

THE
NEW ZEALAND
FACEBOOK AND
INSTAGRAM
REPORT
2020

MOSH

[MOSH.CO.NZ](https://mosh.co.nz)

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FOREWORD

In this day and age, it's hard to ignore the impact of social media on our everyday lives. For a lot of brands and individuals, social media is quite literally part of who we are — a fact that doesn't look likely to change any time soon. However, the ways people use social media continue to evolve and, as marketers, it's important that we keep abreast of, and take part in, this evolution.

Therefore, for this report, we analysed 24,000 New Zealand Facebook Pages and more than 11,000 Instagram accounts to track the changing ways in which New Zealand brands are leveraging social media for marketing purposes. We also looked at how users are interacting with those brands through the same media.

NOTE ON COVID-19

This report is based on data from the six months between 1 September 2019 and 29 February 2020 — the last 'normal' period before the COVID-19 coronavirus disrupted lives around the globe.

As such, it provides a snapshot of 'pre-COVID' social media behaviour. It is worth noting that all available data (e.g. Socialbakers' State of Social Media Report: The Impact of COVID-19) indicate that social media use has increased since the onset of the pandemic, most probably because they provide a safe forum for social interaction when face-to-face interactions are restricted. Therefore, it seems probable that, if anything, social media is now going to be even more important now than in the pre-pandemic world.



"We analysed 24,000 New Zealand Facebook Pages and more than 11,000 Instagram accounts to track the changing ways in which New Zealand brands are leveraging social media for marketing purposes."

INTRODUCTION

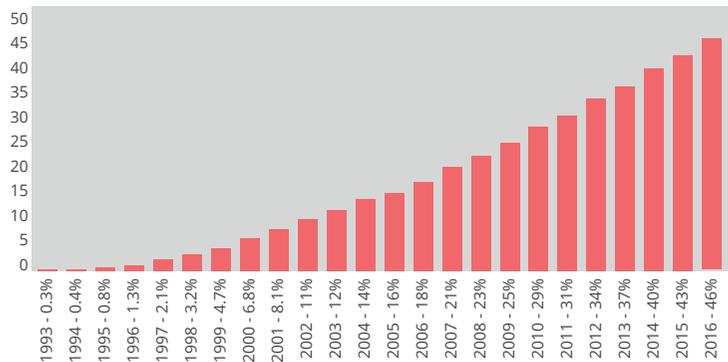
THE INTERNET HAS CHANGED EVERYTHING.

Originally conceived as a means of sharing and protecting information in the paranoia-tinged era of the Cold War, the Internet has transformed civilisation in unprecedented ways over the last half-century. Initially a governmental and academic endeavour, the Internet went commercial in the early 1990s — and nothing has been the same since.

Over the last three decades, global internet use has skyrocketed. In 1993, only 0.3% of the global population used the internet. Today, a mere 27 years later, nearly two thirds of all people on planet earth are regular internet users.

“Nearly two thirds of all people on planet earth are regular internet users.”

GLOBAL INTERNET PENETRATION 2019: 59%
Individuals using the Internet (% of World Population)



So, how are people using all this digital technology? To the right is a snapshot of what happens every 60 seconds on the Internet.

THIS IS WHAT HAPPENED IN AN INTERNET MINUTE IN 2019:



Created By Twitter Users @LoriLewis and @OfficiallyChadd

NEW ZEALAND & THE INTERNET

Today, 93% of the New Zealand population are connected to the Internet, according to GlobalWebIndex data.

Not only that but, for most of us, data is no longer the restricting commodity it once was. More than two-thirds of Kiwis now have unlimited data plans, giving us access to as much content as we can possibly consume. An increasing number of Kiwi users are also signing up for “unlimited” mobile data plans (which are typically throttled back in speed once certain data volumes are reached, but still effectively unlimited in comparison to previous arrangements).

“More than two-thirds of Kiwis now have unlimited data plans”

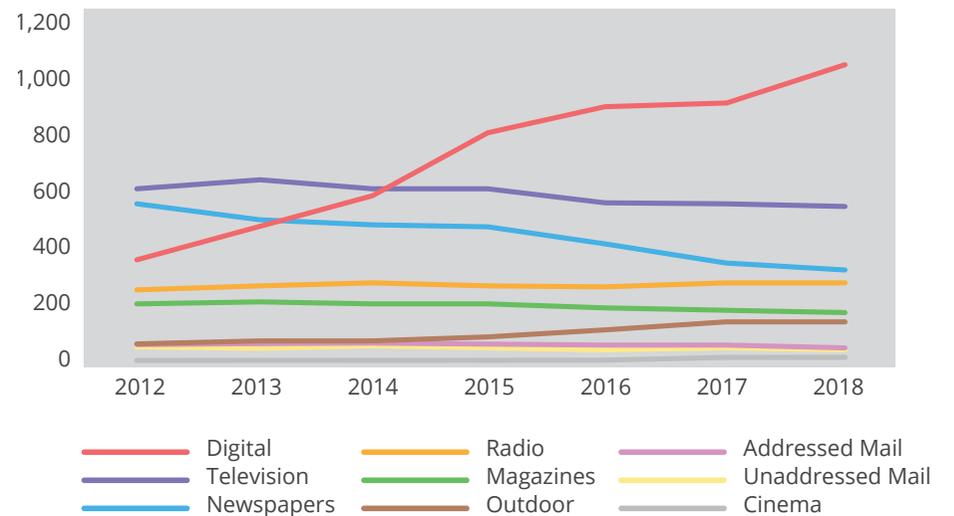
What do we do with all this digital capacity? Probably much the same as Internet users everywhere: we post selfies, share memes, watch videos, buy and sell stuff, read news (and fake news) stories, do our banking, swipe left (and right) and exchange messages with friends and family.

Here are the 20 most popular online destinations in New Zealand, according to Alexa.com (please excuse the adult-only references, kids).

- 1/ Google.com
- 2/ YouTube.com
- 3/ Facebook.com
- 4/ Trademe.co.nz
- 5/ Reddit.com
- 6/ Google.co.nz
- 7/ Stuff.co.nz
- 8/ Netflix.com
- 9/ Wikipedia.org
- 10/ NZherald.co.nz
- 11/ Amazon.com
- 12/ Live.com
- 13/ Newzealandgirls.co.nz
- 14/ Aliexpress.com
- 15/ ANZ.co.nz
- 16/ ASB.co.nz
- 17/ Twitch.TV
- 18/ Livejasmin.com
- 19/ TVNZ.co.nz
- 20/ Westpac.co.nz

As an increasing number of New Zealanders have moved online, so has the advertising industry. By 2015, digital had become the largest single medium for New Zealand advertising expenditure:

NZ ADVERTISING EXPENDITURE 2012-2016



\$Millions. Source: Advertising Standards Authority Annual Turnover Report

By the end of 2019, more than \$1.26 billion was being lavished on digital advertising by Kiwi advertisers. And guess what was the fastest-growing medium for online advertising in that year? That’s right. It was social media, whose use for online advertising increased by 23.2%.

Social media were the fastest-growing channel for digital advertising in New Zealand in 2019, according to data from the NZ Interactive Advertising Bureau.

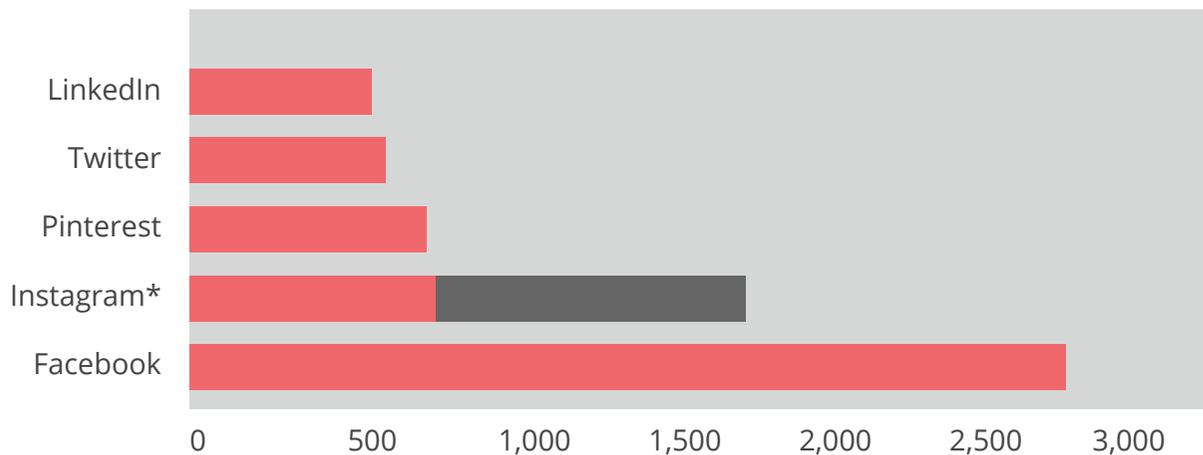
These findings raise the question: Which social media platforms are most significant for Kiwi businesses looking to make use of the internet's vast advertising potential?

“There are two standout performers amongst social media platforms in this country: Facebook and Instagram.”

Fortunately, data from Nielsen Online make the answer to this question quite clear.

The following graph shows the comparative performance of the major social media platforms in New Zealand:

JUNE 2020: MONTHLY UNIQUE NZ AUDIENCE (OOOs)

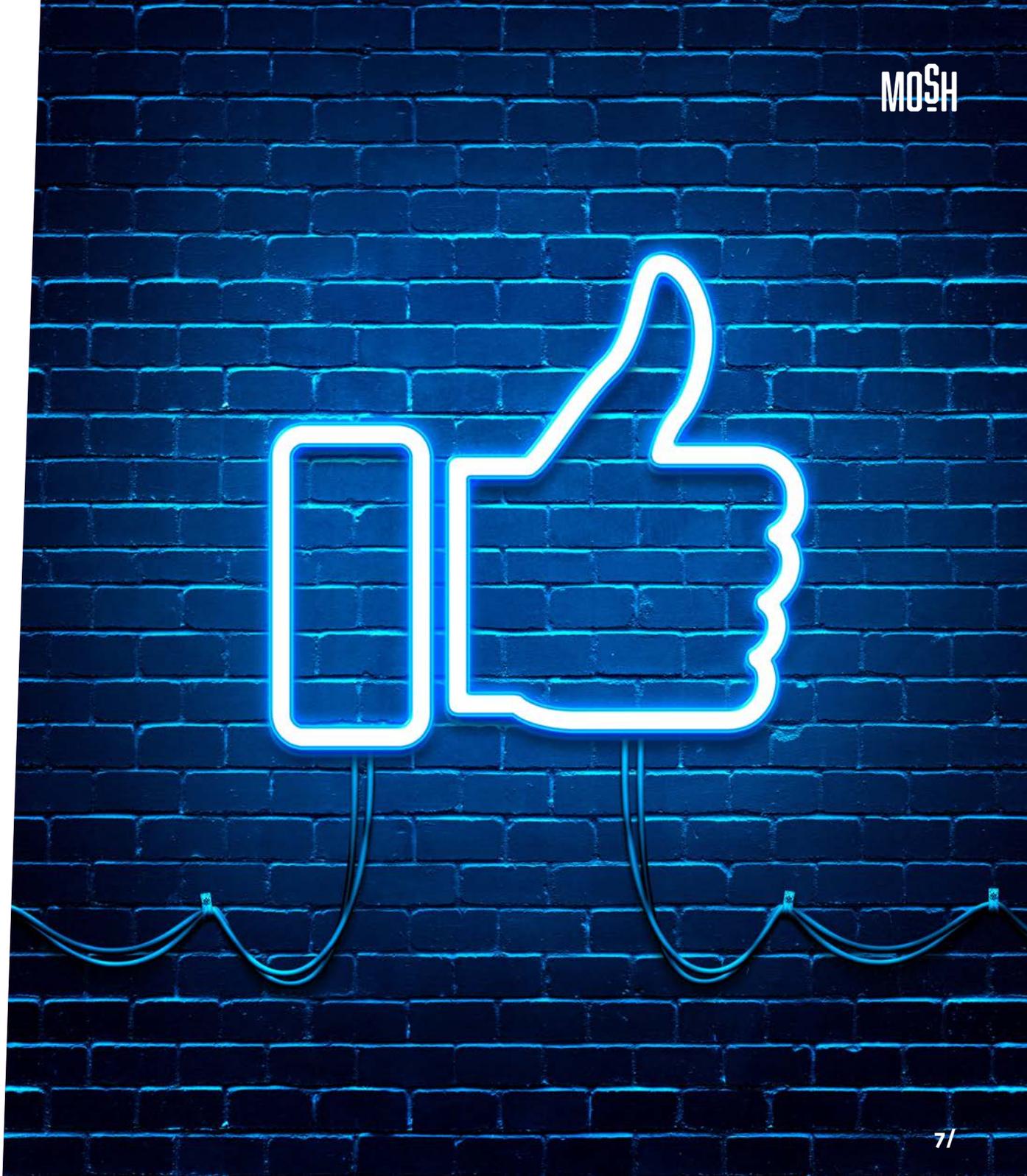


* Instagram Nielsen data supplemented by Instagram's own data to better reflect total performance.

Clearly, there are two standout performers amongst social media platforms in this country: Facebook and Instagram. Therefore, in the remainder of this report, we take an in-depth look at how Kiwi businesses are using Facebook and Instagram for marketing purposes, as well as how these platforms enable Kiwi customers to engage with those businesses. We start with Facebook.



FACEBOOK



FACEBOOK BY THE NUMBERS

Facebook is the world's leading social platform, reaching 60.6% of internet users, according to Facebook's data.

Internationally, Facebook has 2.45 billion monthly active users, with at least 1.6 billion users who visit the site daily.

Take a moment to consider the implications of that last statistic. One way of thinking about platforms like Facebook is as the online equivalent of traditional venues for social interaction, such as bars and pubs, where people go to hang out and catch up with friends. Now, imagine the potential for social interaction of a bar visited by around a fifth of the global population every day. If you were someone trying to promote your own brand through word-of-mouth, you would want to be in that bar! Of course, it helps that people can visit Facebook without having to move a step: 96% of active users access the platform via mobile devices.

With all this online traffic, it is no wonder that Facebook also draws a strong business presence. Around the world, more than 80 million small businesses have their own Facebook Pages.

If we turn our attention closer to home, we find that Facebook is also New Zealand's leading social media platform, with 84% of NZ Internet users aged 16 to 64 use Facebook each month, according to GlobalWebIndex. Let's now take a closer look at how that 84% breaks down.

"84% of NZ Internet users aged 16 to 64 use Facebook each month."

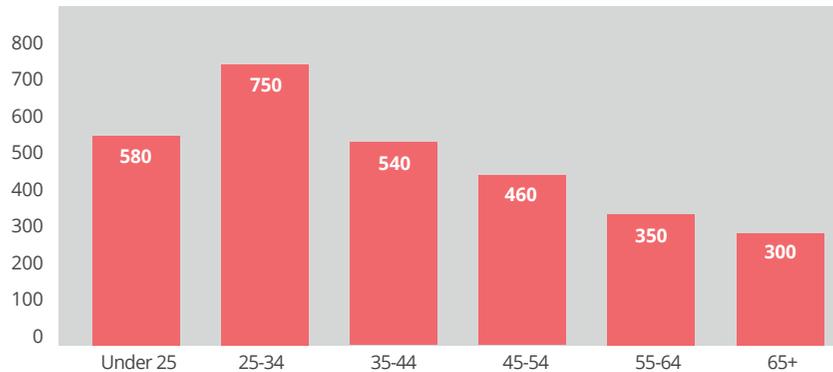
NEW ZEALANDERS ON FACEBOOK: THE STATS

Age-Related Statistics

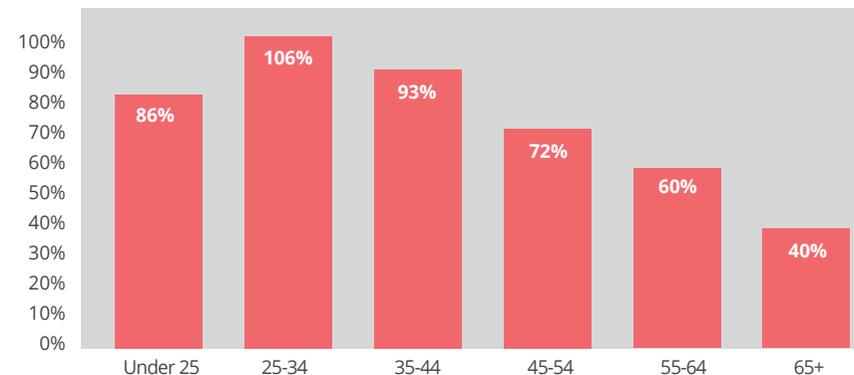
As the following graph shows, Facebook reaches different age groups in NZ quite evenly, at least in terms of raw audience numbers:

If we compare those Facebook visitor numbers to the New Zealand population, here are the percentages of each age group that we might expect to reach through Facebook:

MARCH 2020: NZ FACEBOOK USERS BY AGE GROUP (OOOs)



MARCH 2020: NZ FACEBOOK USER PROFILE



Observant readers will notice that the percentage of those aged 25-34 that can be reached through Facebook appears truly heroic, representing more than the entire population in that age group. Since both sources of data are estimated rather than tracked, it would therefore seem that some rounding down might be required. Or, more likely, there are some other reasons for the discrepancy. For example, people under 13 years lying about their age (the minimum age to create a profile is 13), people having multiple accounts for various reasons, and fake accounts or 'bots'.

In any event, the specifics of the data need not detain us here. It is the general trend that matters. From the above information, we can see clearly that, on average, nine out of ten Kiwis under the age of 45 are Facebook users, while two-thirds of those aged between 45 and 64 fall into that category.

Time Spent on Facebook

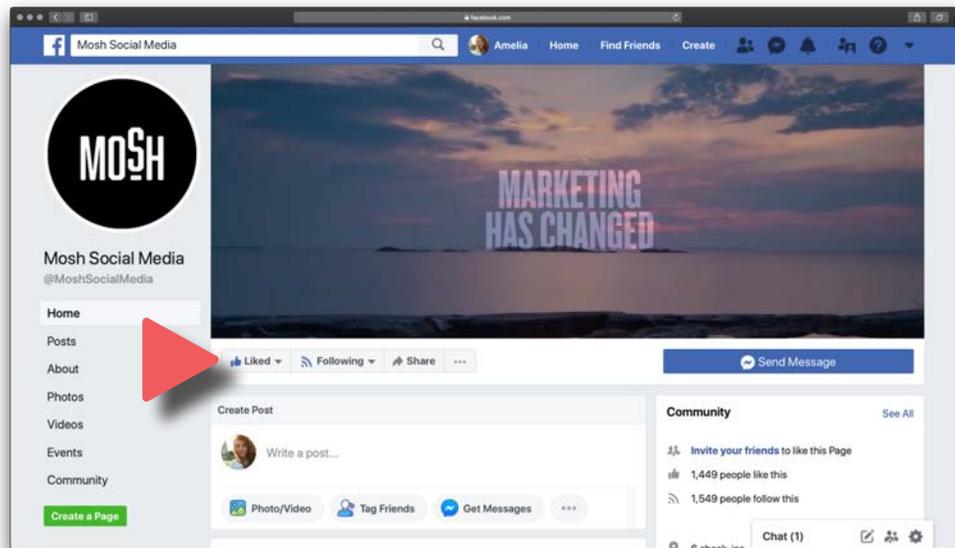
Kiwis have steadily increased the number of hours they spend on Facebook over the last several years, from 6 hours and 33 minutes per month in December 2013 to 9 hours and 57 minutes in June 2019, according to Nielsen Online data. In short, Facebook has become a monster of a digital medium for New Zealanders.

So, how are marketers taking advantage of it?

NZ FACEBOOK PAGES: 2020

To join Facebook, brands and organisations need to set up what Facebook calls a Page (with a capital P).

Pages enable businesses, public figures and other entities to create an authentic and public presence on Facebook. Unlike an individual's profile, Facebook Pages are visible to everyone on the internet by default. Consequently, you and every person on Facebook can connect with these businesses, which you may do by Liking and/or following a Page:



If you Like or follow a Page, then you may receive posts from that page in your News Feed. And, if you choose, you can interact with the Page's posts — for example, by leaving comments.

In the early days of Facebook, organisations could expect most of their Page followers to see their posts. As Facebook has grown and expanded, and as the company has sought to monetize the service it provides, the percentage of followers likely to be exposed to a typical Page's posts has steadily declined.

“We’ve said it before and we’ll say it again — organic reach is dying.”

From September 2019 to February 2020, across the 23,971 NZ Facebook Pages we analysed, an average of just 2.24% of Page followers interacted with a brand's Page per week. We've said it before and we'll say it again — organic reach is dying.

These days, brands must do two things to improve their reach:

1. Utilise Facebook advertising and/or
2. Create content that followers really, really want to interact with

To explore how you can improve your Facebook presence, let's look at how some of New Zealand's leading brands are performing on Facebook.

