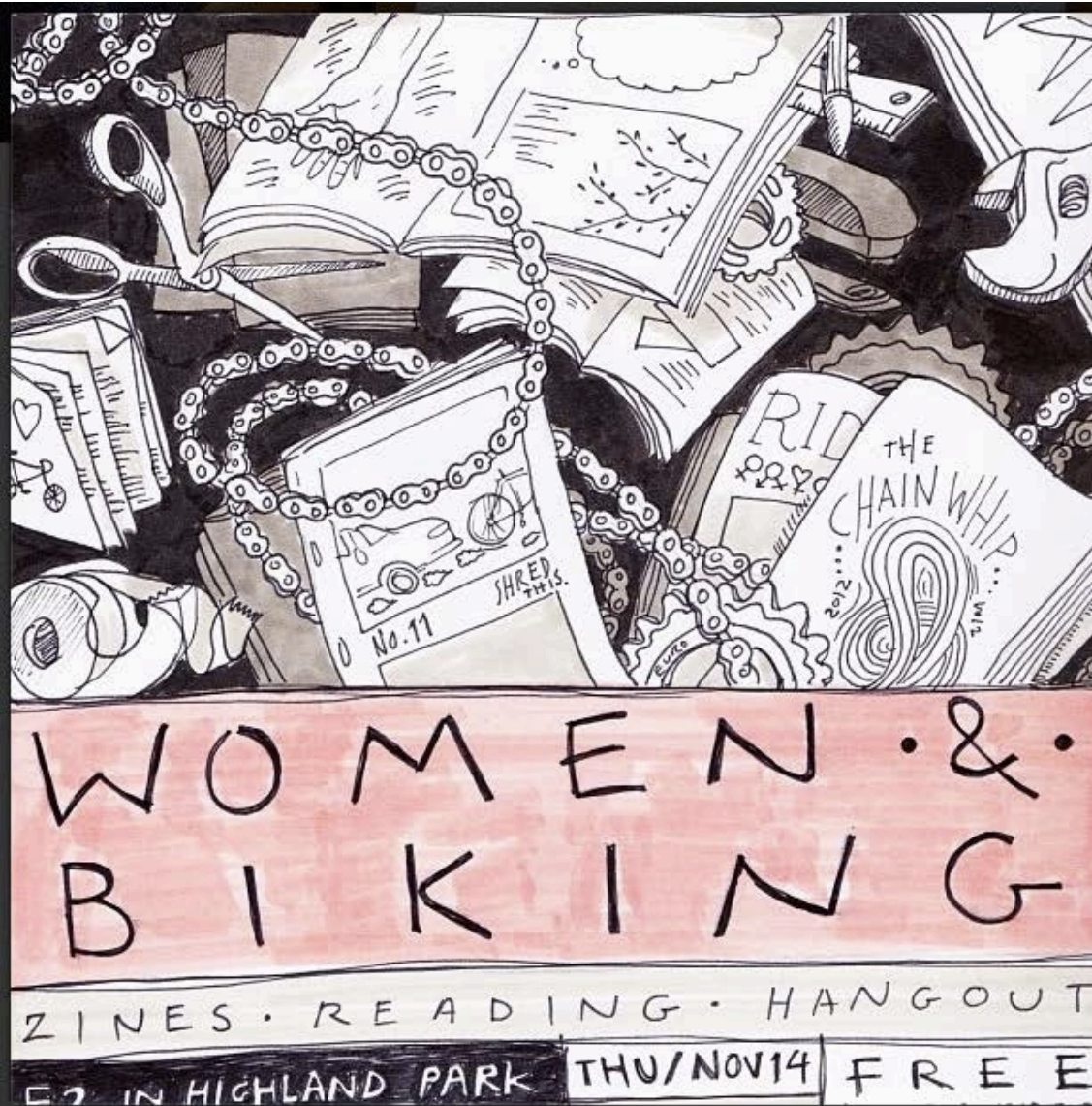


Leave a comment...





# Example: @bikepgh



**bikepgh**

Follow

2 months ago

First Women & Biking #zine hangout with the CLP!  
Event is full, but there will be more. #womenbike



thump3ar, bikeadlady, anthraxepidemic and 20 others like this.



