

Feedback received after the 3 month Instagram trial:

Rachael (Social Media Communications) from VicHealth has provided the following feedback:

- We have a clear voice and have good targeted messages
- Linking post to a web link to measure would be a challenge however we are getting our message across in our posts'
- Our account looks like it is inspiring, positive, sharing health messages, celebrating health
- If we have resourcing it would be great to continue this account, she said she would follow when coming across an account like this.
- It is a great addition to the work we do in regards as a resource and tool
- Her feedback said it is an attractive account and right on track it looks like its aim is to inspire and that the feel they get when looking at it.

Kristy (Director of Zockmelon) has provided the following feedback:

- It's vibrant, interesting, and aspirational. The purpose of your account is clear.
- You have achieved a good growth in a short period of time. Well done!
- Consider using one filter for all of your photos so there's extra consistency in your account.
- Create your own branded and consistent quote images, currently they are all quite different in their style, colours, fonts etc.
- I'd love to see even more images from the region that are identifiable and geotagged.
- Spend some time engaging with the message-consistent posts that are geotagged in your region e.g. cafes, schools, parks, sporting facilities, garden centres etc.
- Your bio says 'non-profit organisation' I wonder if this is because it's linked to the FB page? In which case it could it be changed to hospital/health service or something that is more accurate.
- Create some images with just your custom hashtags so they really stand out on your page.
- Play around with Boomerang to add some short gif/video content which adds movement and vibrancy (which is consistent with your messages!)
- Have a play with Instagram Stories - they are lots of fun and another way to get seen.

Ryan Owner of Benton Rise Farm has provided the following feedback:

- The account is a great initiative
- It's important to have and share these health messages with the community
- It's important to engage with the community.