NZ FACEBOOK PERFORMANCE REPORT 2020

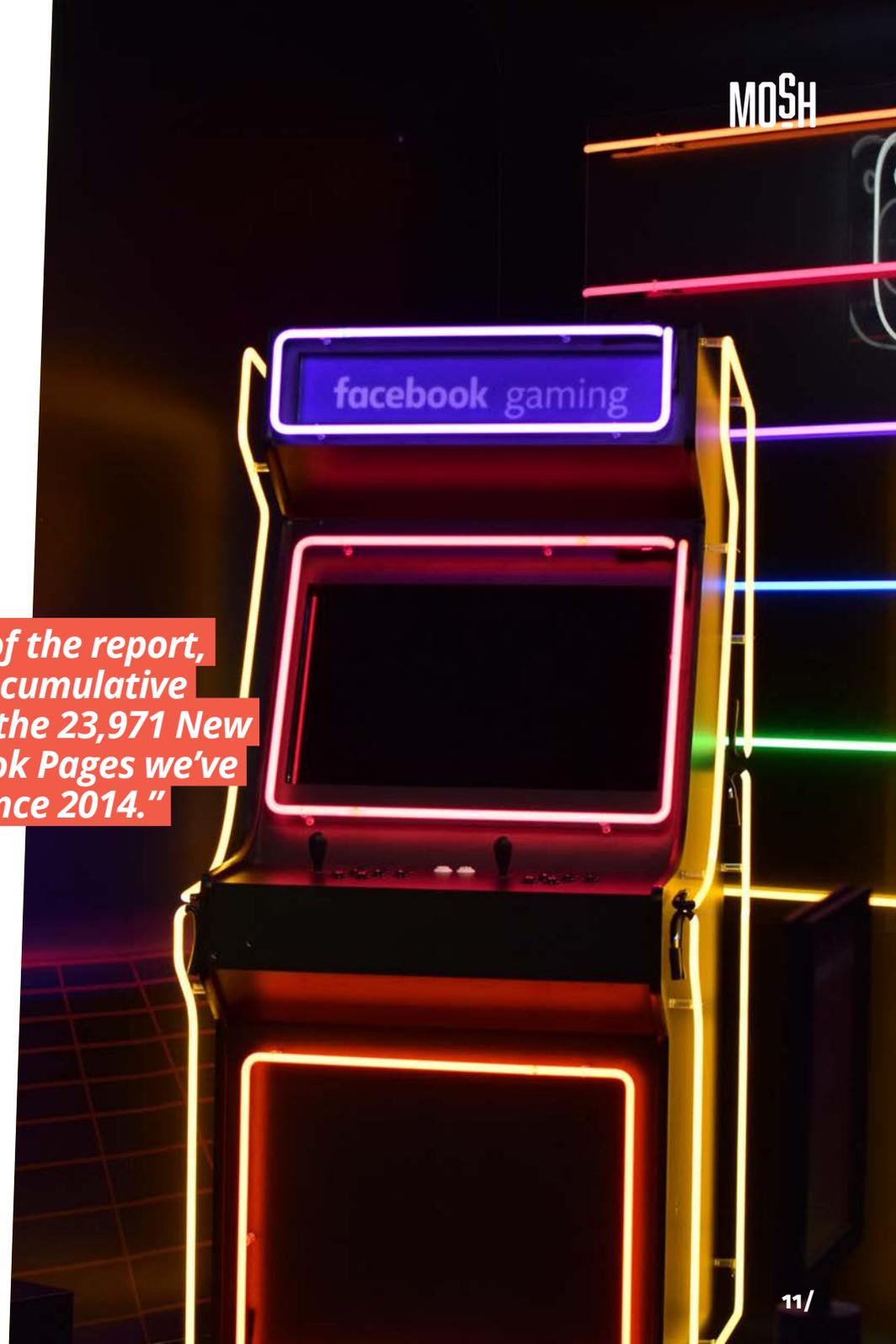
In this section of the report, we examine the cumulative performance of the 23,971 New Zealand Facebook Pages we've been tracking since 2014.

First, you should know that before starting any number-crunching, we removed most of the top 50 "most liked" NZ Facebook Pages, such as McDonald's, KFC, Walt Disney, Nivea, Nissan, Cadbury and even Facebook itself, as these NZ variants of international brands display cumulative global Likes rather than just local numbers. If we didn't remove those pages, total Likes would be out of whack with local performances.

With that caveat, then, let's examine exactly how 23,971 New Zealand Facebook Pages performed recently. The metrics we used to gauge performance were:

- Average Likes (the average number of Page Likes acquired by a Page)
- Average Talks (the cumulative total of post reactions, comments and shares and are an indicator of consumer interaction with pages and posts)
- Average Engagement (a calculation of the number of Facebook talks for a given Facebook Page, divided by the total number of Likes for that page. Engagement is expressed as a percentage to enable comparison between Facebook Pages).

"In this section of the report, we examine the cumulative performance of the 23,971 New Zealand Facebook Pages we've been tracking since 2014."



AVERAGE NZ FACEBOOK PAGE PERFORMANCE: 2020



In comparison, the below was the average New Zealand Facebook Page Performance in September 2017, as shown in our previous report:



On average, Facebook Page Likes have grown 6% since 2017, while Talks have slipped back by 10% and overall engagement has dropped by 14%.

Page Likes, once highly sought after by marketers, have become significantly less important as a metric because followers Liking your Page no longer translates into them seeing your posts. What the increase in Facebook Page Likes does show, however, is an equivalent increase in fans specifically choosing to follow brand Pages. In other words, the Like is, as you might hope, an acknowledgement of support for a brand.

Over many years, research has confirmed that the number one reason consumers Like a brand's Facebook Page is to support that brand:

REASONS FOR BECOMING A BRAND FAN ON FACEBOOK

QUESTION: "The following are the reasons of becoming a fan that were mentioned to us by others. Which, if any, of the following reasons led you to become a Fan or 'Like' the following brands on Facebook?" **Source: Syncapse.com**

49% To support the brand I like	27% To share my interests / lifestyle with others
42% To get a coupon or discount	21% To research brands when I was looking for specific products / services
41% To receive regular updates from brands I like	20% Seeing my friends are already a fan or 'liked'
35% To participate in content	18% A brand advertisement (TV, online, magazines) led me to the fan the brand
31% To share my personal good experiences	15% Someone recommended me to Like the brand

Clearly, brand support is the number one motive for Liking a Page, although it is worth noting that other motives are not far behind. Marketers should keep these other motives in mind when creating content for their Pages.

TALKS AND ENGAGEMENT 2017 VS 2020

Interaction with Facebook Pages is down slightly, as highlighted by comparisons between data from 2017 and 2020. This decline is somewhat inevitable, given that Facebook's algorithms have been tweaked in recent years to prioritise posts from friends and family over posts from other sources.

Under these circumstances, the declines are less than might have been expected and simply continue to highlight the necessity of supplementing unpaid posts with Facebook advertising to ensure that as many people as possible are exposed to, and have the opportunity to interact with, brand posts.

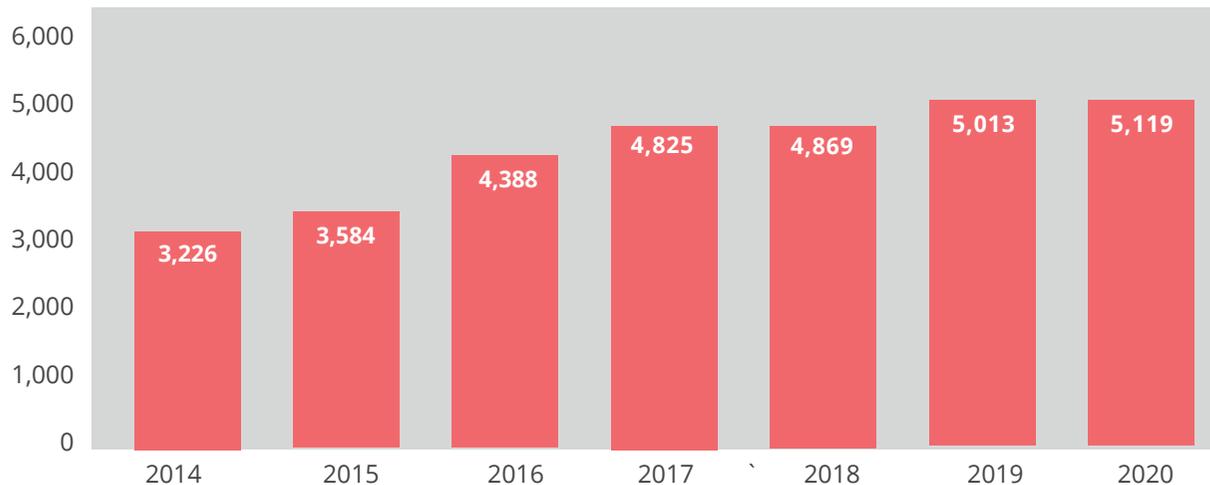
“Interaction with Facebook Pages is down slightly, as highlighted by comparisons between data from 2017 and 2020.”



LIKES

The average New Zealand Facebook Page has attracted 5,119 Likes since it was created. Total Likes increased an average of 14.3% per year between 2014 and 2017, but have since plateaued as marketers have stopped pursuing Page Likes in favour of more useful indicators of customer engagement.

NZ FACEBOOK PAGES AVERAGE LIKES 2014 - 2020



Averages, of course, are just that. For every **Snowcentre Newmarket** (a business receiving close to the average number of Likes at 5,027) there are thousands of Pages with less than 100 Likes, such as **Waiheke Shades and Covers** (99 Likes), and some 207 Pages with more than 100,000 Likes (e.g. **Hell Pizza** with 132,345 Likes).



 PAGE LIKES	 POST LIKES	 COMMENTS	 SHARES
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Now, let's take a look at 25 of the most popular NZ Facebook Pages (measured by total Page Likes):

To highlight the significance of all this data, let's examine some of those highfliers (and a few others, representing significant NZ product categories) and see how they're attracting engagement and what we can learn from them.

1	All Blacks	4,674,072	2,867,696	224,978	210,392
2	100% Pure New Zealand	3,121,210	186,645	12,006	11,937
3	Air New Zealand	1,994,538	875,186	62,812	71,094
4	Blackcaps	1,874,399	664,122	37,453	13,578
5	NZV8 magazine	1,398,550	28,123	2,999	4,039
6	Les Mills	1,234,042	36,288	1,568	4,592
7	NZ Herald*	1,053,072			
8	Stuff.co.nz*	880,515			
9	Performance Car	868,380	13,495	1,776	965
10	Whittakers NZ	826,604	75,933	34,574	5,310
11	Dish Magazine	502,812	7,740	1,720	1,720
12	Sky Sport NZ	499,614	218,227	26,047	15,533
13	Vodafone Warriors	473,280	127,893	24,525	7,098
14	Spookers NZ	468,794	16,602	13,218	3,486
15	Shortland Street	432,837	60,261	26,570	4,079
16	GO Explore New Zealand	429,521	80,441	4,837	9,421
17	Mighty Ape	396,288	44,100	67,130	7,840
18	Crusaders	394,303	74,642	11,750	7,890
19	ZM online	386,928	205,930	537,015	26,863
20	LeCordon Bleu NZ	379,798	1,854	36	53
21	Kathmandu	358,829	5,520	440	320
22	Hokonui	358,642	4	0	2
23	Countdown	351,460	46,350	61,380	4,140
24	Healthy Food Guide	329,166	4,371	1,156	1,655
25	The Rock FM	326,219	173,242	156,856	18,646

As of 29 February 2020. *Insufficient data available over the period

ALL BLACKS

New Zealand’s most popular Facebook Page, that of the mighty All Blacks, is crowned by a video banner, showcasing New Zealand’s rugby heroes in monochromatic splendour as they score spectacular tries. It’s an obvious but clever use of the video banner option: highlight your achievements in (silent) video form.

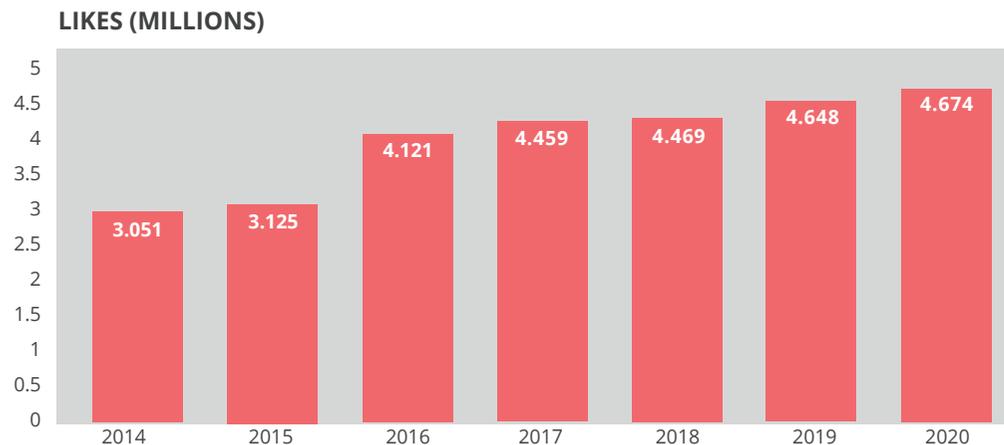
The Page makes good use of the Call to Action (CTA) buttons, including “Send Message” and “Sign Up” to Team All Blacks. Clicking on “Sign Up” takes us to a website where we can indeed join Team All Blacks. For the record, signing up entitles us to advanced access to match tickets, exclusive content, 10% off our first purchase at the All Black Shop, and other “amazing experiences”.

CTA buttons such as these encourage followers to take immediate action. Clicking on a button takes users to a URL specified by the organisation operating the Facebook Page. CTA button options offered by Facebook include the following:



Don’t underestimate the power of a CTA button. It is one of the few tools that Facebook provides for free that can enhance your online presence (and even your sales) outside of Facebook.

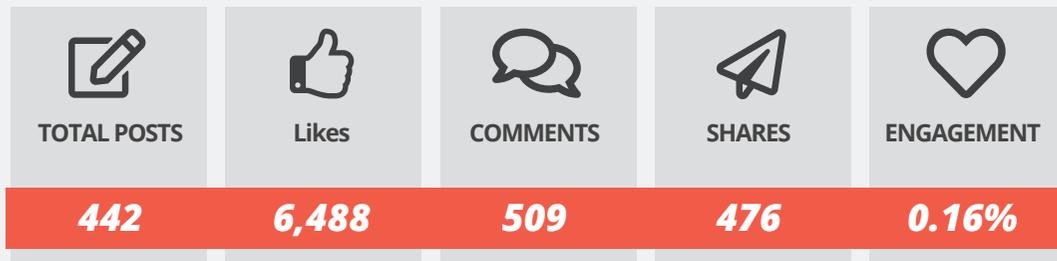
Anyway, back to the All Blacks. Take a look at the way in which total Page Likes have grown over the past seven years. In essence, the Page has plateaued since 2017:



Now, let's examine the average performance of the 442 posts to the All Blacks page over the six-month period from 1 September 2019 to 29 February 2020:

All Blacks: Average Reactions to Facebook Posts

Data collected between 1 September 2019 and 29 February 2020



As you might imagine, the All Blacks following is drawn from all around the world, which explains why they have more total Page Likes than the total New Zealand Internet population. Post reactions were substantial throughout this period, which included the Rugby World Cup.

The success of the All Blacks Page comes down to a combination of factors, including:

- The enduring performance of the team, year after year, which encourages ongoing fan support and engagement
- Followers' passion for the team and the sport
- Easy access to media materials, including plenty of video
- High posting frequency, particularly in-season

The most popular post to the All Blacks Page over the data collection period was this sporting tribute to their enduring rivals:



And the top video over the period was this montage of the top All Blacks tries of 2019, which racked up some pretty compelling statistics:

- 367,063 views
- 9100 Likes
- 174 comments
- 1,400 shares

All Blacks
· 8 January ·

All Blacks Top 10 Tries of 2019
Before we crack into 2020, check out the top 10 All Blacks tries of 2019!

367,063 Views
9.1K Likes 174 comments 1.4K shares

Like Comment Share

Most relevant

Shannon Edwards Gees I miss the ABs!! ALWAYS best team in the world to me ❤️
Like · Reply · 10w

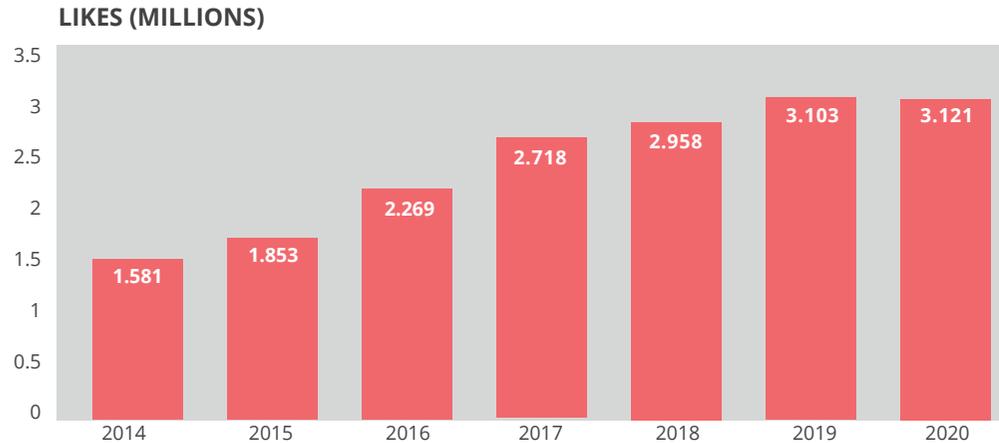
David Hows Amazing athlete's - so exciting to watch
Like · Reply · 9w

Top fan
Joe Diaz Cardenas Nice tries my team! 🙌

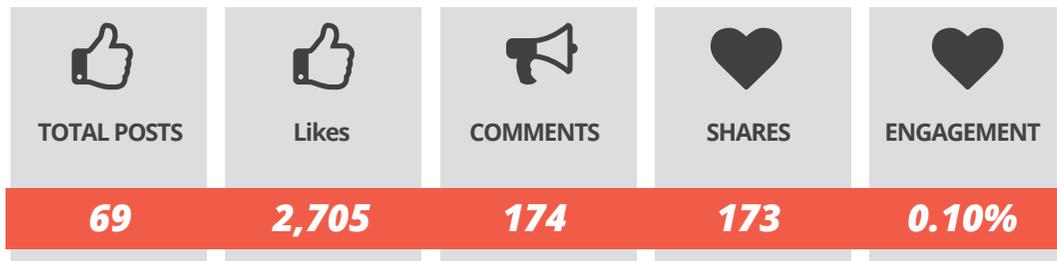
Write a comment...

100% PURE NEW ZEALAND

Next up, we have Tourism NZ's official 100% Pure New Zealand Facebook Page, which has nearly doubled its numbers of Likes over the past seven years:



The 100% Pure New Zealand Page has seen relatively low levels of posts over the past six months, averaging a little over two posts a week.



Data collected between 1 September 2019 and 29 February 2020



Even so, posts to the Page have attracted decent reaction results, thanks to:

- Thumb-stopping imagery of the New Zealand landscape (it certainly helps to have some world-class landscapes to work with)
- Sharing user-generated content (UGC)
- Leveraging increased global interest in visiting New Zealand
- Human interest stories from across New Zealand that have gathered attention and Likes



The most popular post during the study period was this bad boy.



The most popular video was part of a campaign entitled "Good Morning World".

And the most popular video was part of a campaign entitled "Good Morning World," which offers up a 365-day tour of New Zealand, encountering locals along the way. This particular video was received a push on its way to stardom by the participation of one of New Zealand's local heroes.

MIGHTY APE

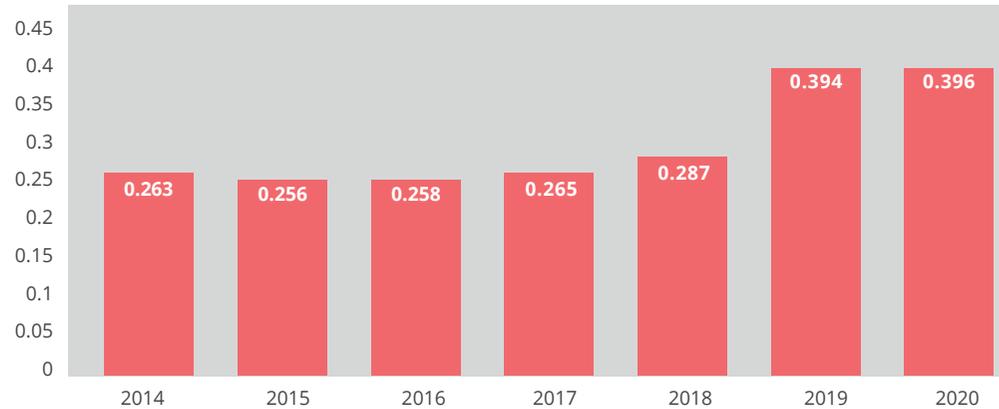
Mighty Ape is one of New Zealand's leading online retailers and actually operates a total of ten Facebook Pages (most of them devoted to specific product niches such as Mighty Ape Games, Mighty Ape Books, Mighty Ape Toys, Mighty Ape Collectibles, and so on).

For now, we're just going to focus on the main Facebook Page, but it's worth noting the value of creating different Facebook Pages for different niches. It will allow you to be much more focused within each Page, in terms of both content and target audience.

For Mighty Ape, the Page Like numbers remained relatively flat until 2019, when numbers suddenly spiked. If we were to speculate, we'd say this is when its advertising investment got serious.

Mighty Ape's Facebook Page churned out some serious content during the data collection period — more than 18 posts a week, or two posts a day.