**bikepgh**

#CarnegieLibrary



**halfacanyon**

See you all tomorrow at @e2pgh



**bikepgh**

See you there @halfacanyon! Thank you to the generosity @e2pgh for hosting



**mrskulbacki**

Where can I find more details on this/ these types of events?



**bikepgh**

@mrskulbacki we send out notifications for our events to our members and people on our email list. You can join or sign up on bikepgh.org where we also post on our blog and have a local bicycling events calendar.



Leave a comment...





# Example: @walksf



walksf

Follow

3 months ago · Sunday Streets – The Richmond

Last #SundayStreets of 2013 #walk #sf #igerssf  
#instagramers #instagrammers #instagrammershub  
#instagood #instadaily #instamood #photooftheday  
#picoftheday #instagramhub #igdaily #bestoftheday  
#igaddict #instaphoto #instadaily #richmond

♥ verbalcupcake, ivanchigarcia, brittanydanelle and 5 others like this.



Leave a comment...



# Example: @oceana

**11 species of deep-sea coral newly protected in the Mediterranean!**

**Looks like they brought the fireworks.**



**oceana**

Follow

1 month ago

Very excited with the recent decision by Mediterranean countries and the EU! Protection for corals means protection for all kinds of word and wonderful deep sea creatures. #oceanwin

♥ jomaged, collin1312, sophie1dream and 331 others like this.



**johnrowe11**

👍👍👍👍



**ajcolone**

Beautiful! @oceana



**bstrokerstoked**

YAY! 🎆🎆🎆🎆



**paigelovestmbg**

Woohoo!



**earth\_rangers**

Ya conservation!



Leave a comment...





# Example: @twloha

WHAT'S YOUR BIGGEST FEAR?

Not being good enough

*Fears*  
vs  
**DREAMS**

TO WRITE  
LOVE  
ON HER  
ARMS.

WHAT'S YOUR GREATEST DREAM?

To be accepted for  
who I am



**twloha**

Follow

23 hours ago · George Rogers Clark High School  
#FearsVsDreams

♥ browniie\_3, sylviasullivan, csperbs15 and 2,268 others like this.



**minniexmouse\_**

Ugh that school is in my district, I would love to do something at my school like this.



**mayawhitney**

Wish my school did this



**elizabeth\_\_ydg**

□



**cuddleluke**

How do you get your school to do this?



**brittneewelsh**

Would help so many girls at my school if we did this!



**alrightcalv**

♥



**ashtynowennn**

@cuddleluke you go on their website, print some forms, get a group and an adult rep and send them in



**rayjaxn**

I absolutely love this!



Leave a comment...



# Metrics: Statigram



Statigram

VIEWER

STATISTICS

SNAPSHOTS

MANAGE

PROMOTE

CONTEST <sup>7</sup>

Search for users or hashtags



HANDS-ON  
Google Analytics Training

8+1

close



Learn More

e-nor




Updated on Jan. 17th, 15h00.  
Next update in less than an hour.

☐ Notify me by email


19

 MEDIA


54

 LIKES RECEIVED

64

 FOLLOWERS

1

 COMMENTS RECEIVED

22

 FOLLOWINGS

 [Summary snapshot](#)

Last 7 days 

ROLLING MONTH DETAILS

Overview



# And now: video!

- <http://instagram.com/p/eaZP7aJA80>

# Things to try out

- Assign one jazzed person to be your org's instagrammer.
- Post vintage photos on #tbt (#throwbackthursday)
- Publicize an Instagram hashtag at events
- Do a photo contest on Instagram

# #tbt



**katiecouric**

Follow

6 months ago

#tbt #throwback gymnastics picture! We're celebrating female athletes today on @katietheshow! #gameongirls

♥ amberc97, honeylovn, just\_kerizma and 544 others like this.



**sculptwax**

Beautiful young lady then and more Beautiful now!



**christienwla**

@katiecouric wow!



**elevate2mylevel**

Cute..didn't know you were an athlete! 🙌



**jesslovespandas123**

@liam\_mcdavitt



**aleelaaboo**

@elinorigby21 THIS IS YOU!! Just did a double take!!



**aj\_milla**

Yorktown high?



**aj\_milla**

Well I'm a General ;-)



**amytenkins**

I ooo hair Katie! Never seen it!



Leave a comment...



