



## Marketing with Instagram Micro-credential Submission Guidelines & Evaluation Criteria

### Part 1. Overview Questions (Provides Context)

Briefly describe the process of creating posts, monitoring those posts for comments, and engaging your audience via messenger using the tools provided in Instagram. Using the insights table, analyze your page activity.

1. What are your goals for likes and shares on your organization's/business' page?
2. How many people have liked your page?
3. Which posts are getting the most likes?
4. Which have been shared the most?
5. Which posts got the most comments?
6. What patterns do you see?

*Passing: Provided a clear description of the process for creating and monitoring ads and the specific details included in the analysis.*

Question	Answer
What are your goals for likes and shares on your organization's/business' page?	
How many people have liked your page?	
Which posts are getting the most likes?	
Which have been shared the most?	
Which posts got the most comments?	
What patterns do you see?	

### Part 2. Work Examples/Artifacts/Evidence

Please submit a document with screenshots of posts and ads that you ran and along with additional artifacts (screenshots, links, etc.) and a written analysis that demonstrates the campaign objective, the target audience, budget and ad tracking information. See the rubric below for specific requirements.

Components	Activity	Evidence
Ads	Provided a screenshot of 2-3 ads of different types (images, video, carousel, etc.)	
	Provided several screenshots of the tracking information for the 2-3 ads included above.	

Ad Budget Analysis	A written analysis provided evidence of the defined objective of the campaign for 2-3 ads, including both the type of campaign (reach, brand awareness) and the specific goal for the campaign (e.g., get 100 attendees for an event).	
	A written analysis provided evidence of the target audience for 2-3 ads, including the reasoning behind how the organization/business benefits.	
	A written analysis provided evidence of the defined budget for 2-3 ads, including the reasoning behind that budget (i.e., lifetime, daily).	

### Part 3. Reflection

Based on the analysis of your page and content, use the following guiding questions to reflect on marketing with Instagram pages. (200-word limit for each response)

1. What changes and adjustments do you need to make around building presence and creating relationships?
2. What might you try again?
3. What might you change?
4. How does this information inform the posts and interactions you'll have on your page?

*Passing: Reflections clearly indicate how the activity affected building a presence and creating relations and clearly state your page goals and how the experience will inform future posts and interactions. The reflections are specific and convincing.*

Question	Answer
What changes and adjustments do you need to make around building presence and creating relationships?	
What might you try again?	
What might you change?	
How does this information inform the posts and interactions you'll have on your page?	