



Competitor Audit

Instagram

Tone



contiki • Follow
Khao Sok National Park



contiki Southern Thailand will probably (definitely) steal your heart
❤️

Did you know that Khao Sok National Park is home to the oldest evergreen rainforest in the world? Pretty cool, eh? 🌴 Ultimate tropical vibes await you on this trip, from floating river huts to hitting the water and kayaking through the jungle. 🛶

🔍 Search THSO on contiki.com (link in bio 🙌)
📌 #SouthernThaiHighlights
📷 @jamescastell

5w



5,723 likes

JUNE 17

Add a comment...



Contiki

- Friendly (use of colloquialisms e.g. “pretty cool, eh?”)
- Easy-going
- Accessible
- Informative
- Inspiring – summarises highlights of the trip in one brief sentence. “From floating river huts” to “kayaking through the jungle” implies that those who choose to travel with Contiki can experience even more than what is described here.
- Simple bio sends one clear message, Contiki offers the unforgettable, real, unique and best

contiki



Follow



2,711 posts

308k followers

806 following

Contiki

Unforgettable trips, real experiences, unique accommodation and the best team around.

Tag @contiki to be featured

linktr.ee/contiki



statravel • Follow
Lower Antelope Canyon



statravel Welcome to Martian territory 🚀✍️. Just kidding... this otherworldly canyon is a lot closer than space. A result of thousands of years of extreme weather conditions, Antelope Canyon in the American Southwest is now the most photographed slot canyon in the world 🙌
📷 @thenomad
📍 Lower Antelope Canyon, USA

Want to share your story? Use #StarttheAdventure to be featured!

#antelopecanyon
#lowerantelopecanyon #visitusa
#explore #travel #igexplore
#beautifuldestinations #wanderlust



1,335 likes

JULY 8

Add a comment...



STA

- Jokey tone – high impact
- Friendly
- Informative
- Accessible
- Shows understanding of their audience: “most photographed canyon in the world” – young travellers / millennials are influenced by what they see on Instagram and enjoy sharing where they travel with their friends. A young person who sees this post may be inspired to travel here for the guaranteed photo opportunities
- Simple bio, clear message

statravel



Follow



2,073 posts

111k followers

1,645 following

STA Travel

🌍 Dream big, travel far, post often

📷 Use #StartTheAdventure to be featured

www.statravel.com



ivhq • Follow
Rainbow Mountain



ivhq My name is Ana Karen André and I'm from Mexico City. I'm currently a fourth year medical student and I just finished volunteering in Cusco, Peru on the Medical project. During the project I worked at a very small clinic with the most amazing doctors and nurses. The experience overall was incredible and life changing. I loved every second and would volunteer again a million times.

📷: @karenandreyrsgs
📍: Peru - Cusco

#ivhq #ivhqtakeover #ivhqperu
#volunteerabroad #volunteerperu
#volunteerinperu #peru #lima
#limaperu #explorettheworld
#volunteerinperu #peru #lima



1,814 likes

2 DAYS AGO

Add a comment...



ivhq

Follow



2,055 posts

89.6k followers

7,215 following

Volunteer Abroad - IVHQ

🌐 World's #1 volunteer abroad org

✈️ Affordable & safe volunteer programs

🌍 40+ destinations, 200+ projects

👍 Trusted by 100,000 volunteers

📷 #ivhq

www.volunteerhq.org/volunteer-in-jordan

IVHQ

- Testimonial
- Informative - first hand overview of the volunteer experience
- Less fun, more formal and serious
- Extensive use of testimonials indicates they are reputable – however could seem repetitive and boring
- Bio is still simple – communicates message quickly and clearly



gvitavel • Follow



gvitavel Misty mornings in Chiang Mai with a side of hot coffee and elephant conservation.

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·

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#gvitavel #volunteering
#volunteerabroad #makeadifference
#travel #sustainability #instapassport
#passionpassport
#beautifuldestinations #moodnation



163 likes

2 DAYS AGO

Add a comment...

Post



gvitavel • Follow
Kampong Cham Province



gvitavel Teaching english to Cambodia Buddhist Monks is one way to immerse yourself into the fascinating Cambodian culture and learn the local language.

·

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·

#gvitavel #volunteering
#volunteerabroad #makeadifference
#travel #sustainability #instapassport



113 likes

7 DAYS AGO

Add a comment...

