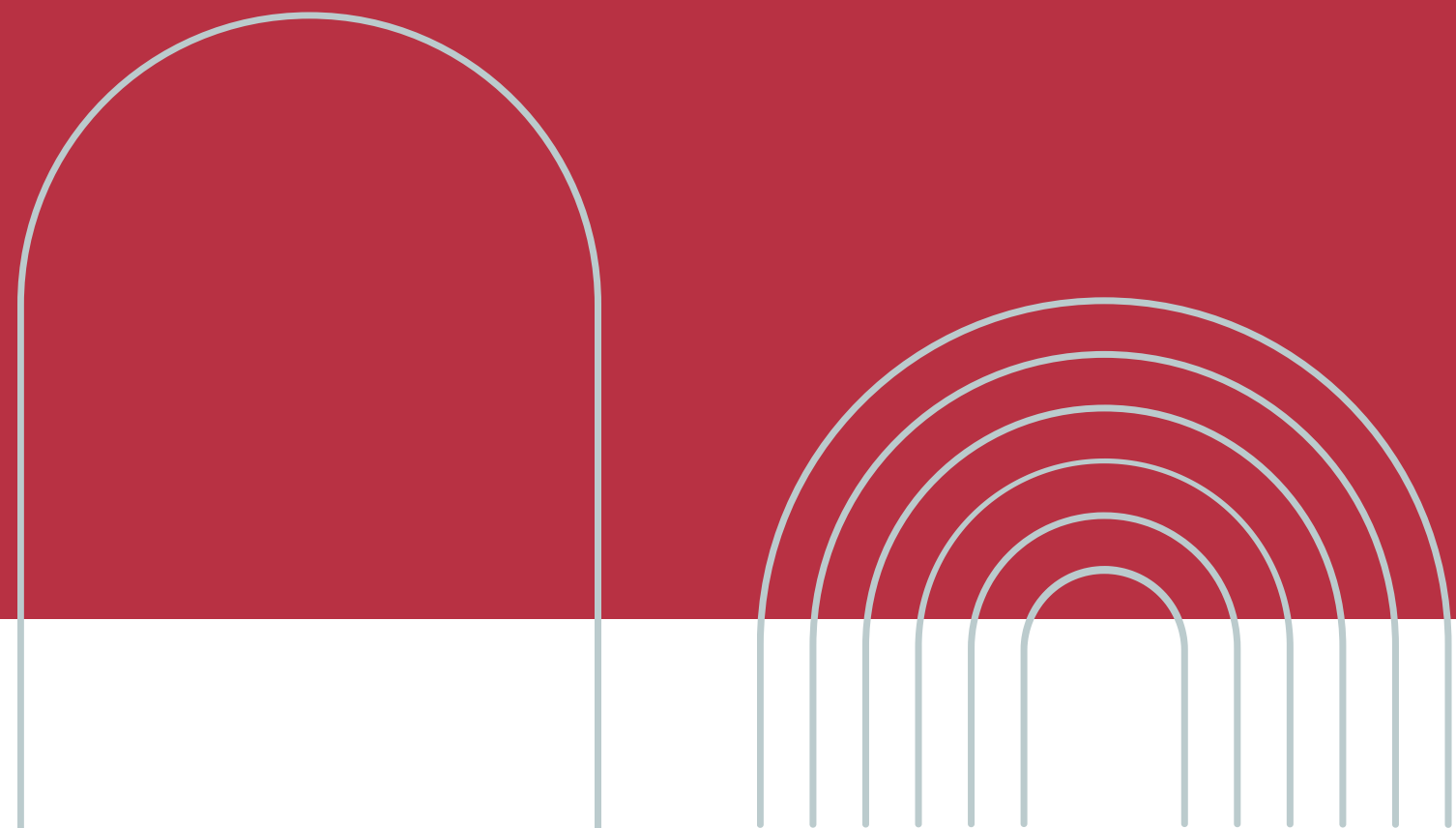


# NOOZHAWK INSTAGRAM REFORM



**01.**

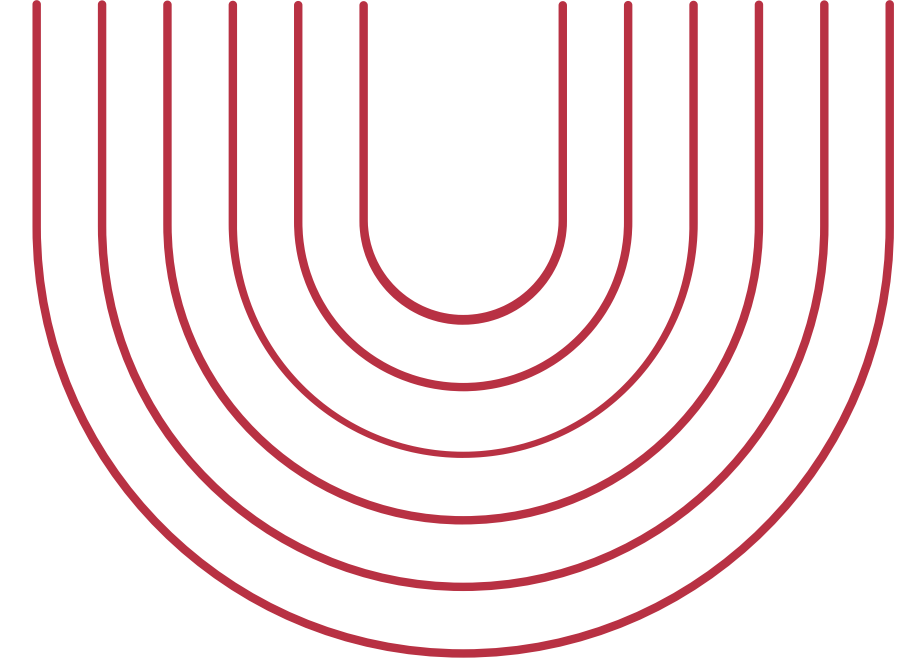
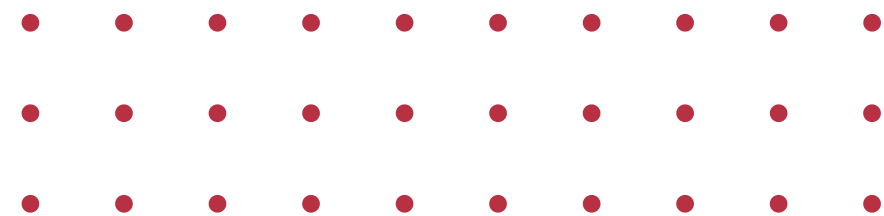
**BIO**  
*Simplify*

