

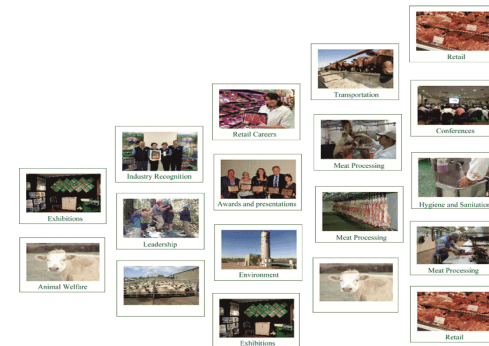
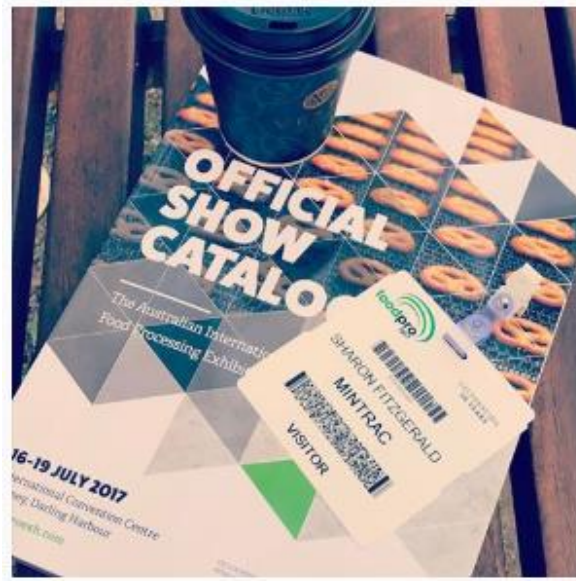


MINTRAC

NATIONAL MEAT INDUSTRY TRAINING ADVISORY COUNCIL LIMITED

Insta worthy products – a social media user’s perspective

Sharon Fitzgerald, MINTRAC



Providing highly-valued education and training products and services to the Australian meat industry

About me

Sharon Fitzgerald

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- Full-time MINTRAC Project Officer
- Part-time InstaAddict

71 posts

148 followers

342 following

- Generation Y



What is Instagram?

- Photo sharing social network platform
- Acquired by Facebook in 2012
- Users can edit and upload photos and short videos
- The name is derived from ‘instant camera’ and ‘telegram’
- The cool kids call it “Insta”



More about Instagram

- I was resistant at first
- Now scrolling constantly (never in work time though!)
- Everything gets ‘posed’ for maximum effect
- Completely changes how I capture moments – is this ‘instagrammable?’
- I care about ‘likes’ more than I’d like to admit



Before we begin – you're old and uncool

- *“It's really obvious when old people try to be cool. I'm already out of the loop. I'm the oldest out of all my employees by about 5 years” – 23 year old business owner*



Who do I follow in the meat and training industries?

- Anvil Media
- Stanbroke Beef
- Victor Churchill Meats
- Meat Church
- Meatstock
- Meat Smith Melbourne
- Meatballers
- Heritage Country Meats
- Meatzilla LA
- VELG Training
- Victorinox
- Australian ICMJ
- The Meat Nerd Lady

Why did I start following them?

Reasons ranked in order:

1. News article
2. Social media article
3. Someone I knew followed them



Never because it was at the bottom of an email signature or on a flyer

Why do I keep following them? What stands out?

- Regular content – some post more than others
- Quality
- Originality
- Humour
- Relevant
- Appealing



What doesn't work?

- Unoriginal content – following a ‘trend’, obvious imitation
- Not following your brand
- Taking it too seriously/trying too hard
- Misspellings – especially in hashtags
- Be careful with memes



Thank you for listening!



Questions? Comments? Thoughts?

