

How to keep your Audience Engaged During Difficult Times Series

INSTAGRAM

- The number of internet users worldwide in 2019 is 4.388 billion, up 9.1% year-on-year.
- The number of social media users worldwide in 2019 is 3.484 billion, up 9% year-on-year.
- The number of mobile phone users in 2019 is 5.112 billion, up 2% year-on-year
- In 2019, the percentage of US adults who use Instagram rose from 35% to 37%
- Active reported users have held steady around 1 billion people worldwide
- 500 Million people use Instagram stories everyday worldwide



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MAIN REASONS WHY PEOPLE USE SOCIAL MEDIA INSTAGRAM

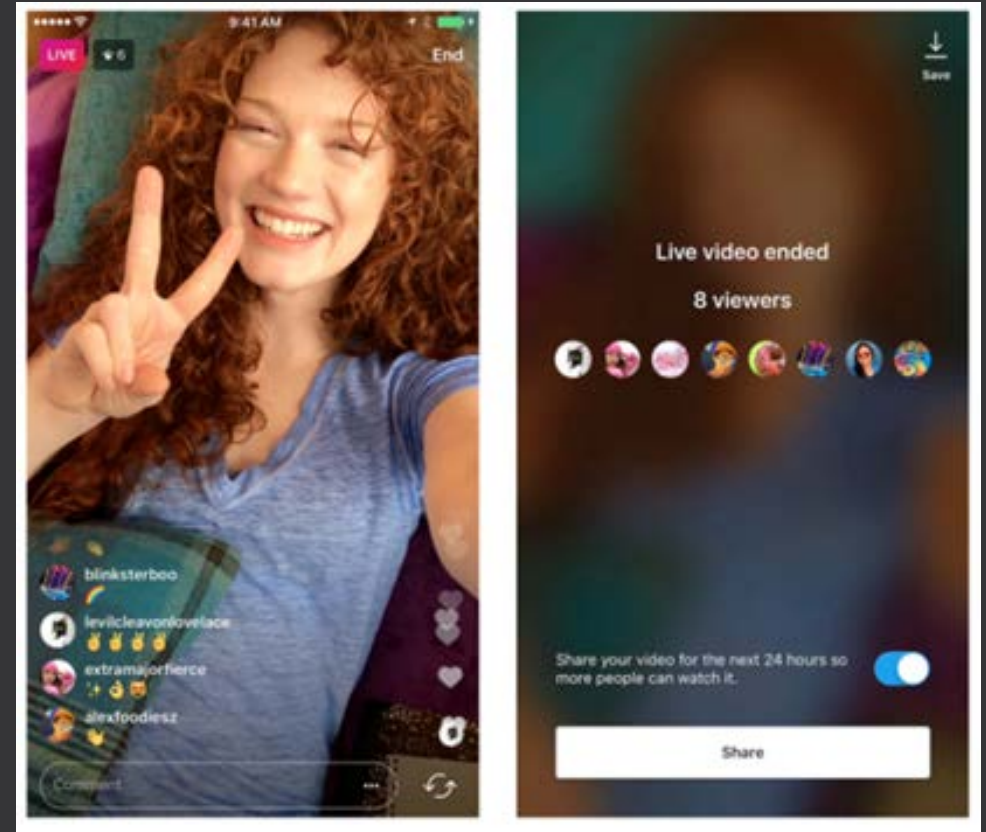
- It helps in making the users **feel involved**. They feel that they are able to participate in things that are happening around the world.
- It helps the users in raising their voice against an unjust act or **issue**. They can also come together and support a cause which can help them feel strongly about it.
- It can help people in interacting with each other and developing relationships with other people living across the border.
- It helps in sharing valuable information and also influences the audience this way



1

Instagram live feeds about:

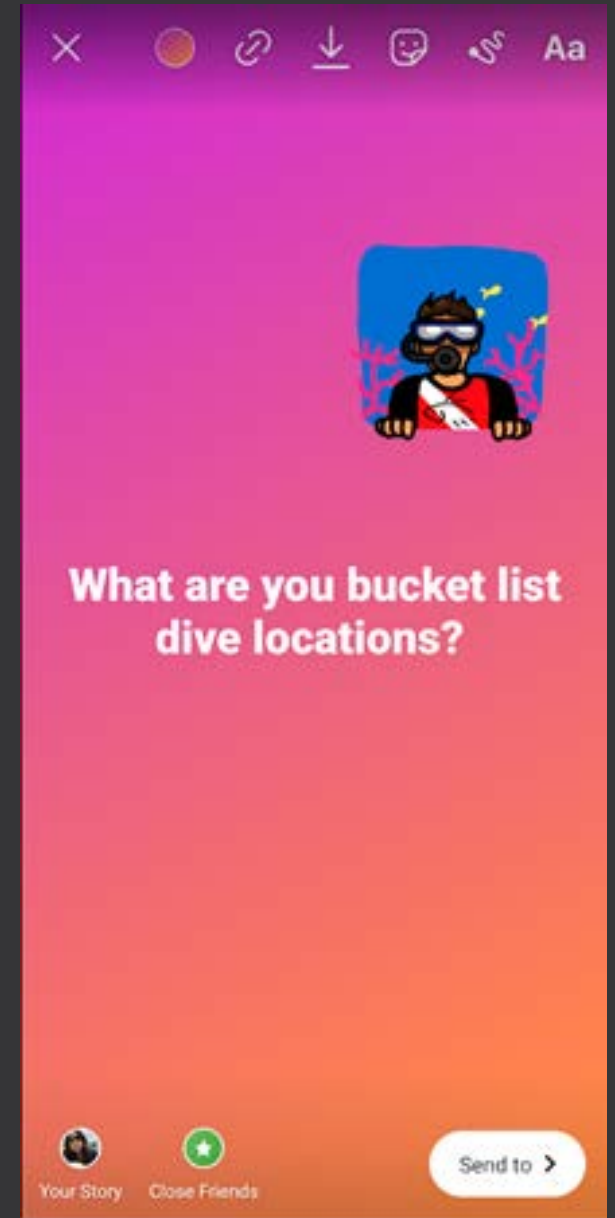
- Your facilities
- Your staff
- About the array of PADI courses available online
- About special discounts or offers during this time
- Highlight your staff with inspirational stories on how they fell in love with diving and how they honed that passion into a profession.



2

Ask questions about what they would like to do/dive once they things go back to normal

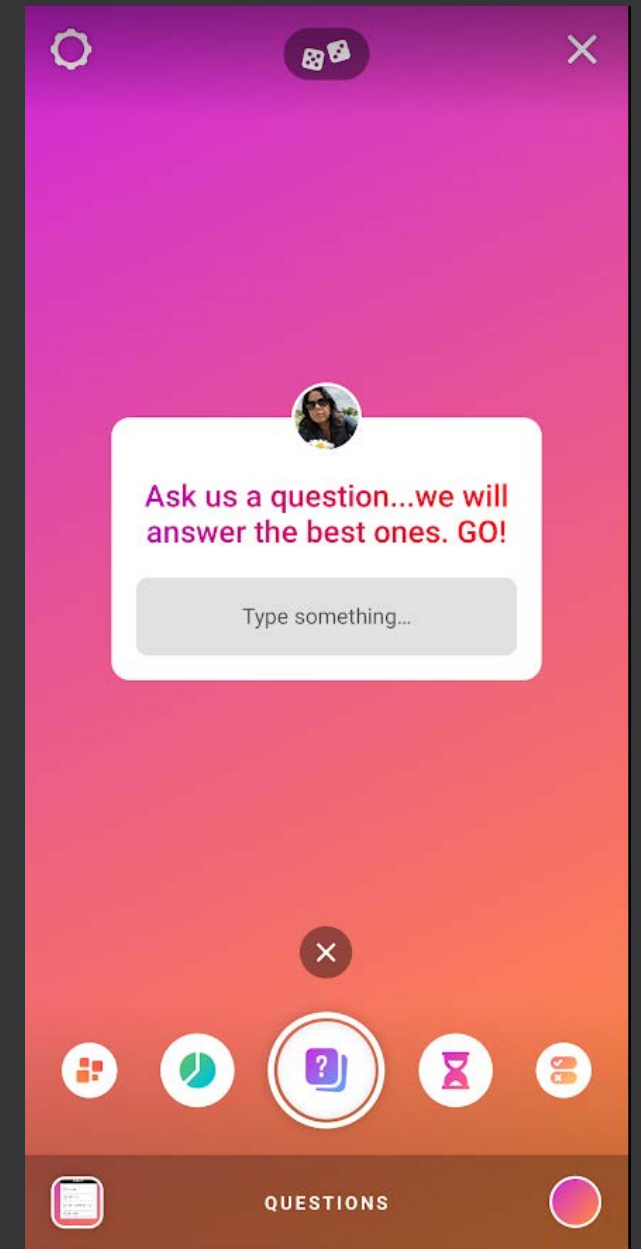
- What are your bucket lists locations?
- What are your bucket list dive sites?
- What are your bucket list pieces of equipment and why?
- Which course has been the most fun so far, and why?
- Which courses they would like to tackle, while spending more time indoors?