LIKES (MILLIONS)



Icon	Metric	Value
	TOTAL POSTS	490
	Likes	90
	COMMENTS	137
	SHARES	16
	ENGAGEMENT	0.06%

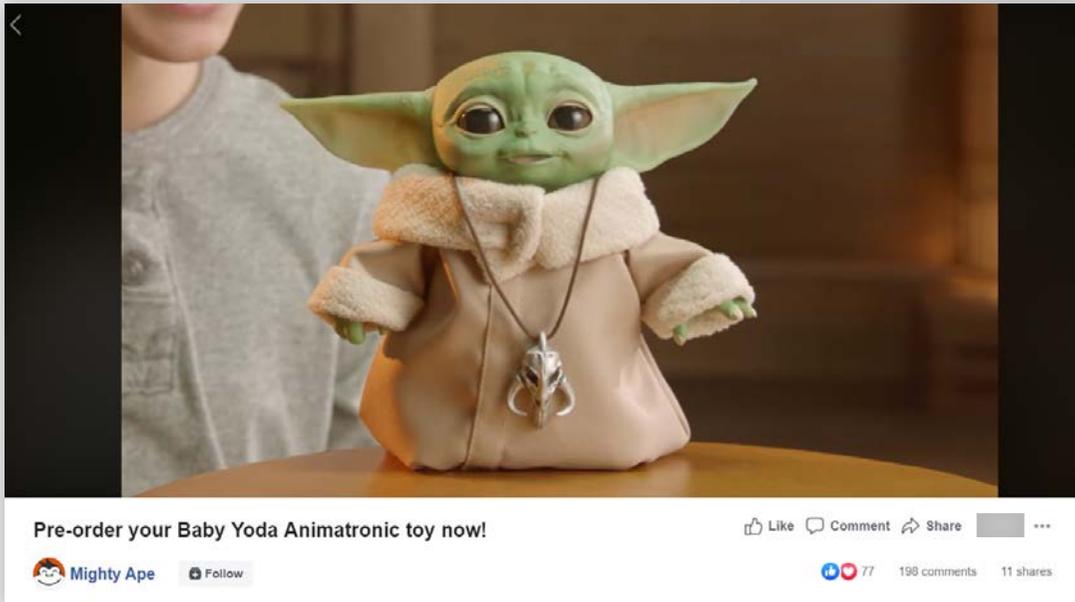
Data collected between 1 September 2019 and 29 February 2020

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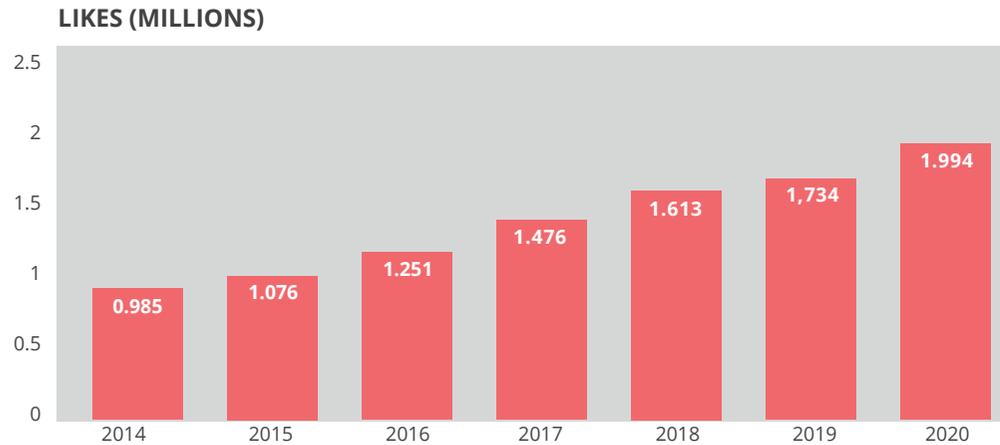
The most popular image post over the period was this cat post.

Yes, cats. Always a prime candidate to go viral. Arguably equally as cute as the cat, and certainly more relevant for the Mighty Ape audience, was the recent Baby Yoda video which quickly gained 43,000 views, 77 Likes and 198 comments.



AIR NEW ZEALAND

The nation's airline was in full promotional mode prior to COVID-19. Page Likes have steadily grown over the years and the airline has now acquired nearly two million followers.



Across the data collection period, Air New Zealand averaged just over three posts per week.

Icon	Metric	Value
	TOTAL POSTS	82
	Likes	10,673
	COMMENTS	766
	SHARES	867
	ENGAGEMENT	0.66%

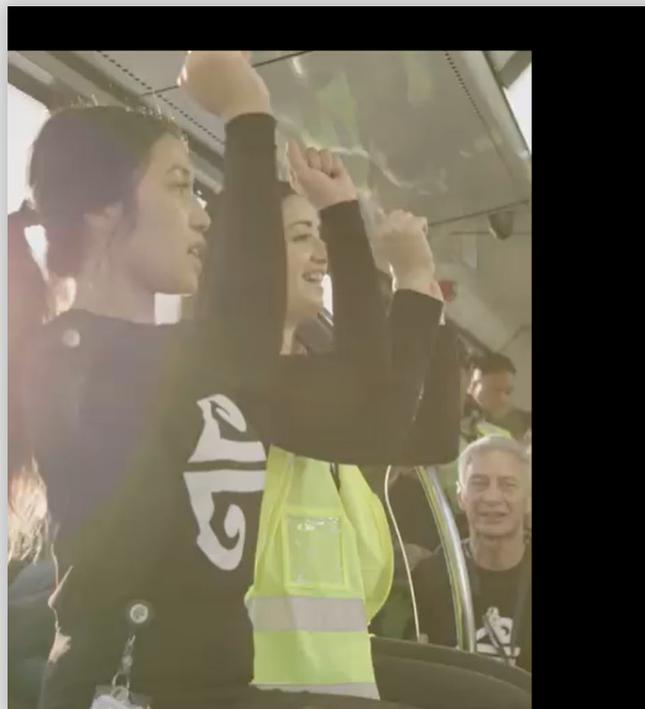
Data collected between 1 September 2019 and 29 February 2020



Air New Zealand's most popular recent image post?

Cute babies are always good for a Like or two (or 47,000, it would seem). And Air New Zealand shows how to stay relevant, with a home-made plane, trimmings and all.

The most popular video, with 1.8 million views, was inevitably rugby-themed, bidding farewell to the All Blacks as they headed for Japan and the 2019 Rugby World Cup.



Air New Zealand
9 September 2019 · 🌐

Farewell Haka
Before they take off for Japan, what better way to farewell the All Blacks than with a haka? Kia kaha te Kapa o Pango 🇳🇵 #CrazyAboutRugby #TeWikoTeReoMaori

1,798,999 Views

👍❤️ 29K 2.6K comments 17K shares

Like Comment Share

Most relevant ▾

Sandy France Very proud of our National carrier, well done Air New Zealand. I just loved this, proud to be Kiwi. 🇳🇵

Like Reply · 28w 6

"Most relevant" is selected, so some replies may have been filtered out.

Air New Zealand Author Tau kēi ❤️🇳🇵

Like Reply · 28w

View 1 more reply

Air New Zealand
7 November 2019 · 🌐

To brighten up your day 🧡✈️

#AirNZShareMe
📺 IG: solangefrancois

👍❤️😂 47K 1.1K comments 1.9K shares

Air New Zealand provides an excellent example of how big brands should conduct themselves on social media. The company leverages the many desirable attributes of its products (e.g. beautiful imagery of its various destinations) and sponsorships (e.g. the All Blacks) to exquisite effect.

While some of Air New Zealand's marketing tools are beyond the reach of smaller enterprises (for budgetary reasons), we can still learn useful lessons by studying the company's social media activities.

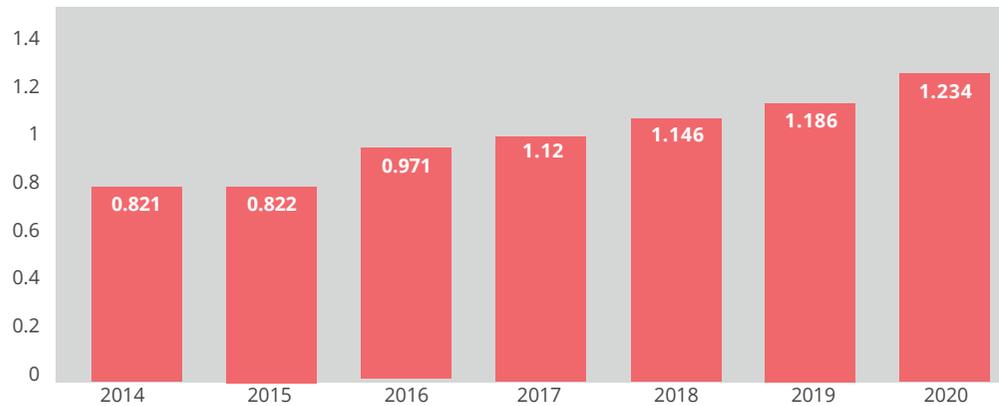
What new product development, for example, might you share with your followers (as Air New Zealand did with its Skynest prototypes, attracting 8,700 comments)?



LES MILLS

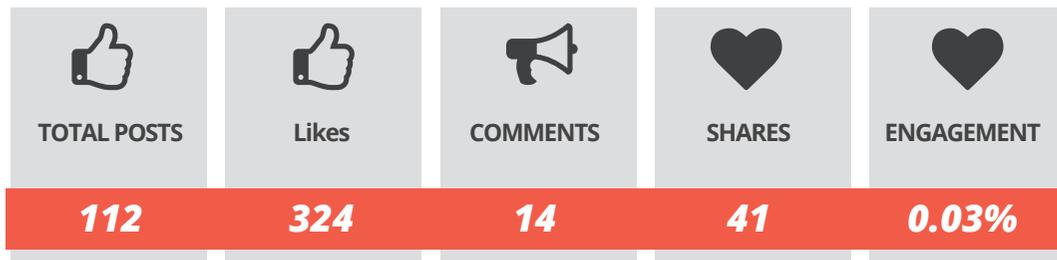
Next up is another Kiwi brand gone global: Les Mills. With beautifully-curated content featuring exercise enthusiasts, the brand's Facebook Page does an inarguably good job of inspiring action.

LIKES (MILLIONS)



Les Mills has grown its follower base over the years, and its Page Likes total now stands at more than 1.2 million.

The company was moderately active over the six-month data collection period, posting slightly more than four times per week. However, engagement has been relatively limited compared with some of the Facebook Pages we have already looked at:



Data collected between 1 September 2019 and 29 February 2020



The most popular Facebook image post was the announcement that new workouts had just been filmed and would soon be available. The post's popularity reinforces that, above all else, your Facebook followers are supporters of your product or service and love to hear about enhancements to those products or services.

Meanwhile, the most popular Facebook video post featured a high-energy sample of a new BODYCOMBAT workout routine — just the sort of thing Les Mills devotees Like.



Les Mills
· 24 February · 🌐

BODYCOMBAT 83 #FeelItAll
"Holding on and fighting through that last round of BODYCOMBAT power training, and finishing with my hand and my head held high. There's no feeling quite like it" – Rachael Newsham, BODYCOMBAT Program Director. BODYCOMBAT 83 out now.

84,252 Views
👍❤️ 561 38 comments 129 shares

👍 Like 💬 Comment ➦ Share 🌐

Most relevant ▼

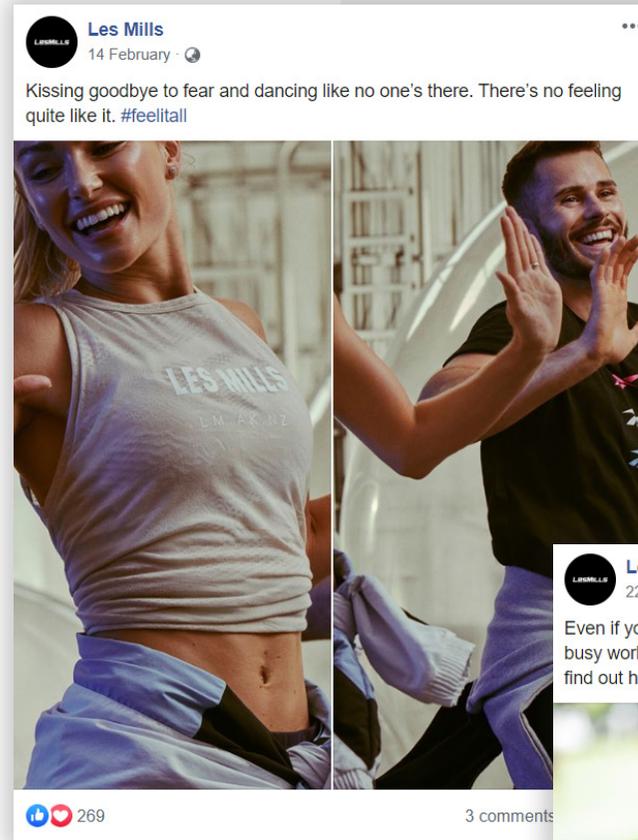
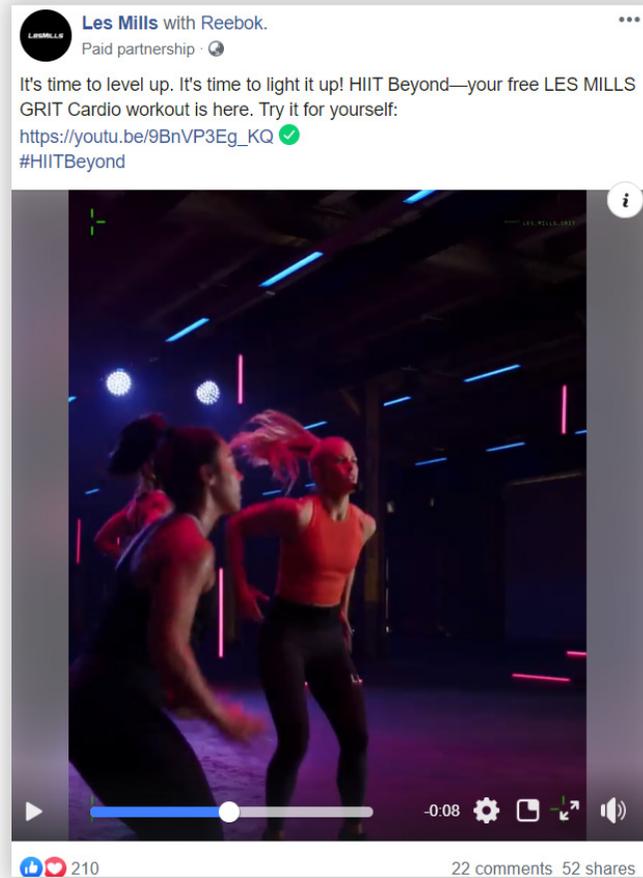
May Caceres Please!!! You've got to get Les Mills on Demand available in South America. In Argentina it is impossible to find a class if you don't live un Buenos Aires.
Like · Reply · 5w · Edited
↳ 2 replies

Les Mills is with Inge Gnatt and 21 others.
17 February · 🌐

All-new Les Mills workouts are coming your way! 🙌🏻 Filmed in Sydney and Auckland and brought to you by these legends. lesmills.com/workouts/ ✓

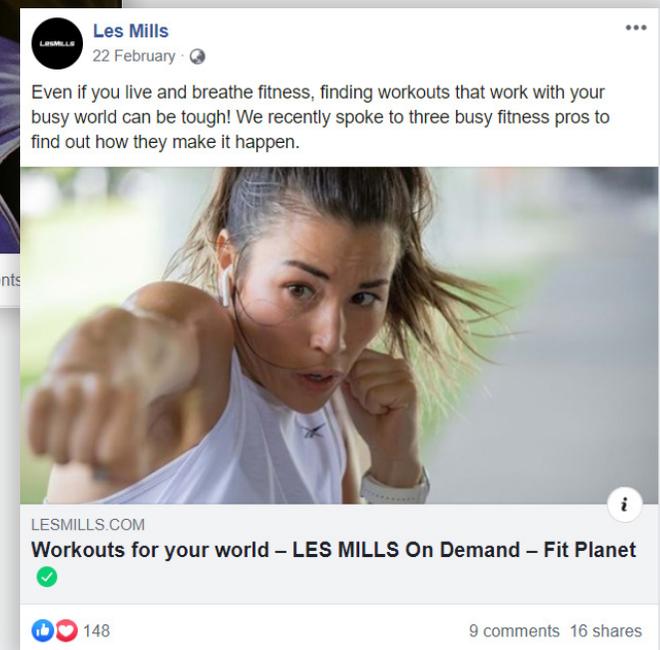
👍❤️ 1K 35 comments 31 shares

Most of the Les Mills posts on Facebook are either short, energy-packed videos (such as this paid co-promotion with Reebok) ...



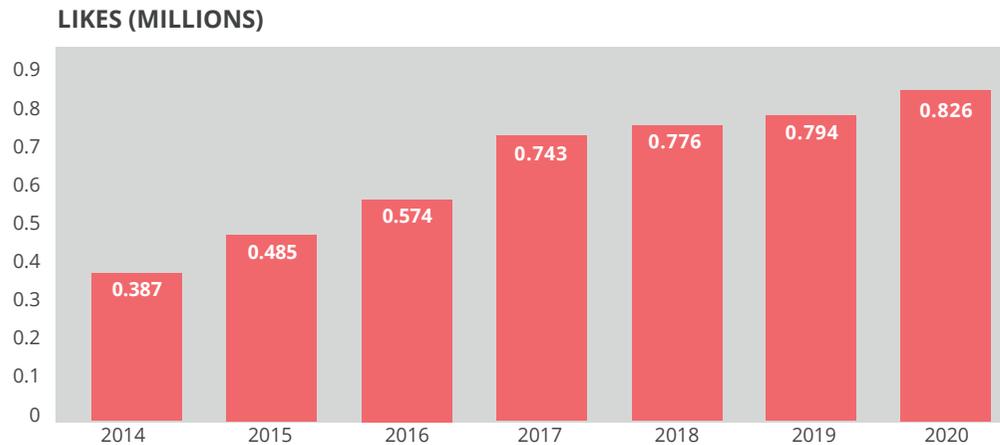
... meme-able short quotes and images ...

... or links to stories on the Les Mills website, which provide helpful advice to the Les Mills community, supporting and demonstrating the company's expertise in various aspects of fitness and training. That is a much more powerful approach than simply pushing product and price.



WHITTAKER'S CHOCOLATE

Whittaker's Chocolate is a brand whose reputation and following has blossomed in recent years, thanks to a combination of good marketing, growing demand, and, of course, the Nigella Lawson factor.



Whittaker's Facebook Page has been well received, gaining an increasing number of Likes over the last six years. Posts to the Facebook Page have been regular but not excessive, averaging two per week.

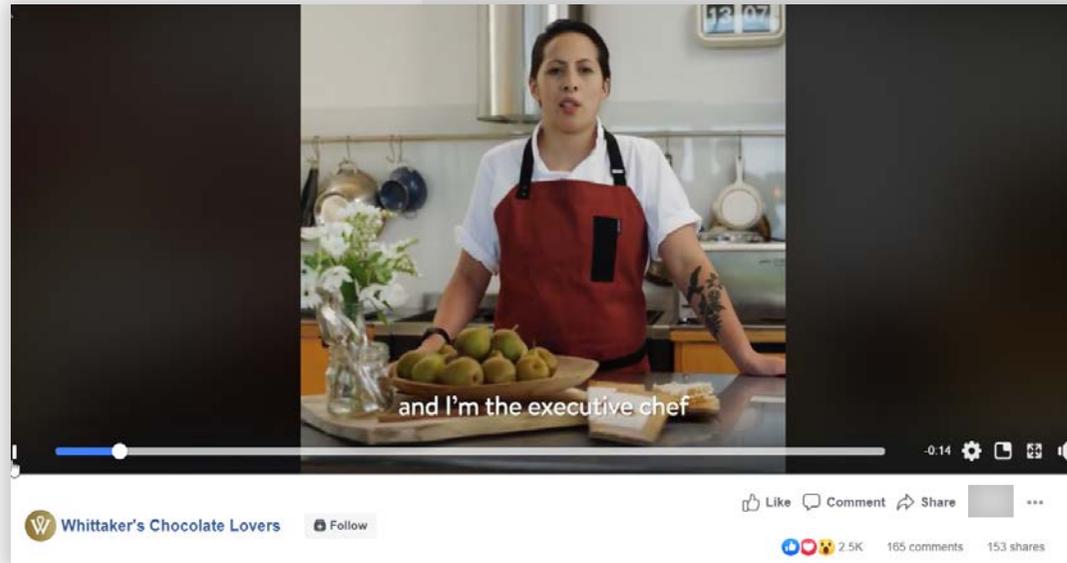
Icon	Metric	Value
	TOTAL POSTS	59
	Likes	1,287
	COMMENTS	586
	SHARES	90
	ENGAGEMENT	0.25%

Data collected between 1 September 2019 and 29 February 2020



Unlike some of the other brands featured in this report, Whittaker's most popular Facebook image post was all about the product: the limited-edition blocks promising "The flavour of NZ, a taste of Japan". No doubt the inclusion of the All Blacks within the post and on the packaging didn't hurt, either.

"Unlike some of the other brands featured in this report, Whittaker's most popular Facebook image post was all about the product."