**02.**

**HIGHLIGHT REELS**  
*Less Repetitive*

**03.**

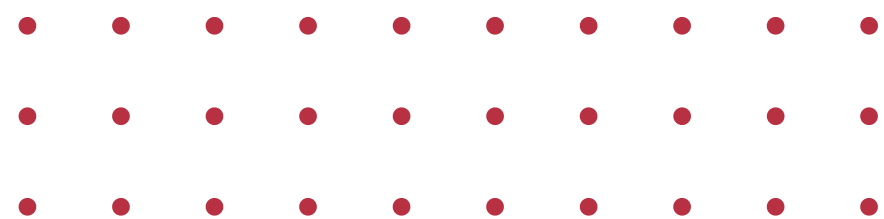
**FEED POSTS**  
*More Visuality Appealing*



# TABLE OF CONTENT

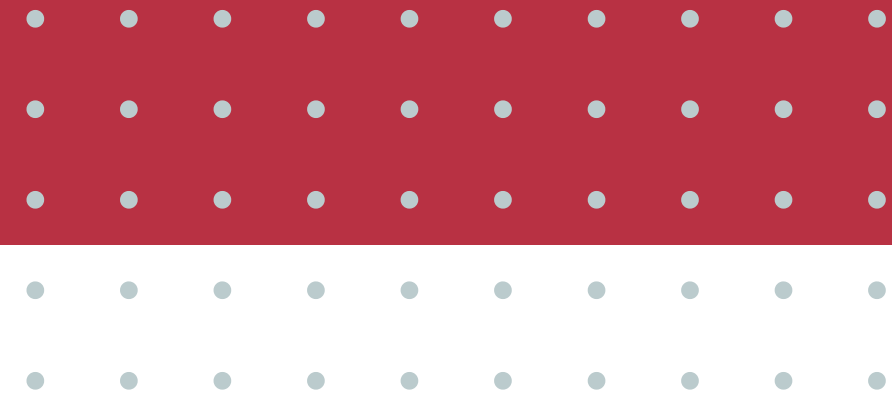
# INTRODUCTION

As a college student in 2023, I can vouch that my generation as an extremely short attention span. As time goes on, the younger generations are only getting worse, so that is why it is important to reform the Instagram a manner that accommodates this generational change.



01.

# OUR INSTAGRAM BIO



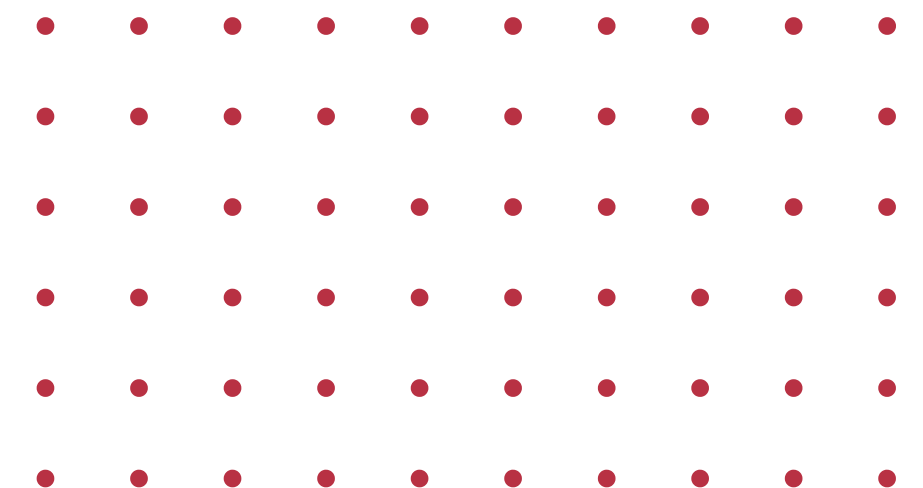


## SOLUTION

Shorten bio and look into new link in bio options!

## PROBLEM

The current bio is over cluttered which loses the attention of readers. Additionally, the link in bio could be significantly more user friendly for our profile visitors.



# OUR CURRENT COMPETITION'S BIOS

< **sbindependent** ...



**3,010**  
Posts

**35.2K**  
Followers

**633**  
Following

**Santa Barbara Independent**  
News, faces, and places from the Santa Barbara Independent.

[linkin.bio/sbindependent](https://linkin.bio/sbindependent)

< **montecitojournal** ...



