



FABLETICS

ACTIVATE YOUR LIFE

Social media Report: Instagram

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Report Overview

Social media, also known as social networking service (SNS) is an online platform which allows people and businesses to interact with each other. Social media has been used to increase company brand awareness, market new products, gain customer insights, and provide a richer customer experience.

Some of the biggest social media platforms used in North America include Facebook, Twitter, Google+, YouTube, and Instagram. This report focuses specifically on Fabletics' Instagram account in order to study how similar businesses have been using social media. A strong understanding of Fabletics' Instagram account will allow us to learn the trends and best practices in the athletic wear industry.

Research Methods

This report is based on my observation on Fabletics' Instagram account. In the past weeks, I have conducted primary research throughout the day based of the following list of criteria:

- What type of posts Fabletics does put on their profile
- When does Fabletics post on Instagram
- How frequently does Fabletics post
- How did Fabletics interact with its customers
- How many likes and comments does each post get

Instagram Basics

Every social media platform has a different selling point in terms of usability and design; Instagram is known for its simplicity. People can publish or, in social media language, post an image or a short video on Instagram along with a caption. Users can then choose to like or comment, or do both, on the post. The captions and comments often times contain the following symbol:

#	Hashtag	Used to identify a specific topic or message. (For example, #love)
@	At	Used to tag a user. (For example, @Fabletics)

Instagram users will see a newsfeed made of posts from the accounts that they follow, as well as from advertisers. Before March of 2016, these posts were arranged chronologically based off of the time they were posted. However, the posts are now arranged by Instagram's own algorithm which shows the posts that Instagram believe users will care about the most.

Paid Advertising on Instagram

Instagram started offering advertising services to businesses back in 2015. In comparison to other mediums, Instagram advertising culture is drastically different in terms of design. The advertisement is often intended to build brand equity and increase exposure instead of selling an actual product. So businesses can choose to narrow down which users to promote to by location, demographics, interests or even behaviors of the user.

Since Fabletics was first founded, the brand has advertised through different approaches, including Instagram. When Fabletics first started paid advertising with Instagram, the posts were more informative and promotional to improve on brand awareness. In comparison, nowadays, Fabletics' advertising posts are more lifestyle-focused and less promotional. For instance, the most recent

advertisement features Kate Hudson, one of the founders and spokesperson of Fabletics, going about her life wearing Fabletics gear to show how Fabletics supports her lifestyle.

From my personal experience with Instagram as well as friends' opinions, advertisements campaign that promotes a culture or lifestyle are more preferable than those that are hard selling a product. This particularly holds true because Instagram used to be ad-free until the recent 2 years. Bad advertisement can often times hurt brand reputation.

Profile Summary

When people search "Fabletics" on Google or in the Instagram application/server, they will pull up Fabletics' profile with a header as such:



This header is basically a summary of the profile. First, we see Fabletics brand name with a blue "verified" symbol by the side. Having this symbol by the side of the name means that the account is authentic. The symbol is highly sought after as a status quo because the symbol is only given out voluntarily by Instagram to public figures, celebrities, and brands.

Next, we can see some statistics about the amount of posts published, the number of followers, and number of accounts Fabletics is following. These numbers are simplified to "k" (as a unit of one thousand), and "m" (as a unit of one million). Typically, brands will keep the number of Following as low as possible while increasing the number of Followers as high as possible. This holds particularly true with luxury brands. From the chart below, we can see the difference in numbers between brand names across different industry.

Brands	Posts	Followers	Following
Fabletics	2218	437k	302
Lululemon	2072	1.9m	77
Corvette	685	1.7m	71
Louis Vuitton	1859	15.3m	5
Chanel	657	18.8m	0
Nike	889	70m	137

Most brand names with over a million Followers, like Lululemon, Corvette, and Louis Vuitton, will keep their Following under 80. Chanel, as one extreme example, has 0 Following but has 18.8

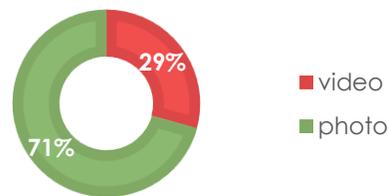
million Followers. However, Nike with 70 million Followers has 137 Following (mostly sports athletes).

Link in bio

Instagram does not allow users to provide links in a post, so businesses came up with a solution. They will put “link in bio” in the caption of a post and leave the link in the biography section of the profile, as shown in Fabletics’ header. This is a very useful tool because people will comment on posts asking where they can find the product. “Link in bio” solves the problem effectively.

Types of Post

Instagram posts can be separated into two main types: video and photo. Fabletics has posted both types of content to showcase its products and nurture its brand equity. In year 2017, there are a total of 147 posts. The pie chart below shows the percentage of video posts versus photo posts in 2017.