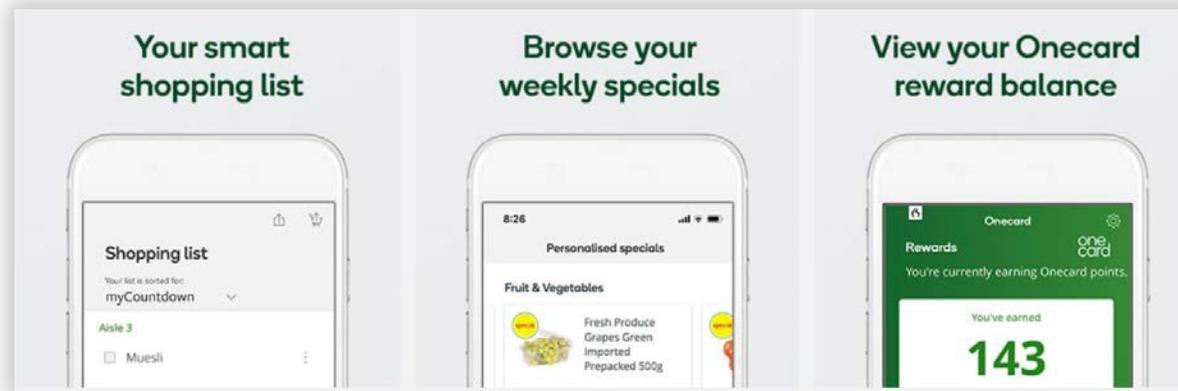
And the most popular Facebook video post was devoted to Whittaker's new artisanal products range. In this video, part of a series, chefs use Whittaker's artisanal products as the basis for a special dish.

Whittaker's has opted to devote most of its Facebook content to self-promotional messaging related to its products. As we have seen (and will see in later examples), some brands are enjoying more engagement with their followers by providing less product marketing and more content marketing.

COUNTDOWN

The well-known supermarket chain, Countdown, again provides lessons to marketers looking to enhance customer engagement and sales through Facebook Page design. The “Use App” button shown above is particularly interesting as a call to action: it encourages visitors to go directly from perusing the Page to shopping from Countdown’s shelves. The app itself is an exercise in intelligent supermarket shopping, enabling you to:

- Set up a shopping list (which you can then sort based on the layout of your local Countdown store)
- Browse weekly specials and easily add them to your list
- View Onecard balances (the app also doubles as a Onecard itself, displaying a barcode which you can scan at checkout)
- Send your shopping list, if desired, to Countdown, to be picked, packed and prepared for you to collect

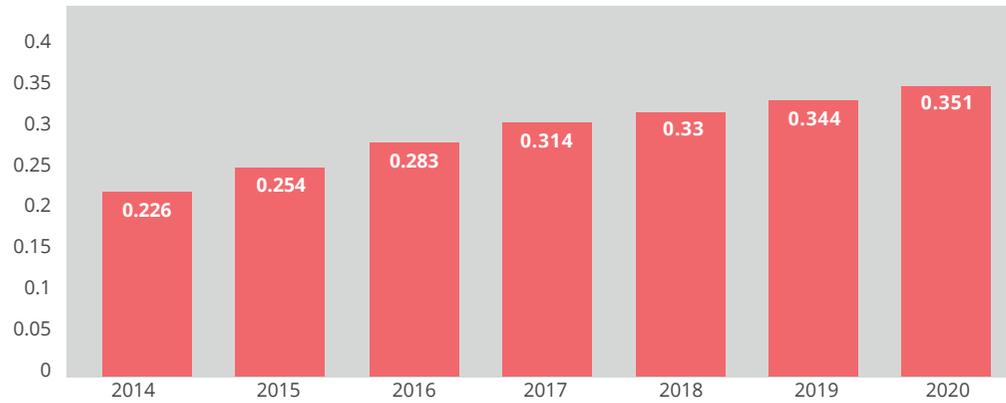


All in all, the notion of prioritising the downloading of the Countdown app on their Facebook Page is an excellent one: it encourages loyalty (once you have your shopping list on the app on your phone, why would you shop anywhere else?) and, because most Facebook interactions happen by mobile, a simple tap to download the app is a no-brainer.





LIKES (MILLIONS)



In terms of total numbers of Likes, the Countdown page has increased at a moderate pace over the years, now standing at 351,460.

Countdown posts averaged around three and a half per week during the data collection period.



Data collected between 1 September 2019 and 29 February 2020

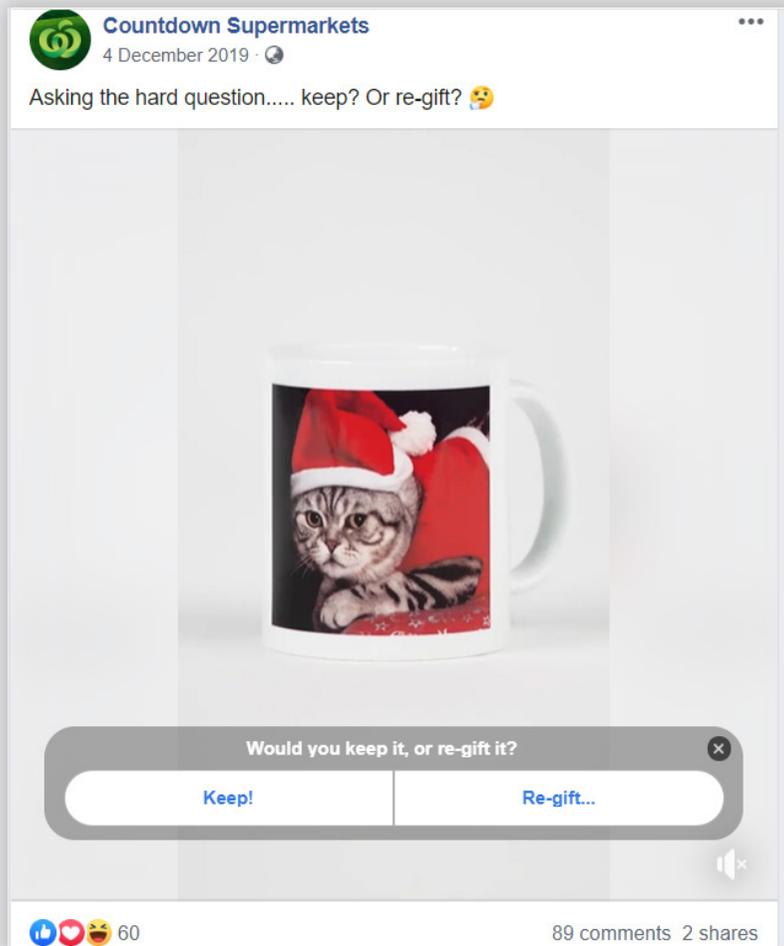
The most popular Facebook image post over the period made use of a classic strategy, the engagement campaign: “just tell us who you’re stuck for a gift idea for and you’re in to win”. This is a tirelessly effective approach, as it extends reach outside your Page’s current followers.

If you are considering running a similar engagement campaign, some suggestions courtesy of Countdown are:

- Pick a prize related to your business (so that you can remarket to people who have engaged with your page, confident that they are at least reasonably interested in a product or service that you offer).
- Set an end date to your promotion and link to qualifying terms and conditions (for example, to ensure that you are not bombarded with entries from outside your area or country).



- Another intriguing Countdown post over the period took the shape of an instant poll.



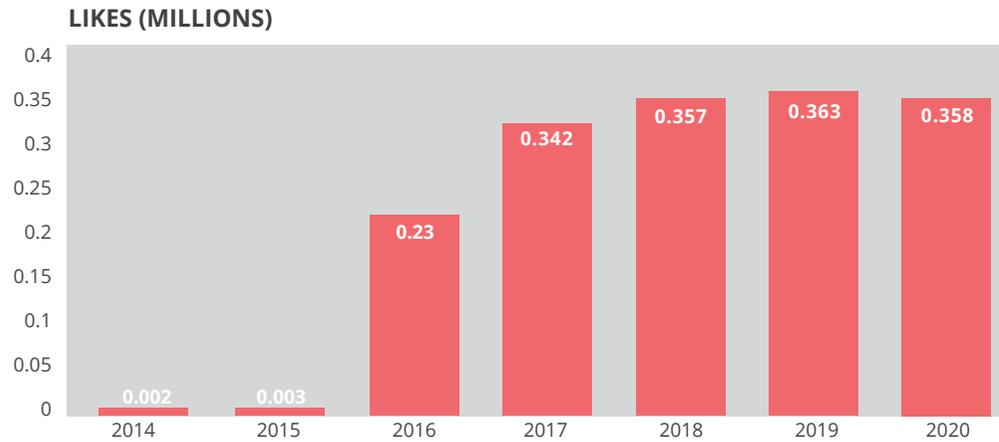
As for the most popular Facebook video post, this Christmas “Countdown” scored that honour, with 142,000 views.

HOKONU

Our next destination is this Page for Hokonui Radio, based in the deep South, in Gore (population 12,500).

We included this page because it illustrates the perils of unintended consequences.

In 2014 and 2015, the Hokonui Page was Liked by around 2,000 to 3,000 people, a solid result given the population base of the station's catchment area. Then, suddenly, the Hokonui Facebook Page went crazy, reaching 230,000 followers by March 2016. Since then, follower numbers have settled at close to the 360,000 mark.



What happened? How did this little radio station from rural New Zealand suddenly gets a popular?

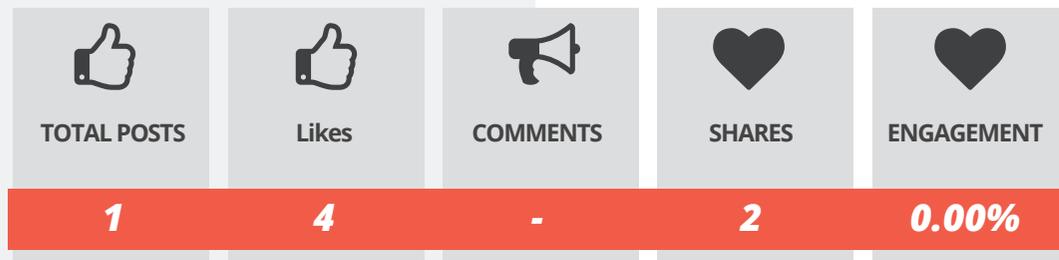


All it took, initially, was one post:

As you can see from the statistics above, that single post attracted 660,000 Likes, 28,000 comments and 2.2 million shares. Not a bad turnout.

We can speculate as to why that particular post went viral. It was Boxing Day 2015 in New Zealand, so Christmas Day in the United States. Whatever the reason, it happened. And Hokonui's following blew up as a result.

Unfortunately, all those new users from around the globe were of no use at all to Hokonui's advertisers (the source of Hokonui's revenue). But, at the same time, the numbers must have been so tempting. So Hokonui ended up creating a new Facebook Page for its local audience (now boasting a perfectly respectable 6,500 Likes and carrying the sorts of information that would be useful to Gore listeners).



Data collected between 1 September 2019 and 29 February 2020

Meanwhile, Hokonui tried to cater to the more meme-centric habits of its followers, growing the Page from 230,000 to what became approximately 360,000 Likes – before eventually abandoning the endeavour. The Page's Likes remain but the traffic must be negligible.

Only one post was published to the Page over the period we monitor. It was, well, less than successful.

This was the post:

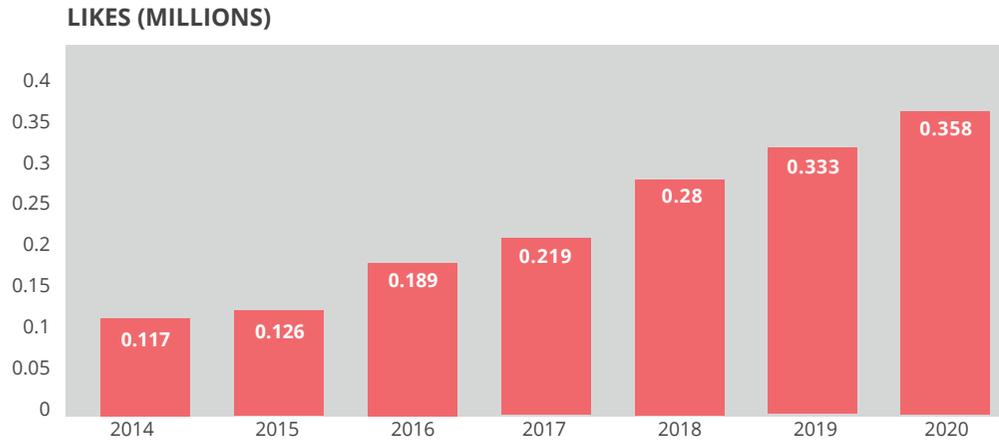
It's a useful, if unfortunate, lesson: don't chase after eyeballs if they're not relevant to your business. Hokonui didn't do anything wrong with its initial post – radio stations are free to post a much wider range of content than your typical brand marketer. But they should have stopped there.

It's a useful, if unfortunate, lesson: don't chase after eyeballs if they're not relevant to your business.



KATHMANDU

Kathmandu, the NZ outdoor product-retailer, has gradually built a social media following over recent years.



Kathmandu averages around one and a half posts a week, as the data we collected indicate:



Data collected between 1 September 2019 and 29 February 2020



What interests us most about Kathmandu, however, is not the number of posts but their content. The brand has opted for a content-first marketing strategy, distributing almost entirely non-commercial content through its Facebook posts. That content can be divided into these main streams.

Kathmandu 12 February · ⚙️

Inspiring and educating our community about the importance of a relationship with the outdoors is fundamental to Kathmandu. Here we share our helpful guide to staying fire-smart when hiking.



KATHMANDU.CO.NZ

How to stay fire-smart when hiking ✓

Being fire-smart starts at home; before you head outdoors.

[Learn More](#)

👍 4 1 share

Kathmandu 27 February · ⚙️

Planning a camping trip? We've put together this mini-guide to free camping in Australia to give you some ideas for your next Aussie road trip! 🇺🇸



KATHMANDU.CO.NZ

A quick guide to free camping in Australia ✓

Kathmandu is your online outdoor and camping store, sh...

[Learn More](#)

👍 11 2 shares

Helpful tips

Images from the world outdoors

Kathmandu
12 December 2019 · 🌐

#MeetTheWorld: "The experience of camping alone deep in, not just the biggest salt flat on earth, but the biggest flat place on earth, was remarkable: the light, the geometric patterns on the salt, the stars overhead and the sheer sense of space blew our minds."

📷 : @highluxphoto

Our minds are blown too 🤯 . Who else has made the trip and experienced the magic of Salar de Uyuni, Bolivia? ✨



👍❤️🤯 162 7 comments 10 shares

Kathmandu
21 February · 🌐

#MeetTheWorld: "Sunsets and the mountains have always calmed my busy mind." - 📷 @jeradventures

Where is favourite place to find a little serenity? 🌄 ✨ 🏡



👍❤️ 62 3 comments 5 shares

Relevant competitions

Kathmandu
18 February · 🌐



**WIN AN ESCAPE FOR 2
WITH ULTIMATE HIKES NZ**

**Kathmandu x Ultimate Hikes Competition
Terms & Conditions**

Win 1 guided double pass to Hike the Routeburn track with Ultimate Hikes NZ.

Terms and Conditions

[See more](#)

👍 26 8 comments 2 shares

Kathmandu
20 February · 🌐



**WIN
The ultimate
adventure
movie night**

**Kathmandu – OpenAir Cinema Bondi
Giveaway Promotion**

THE PROMOTION

Enter between 10:30AM AEDT on Thursday, 20th February 2020 and 11:59PM AEDT on Sunday, 23rd February 2020 to win the Ultimate Kathmandu Adventure Film Night in partnership with OpenAir Cinema. The prize pack is valued at \$1,000.00 (AUD).

TERMS AND CONDITIONS

[See more](#)

👍 9

Sponsored events

Kathmandu
9 February · 🌐

It was mind over matter in day 2 of Coast to Coast with athletes battling a big shift in weather and aching bodies. Well done to all you superstars who amashed it. 🏆❤️ We can't wait to see you in 2021! 🥳
#KMDC2C

69 likes 5 comments 1 share

A handful of commercial messages

Kathmandu
13 December 2019 · ⚙️

Get some positive feels this summer ☀️. From 100% sustainably sourced cotton tees to a backpack made with 29 recycled water bottles, these eco-friendly gifts are all designed and made with people and planet in mind. 🌍

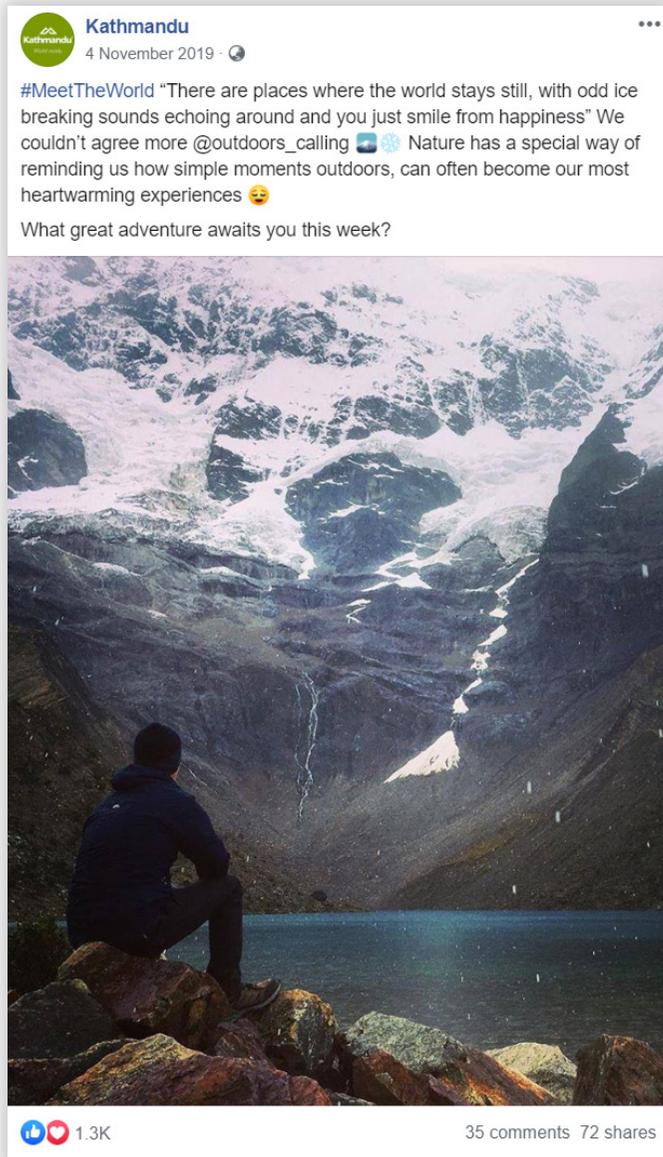
KATHMANDU.CO.NZ

12 eco-friendly gifts for this festive season ✓️ [Learn More](#)

When thinking about gifts this month, keep people and...

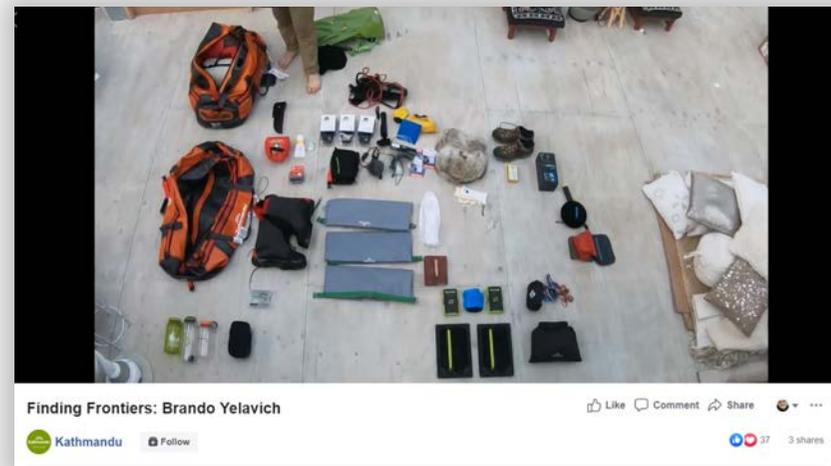
30 likes 2 comments 2 shares

And the most popular Facebook image post of recent times? One of the “meet the world” posts



“In our view, Kathmandu’s Facebook activity demonstrates effective content marketing designed to provide value to customers and prospects alike.”

that show off the splendour of the great outdoors. Similarly, the most popular Facebook video post was an image of

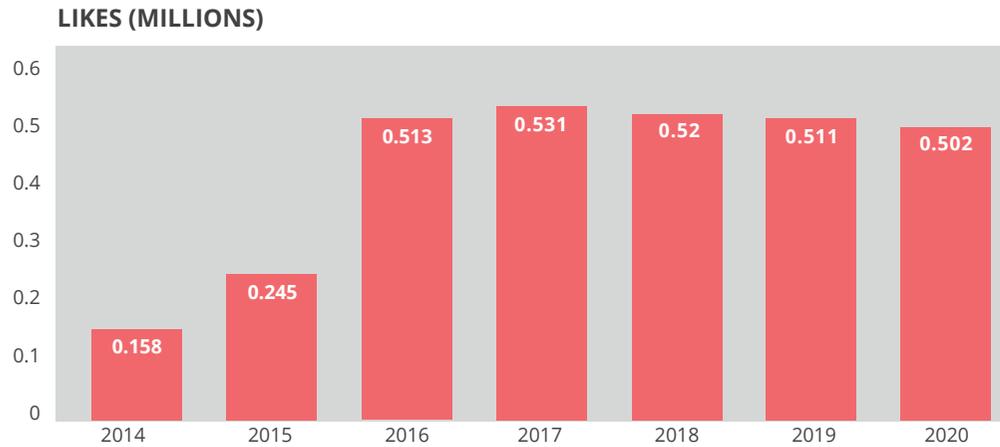


an adventurer preparing for an expedition. In our view, Kathmandu’s Facebook activity demonstrates effective content marketing designed to provide value to customers and prospects alike.