**245**  
Posts

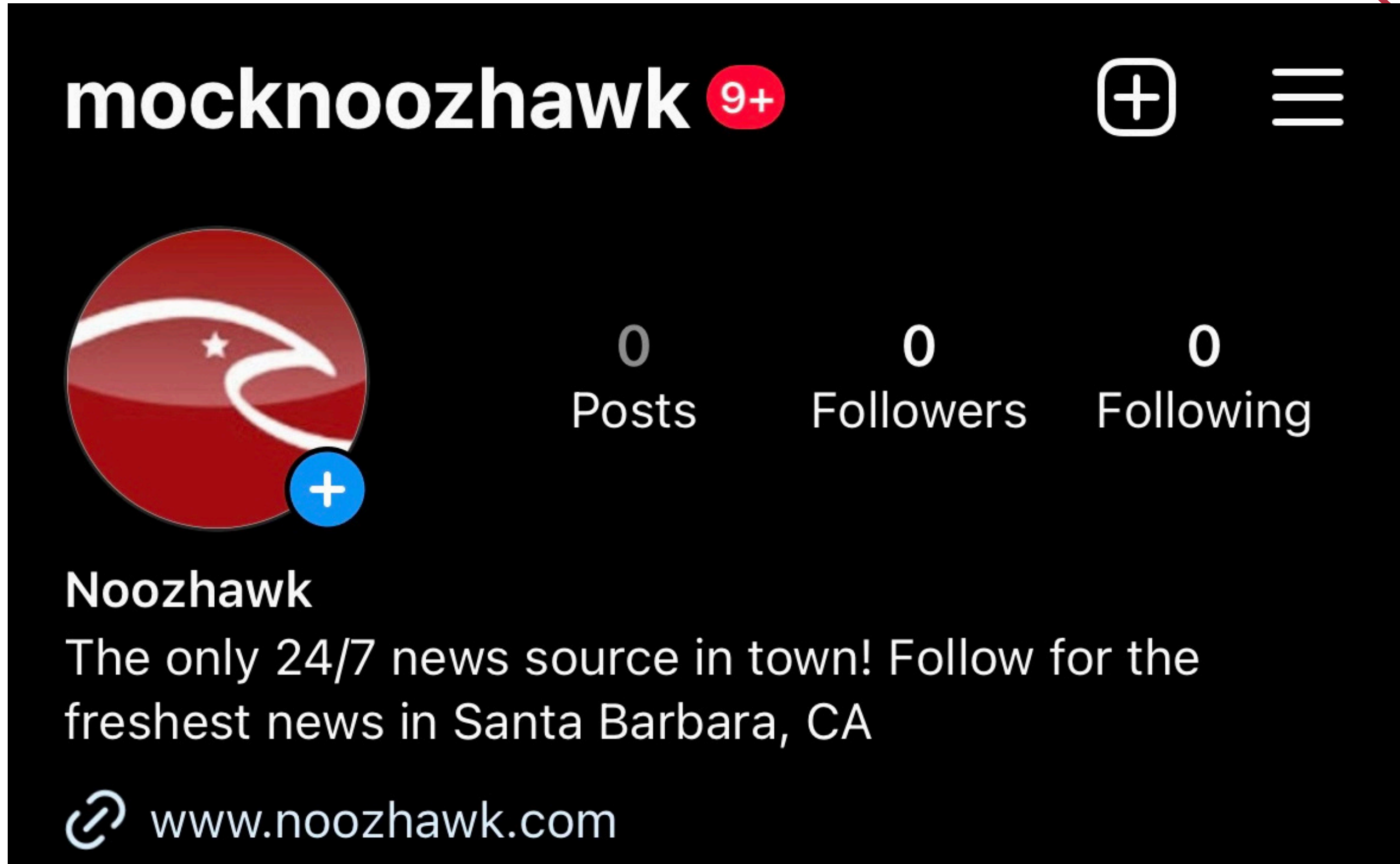
**3,562**  
Followers

**170**  
Following



**Montecito Journal**  
A daily dose of 93108...  
The Voice of the Village Since 1995


[www.montecitojournal.net](http://www.montecitojournal.net)

# OUR POTENTIAL NEW BIO




The image shows a social media profile for 'mocknoozhawk' on a dark background. The profile name is 'mocknoozhawk' with a red badge containing '9+'. To the right are icons for adding a friend and a menu. Below the name is a circular profile picture of a red hawk head with a white star and a white swoosh, with a blue '+' icon at the bottom right. To the right of the profile picture are statistics: '0 Posts', '0 Followers', and '0 Following'. Below the profile picture is the name 'Noozhawk' and the bio: 'The only 24/7 news source in town! Follow for the freshest news in Santa Barbara, CA'. At the bottom is a link icon followed by 'www.noozhawk.com'. The entire profile card is set against a white background with decorative red curved lines in the top right corner.