3

Conduct a question and answer session/
"Ask me a question" feature (You choose
which one you answer)

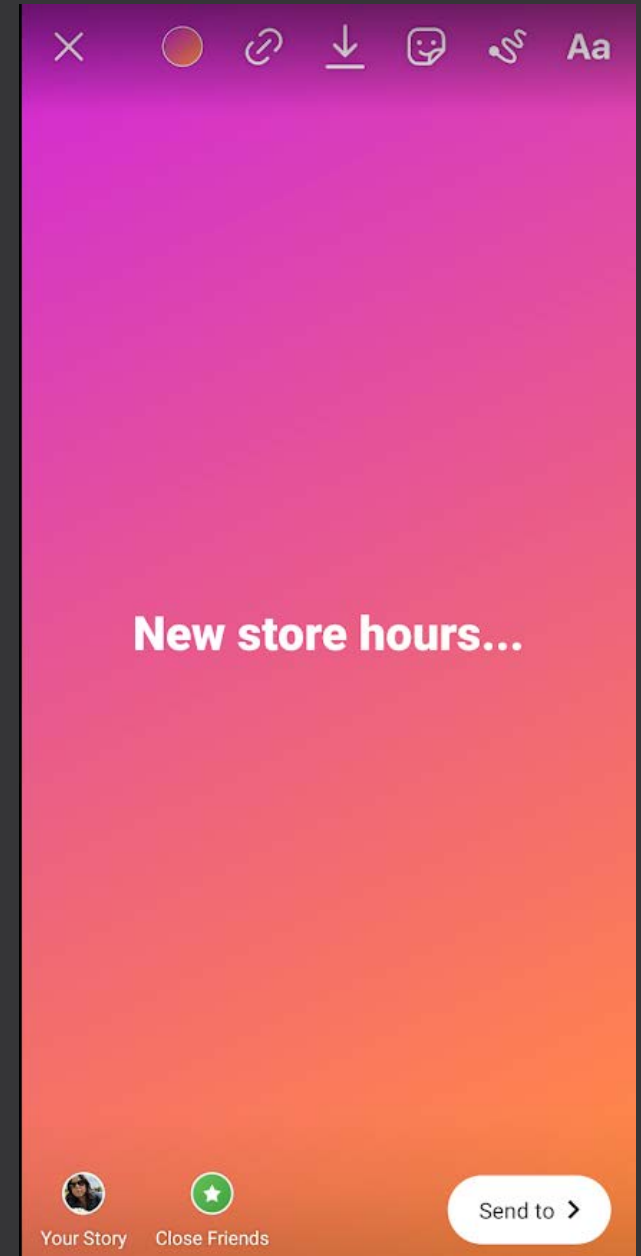
- Ask your audience to ask you questions, you could focus them on a specific topic
- Choose the ones you want to answer and publish them periodically



