

A guide to Instagram for SA brands

 By [Jennifer Human](#)

25 Jan 2017

Although one of the younger social media platforms amongst the giants, Instagram is steadily making its way to the front of the line in capturing audiences of varying ages and interests.

Big brands flock to this platform as they continue to capitalise on "moments" and conversations. In this comparative presentation, we share some insights on statistics in the global and South African markets and show you why it will work for your brand:



[A Guide to Instagram for SA Brands](#) from [creativespark2014](#)

You can also [click here](#) to download a PDF of the guide.

ABOUT JENNIFER HUMAN

Jennifer Human is social media manager at Creative Spark, working on both global and local brands on social media across all platforms to create strategically minded content that not only speaks to brands' business objectives, but also keeps engagement and creativity top of mind...

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