**mocknoozhawk** 9+  

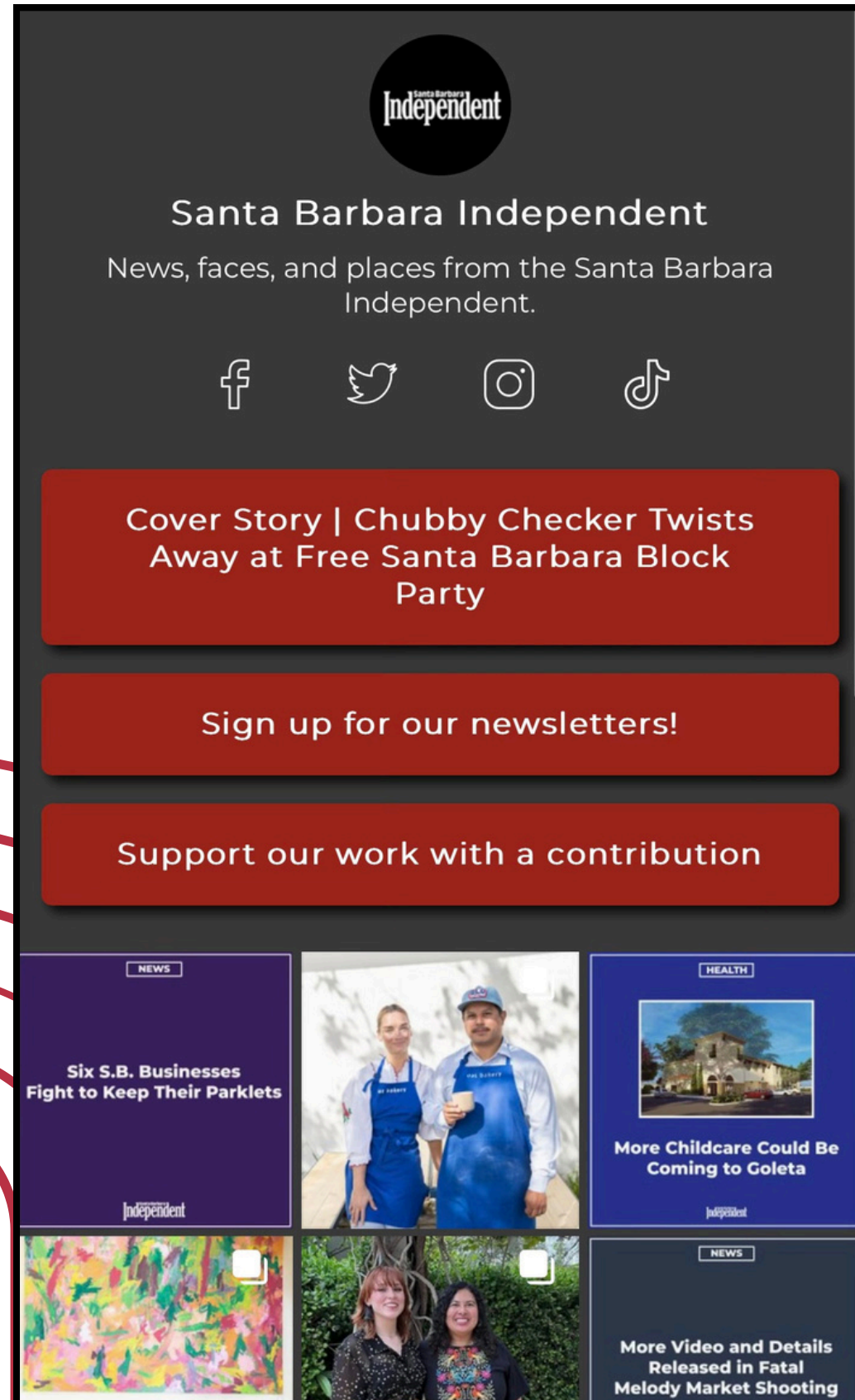
 0 Posts   0 Followers   0 Following


**Noozhawk**  
The only 24/7 news source in town! Follow for the freshest news in Santa Barbara, CA





 [www.noozhawk.com](http://www.noozhawk.com)

- •
- • • • • • • •
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# OUR COMPETITION'S LINK IN BIOS







  
**Santa Barbara Independent**  
News, faces, and places from the Santa Barbara Independent.

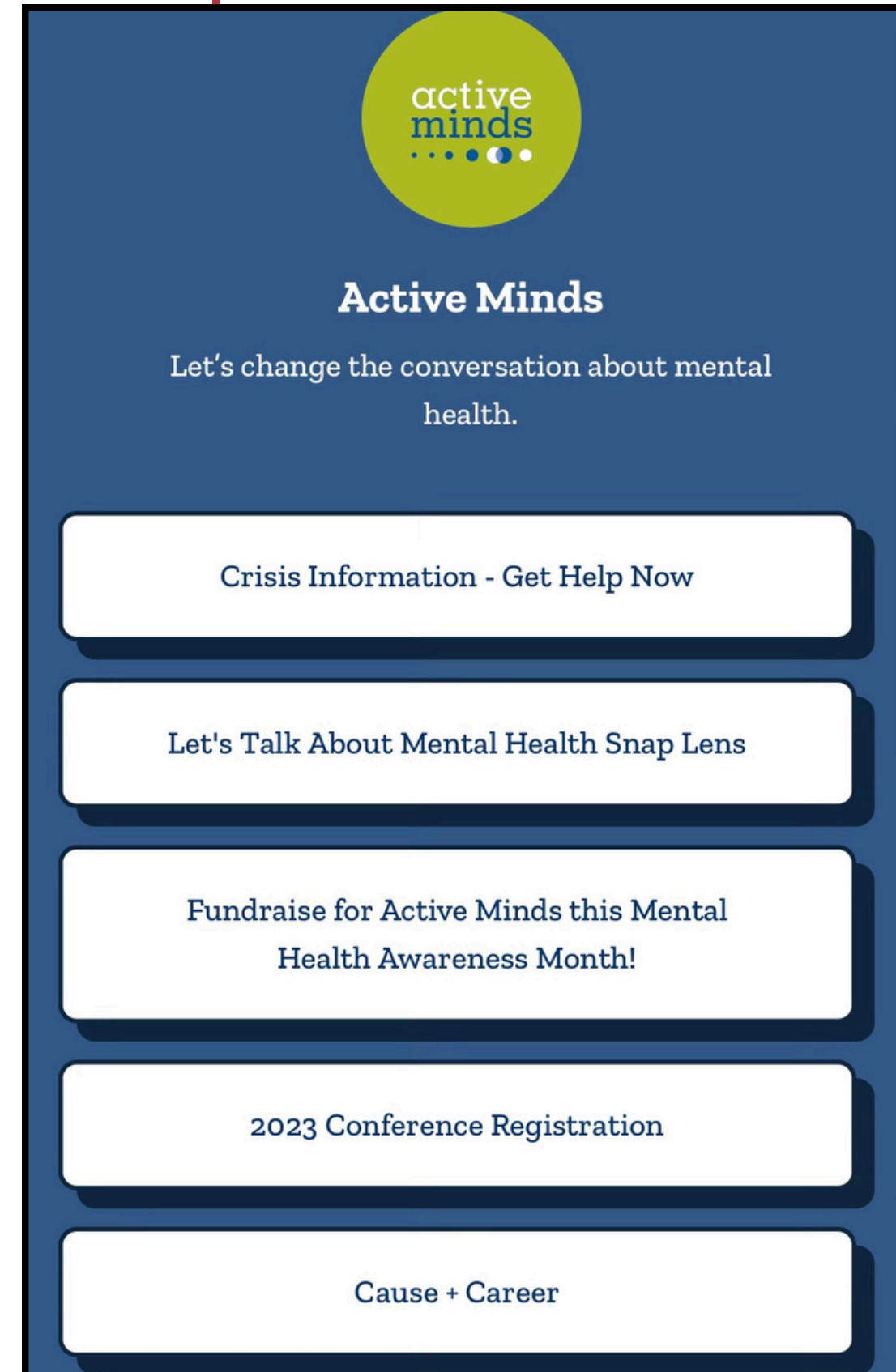
   


Cover Story | Chubby Checker Twists Away at Free Santa Barbara Block Party

Sign up for our newsletters!

Support our work with a contribution

<p>NEWS</p> <p>Six S.B. Businesses Fight to Keep Their Parklets</p>  <p>Independent</p>	<p>HEALTH</p> <p>More Childcare Could Be Coming to Goleta</p>  <p>Independent</p>
 <p>NEWS</p> <p>More Video and Details Released in Fatal Melody Market Shooting</p> 	



  
**Active Minds**  
Let's change the conversation about mental health.

Crisis Information - Get Help Now

Let's Talk About Mental Health Snap Lens

Fundraise for Active Minds this Mental Health Awareness Month!