GVI

- Two clear tones: easy-going and casual (above) and informative (below)
- No emojis, formal and minimalist
- No use of colloquialisms, less jokey and more serious
- Serious tone is repeated in bio – with emphasis on ethical practice
- Bio still highlights the aim to deliver a “high standard for all” – as with the accounts of Contiki and IVHQ, pushes the message of delivering the best
- Tone perhaps appealing to more mature volunteers

gvitavel

Follow



3,447 posts

9,765 followers

532 following

GVI

GVI's Badge of Ethics is all about increasing our understanding of ethical best practices and setting a high standard for all. Learn more about it:

bit.ly/2VPhvUy



slvglobal • Follow
Mount Lavina, Sri Lanka



slvglobal Sky, sand & sea 🌴
Welcome to the weekend 🌞 we hope all our volunteers are out having fun and enjoying their time off. Mount Lavina, which is a suburb of Colombo, is super accessible while on placement and a fab weekend destination if you want to relax on a beach with a good book. Known as Colombo's 'Golden Mile', Mount Lavina is known for its beaches - not to mention the sunsets are gorgeous! 🌅
Photo cred: #SLVGlobal volunteer @fayedyan who is currently on the Foundation Placement in #SLVSriLanka 📷 LK#saturayay #beaching #weekend #psychologyworkexperience #mentalhealthplacements



slvglobal • Follow
Zagreb, Croatia



slvglobal After an incredible, immersive workshop about working in a post-conflict society from the #SocietyofPsychologicalAssistance, the #SLVEurope team had a tour of Zagreb to add more context to the day's learnings, and to increase their understanding of global mental health treatment and peace psychology. 📷: #SLVGlobal Director of Operations, @slvlee - follow for real-time #SLVEurope updates 🇸🇷

5d



crstaknihniski @hanahatkinson



4d 1 like Reply



170 likes

5 DAYS AGO



SLV

- Friendly (use of emojis in example above) but not jokey
- Informative
- Inspiring – gives examples and updates of what current teams of volunteers are up to (identified by hashtags e.g. #SLVEurope)
- Accessible – “follow @slvlee for real-time #SLVEurope updates” (bottom example)
- Bio is jokey – in contrast to main posts – grabs attention and high impact



slvglobal

Follow



1,624 posts

12.7k followers

6,269 following

SLV.Global

Don't let our Instagram fool you 🙈

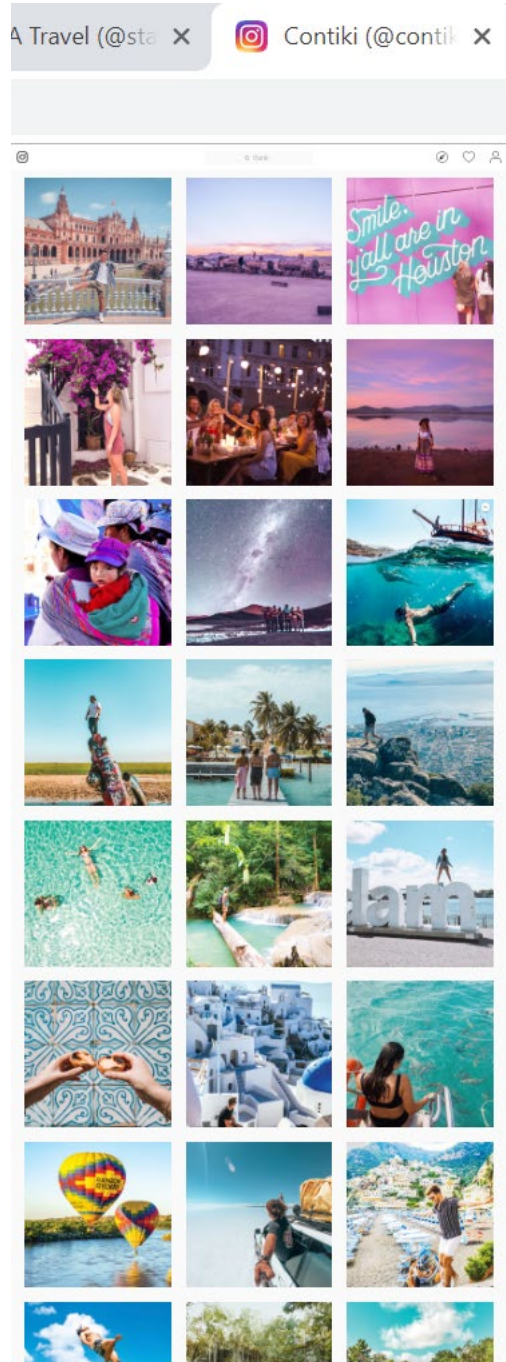
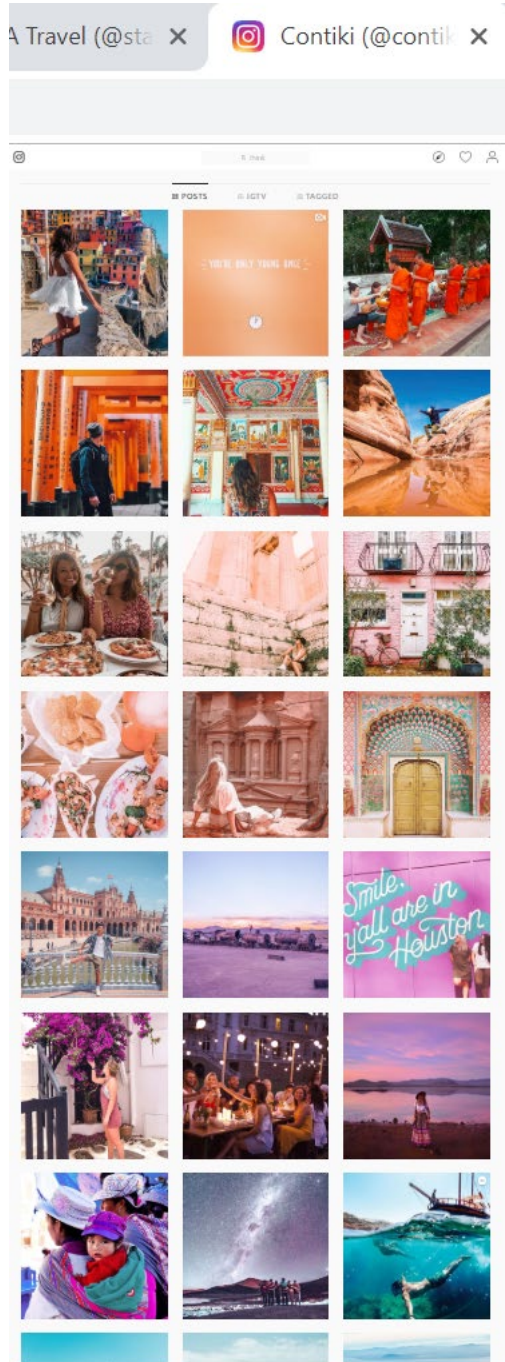
We work hard on our #mentalhealth placements 🤝