# Questions?



## 2. Tumblr



# Basics

- Like a blog, but with more social sharing built in
- Tumblr : Re-blog :: Twitter : Retweet
- “Ask” feature
- Content or curation
- Choose a theme
- Dashboard



# Examples

## CYCLE WHATEVER

*Ride a bike wearing whatever you'd like*

*What is Cycle Whatever?*

08  
12 / 2012





# Examples

## Cops in Bike Lanes

RULES OF THE CITY OF NEW YORK, § 4-08 (E)(9): "IT IS AGAINST THE LAW TO PARK, STAND OR STOP WITHIN OR OTHERWISE OBSTRUCT BIKE LANES."

January 13, 2014

2 notes



4th and Bowery, Manhattan. December 31. Submitted by Aaron.

### About the author

I bike in NYC.



Submit a photo:  
[copsinbikelanes@gmail.com](mailto:copsinbikelanes@gmail.com)

Twitter: [@copsinbikelanes](https://twitter.com/copsinbikelanes)

  
Search

# Questions?



# 3. Pinterest



# Basics

- Also photo-centric
- Organized around themes/affinities via “pin boards”
- Tumblr = “reblog”; Pinterest = “pin”
- Follow users and/or their pin boards
- Collaborative boards
- Links out to other sites

# Demographics

- 72% users are women
- Main age group: 30-49
- Similar spread of users across urban, suburban and rural environments



# Examples



Search



Pinterest



Women

7

## Women Bike Advocacy



Women Bike

Edit Board

Send Board

13 Pins

22 Followers



Add a Pin



Learn more at  
[bikeleague.org/womenbike](http://bikeleague.org/womenbike)

Uploaded by  
Women Bike



Why is bicycling often more difficult for women to fit into their day-to-day lifestyle? Learn more at [bikeleague.org/womenbike](http://bikeleague.org/womenbike)

1 1

Uploaded by  
Women Bike



Learn more at  
[bikeleague.org/womenbike](http://bikeleague.org/womenbike)

1

Uploaded by  
Women Bike



# Bicycle Art Board

Pinit

9



Like

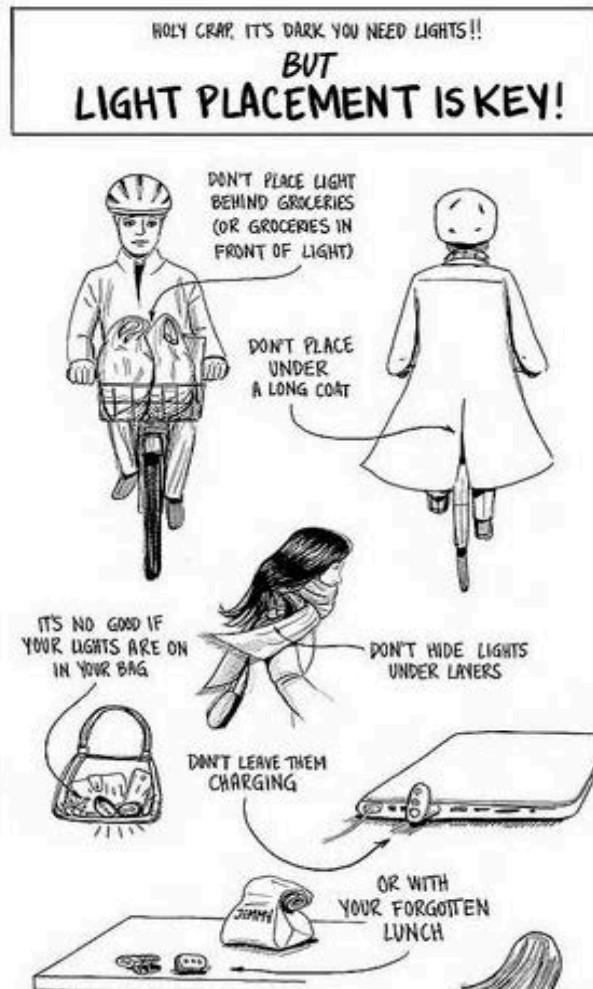
5



Website



Send





# Georgia Bikes

Pinterest

+  Women 






**Georgia Bikes**

Your voice for a bicycle friendly Georgia!