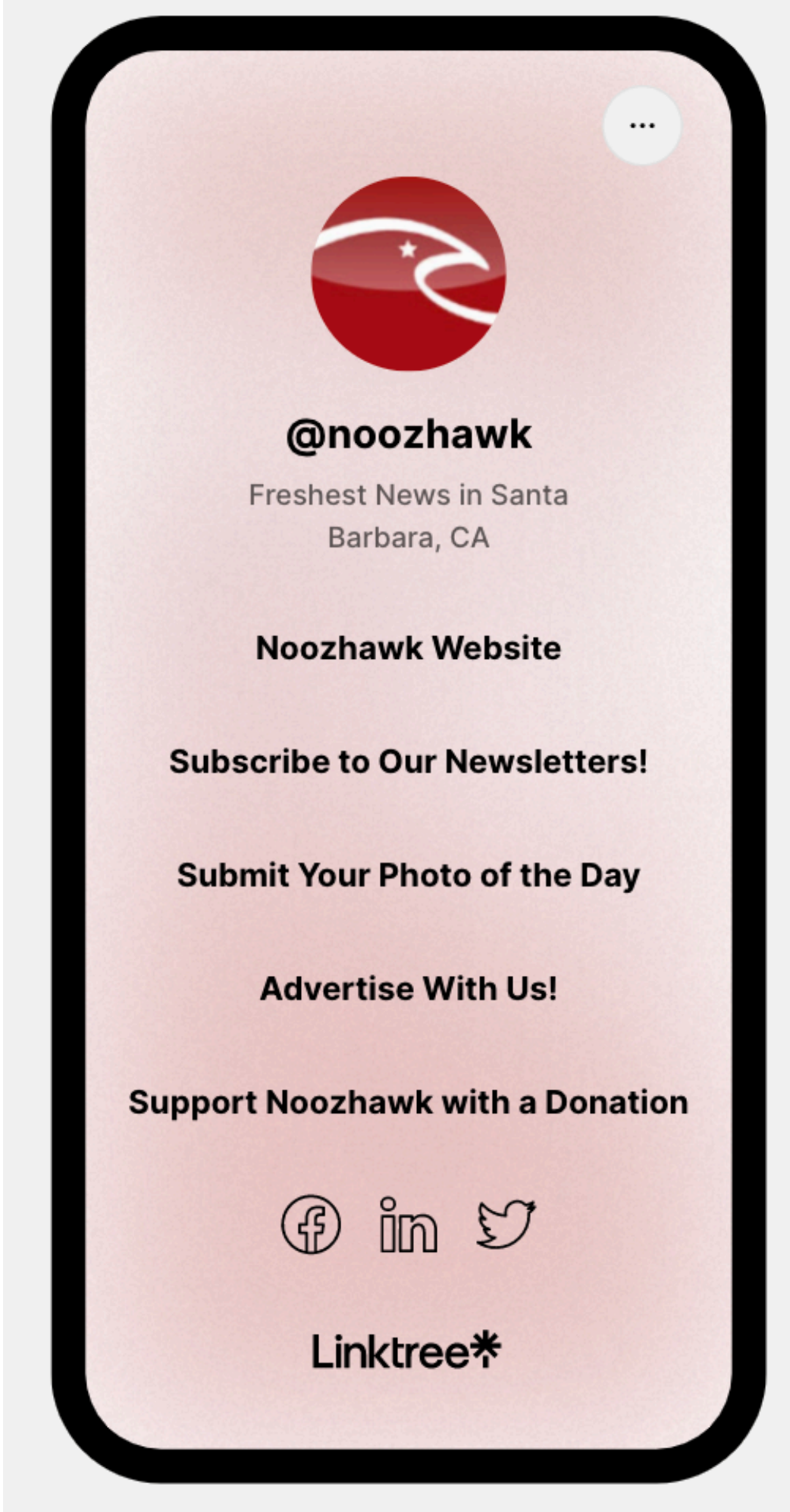
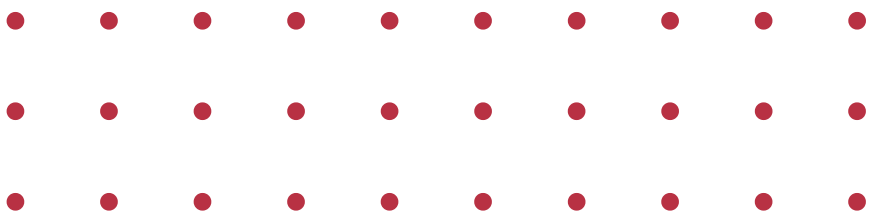
2023 Conference Registration

Cause + Career



# OUR POTENTIAL NEW LINK IN BIO

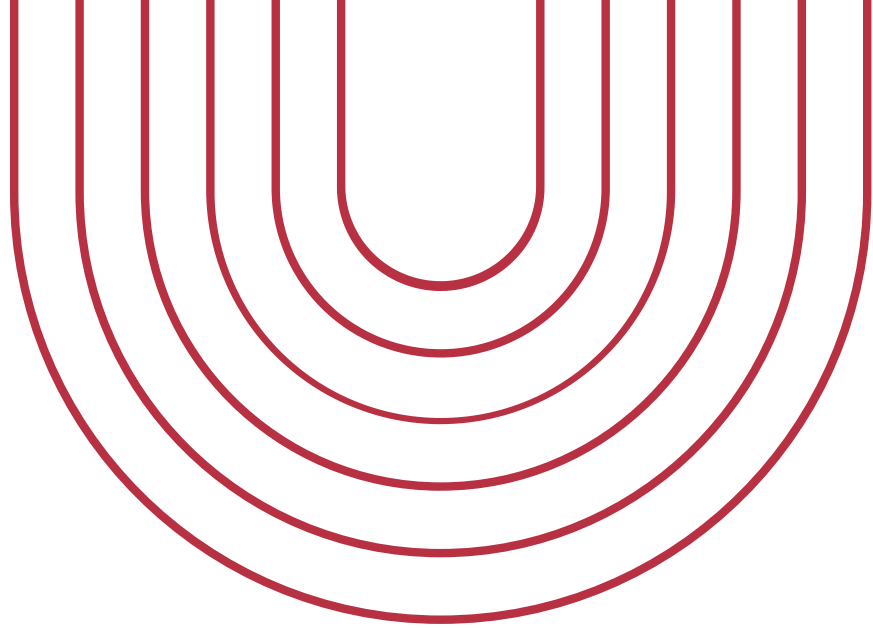
- Easy access to important information for users
- Aesthetically pleasing
- We can link our other social media accounts
- LinkTree provides analytics so we can track who interacts with our platforms and how well certain stories do



02.

