

Social Media Personal Brand



Kristin Jaspers

Kristin Jaspers

Personal Brand:
“Dancing through life”

Platforms:
Instagram & Snapchat

Target Audience:
Friends, Family & Fellow Dancers



Best Strategies & Practices:

- Authentic content that is fun & lighthearted
- Liking & commenting on posts
- Tagging individuals in photos
- Sharing other people's content
- Sending direct messages to friends
- Group photos
- Short captions
- Good quality photos
- Tagging locations & different brands
- Dance focused
 - ◆ UGA Dance promo
- Bright colors

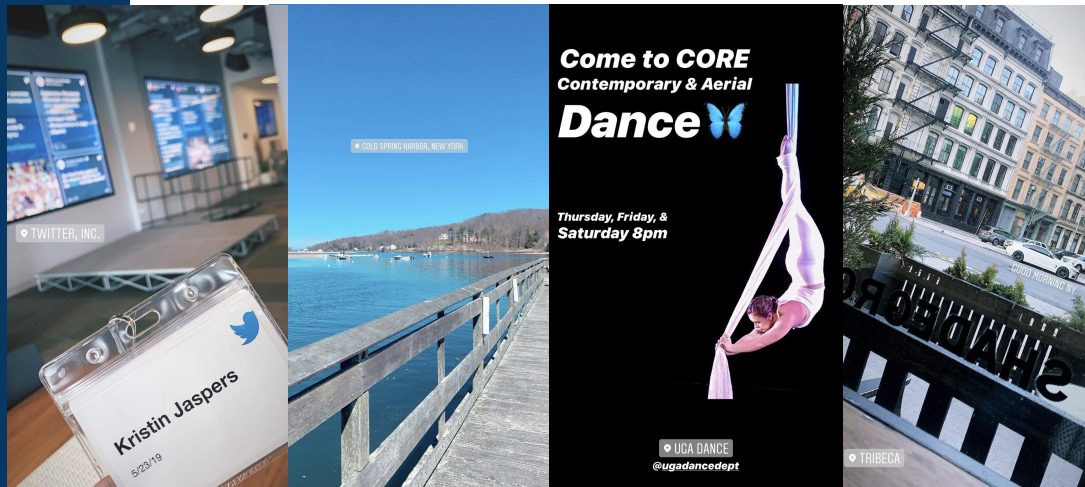
Instagram

- Mixture of dance, friends, & adventures
- Posting Day/Time: Late Afternoon & Early Evening
- Frequency: Once every other week
 - ◆ Stories: 3-4x a week
- Liking & commenting on friends accounts
- Liking & replying to comment's on my own posts
- Posting a series of photos at once
- Choosing favorite photo from a big event to post
- Making use of popular & relevant hashtags



Posts ↑

Stories ↓



Snapchat

- Casual & more personal tone
- Food & scenery based posts
- Posting Day/Time: Anytime
- Frequency: 2-3x a week
- Daily direct snapchats to close friends
- Use geotags & filters
- Reply to friends stories
- Keeping up with what's trending
- Reposting memories from previous years