They just happen to be in beautiful places 🌴

#slvglobal #psychology 🧠

bit.ly/2wv1s3E

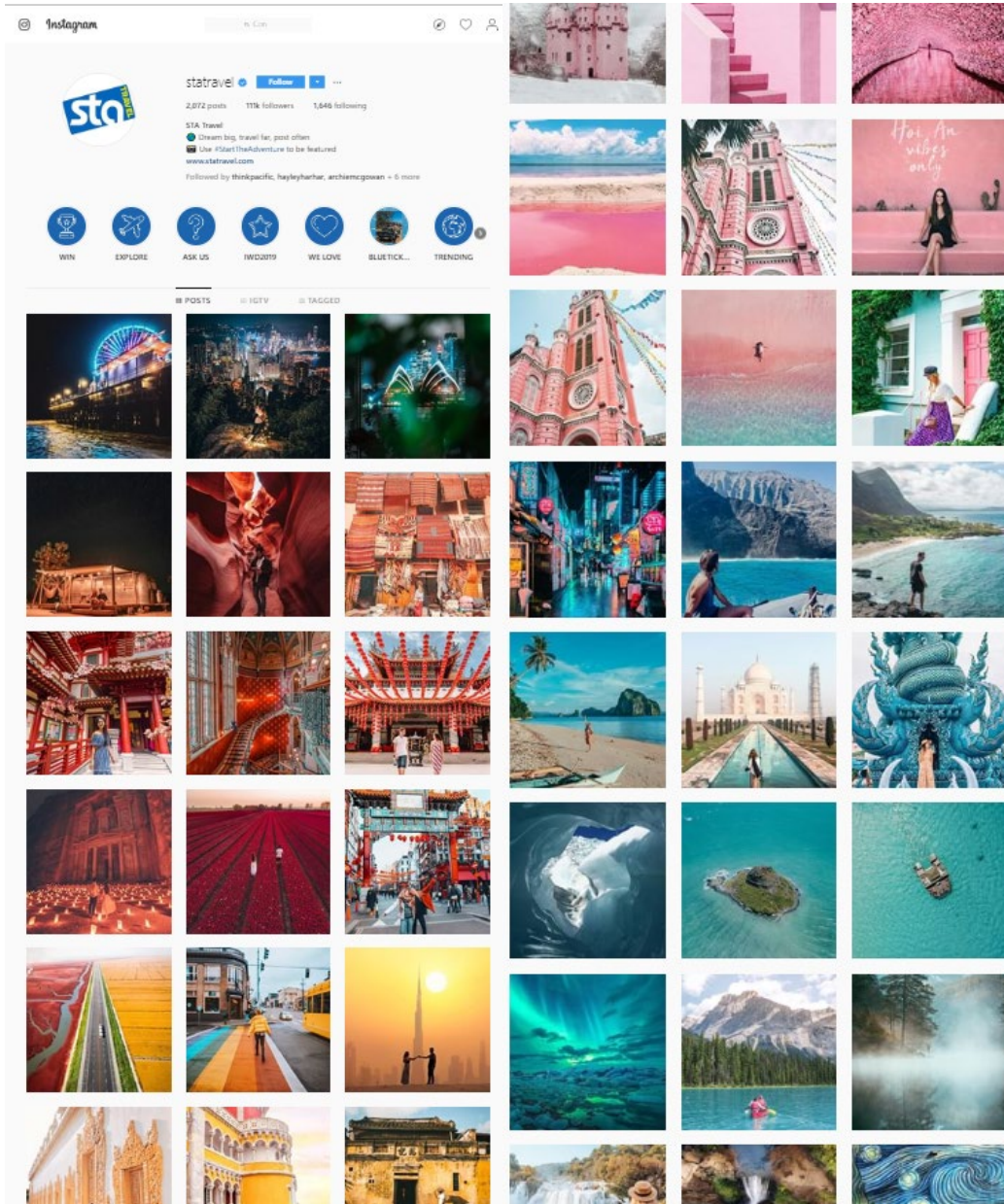
Format and Content



Contiki

- Posts are arranged by colour – creates a rainbow effect as you scroll down the feed which is extremely effective and engaging.
- Rainbow format can be traced back to 27 May 2019.
- Many of the posts are generated by using photos taken by Contiki travellers / ambassadors.
- Slideshows are not used.
- Increasingly limited use of videos as more posts feature just photography.
- Overall format is extremely uniform, striking, creates a strong Contiki brand on Instagram.
- Highlights the importance of styling the overall feed on Instagram (some visitors will not engage in individual posts but scroll through the feed for inspiration, or simply entertainment).