# INSTAGRAM STORIES & HIGHLIGHT REELS



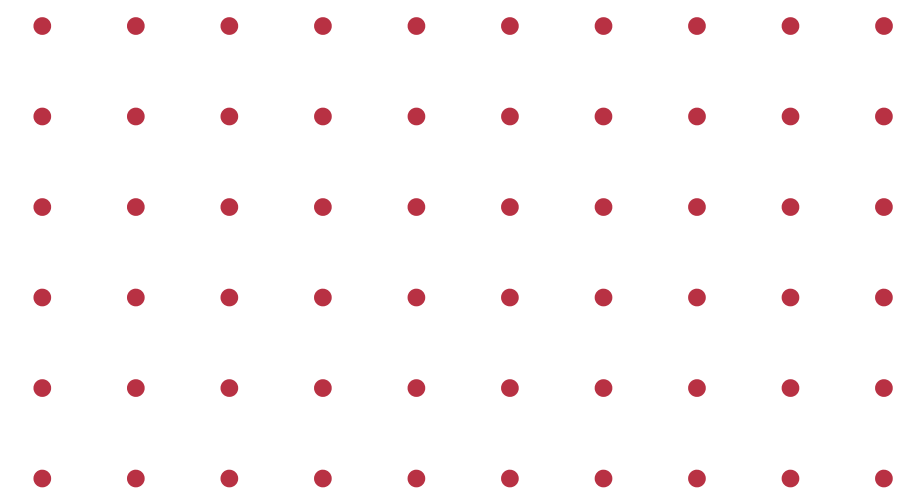


## PROBLEM

Our current highlight reel cover photos are not eye-catching. Additionally, we are not active with majority of our highlight reels.

## SOLUTION

Put new cover photos that are more visually-appealing. We can also decrease the number of reels that we currently have, but we would be active with all them. Perhaps we could highlight one section each day of the week.



# MOCK STORY POST SCHEDULE

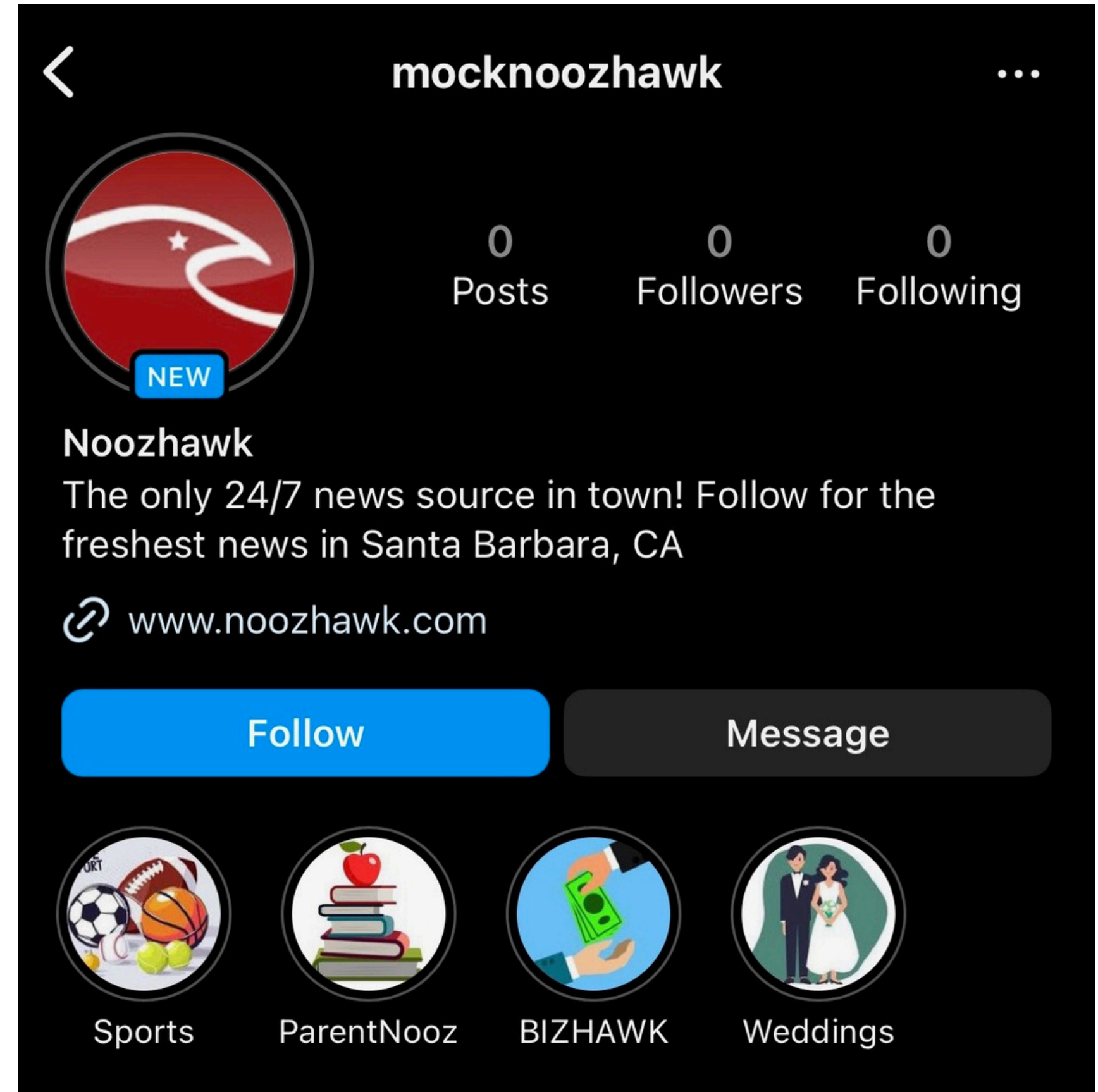
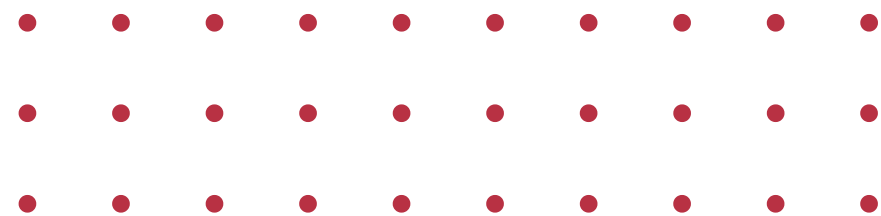
**MONDAY:** POST FROM SPECIAL SECTION