It’s not a question of asking for the order, but rather a matter of providing supporting information and materials. Most visitors to the Kathmandu Facebook Page would understand that Kathmandu is a provider of goods for the great outdoors and would know that they can go to the Kathmandu website to actually order products. On the Facebook Page, they are simply exposed to lots of helpful content that establishes Kathmandu’s authority and credibility in the great outdoors.

DISH MAGAZINE

To finish off our Facebook Page examples, we turn our attention to Dish Magazine. Although food typically garners a lot of internet attention, Dish reached its peak follower numbers in 2017 and users have since unliked the page.



Dish posted to Facebook regularly during the data collection period, at an average of eight times a week. Nonetheless, engagement has been low, at least in terms of what might be expected given the total number of Likes for the magazine.

Icon	Metric	Value
	TOTAL POSTS	215
	Likes	36
	COMMENTS	8
	SHARES	8
	ENGAGEMENT	0.01%

Data collected between 1 September 2019 and 29 February 2020



Dish's posting strategy on Facebook has aligned with typical content in the magazine itself, offering a blend of recipes, advertorials, cross promotion and self-promotion.

dish Magazine
30 September 2019 · 🌐

Making the ultimate birthday cake needn't be a challenge 🎂



DISH.CO.NZ
'Pimp My Sponge' with Lemon Curd, Blueberries and Almonds | dish ✓

👍❤️👁️ 176 41 comments 56 shares

Food recipes with enticing imagery

dish Magazine
4 October 2019 · 🌐

Thyme flies when you're having fun 😄



DISH.CO.NZ
Bacon, Potato and Thyme Tart ✓

Crisp, golden pastry topped with tender leeks and bacon makes a deliciou...

👍 18 1 comment 9 shares



Advertorial image post



INSTAGRAM

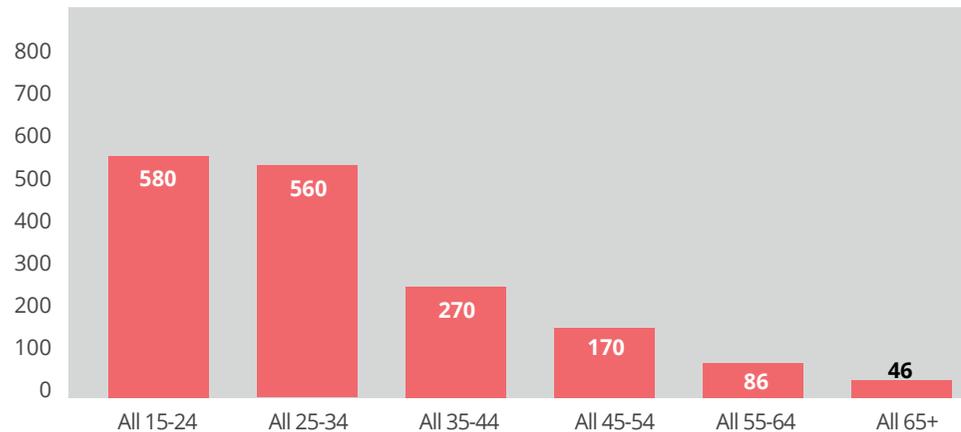


INSTAGRAM BY THE NUMBERS

Instagram has always been popular among younger members of society. As you can see here, if a significant proportion of your target market is under 35, you should probably use Instagram to reach them:

“If a significant proportion of your target market is under 35, you should probably use Instagram to reach them.”

MARCH 2020: NZ INSTAGRAM USER PROFILE (000s)



000s. Source: Instagram NZ user data March 2020

Instagram is all about the visuals. You can and do add captions, hashtags and tags, but it's images and videos that do the heavy lifting, whether it's food, animals, landscapes, art, or any of a wide, wide range of pictorial possibilities.



Incidentally, Sprout Social tells us images tend to be more engaging than videos on Instagram:

"What's interesting about Instagram video is that while video consumption has increased 40%, photos generate 36% more Likes than videos. This could be due to any number of reasons. For instance, users could just watch your video then keep scrolling. Or in some cases, your videos might not drive people to take action."

We're not suggesting that Likes are the be-all and end-all metric. However, they are a good indicator of what is engaging and what is not, so this observation from Sprout Social is worth pondering when crafting your Instagram content strategy.

"While video consumption has increased 40%, photos generate 36% more Likes than videos"





FOLLOWERS

TOP NZ INSTAGRAM ACCOUNTS

How are New Zealand organisations actually using Instagram for marketing purposes?

We compiled a collection of some 11,654 New Zealand Instagram accounts and, from these, drew out 24 accounts with high follower numbers. These accounts are not an exhaustive list of top performers in NZ — there will be other New Zealand Instagram accounts with similar numbers of followers — but we have aimed to assemble a sample that demonstrates many of the ways in which Instagram can be used most effectively.

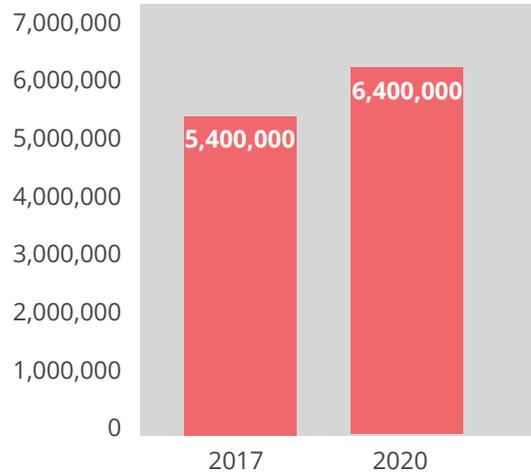
So, with that caveat, here is the list of 24 leading New Zealand Instagram accounts:

Now let's get into the nitty gritty of these accounts, and start with an anomaly...

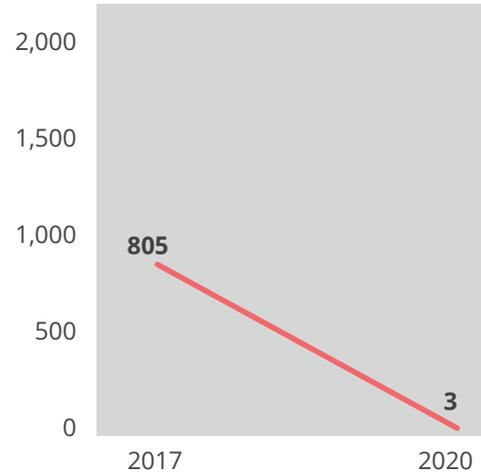
1	Lorde	6,400,000
2	All Blacks	1,700,000
3	Shaaanxo	1,500,000
4	100% Pure New Zealand	1,000,000
5	Air New Zealand	386,000
6	Joseph Parker	259,000
7	Ben Kaye	259,000
8	I Love Ugly	235,000
9	Magnolia Kitchen	208,000
10	Vodafone Warriors	208,000
11	Matilda Green	169,000
12	High Performance Academy	160,000
13	Queenstown NZ	136,000
14	Visit Auckland	135,000
15	The Edge	110,000
16	Adidas New Zealand	107,000
17	The New Zealand Herald	79,100
18	Chelsea Winter	75,600
19	Loaded NZ	74,500
20	Fletch, Vaughan & Megan on ZM	72,200
21	Mai FM	66,800
22	Coconut Wireless	57,700
23	Denizen Jeans	56,300
24	ZM	54,400
25	Whittaker's Chocolate Lovers	53,700

LORDE

FOLLOWERS



POSTS

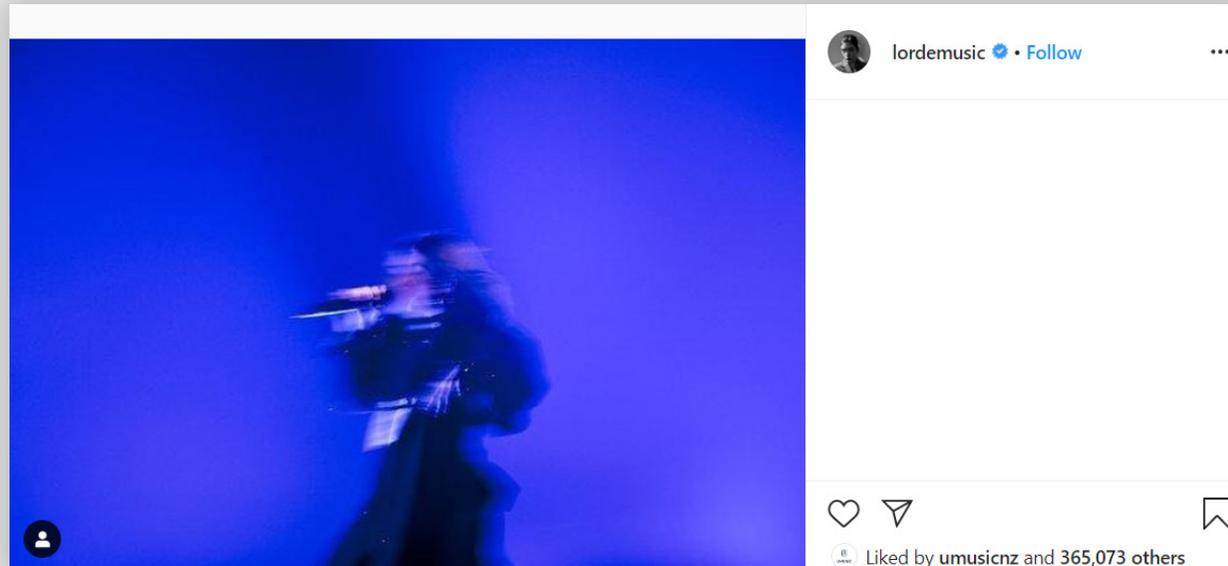


Lorde has attracted 6.4 million followers, reflecting her status as a global superstar. What makes her anomalous in terms of the list, however, is the fact that the number of posts on her Instagram feed has plummeted from 805 three years ago to just 3 posts by March 2020.

That is clearly an intentional strategy, leaving any visitors to Lorde's Instagram profile to peruse just three images:



Clearly, this stance is successful. Each of the three posts (dating back to 2016, 2017 and 2018) has attracted more than 100,000 Likes. The most popular has tallied up 365,074 Likes since its posting in April 2018.



The lessons for businesses? Sometimes, less is more – especially on Instagram, where style is typically more important than substance.

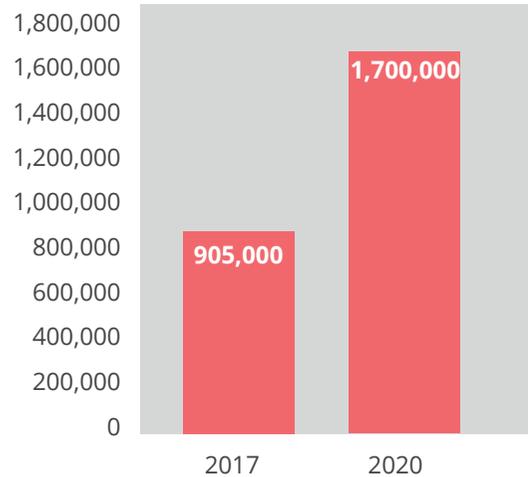
We don't suggest that you opt for the totally minimalist approach favoured by Lorde, but you should consider occasionally winnowing through past posts and removing those which:

- Are short-term and/or promotional in nature
- Are not as supportive of your brand values as they might be
- Were not popular even at the time (unless you feel that they deserve a better hearing, in which case consider refreshing and reposting them later)
- Are, in retrospect, not visually compelling (especially when compared with other Instagram posts that might appear in your followers' feeds)

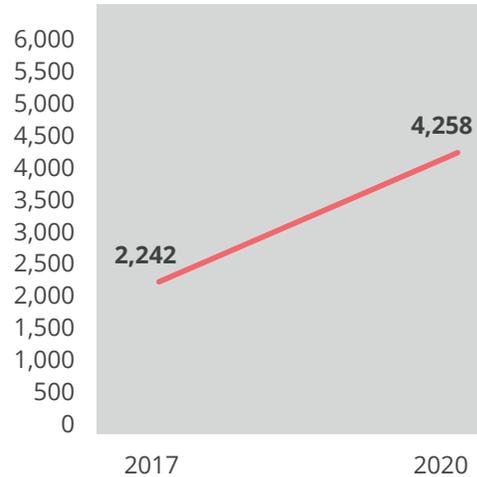
ALL BLACKS

Our next stop: the mighty All Blacks, whose Instagram presence is as large as their Facebook footprint, as demonstrated by their impressive number of Insta followers.

FOLLOWERS



POSTS



The first thing you notice on All Blacks' Instagram page are the multiple "Stories Highlights".

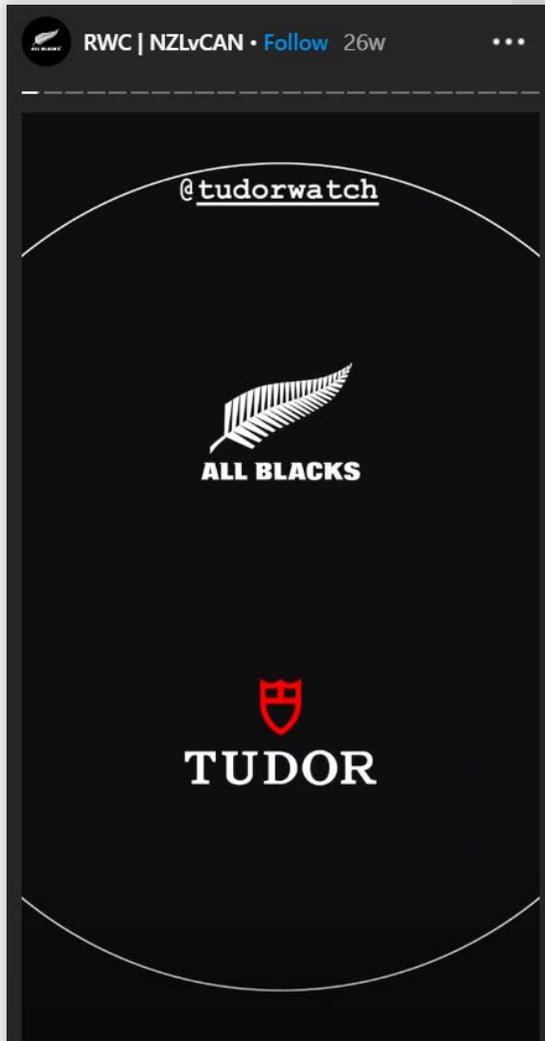
Each story is based around a particular game and tells the story of that match. Some of the core elements typically included in an All Blacks story are Introduction (including Sponsor Credits), Before the Game: a shot of The Fans, Getting Started: video of the Anthem, Key Highlights and Players, Essential Statistics and Interaction for more information.

Unlike regular Instagram Stories (which disappear 24 hours after viewing), Stories Highlights are designed to remain permanently at the top of Instagram profile pages, which makes them an attractive alternative for brands. According to Instagram statistics, 50% of businesses on Instagram create at least one Instagram Story every month.

Apart from Stories, All Blacks are regularly active on the main Instagram feed, averaging two posts per day over the data collection period for this report.



Introduction
(including Sponsor Credits)

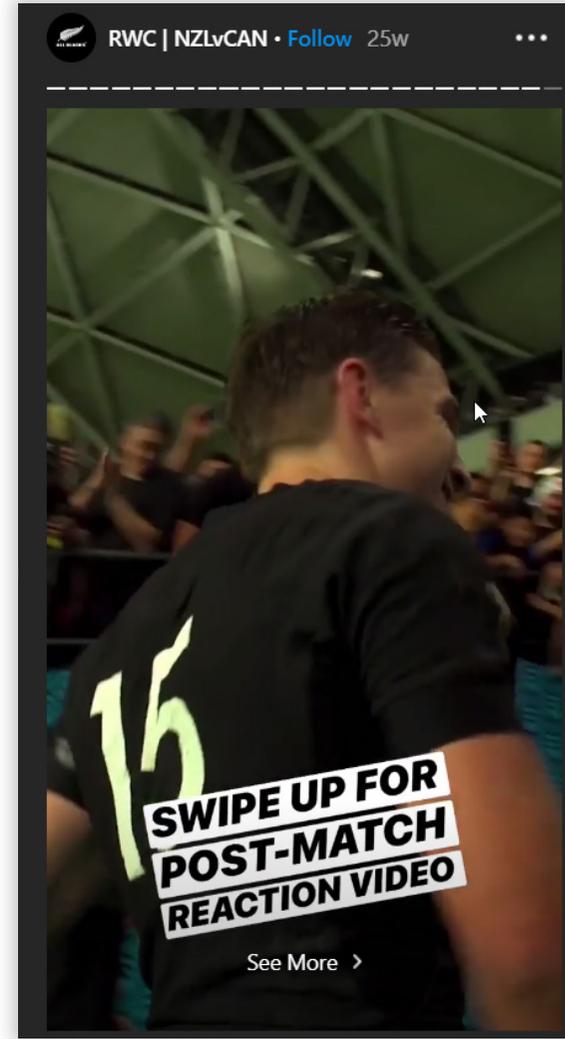
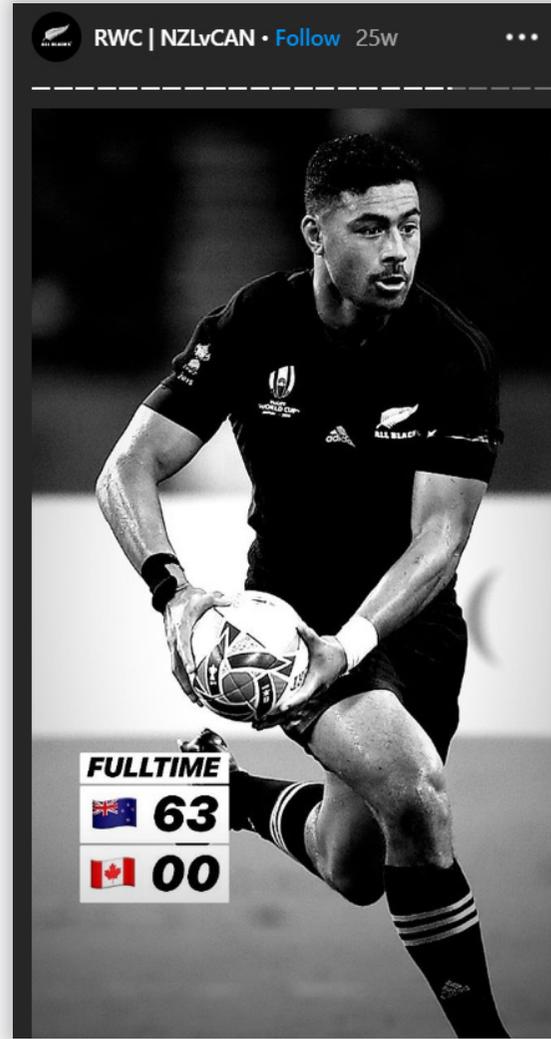


Before the Game: a shot of The Fans

Getting Started:
video of the Anthem



Essential Statistics



Key Highlights and Players

Interaction for more information

TOTAL POSTS	AVERAGE Likes	AVERAGE VIDEO VIEWS	AVERAGE ENGAGEMENT
371	43,854	151,164	11.5%

Data collected between 1 September 2019 and 29 February 2020

This activity has been well appreciated by the fans, who have responded by Liking the image posts in large numbers and by watching the many video clips posted by their favourite team.

Most of the images shared on the Instagram feed were close-ups of people. The majority of these showed players, as you would expect, but officials and others had their time in the limelight as well.





The most popular image post for the period we analysed (which, conveniently, included the Rugby World Cup).

Eighty-nine of the All Blacks' Instagram posts over the period were videos. The most viewed of these showed a match-winning try from 2013, relived in all its heart-pounding glory.



While the All Blacks have massive advantages over mere mortal brands (which include an international following, truly passionate fans and endless content assets in both images and videos), we can still learn from their Instagram activities.

In particular, we should note:

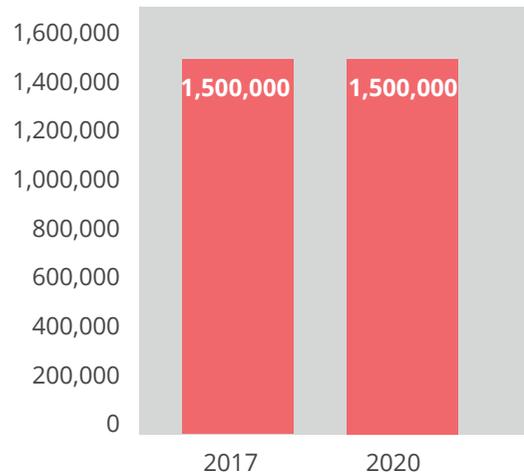
- The power of Stories that are actual stories, with a beginning, a middle and an end, with heroes (i.e. the All Blacks) and villains (i.e. whomever the all Blacks happen to be playing at the time), and with the audience included in the mix
- The importance of featuring people in the images, especially in close-up

SHAAANXO

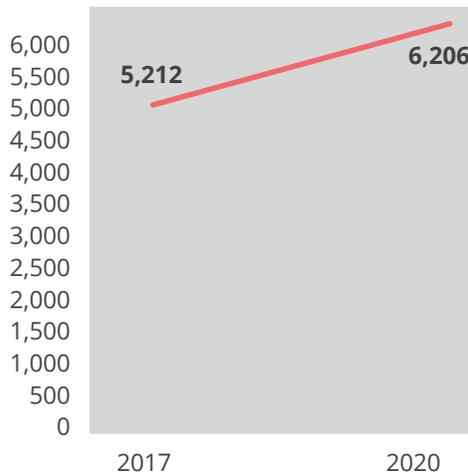
Shaaanxo (or @shaaanxo) is a well-established Kiwi influencer on YouTube, where she has been active since 2009, gaining 3.18 million subscribers and building a portfolio of videos which have collectively clocked up more than 445 million views.