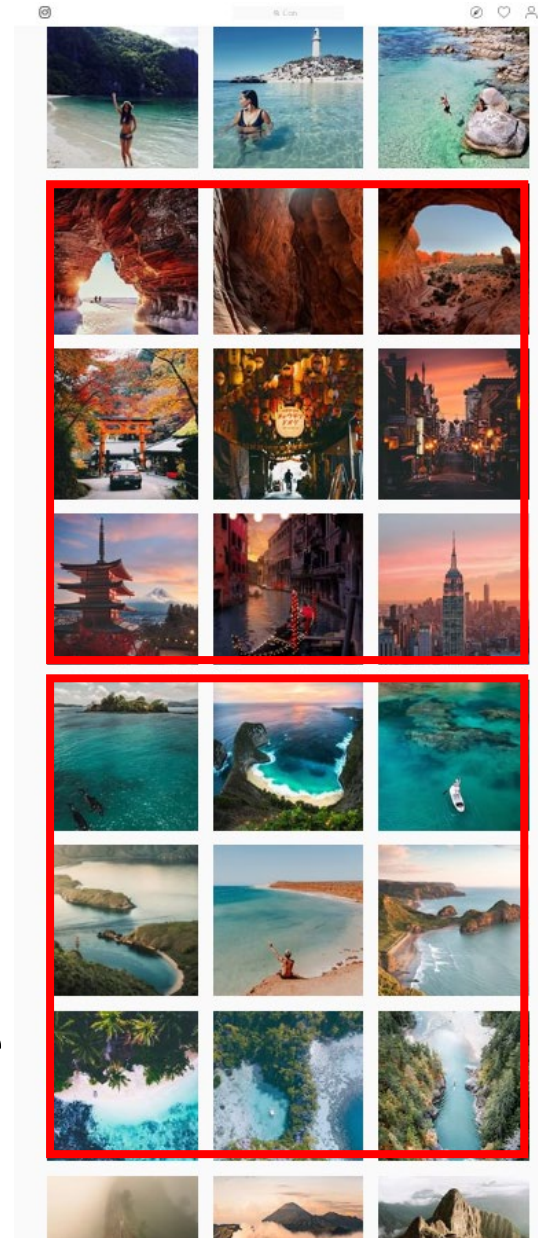
Rainbow spectrum format

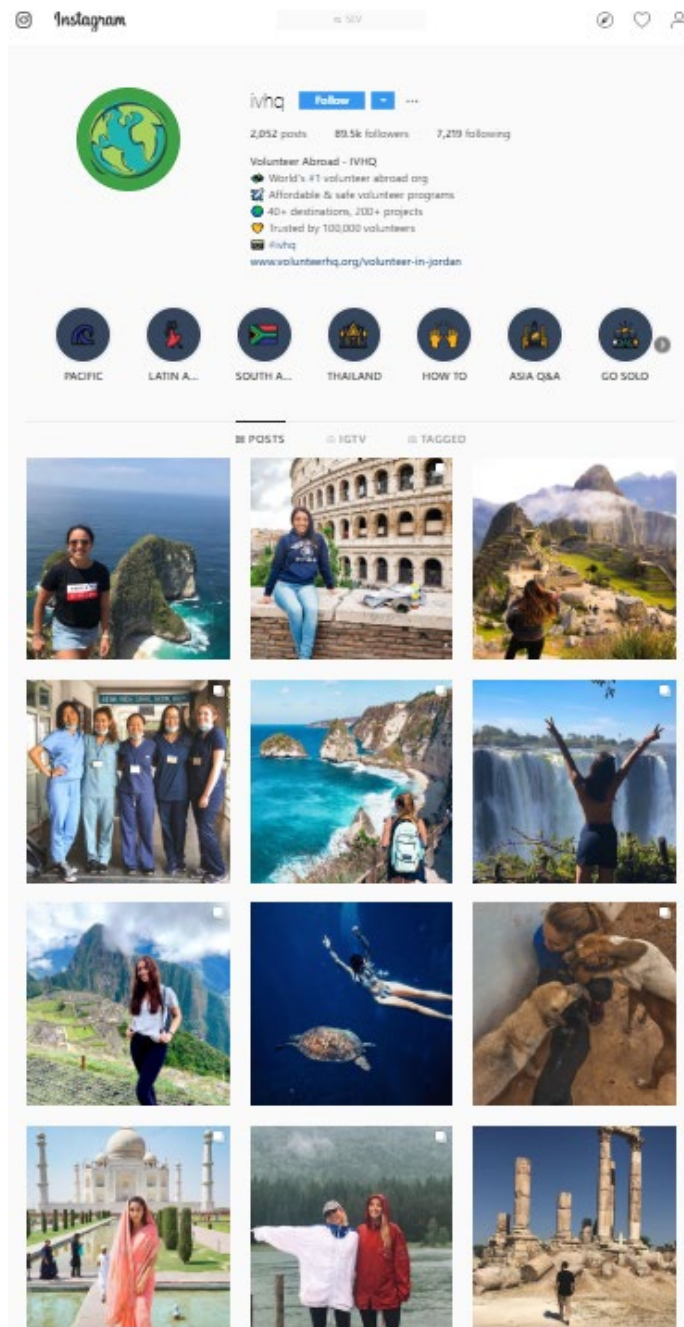


STA Travel

- STA have also adopted a format strategy based on colour / rainbow spectrum (see left).
- Can be traced back to July 2018
- Previously posts formatted into colour blocks (as highlighted on right) – less sleek than using a colour spectrum.
- Both STA and Contiki are marketing global travel, sourcing photography with a broad range of colour perhaps easier when taken in destinations all over the world.
- This style of formatting is proving popular amongst companies with a strong influence on Instagram – which ultimately is a ‘visual heavy’ social media platform.

Colour block format





IVHQ

- Posts are created using photos taken by “IVHQers” that tag or hashtag IVHQ. These posts make up most of the feed, and act as promotion through testimonials.
- Posts are not organised in any obvious formal strategy.
- Very few videos – as of July 2019 the last video was posted on 20/3/2019
