Hacking the Square: Fitting Big Journalism on Instagram

This session offers concrete examples for using Instagram to reach new audiences with meaningful journalism.

The workshop will begin with examples which illustrate how The Globe and Mail dramatically changed our Instagram strategy in 2016 and 2017, to one guided by our editorial schedule and best journalism. This part of the workshop will also cover why we see value of the platform, and how we've incorporated it into our editorial planning.

Presentation deck: http://bit.ly/2xdDXe0
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Case studies discussed in the presentation:

Unfounded

https://beta.theglobeandmail.com/news/investigations/unfounded-sexual-assault-canada-main/article33891309/?ref=http://www.theglobeandmail.com&
A few Instagram Stories we created for this:
- https://www.youtube.com/watch?v=CEa18vk9qPw
- https://www.youtube.com/watch?v=6GZr0ZYJaCY

Posts:
- https://www.instagram.com/p/BQGEDGggmER/?taken-by=globeandmail
- https://www.instagram.com/p/BQGmIxWg624/?taken-by=globeandmail
- https://www.instagram.com/p/BQIpse5hDck/?taken-by=globeandmail

Crichton Farm

https://www.theglobeandmail.com/news/alberta/the-crichton-farm-a-tale-of-crime-heartache-and-healing-in-12-snapshots/article32205810/
- We also turned it into a twitter moment:
  https://twitter.com/i/moments/782610453730041856
- Was inspired by this serial from the brilliant folks at Reveal News:
  https://www.revealnews.org/article/bad-deals-the-perils-of-bargaining-for-justice/

Micro-newsletter

- https://www.instagram.com/p/BZyOATWlmUz/?hl=en&taken-by=globeandmail

Instagram cooking show

- Pilot episode: https://www.youtube.com/watch?v=xcXjIlBemY4
- A later episode: Pizza! https://www.youtube.com/watch?v=3ruL00rviIs&t=3s

Instagram callouts used to form focus groups and do market research

- March callout
  https://www.instagram.com/p/BSBt_aPjNdF/?hl=en&taken-by=globeandmail
- August callout
  https://www.instagram.com/p/BX3Yt7RlKkl/?hl=en&taken-by=globeandmail