Her Instagram activities are somewhat more modest but, even so, by 2017 she had attracted 1.5 million Instagram followers, a total she retains in 2020.

FOLLOWERS



POSTS



Shaaanxo has been rather less active on Instagram recently than some of her contemporaries, averaging around three posts a week over the last six months.

All the same, each post has attracted healthy volumes of Likes and/or video views:

TOTAL POSTS	AVERAGE Likes	AVERAGE VIDEO VIEWS	AVERAGE ENGAGEMENT
92	24,331	222,223	16.4%

Data collected between 1 September 2019 and 29 February 2020



Shaaanxo typically posts about the beauty products she is testing, but her most popular image post in the last six months was all about her dancing with her fiancé as they belatedly celebrated their anniversary. It was a romantic post that tugged at the heartstrings of 75,658 of her followers.

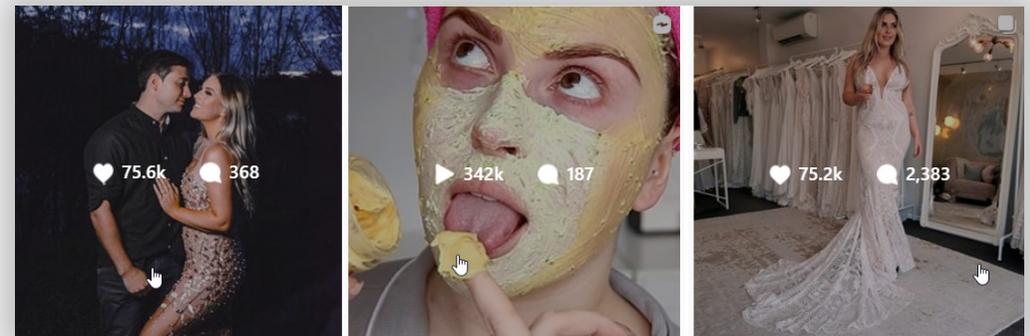
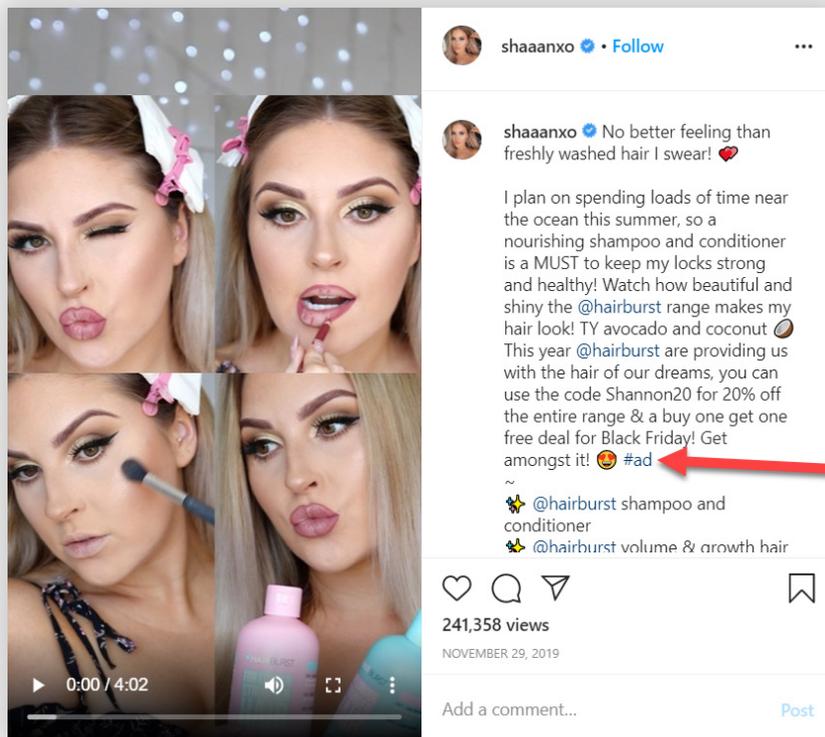


Shaaanxo's most viewed video, on the hand, was a classic for her: makeup before, after and during the application process, with in-your-face pack shots, accompanied by a hard-driving music soundtrack.



Shaaanxo's eleven videos over the period attracted between 102,000 and 342,904 views.

The videos showed broadly similar content: Shaaanxo trying out different makeup treatments. Interestingly, only two of those eleven carried #ad labels, indicating that they were sponsored promotions.



What can we learn from Shaaanxo?

First, we learn that influencers, whatever the size of their audience, need to ensure a healthy balance between sponsored posts and curated content created by the influencers themselves. Today, people recognise product-pushing when they see it, and influencers perceived as being “only in it for the money” quickly lose their lustre.

Second, if you are considering engaging influencers to promote your products, check out their engagement stats. The larger the following, the less likely consumers are to engage directly with that influencer.

Even the most popular Shaaanxo posts only attracted a few hundred comments (from her 1.5 million followers). It wasn't until Shaaanxo uploaded several pictures of her trying on different wedding dresses that the comment numbers swelled.

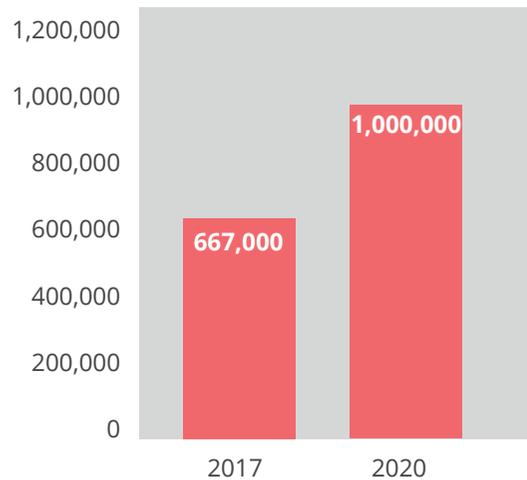
100% PURE NEW ZEALAND

Our next port of call is Tourism NZ’s official Instagram account: @purenewzealand.

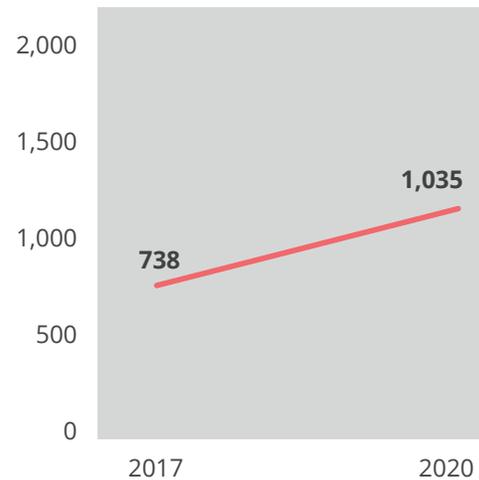
Like All Blacks, this account leverages the power of Instagram Stories Highlights — in this instance, user-generated content in particular. The initial “Good Morning World” Story invites visitors to post pictures of themselves at scenic spots around New Zealand (and tag #goodmorningworldnz). Subsequently featured Stories on the account highlight contributions from those who have accepted this invitation.

@purenewzealand’s follower growth has been steady since 2017:

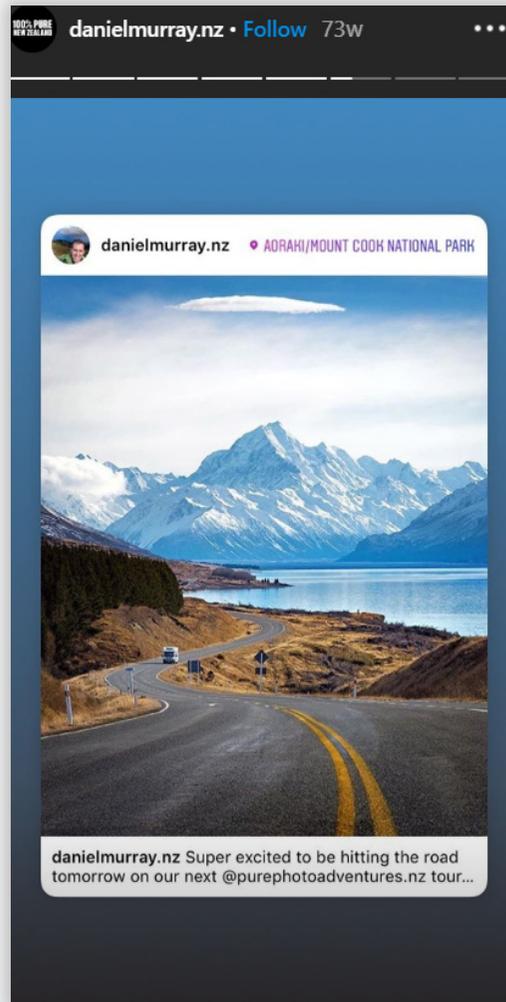
FOLLOWERS



POSTS



“Good Morning World” Story invites visitors to post pictures of themselves at scenic spots around New Zealand (and tag #goodmorningworldnz). Subsequently featured Stories on the account highlight contributions from those who have accepted this invitation.



The account averaged slightly over two posts per week in the data collection period for the report:

TOTAL POSTS	AVERAGE Likes	AVERAGE VIDEO VIEWS	AVERAGE ENGAGEMENT
65	24,317	74,136	9.8%

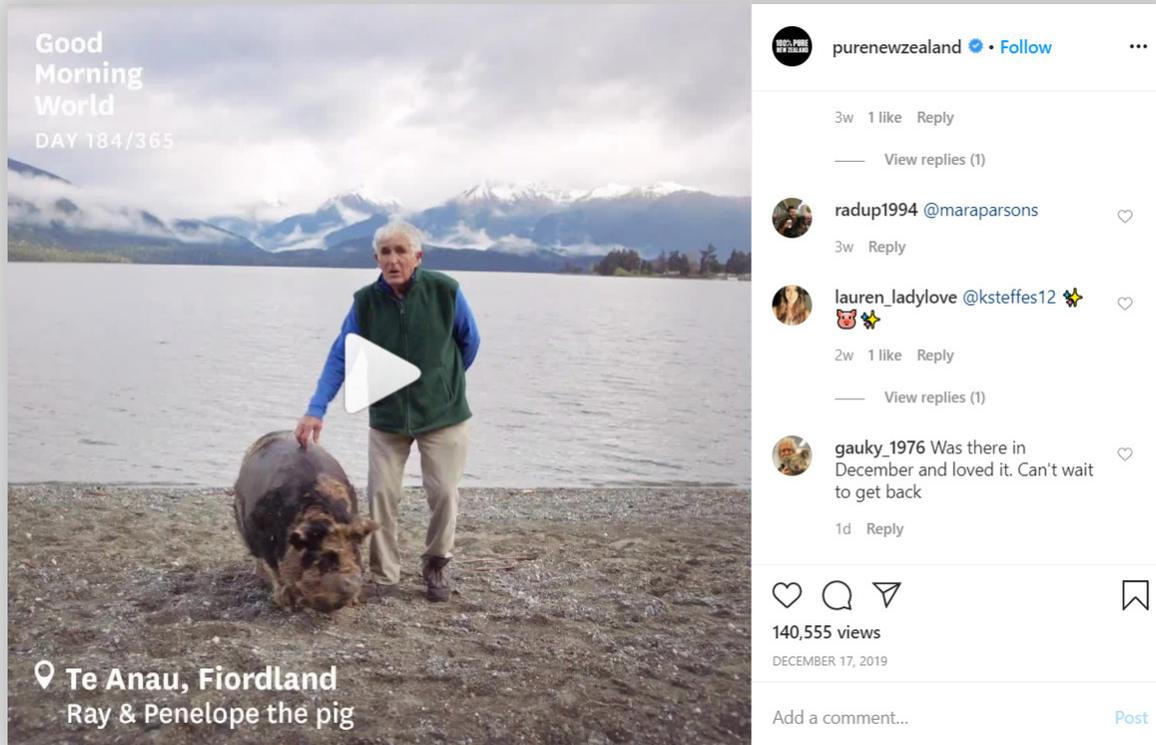
Data collected between 1 September 2019 and 29 February 2020

The most popular image post by @purenewzealand during the data collection period is the same as for the brand’s Facebook Page: a stunning photo of the kea – “probably the naughtiest bird in New Zealand”.

The arresting image of the avian kleptomaniac caught the imagination of 39,951 followers.

It’s clear that the brand cross-posts on both Instagram and Facebook — a strategy we don’t recommend, as platform-specific content is more effective.





Meanwhile, @purenewzealand's most viewed video introduces us to Penelope, a three-year-old pig who resides in Te Anau and have two main loves in life: food and getting patted by visitors. It's a quirky, homespun tale which has attracted 140,555 views since its debut in December 2019.

The @purenewzealand account is a great example of Destination Marketing, comprising:

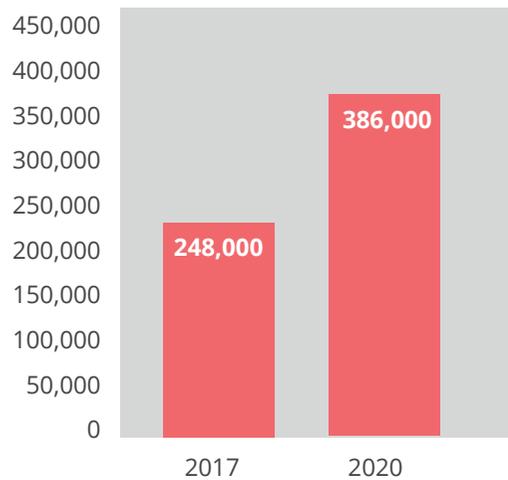
- Visually compelling imagery
- Human interest stories, not just scenery
- Inviting users to create and share content, with the both the account and their own followers

AIR NEW ZEALAND

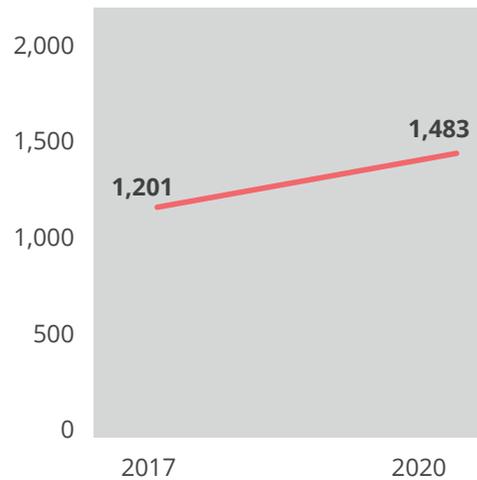
Our next example, Air New Zealand, is the first fully commercial Instagram account we have examined. Air New Zealand is another active user of Instagram Stories Highlights, although in this case the stories are largely self-promotional in nature.

Overall, Air New Zealand has seen more than 50% growth in follower numbers since 2017.

FOLLOWERS



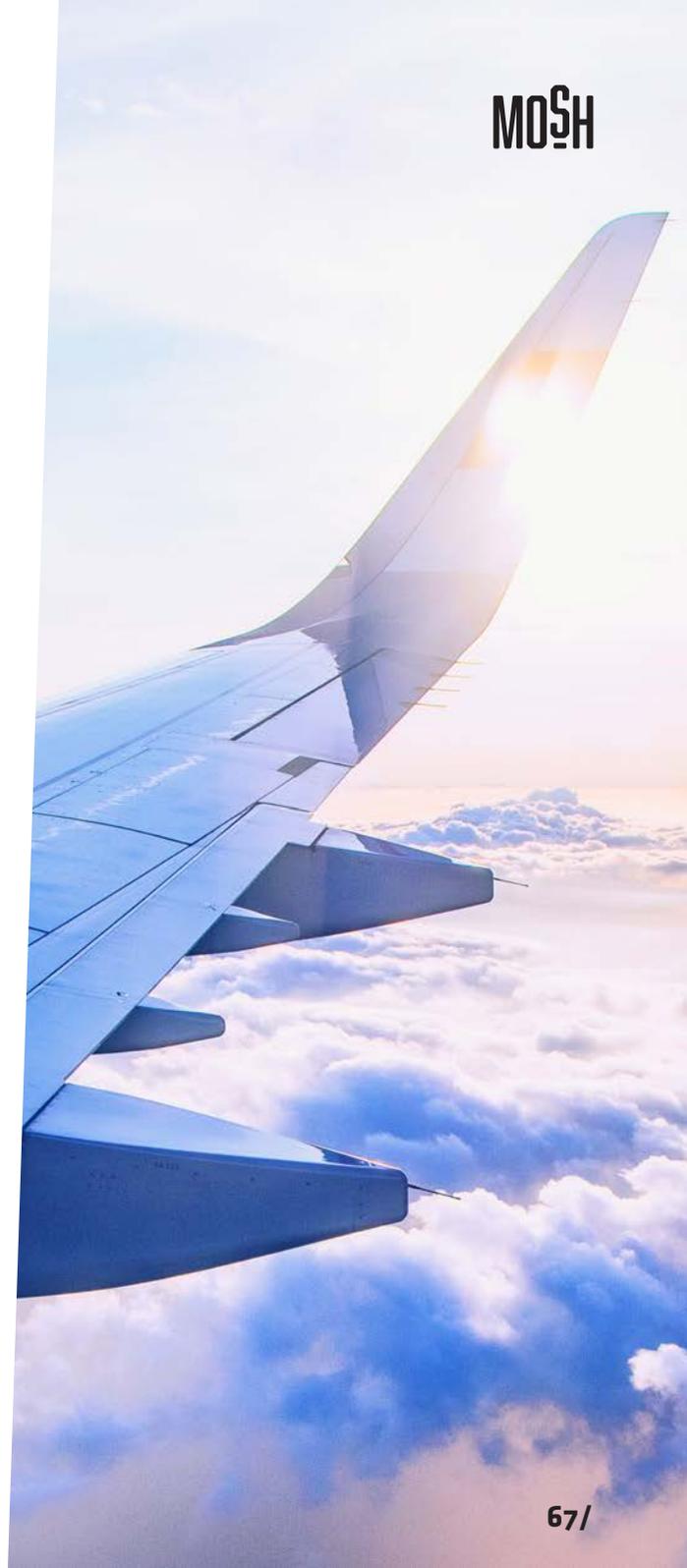
POSTS



Engagement throughout the reporting period was strong too (look at that engagement rate!), a sign that the Instagram-optimised content (videos and images are cropped to portrait-perfection) is doing its job.