Athens, GA · [georgiabikes.org](http://georgiabikes.org)  

Pins from:

-  REI
-  Bill Weaver
-  Bike Pretty

10 Boards 603 Pins 441 Likes

[Unfollow All](#)

[Send Profile](#)

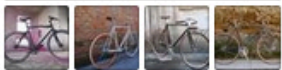
178 Followers

168 Following

Bicycle Design + Bicycle ...



5,734 Pins

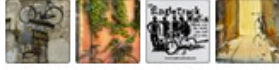


[Follow](#)

Bicycle Art + Recycled Bi...

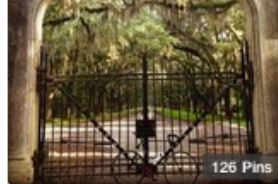


6,697 Pins



[Edit](#)

Bike Savannah



126 Pins



[Follow](#)

Bicycle Racing : Road, M...



2,432 Pins

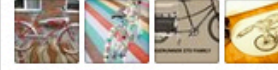


[Edit](#)

Beautiful Bikes

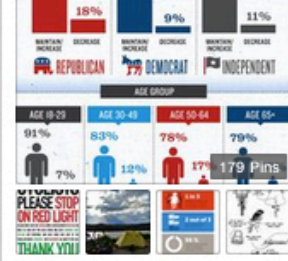


134 Pins



[Unfollow](#)

Bicycle Advocacy

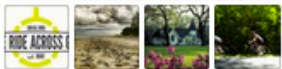


[Unfollow](#)

Bicycling in Georgia



120 Pins

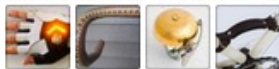


[Unfollow](#)

Fun Bike Gear



106 Pins



[Unfollow](#)

For the ladies



42 Pins

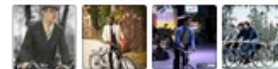


[Unfollow](#)

For the fellas



18 Pins



[Unfollow](#)

# Questions?



# 4. Vine



# Basics

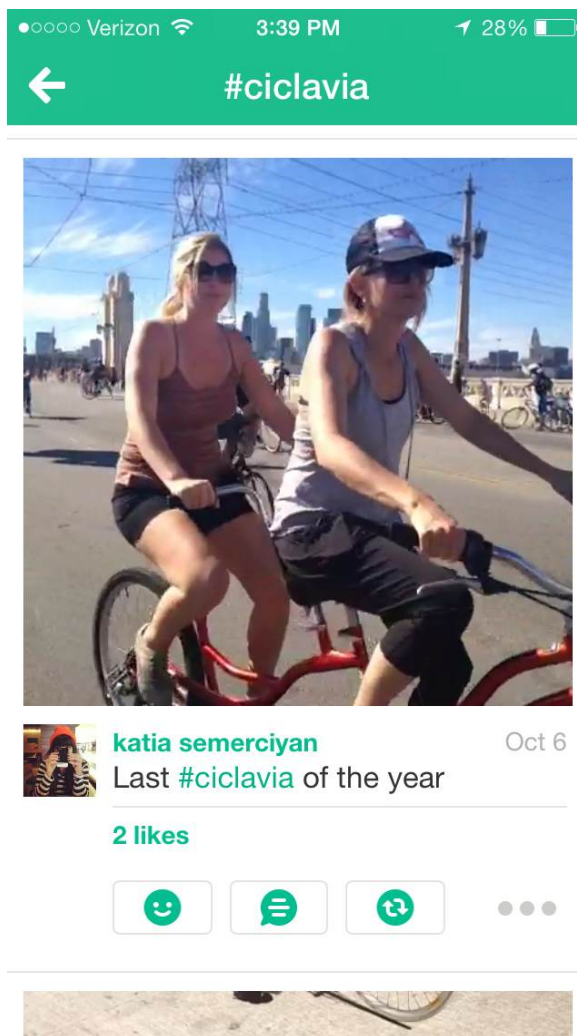
- 6-second looping videos
- Similar to Instagram in feed presentation
- Smartphone-dependent: Can only post from mobile phone via app
- Users tag videos with hashtags similar to Twitter
- Shares well with Twitter and Facebook