4

Updates

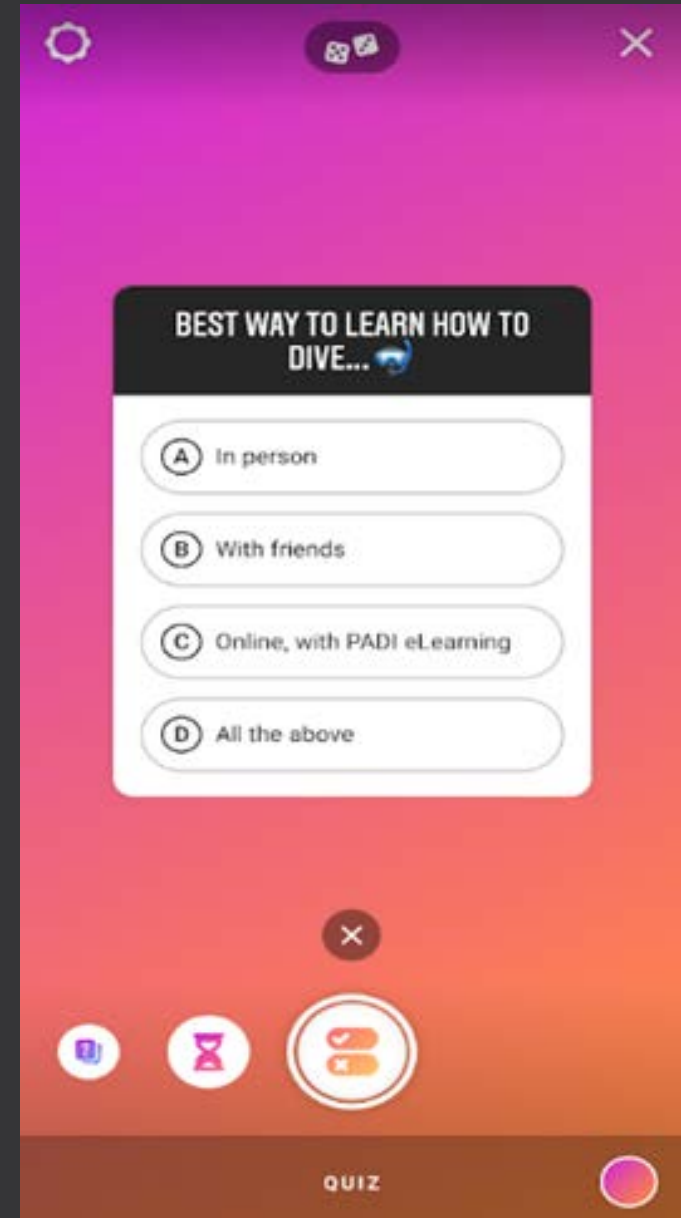
- Store hour changes
- Staff changes
- New equipment demos for when normalcy returns
- Community resources
- General and dive-related information



5

Guessing games/Quizzes

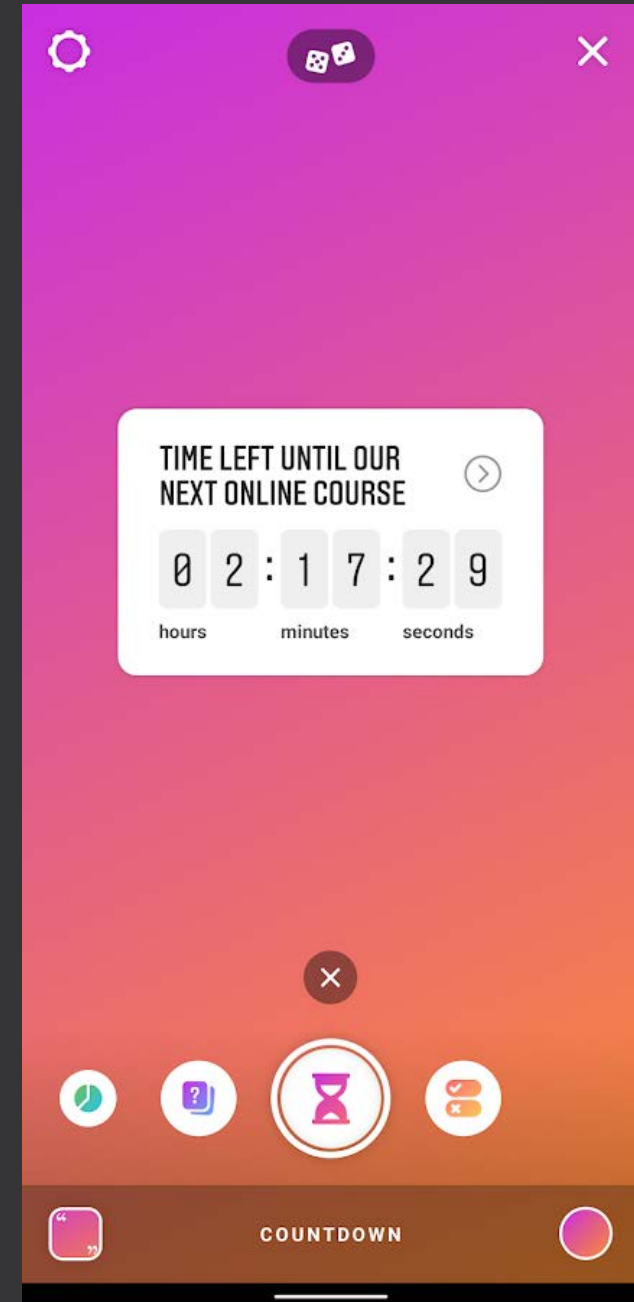
- Ask fun questions and even offer prizes for those that guess the correct answers
- Keep the quizzes positive & informative
- Remember to announce winners, correct answers and explanations for the answers
- This is perfect to raffle eLearning codes.