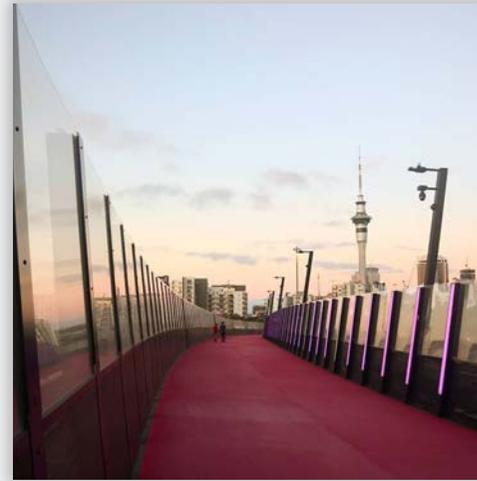
TOTAL POSTS	AVERAGE Likes	AVERAGE VIDEO VIEWS	AVERAGE ENGAGEMENT
57	28,431	109,873	35.8%

Data collected between 1 September 2019 and 29 February 2020



1. Visually-striking images

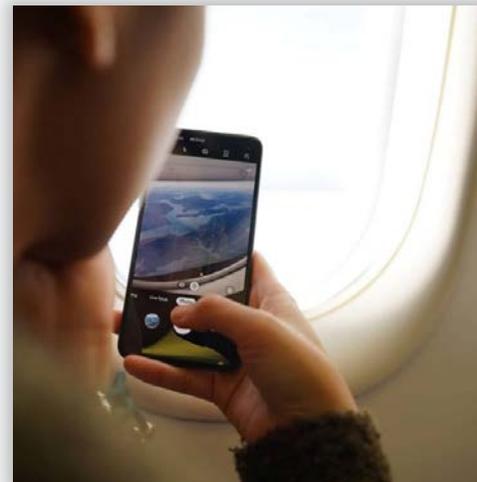
Although Air New Zealand's Instagram Stories tended towards self-promotion, that was not the case for most of the account's regular image posts. The company's presence on Instagram tends to fall into two main categories:



Destination: Auckland



Valentine's Day themed



On the tarmac



From the plane

2. Air New Zealand corporate communications, handled with subtlety



New Sky Nest prototype

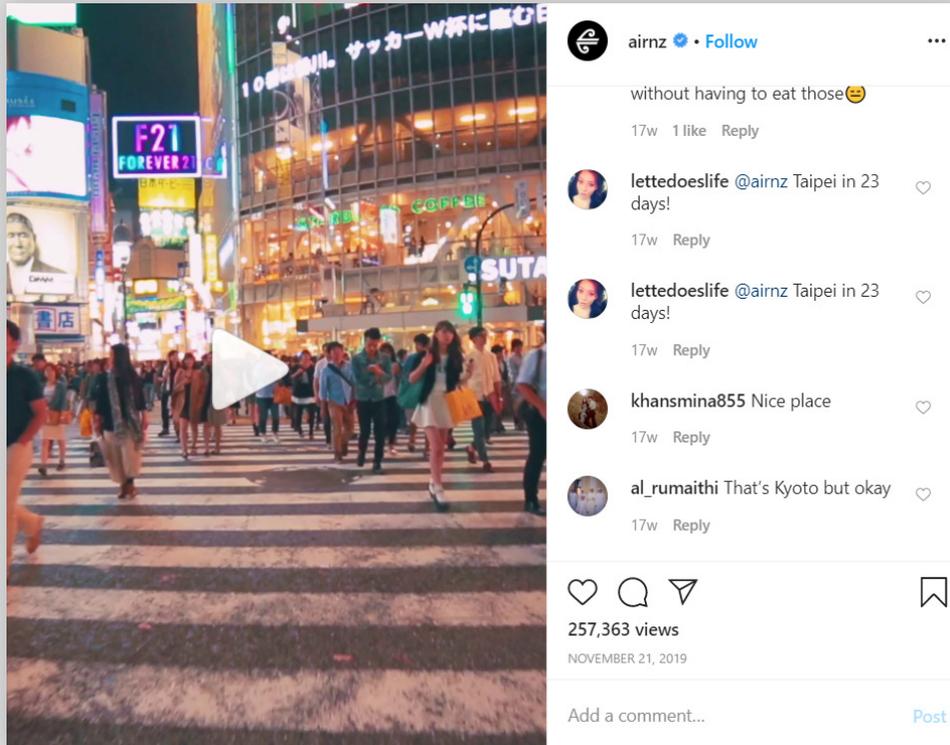


Meet the new boss

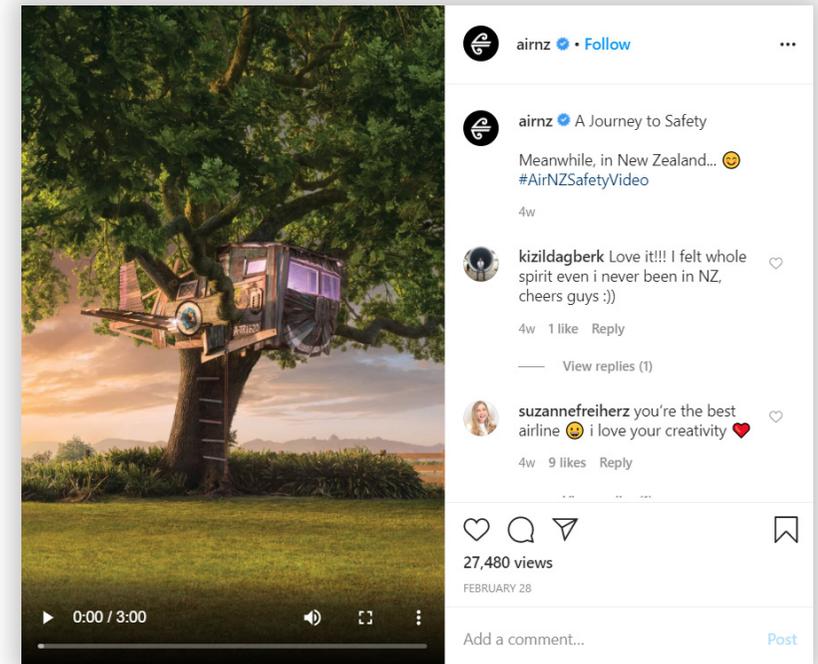
And the most popular image post over the last six months? A classic, which anyone who has ever taken an early-morning flight can identify with.



The most viewed video was a curiously low-key affair.



Other videos worthy of note (even if they have attracted fewer views on Instagram) include the company's legendary safety videos.

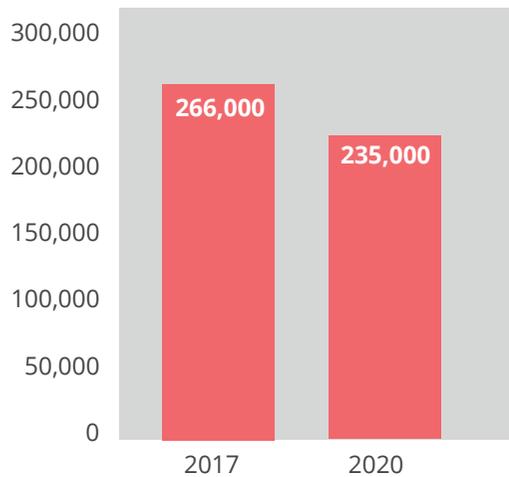


I LOVE UGLY

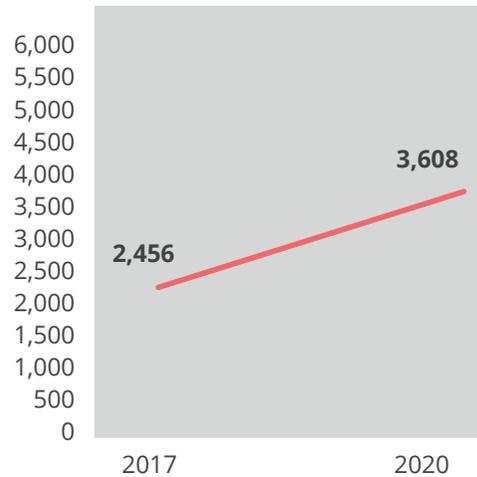
Next up is I Love Ugly, a men's streetwear brand with both online and bricks and mortar retail stores.

Follower numbers for this brand have actually declined since 2017, despite a significant growth in volume of posts, which may represent a loss of popularity – or simply a clean-out of fake followers (which Instagram has been undertaking since 2018).

FOLLOWERS



POSTS



Engagement with I Love Ugly content is significantly lower than the other Instagram accounts we have considered so far. We suspect this says more about the communications habits of the brand's target audience (young dudes) than it does about the effectiveness of the I Love Ugly page.

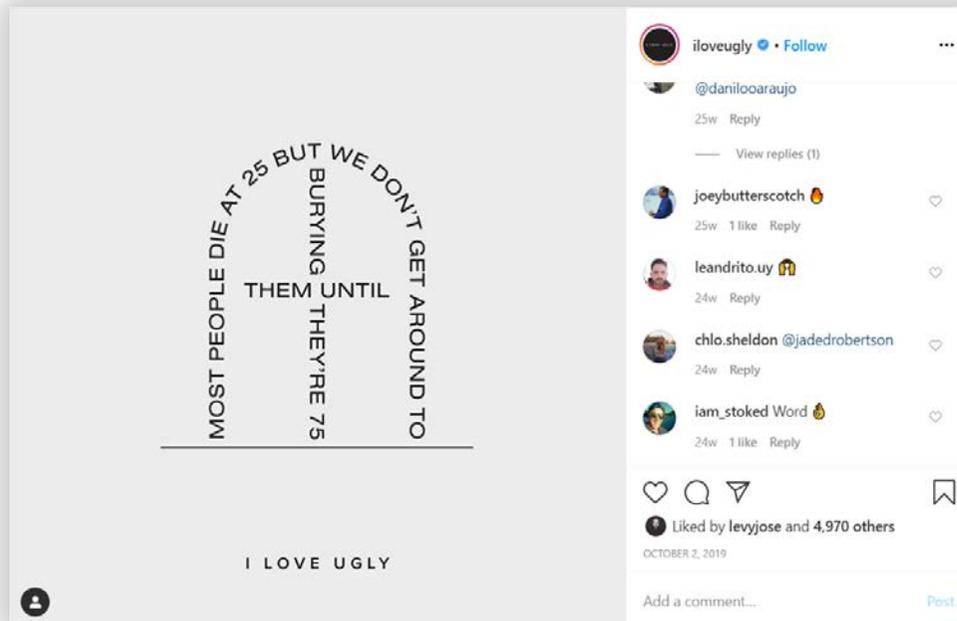
I Love Ugly's most popular post was this, posted in October 2019.

TOTAL POSTS	AVERAGE Likes	AVERAGE VIDEO VIEWS	AVERAGE ENGAGEMENT
294	947	3,507	1.9%

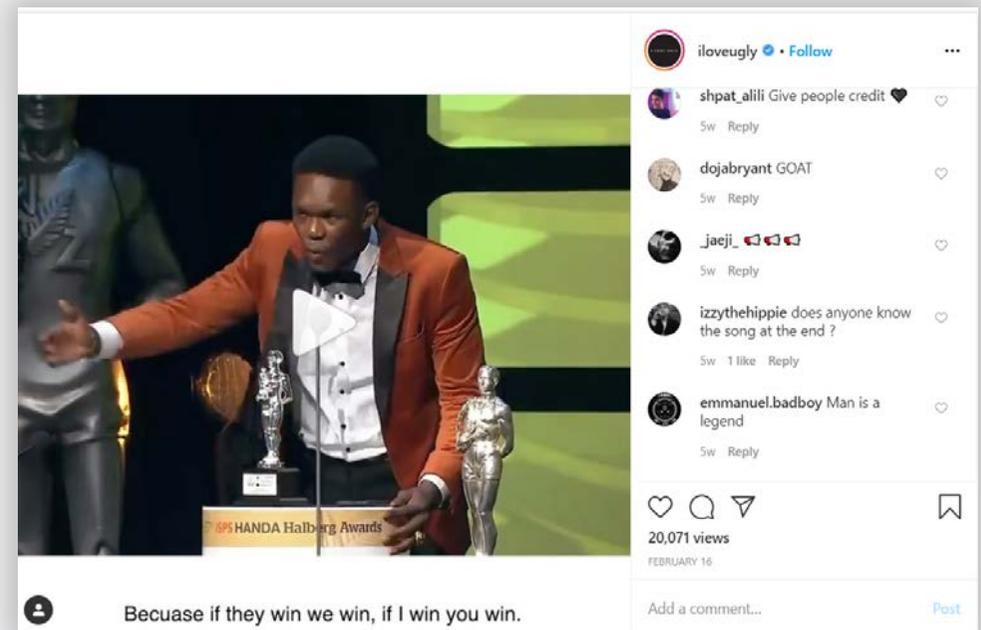
Data collected between 1 September 2019 and 29 February 2020

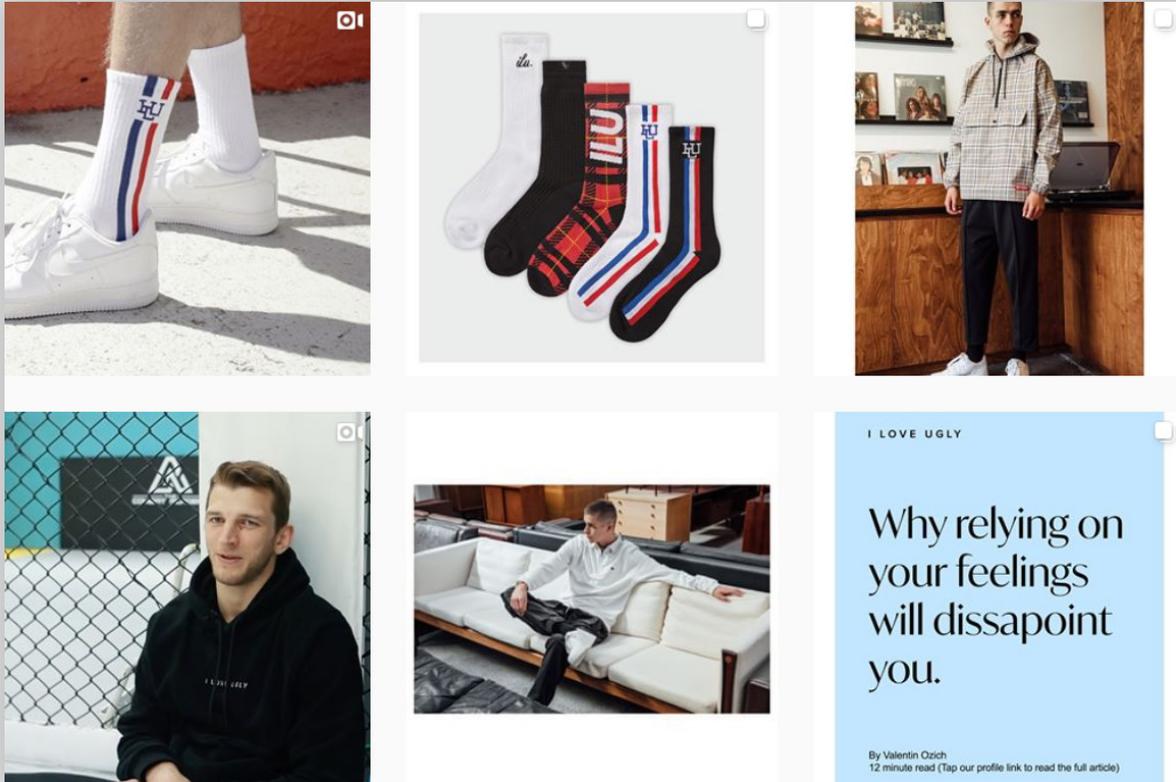


The most viewed video over the data collection period was this excerpt from a thought-provoking speech given at the Halberg Awards.



Generally speaking, I Love Ugly's posts have been a blend of product shots and meme-worthy nuggets of advice designed to represent brand values, attitudes and aspirations.





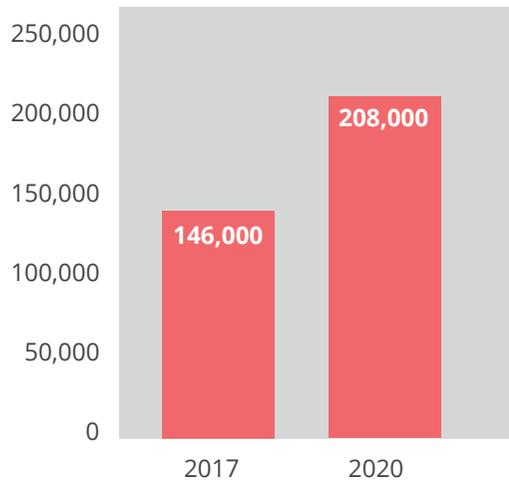
This approach is not for everyone, but, if it renders the brand more authentic and provides a recognisable theme for continued messaging, it can yield results.

VODAFONE WARRIORS

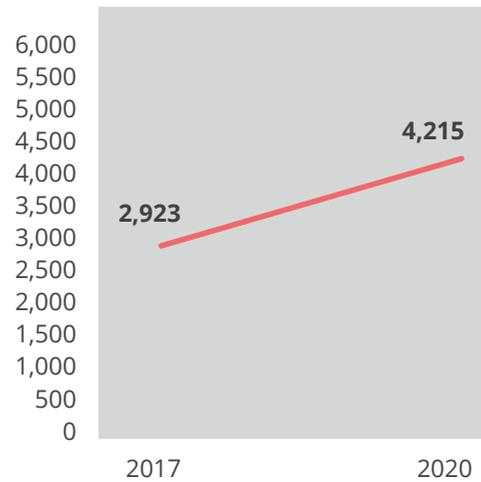
Perhaps appropriately for a team that is a perennial underdog, the stories on the Vodafone Warriors' account are much more about the experience in the park on the day – music, mini golf for the kids, fan antics, what goes on on the Warriors bench and in the changing rooms – than about the game and its outcome.

Follower numbers on Instagram have grown steadily if not spectacularly over the past three years.

FOLLOWERS



POSTS



The Warriors page has seen an average of four and a half posts per week over the last six months, a reasonable frequency given that five of those months were off-season.

Icon	Metric	Value
	TOTAL POSTS	116
	AVERAGE Likes	3,667
	AVERAGE VIDEO VIEWS	15,926
	AVERAGE ENGAGEMENT	9.4%

Data collected between 1 September 2019 and 29 February 2020





nzwarrriors • Follow

muppets.
23w Reply

utikerepaul He's the better out of the 3 hookers just win some games god dam it .the mighty Vodafone warriors pukana
23w Reply

kiwipainter2002 Age, is the factor here, he played many great games for the warriors, but younger fitter, stronger players coming through the ranks, unfortunately for him :(good luck for the future bully, you did your team proud :)
23w Reply

Liked by gshocknz and 10,044 others
OCTOBER 8, 2019

Add a comment... [Post](#)

The most popular image post of the period was a farewell to Warriors' hooker, Bully, at the end of the 2019 season.

And the most viewed video? Footage of the match-winning try during a season where there were simply not enough similar moments.

The Warriors example shows us that, even when things are not necessarily going our way, we can use social networks to keep faith with our fans, celebrate successes and focus on the joy of the experiences.

H2 03:48 4TH

nzwarriors • Follow

27w Reply

rowanmcLenaghan Great try 27w Reply

buck777 "Warriors try, bunker can you try and overturn it? Cheers, I have a Sportsbet on the raiders" 27w 2 likes Reply

andre_marsters Legendary 26w Reply

teeoh_81 I still think Kearny can get a GF side outta the Warriors. 25w Reply

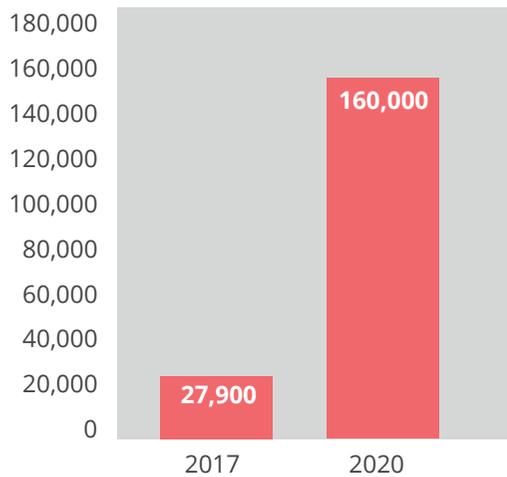
52,306 views
SEPTEMBER 12, 2019

Add a comment... Post

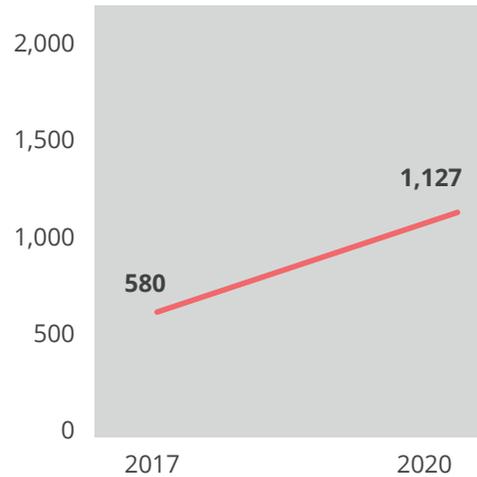
HIGH PERFORMANCE ACADEMY

Next, let's look at High Performance Academy, a provider of online training courses focused on performance cars. This account has grown big time over the last three years, and has now reached more than 160,000 followers.

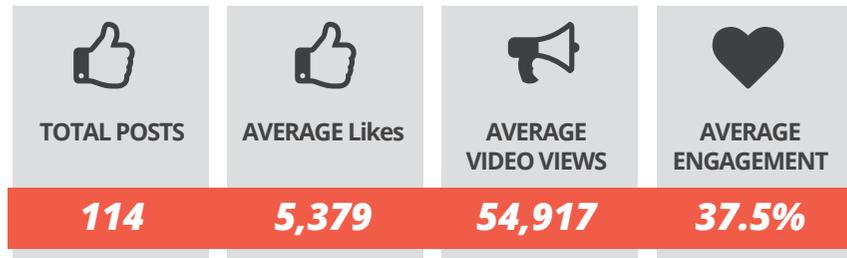
FOLLOWERS



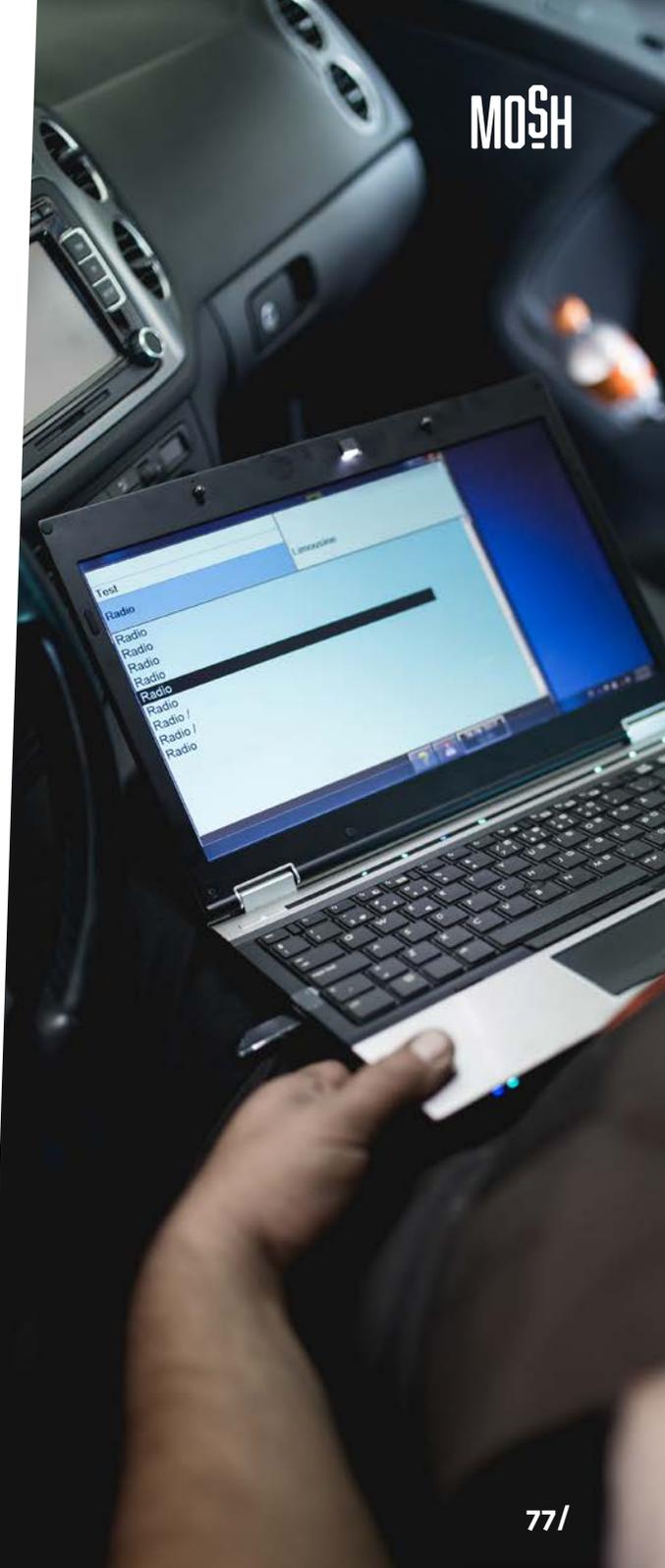
POSTS



This account appears to draw outlandishly high engagement, perhaps because of its high volume of videos which attract significant views.