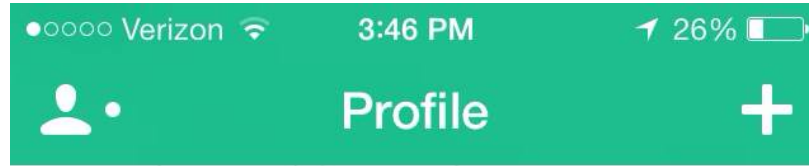


# Example

## #ciclavia

<https://vine.co/v/hXiJgDgi7BZ>





# #btwd2013

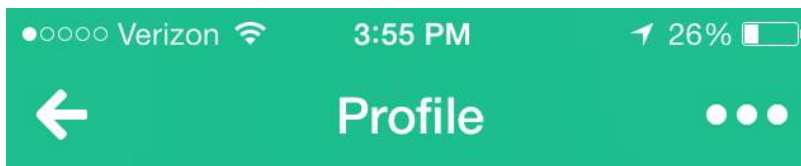
<https://vine.co/v/bEDFMnLxL3m>



Elizabeth Murphy  
#btwd13

May 17

Alex Weisler & Jason Rainwater like  
this



# #btwd2013

<https://vine.co/v/bEFdjBvDTmt>



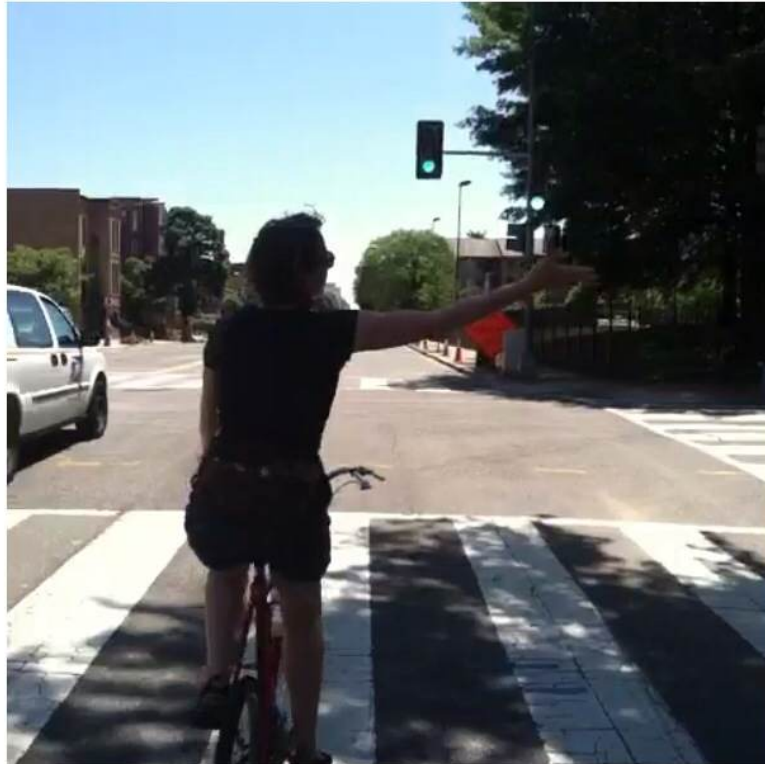
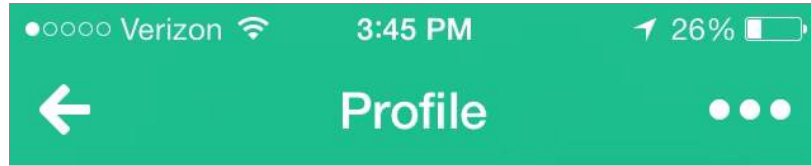
**Nelle R Pierson**

May 17

Keeping it rolling in Columbia Heights. Happy Bike to Work Day! #BikeDC #btwd13

Kate likes this





**Mary Lauran Hall**

Jun 22

How all turns should be signaled  
[#howto](#) ride your [#bike](#) like a  
[#fancy](#)

<https://vine.co/v/hutdXTVl51b>

# Questions?



# 5. How to decide



# Where do I start?

- You can't do everything.
- Cost vs. benefits
- Examine your strategic goals
- Consider your audience
- Consider your staffing capacity
- Start small: find capacity, then listen, then assess.



# Questions?





# Contact us!



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*mlhall@peoplepoweredmovement.org*



*Liz Murphy*

*Communications Manager*

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*@pittsburghliz*

*liz@bikeleague.org*