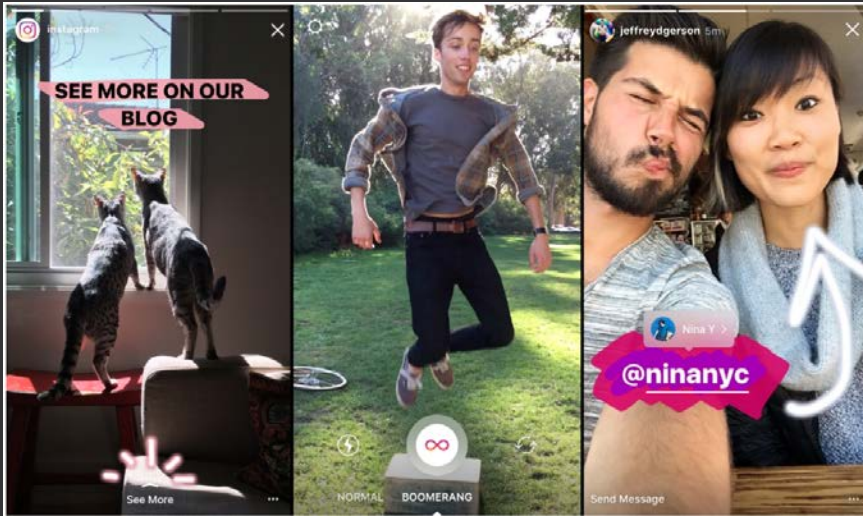
6

Countdown Tickers

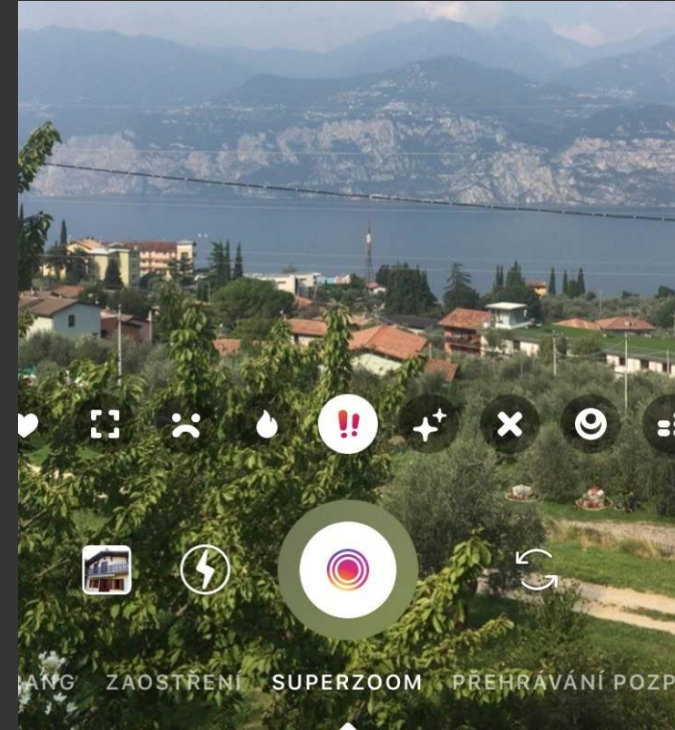
- Enhance the sense of urgency
- Countdown to your next online briefing or course
- Countdown to your next informational session for non-divers
- Countdown to your next Go Pro Night online
- Countdown to your next equipment demonstration online



Boomerang



Superzoom



Layouts



- Make your posts fun, positive, upbeat and different with these Instagram features.