There are 104 photo posts, 71% of the total posts; the remaining 43 are video posts, making up the other 29% of the total posts.

Besides categorizing posts into video or photo, posts can be further categorized in order to see which type of post is more effective, meaning more likes or comments. The following chart shows the types and description of post, as well as the number of posts posted in 2017 in that category.

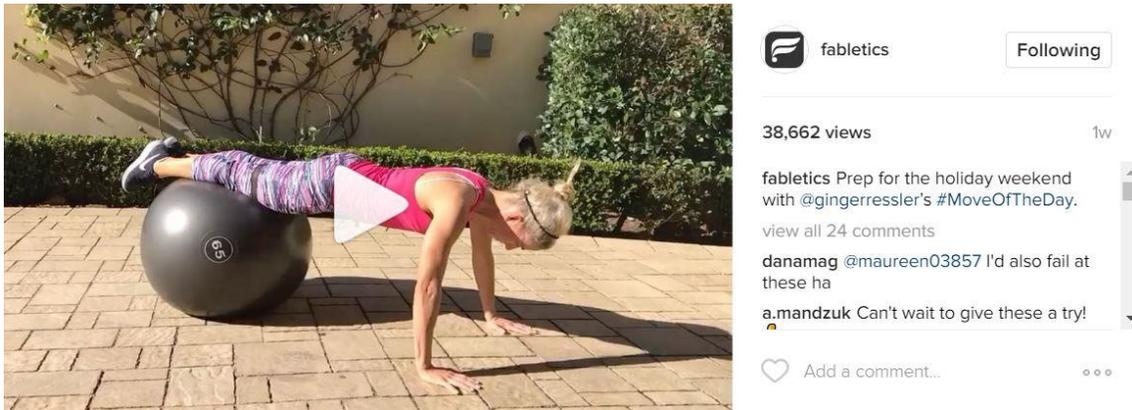
Types of post (#)	Description
Product (133)	Posts (almost always) taken professionally to promote a new product.
Lifestyle (31)	Posts used to show how Fabletics product or philosophy inspires daily living.
Celebrity (59)	Posts featuring celebrity or public figure.
Workout (14)	Posts (usually video) that teach users various workout routine.
Quotes (4)	A graphic image of a statement.



The number of posts identifies posts that qualify to be categorized into the group. Some posts are a hybrid of the categories and cannot be exclusively identified into one group or another.

Video Posts

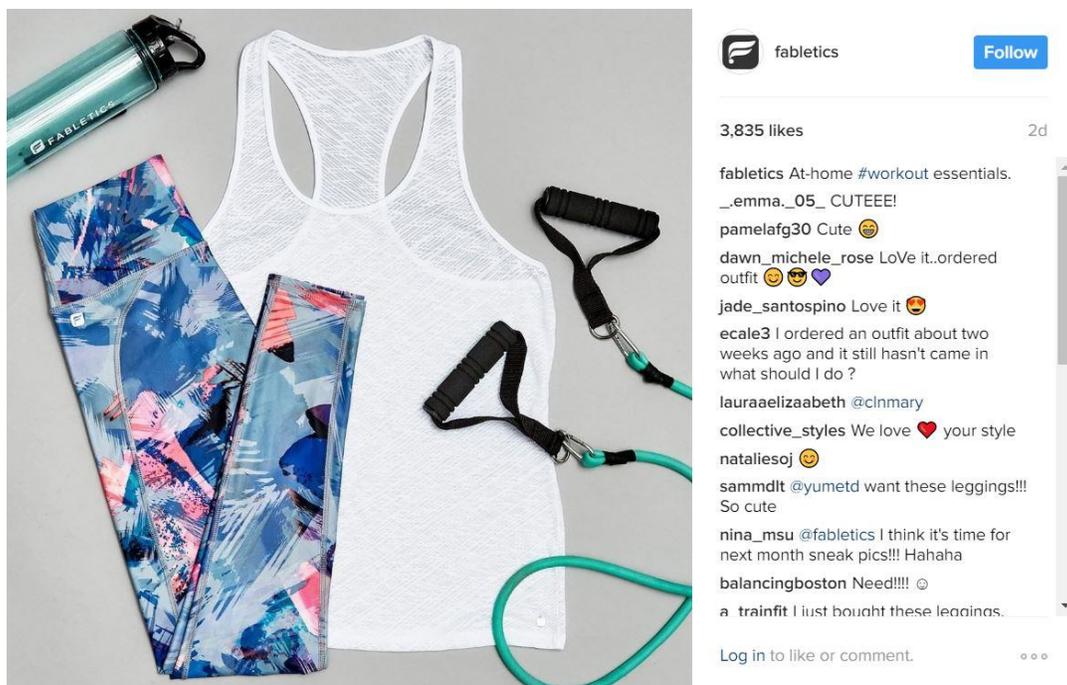
There are different types of videos posted on Fabletics account, such as product promotion, lifestyle, and workout. However, workout videos seem to be the most popular and generated the most impression (the amount of people reached). The following is a video posted on February 17, 2017. The screenshot is taken a week later on February 24, 2017. They tagged @gingerressler, a fitness guru endorsed by Fabletics, and used #MoveOfTheDay in their caption.



