

# THE QUESET HOUSE

---

DANA DUZANT-WADE



# INTEGRATING CREATIVITY: INSTAGRAM

---

- By making an account for the Queset House, there's a possibility to garner attention from those of a younger audience
  - Providing bold and colorful posts within the account will help catch the attention of others while they are scrolling through their feeds
  - Create titles that capture the reader within 3 seconds
- Tagging the location
  - Those who decide to search Easton within the app will stumble across the posts that are provided on this Instagram
- Becoming interactive with your audience
  - If there are comments within the pictures posted on the account, responding to them will help create a bond between your audience and the Queset House

# INTEGRATING CREATIVITY: INSTAGRAM

---

- Another option in order to increase awareness of this Instagram account would be to possibly have "paid" sponsorships
  - The posts will appear on the feeds of people who may have never even known about the Queset House
- In order to create a business Instagram, you also have to have a business Facebook page
  - You can link these two together to have uniform information be posted on both sites at the same time
  - This would therefore reduce the amount of time spent posting

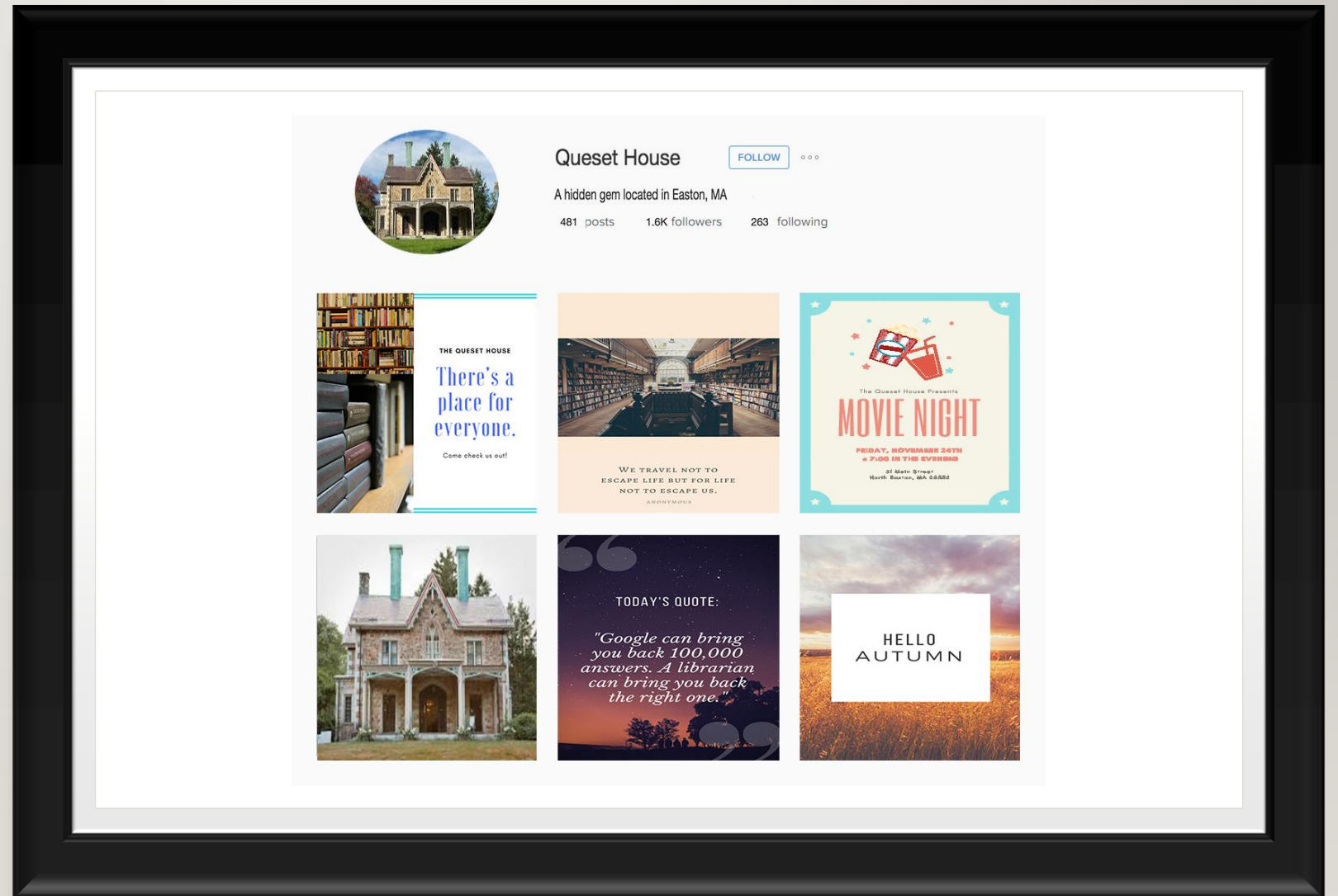
# INTEGRATING CREATIVITY: INSTAGRAM

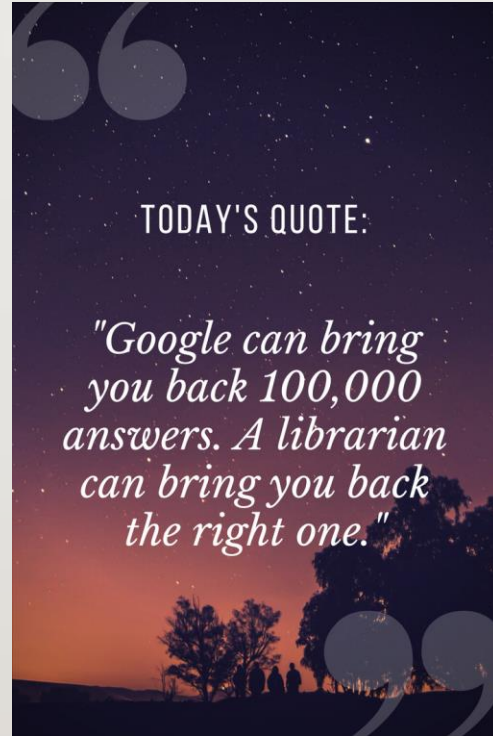
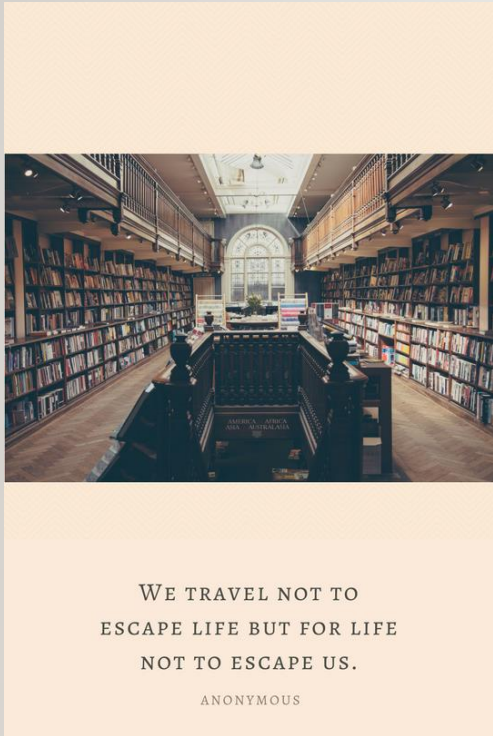
---

- In order to get more people to click on your posts and see your account, integrate trending hashtags into the pictures that are placed on the Instagram
  - Ex: #throwbackthursday, #fallbackfriday
- Creates an outlet where you can post relevant information for the Queset House
  - Additionally provides a place where events can be posted
- The website for the Queset House can be placed within the information header within the application
  - Such as where I put "A hidden gem located in Easton, MA"
- Should create content that is appealing to large amounts of people
  - utilize things that have gone viral in order to have content that many people will click on their content

# MOCK-UP INSTAGRAM ACCOUNT

---