- Highlights reel uses dedicated icons for each category (see below). Similar design strategy used by Contiki and STA.
- Although not as striking as Contiki and STA, overall brand on Instagram is clean, friendly, and informative.



Most frequent type of post

Throughout June 2019:

	Total number of posts	Number of photos	Number of videos	Number of slideshows	Posts per day*
Contiki	32	29	2 (IGTV format)	0	1-2
STA	13	13	0	0	1
IVHQ	29	29	0	23	1-2
GVI	7	7	0	0	1
SLV	8	8	0	3	1

*Number per day posts were published, not posts per day of the month.

Traction

Contiki



contiki • Follow
Santorini Island Greece

contiki • Oh Santorini, we'll never get bored of seeing you ❤️
Ticking off a heap of European countries sounds pretty epic, right? But can you imagine if you topped it off with a gallivant around the Greek Islands? 🤔 Just think, those Instagrammable blue and white buildings could soon be yours to capture. 📸

🔍 Search CUEG on contiki.com (link in bio 📱)
🏠 #UltimateEurope

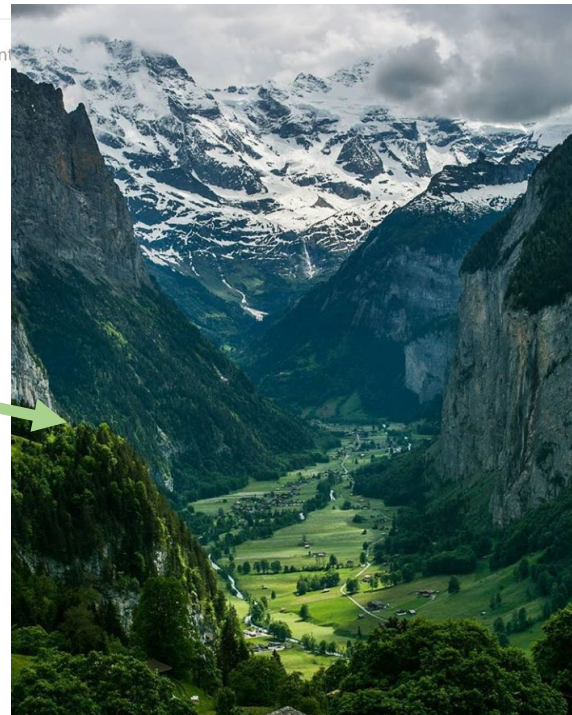
4w

_zuri13 08/08/2019 :)