These posts have more people tagged in the comment section as well, encouraging each other to try the routine or making witty jokes with friends like @danamag did in the image.

Photo Post

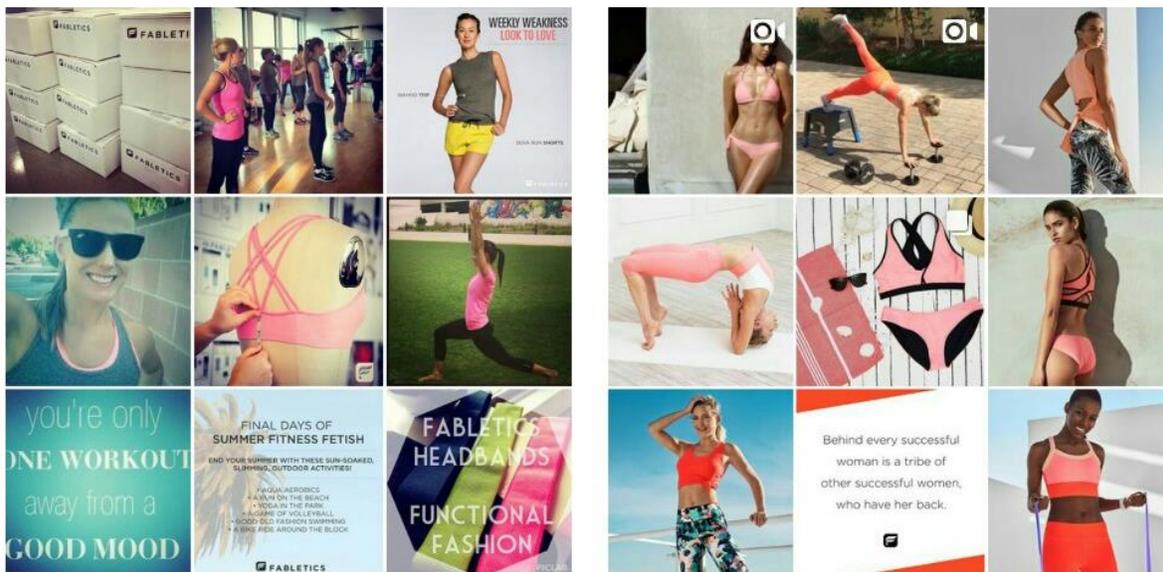
Fabletics' most posted category is Products. These posts are usually taken with celebrities, or are in the form of Flat Lay (a form of still life taken from a top down or aerial view, presenting a layout of items or products on a flat surface). People view Flat Lays as a more sophisticated and creative way of presenting items on Instagram. Fabletics uses this as well on their account. The following post is posted on February 21, 2017, it is an excellent example of Flat Lay.



These posts generally attract more comments of 2 types. One shares people’s thought on the product, the other raises concerns with shipments and order to customer services. Fabletics does reply to the comments for the users that need help. If the question is general, Fabletics will answer it at the comment section; if the question is specific to the order, Fabletics will ask users to DM (direct message) the concern in order to keep personal information confidential. Besides, Fabletics also have the social media workers sign their initial on the comment, for example “-sj” and “-rt”.

Color Theme

Similar with many other Instagram users, Fabletics varies the type of posts on their profile to keep the newsfeed fresh, but maintains a color and stylistic theme to keep their profile consistent. The image below shows the difference from posts when they first started using Instagram versus posts recently on their profile.



Posts from August 17, 2013 to August 22, 2013

Posts from March 7, 2017 to March 11, 2017

Fabletics used to use this heavy sepia toned filter on the posts, which did not appear professional. But now, as shown in the image above, Fabletics is using coral and tangerine orange to unify the theme. The result appears cleaner and more appealing.

Conclusion

Instagram users are very visually driven. Fabletics has improved a lot over time in term of the quality of the posts to the customer service experience that they provided. From analyzing our competitor’s Instagram profile, we hope to mitigate the learning curve and avoid the mistakes that they have made. Fabletics posted a lot of celebrity posts, but they never tag the celebrities featured in the photo. This is a big opportunity that they are missing out on.

Thank you for taking the time to read through the report. I hope that the report has helped in gaining valuable insight on social media. Instagram is only a small fraction of social media; research should also be done for Facebook, Twitter, and other platforms depending on the market of region.