**TUESDAY:** PARENTNOOZ POST

**WEDNESDAY:** SHOP LOCAL

**THURSDAY:** SPORTS

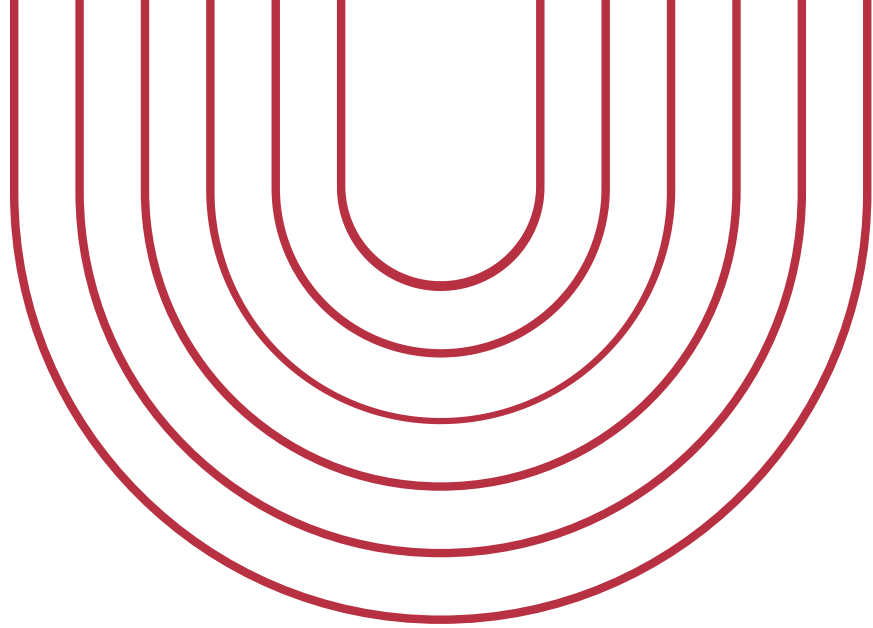
**FRIDAY:** BIZHAWK



03.

# INSTAGRAM FEED POSTS



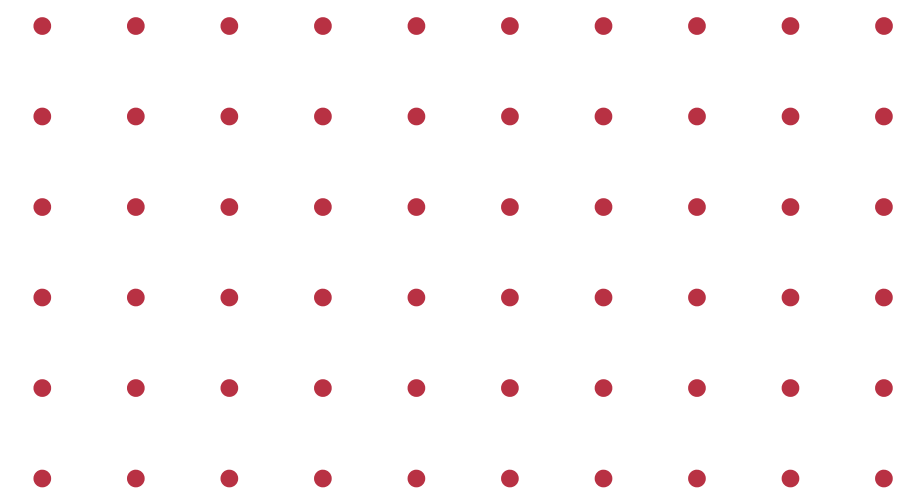


## PROBLEM

Photo of the day posts are too prominent on our feed, the pictures we post are not of high quality, and our captions are too long.

## SOLUTION

Post a weekly round up of the photos of the day once a week. Get better quality photos from journalists. Shorten the captions.



## DAILY LOCAL NEWS POST

- I would suggest continuing to posting the top news story to our feed everyday, but not reposting it on our story since seeing the same new stories will get repetitive for readers
- If we would work with the journalist to get higher quality photos, I believe that would significantly help the overall look of our Instagram
- Finally, I think our current captions are too long. Similar to how a news article title should grab a readers attention, so should our social media post captions. If the reader can know the whole story from the caption, they would have no reason to go to our website.



# Current Caption



[View insights](#)

[Boost post](#)



21 likes

**noozhawk** Laurie Jervis: Santa Maria's Historic Bien Nacido Vineyard Opens On-site Tasting Room. Six years after pouring the slab for the new hospitality center, its doors are poised to open this coming Memorial Day weekend. Click the link in our bio to read more or visit [www.noozhawk.com](http://www.noozhawk.com).

5 hours ago

# New Caption



**mocknoozhawk** Santa Maria's Historic Bien Nacido Vineyard Opens On-site Tasting Room

Click the link in our bio to read more!!