4w Reply

8,445 likes

Add a comment...



contiki • Follow
Lauterbrunnen, Switzerland

contiki • Wow 😍 How dreamy is this view of the snowcapped mountains of Switzerland? 📸 Picture this, you've just waved goodbye to the stunning Austrian Alps, but fear not, the alpine air will fill your lungs again soon. The Swiss Alps is your next stay which sounds nothing short of magical! Expect views like this and chocolate that tastes like heaven.

🔍 Search CCSE on contiki.com (link in bio 📱)
🏠 #EUCONTRASTS
📸 @haydendib

7w

10,206 likes

Add a comment...



contiki • Follow
Cathédrale Notre-Dame de Paris

contiki • It's a sad day for the city of Paris with the burning of Notre Dame, but the sun will shine on the cathedral again as the French President, Emmanuel Macron, has vowed to rebuild the damaged parts - "Notre Dame is our history, our literature, part of our psyche, the place of all our great events, our epidemics, our wars, our liberations, the epicentre of our lives. Let's be proud, because we built this cathedral more than 800 years ago, we've built it and, throughout the centuries, let it grow and improved it. So I solemnly say tonight: We will rebuild it together."

14w

9,820 likes

Add a comment...

Post

- Most Contiki posts gained between 1000-3000 likes, and less than 50 comments.
- Posts with the most traction used high impact landscape photography to highlight a destination.
- These two examples of high traction have above 8000 and 10,000 likes, and over 100 comments on each.
- Comments were positive and showed users sharing the image with their friends / fellow travellers.

- Posted on the day world media reported the fire that destroyed Notre Dame.
- Gained high traction in likes – relevant to the news that shocked the world that day – high impact post / highly resonant
- However – rate of comments stayed at the usual rate (less than 50) – post wasn't shared in the comments as with other posts

STA



- STA posts usually generate up to 2000 likes and 50 comments
- This post generated 2,851 likes and 1,102 comments (at least a 20x increase in comments)
- Highlights the effectiveness of competitions to increase traction, growth and brand awareness

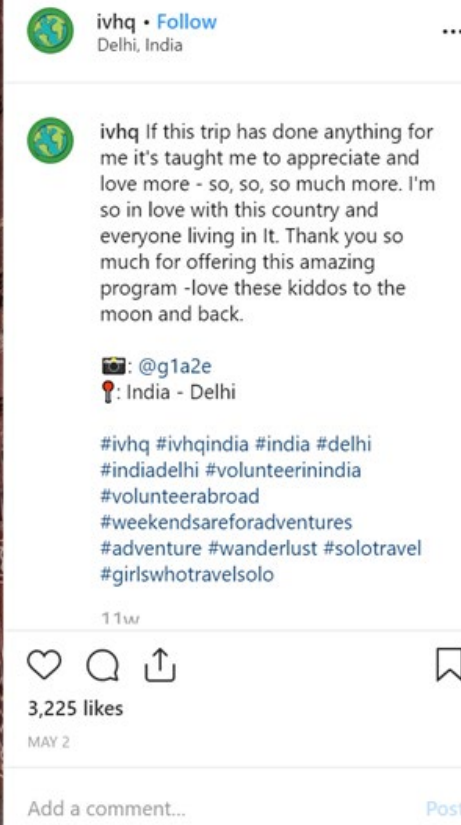
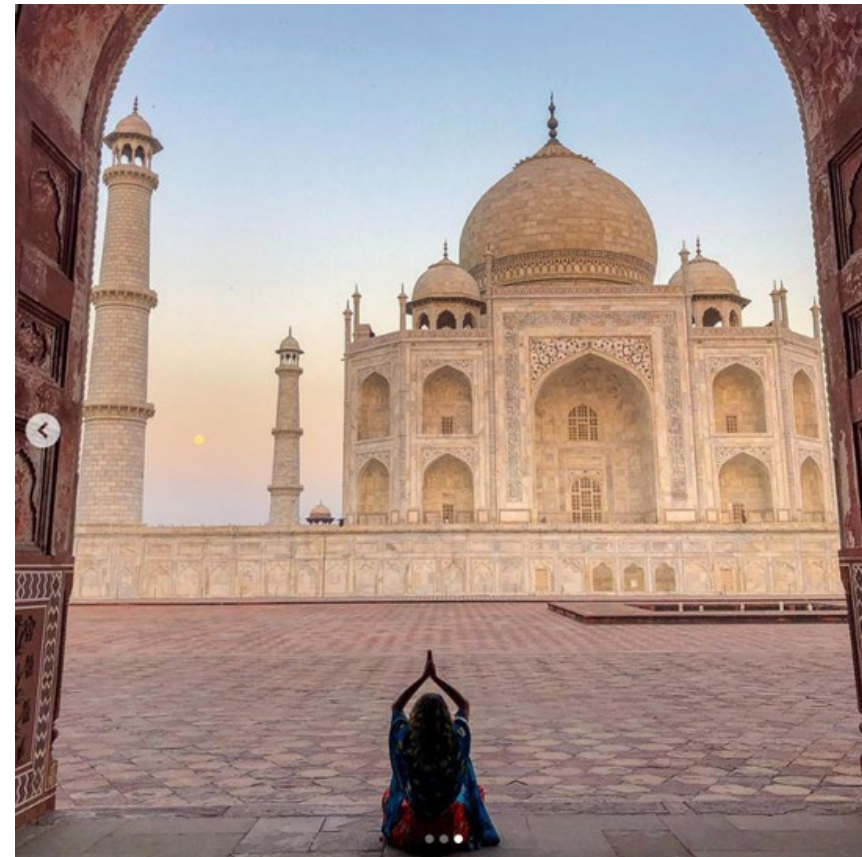