## EXAMPLE POSTS

---

# HELPFUL HINTS

- Running a daily Instagram account, or any social media for that matter, alongside a business can be difficult
- Offer a marketing internship within the Queset House/Ames Free Library
  - You can make the internship unpaid
  - Can help increase the spread of the business
  - The person who receives this internship will be able to assist in giving you helpful feedback on how exactly to run your social media account
  - They will be able to provide more information in which posts you should actually put on the account
    - Main goal: getting the target audience to notice your business

# HELPFUL HINTS

- The website for the library is currently very confusing to use and not direct
  - Perhaps renovating the entire look of the website in order to make it more appealing and eye catching to potential users of the site
  - Make the website **MOBILE FRIENDLY**
    - This will cause the Ames Free Library's website to be on the first page of Google is one way to search for something similar
      - Due to the fact that the first few website that shows up from your Google search are those websites that are designed to be used on a mobile device



# HELPFUL HINTS

- In order to get more attention aimed at the Queset House and increase the amount of people that know about it, the library should advertise this establishment directly on their website
  - While perusing their site, I did not see any mention of the Queset House
  - Creating helpful links will get other aware of its existence

# OTHER OPTIONS

- In regards to having their website being optimized for mobile devices, they should consider making an app
  - It is free and fairly simple to create an application that can be used by both Apple and Android users
  - Making the application free for the public might cause more downloads of it, since one does not have to pay in order to use the services it may provide
- Create a catchy slogan
  - I'm unsure if the library has one of these or not, but creating something that stays with people for a long amount of time will cause them to remember your brand (ex: McDonald's)