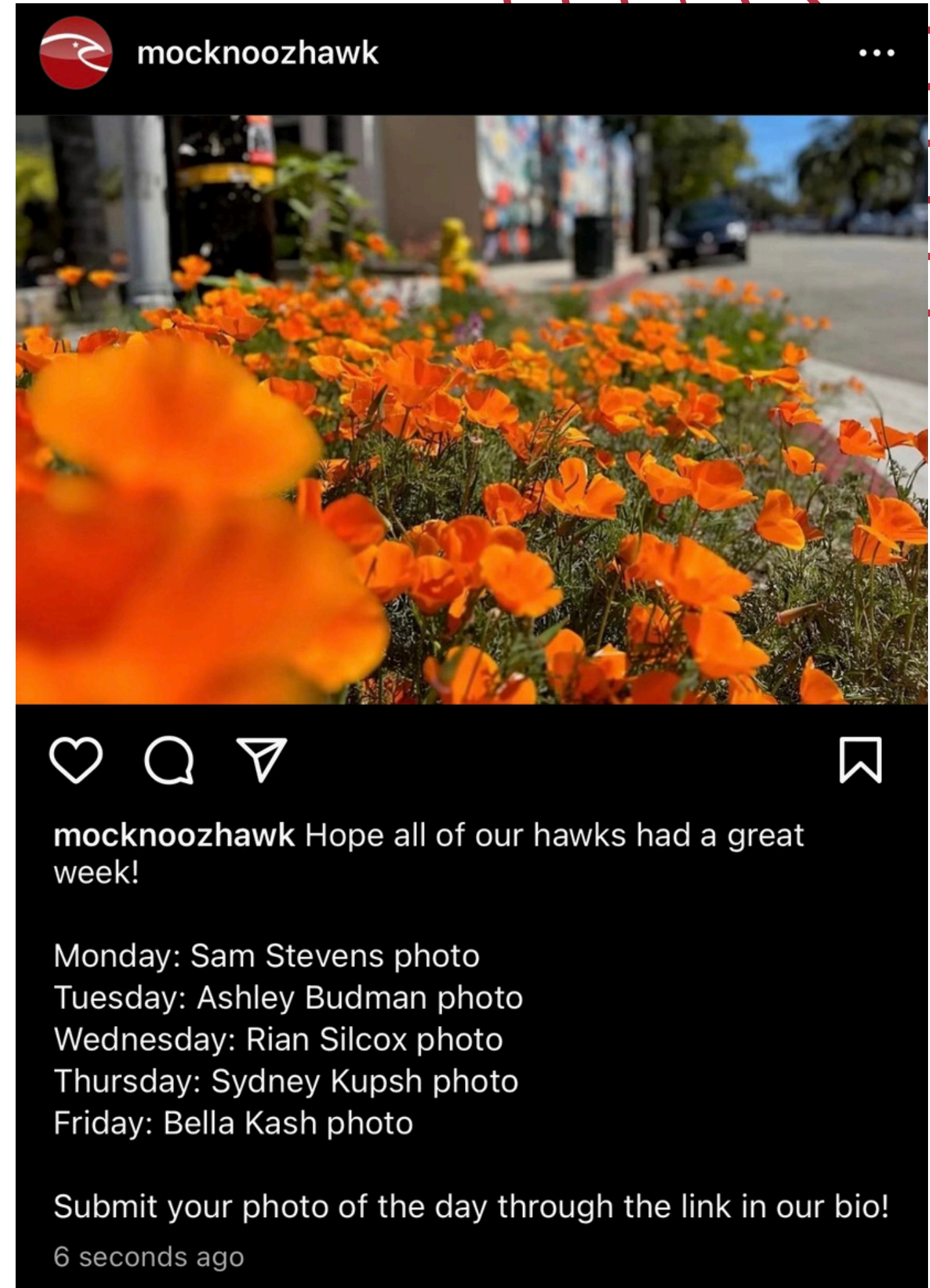
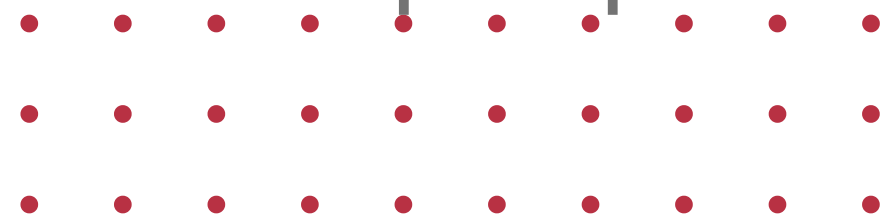
10 seconds ago



# MOCK WEEKLY PHOTO OF THE DAY POST

People follow us to read news not see photos! This weekly round up will keep our followers involved while reducing unnecessary content

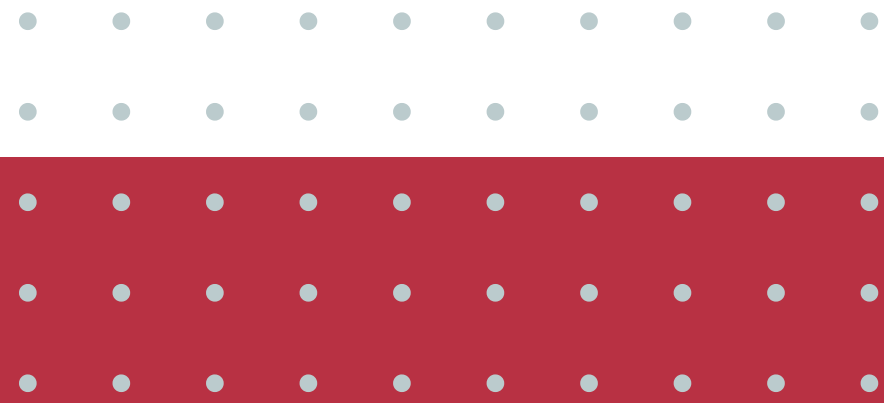
We could also put an option on the form to ask for their Instagram handle which would also increase engagement because people love recognition!



# ADDITIONAL COMMENTS



- MAKE SURE TO HIGHLIGHT NOOZHAWKS ACHIEVEMENTS SUCH AS OUR MOST RECENT AWARD ON FEED OR STORY
- GO THROUGH WHO WE FOLLOW AND WEED OUT RANDOM PEOPLE
- FREQUENTLY RESPOND TO DM'S AND TAGGED PHOTOS TO GAIN A RELATIONSHIP WITH OUR READERS. REPOSTING TAGGED PHOTOS WOULD BE GREAT TO INCREASE ENGAGEMENT
- I DON'T RECOMMEND MORE THAN A FEW POSTS (BETWEEN 2-5) A DAY OTHERWISE READERS WILL START TO IGNORE THEM
- LET'S GET VERIFIED AND START TRACKING ANALYTICS



# THANK YOU

Text me with questions  
(949) 505-2698!