- Traction increased on posts that highlighted a destination / trip
- This post almost doubled the average number of likes by using high impact photography (including nature, waterfall, bucket list experience)
- Posted on April 28th (a Sunday). Paired with the caption, “Laos is the perfect place to get away from it all”, the post instils an image of serenity that many people might be craving as the weekend comes to an end and another working week begins (thus inspiring followers and increasing interest and traction)

IVHQ

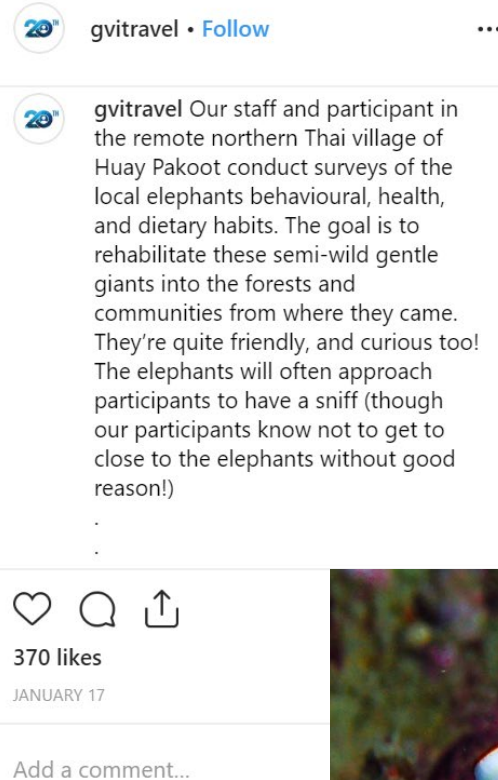


- Most posts on IVHQ gain up to 2000 likes
- This post exceeded the average by using a high impact image of nature and sport
- Capitalises on the appeal of experiencing the outdoors and taking part in new experiences

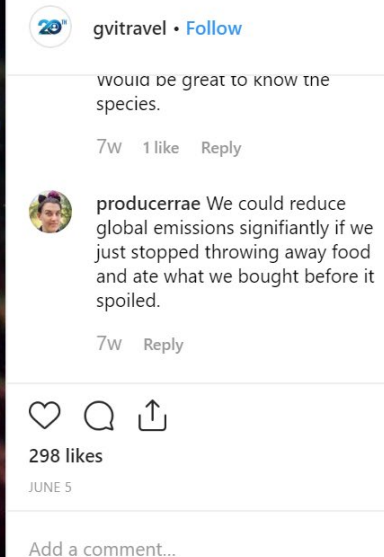


- Again this post exceeded the average by over 1000 likes
- Uses a striking image of the Taj Mahal, that is not atypical of the destination and therefore has been seen plenty of times before on Instagram – creates a brand identity that focuses on the unique
- Emotive caption – highlights love and humanity – relatable to the reader, awe-inspiring and creates a high impact

GVI



- It is highly likely that followers of travel and volunteer organisations follow more than one
- The post below emphasises the importance of posting unusual images in gaining a higher traction
- Increases interest in the brand
- Helps brand identity on Instagram to stand out from the rest

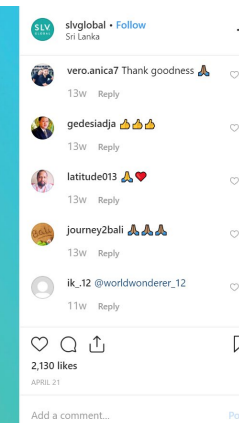


- Most GVI posts generated traction in the region of 200 likes and most often 1 or 2 comments
- Whilst the post above is not the most high impact photography, it captures the rehabilitation of elephants through GVI volunteer work
- Traction can be increased through inspiration, highlighting current projects underway to inspire potential volunteers through Instagram

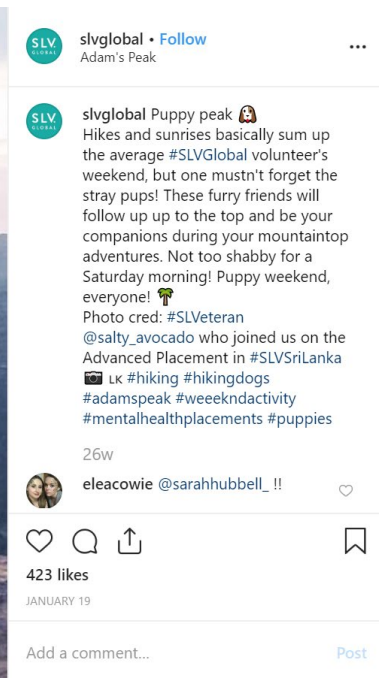
SLV



- SLV Instagram posts generate traction in the region of 100-200 likes less than 10 comments
- This post gained traction for its beautiful photography
- High impact in colour and content – focus on the memories that can be made with SLV volunteer programmes



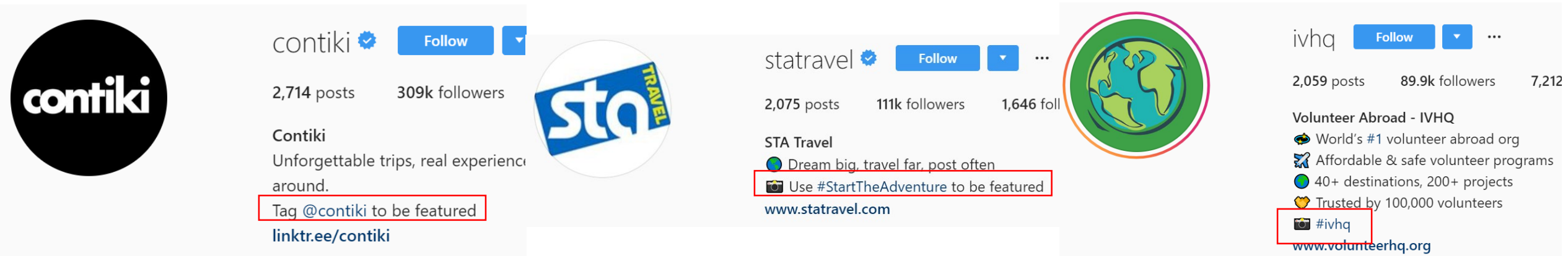
- Traction does not always correlate with showing the good times
- This post following the Sri Lankan terror attacks generated over 2000 likes, a vast increase in traction



- Capitalising on content that generates interest on the internet in a broad sense (puppies!)
- High impact photography

User interaction

Contiki, STA and IVHQ



- These three organisations have built an online brand through encouraging user interaction
- Interestingly, out of all of I have discussed, these organisations have the most followers on Instagram and are the only ones to encourage user interaction in their bios
- The creation of tags, and in Contiki's case encouraging Instagram users to tag their photos, creates an online community surrounding the brand
- A free, easy and fun way to spread awareness of the organisation and in turn increase profile visits and traction on Instagram
- Volunteers or those who feature on the page will gain a sense of satisfaction that they have been recognised by the organisation and contributed to brand identity / community on Instagram

To conclude;

- **Tone** – friendly, accessible, informative, direct (e.g. use of testimonials) the most common tone amongst competitors
- **Format and layout** – rainbow format as used by Contiki and STA is extremely high impact however is not used by smaller volunteer orientated organisations
- **Type of posts** – most common type of posts amongst all competitors is photography. Sticking to one type of post creates a sleek and uniform appearance to the whole feed
- **Traction** – can be increased due to positive and negative content. The largest increase in traction was shown by STA's competition post. Traction commonly increased with striking photography (colourful, unique, simple but inspiring content) and a powerful message
- **User interaction** – a valuable technique to easily and cheaply grow brand awareness on Instagram. Also creates a sense of an online community that brings people together online, and compliments the 'real life' sense of community / friendship that many people seek and enjoy when travelling