Data collected between 1 September 2019 and 29 February 2020



The most popular image post on the High Performance Academy page over the last six months was this close-up of a BMW engine.



You'd be forgiven for wondering (as we did) exactly what made this picture so special that it attracted 18,917 Likes. The accompanying description explains exactly what we are viewing and why it's important:

"If you hadn't recognised it, this is the #BMW V12 engine out of the legendary #McLaren #F1. The BMW-developed 6.1 litre V12 produced 618 hp with an incredibly wide torque curve that allowed it to pull away from idle in 6th gear. While the road going McLaren F1 is rare enough in its own right, this particular engine is out of the incredibly rare F1 GTR which was a race version of the road going F1, of which only 9 examples were built."

In other words, within the performance car niche, this is a super superstar.

The most viewed video, with a very impressive 271,985 views, provides behind-the-scenes insights about a Toyota powered by a Ferrari engine – solid gold content for the account’s audience.

This is a powerful showcase of how to cater to your niche. Give them what they want, on topics that they care about.



 hpa101 • Follow

 hpa101 Ferrari Engine Swap | Ryan Tuercks GT4586 V8 Toyota 86 [TECH TALK]

Want your GT86 to rev out to 9,000 RPM? Here's one way to do it.

The 570HP 4.5L #Ferrari V8 powered #GT4586 of @ryturek was at the @fosgoodwood and we caught up with @Brian_Hartsock of @unicorngarage to get a few more details of one of the more unusual #GT86 engine swaps you're ever likely to see. The engine hails from the #F136 V8 family and originally was housed in a #Ferrari458. Other than some setup changes for fitment, it remains relatively stock and despite boasting 80% of it's 540Nm of torque






271,985 views

DECEMBER 31, 2019

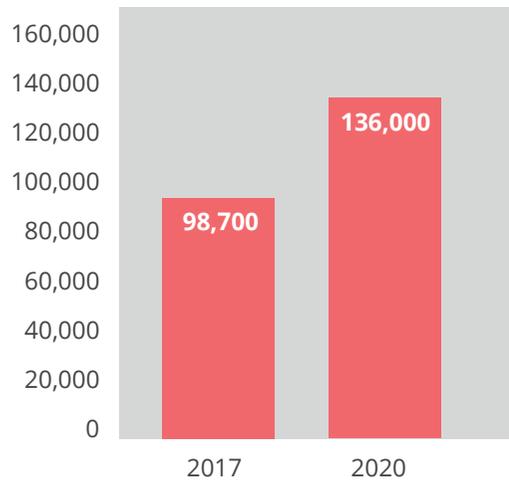
Add a comment... Post

QUEENSTOWN NZ

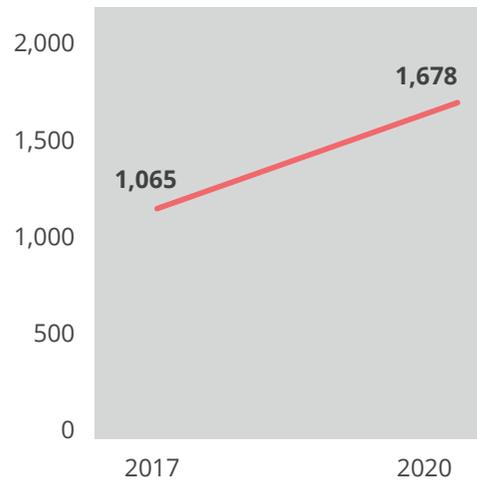
It's not difficult to believe that destination marketing flourishes on Instagram. Nor is it difficult to believe that Queenstown NZ's account is a popular account. The tourism-based account is managed by the town's destination marketing organisation. In recognition of Queenstown's year-round attractions, its Stories Highlights are grouped by season – a smart way to show potential tourists what to expect at different times of year.

Queenstown NZ has contributed regular posts to its Instagram account over the last three years and has seen a steady rise in followers over that time.

FOLLOWERS



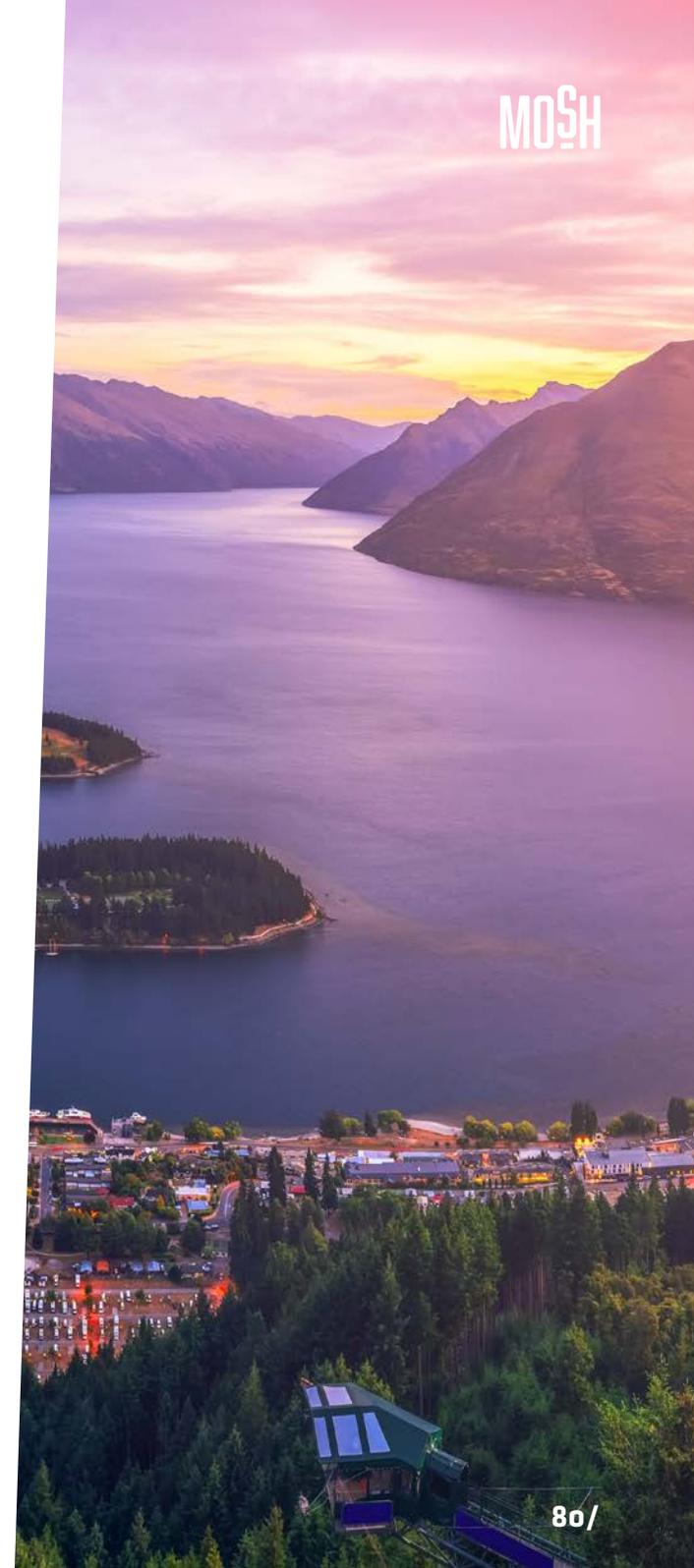
POSTS



Over the last six months, the page has averaged nearly four posts a week, achieving reasonable numbers of Likes and views.

Icon	Metric	Value
👍	TOTAL POSTS	101
👍	AVERAGE Likes	2,564
📢	AVERAGE VIDEO VIEWS	6,803
❤️	AVERAGE ENGAGEMENT	6.9%

Data collected between 1 September 2019 and 29 February 2020





The most popular image post? An iconic view from the town of Glenorchy, 45 minutes from Queenstown — one that has been captured by thousands (and thousands) of Insta-friends.

The most viewed video post, focused on Queenstown’s glitzy golfing facilities (set against the backdrop of the Remarkables), clearly resonated with the many followers who enjoy a round of golf. The accompanying description, “Who would you bring on a golfing trip to Queenstown?” directly encourages interaction — another good call from the Queenstown NZ account.



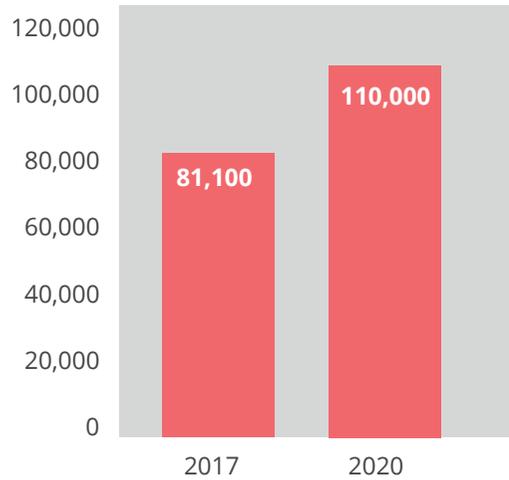
What might we learn from the Queenstown NZ page? In short, pretty pictures go a long way.



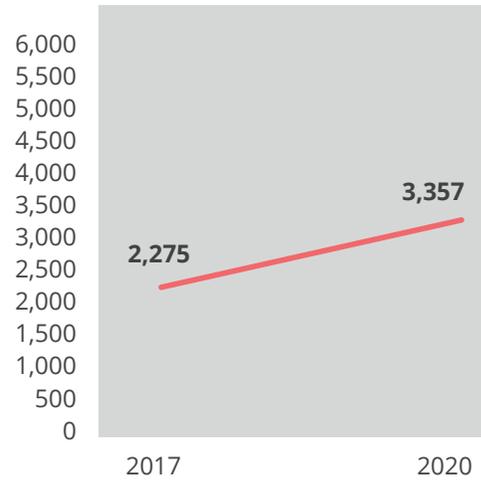
THE EDGE

Now, let's take a look at The Edge, the first of New Zealand's radio networks to make our report.

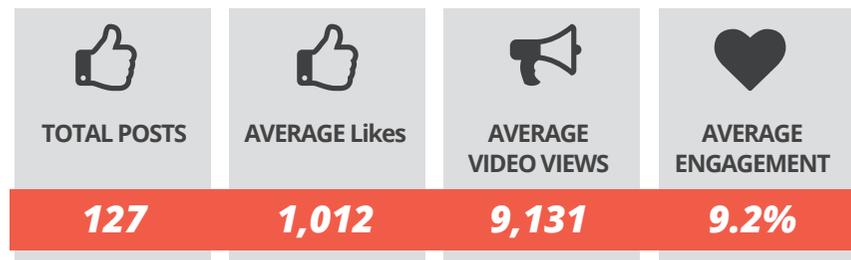
FOLLOWERS



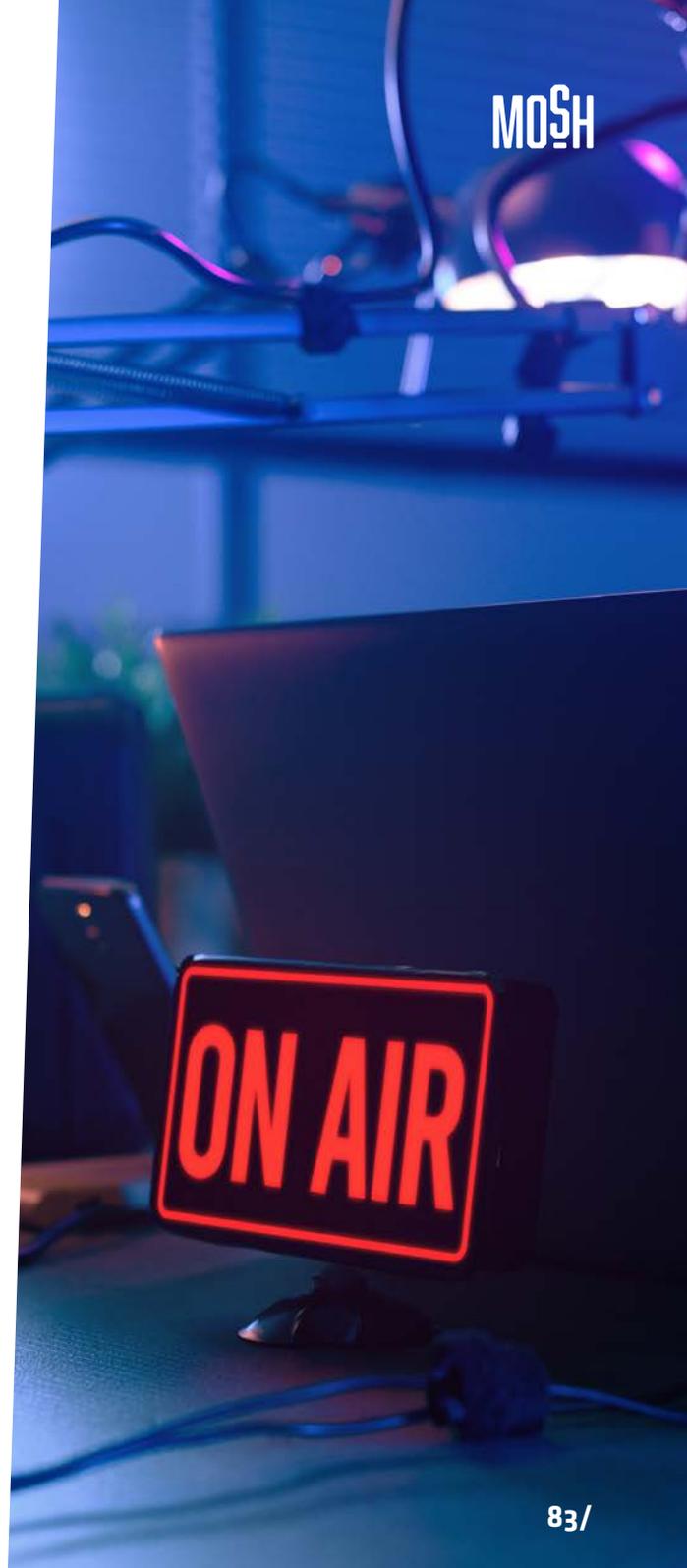
POSTS



The Edge posted about five times a week during the data collection period.



Data collected between 1 September 2019 and 29 February 2020



The most popular post on The Edge account over the period was a cute snap of Art and Matootle's new arrival:





The Edge’s most viewed video was a short clip of New Zealand’s own Hollywood royalty, Taika Waititi, finding a convenient place to stow his freshly awarded Oscar for best adapted screenplay. It was a quintessentially-Taika moment.

One of the benefits that media accounts such as The Edge enjoy is that their attention (and their posts) can wander far and wide and still be largely described as “on topic”.

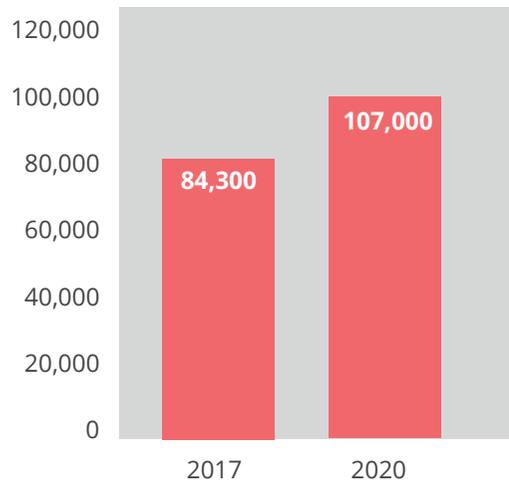
More commercial accounts need to ensure that their postings, especially those featuring content gathered from elsewhere, are relevant both to their target audience and to their brand values.

ADIDAS NEW ZEALAND

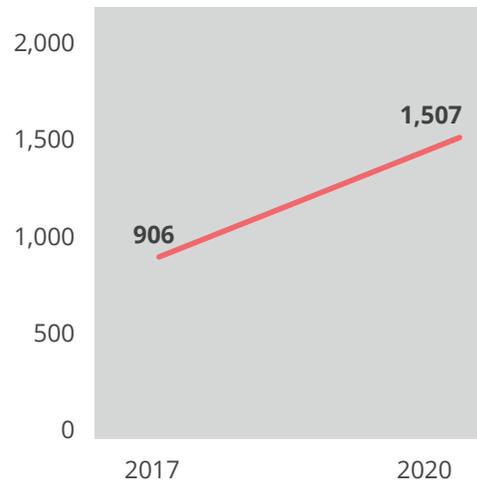
Our next stop is Adidas New Zealand, the local outpost of a global player. As with many such businesses, the Stories Highlights posted to the account tend towards commercial messages. Of course, since this is Adidas, the messages are street savvy and some look more like music videos than advertising.

Follower numbers have grown moderately in recent years and the brand has now reached 107,000 followers on Instagram.

FOLLOWERS



POSTS



Average posting frequency is over five per week but engagement is lower than for the other accounts we've examined so far, due perhaps to the more commercial nature of most posts and a lack of video content.

TOTAL POSTS	AVERAGE Likes	AVERAGE VIDEO VIEWS	AVERAGE ENGAGEMENT
131	771	2,274	2.8%

Data collected between 1 September 2019 and 29 February 2020

The most popular image post across the last six months with this photo of the new All Blacks training gear, modelled by Aaron Smith. New Zealand's national heroes are always going to pull good engagement.



Sticking to the rugby theme, the most viewed video was a simple, short video showing the new strip for New Zealand super rugby teams.



Overall, the Adidas New Zealand page is just one of a great many Instagram business accounts that operate in broadcast mode (“here’s our latest news”) rather than interaction mode “what do you think?”.

This approach, commonplace for larger brands who have opted to transplant traditional marketing strategies to social media marketing, is often a deliberate strategy. That is especially true of international brands who lack the local infrastructure to support intensive customer interaction. In many cases, that is exactly the most appropriate stance to take.

Smaller, local brands competing with large organisations are better advised to leverage their hometown advantage and seek to enter into dialogue with their customers and prospects. Take advantage of the “social” nature of social media and you may well unearth opportunities denied the global giants.

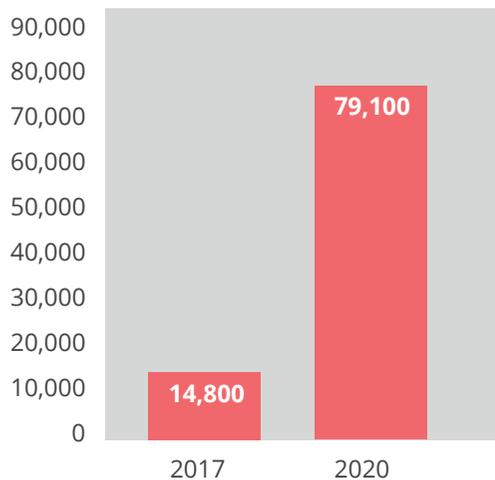
NEW ZEALAND HERALD

Next on the list: the New Zealand Herald.

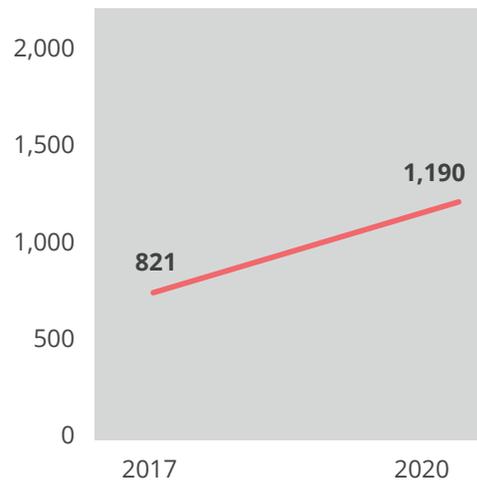
The most intriguing aspect of the Herald's presence on Instagram is that it paused its posts completely from December 26 2019 (and only restarted in March 2020, presumably in response to the coronavirus). We suspect that resource allocation was a factor, especially given the challenges that printed newspapers have been facing in an era where so much is moved to the Internet.

But still, it's surprising that the NZ Herald has attracted so many followers, given that the Herald's core audience is significantly older than the profile of a typical Instagram user.

FOLLOWERS



POSTS



Icon	Metric	Value
	TOTAL POSTS	25
	AVERAGE Likes	2,355
	AVERAGE VIDEO VIEWS	3,768
	AVERAGE ENGAGEMENT	7.7%

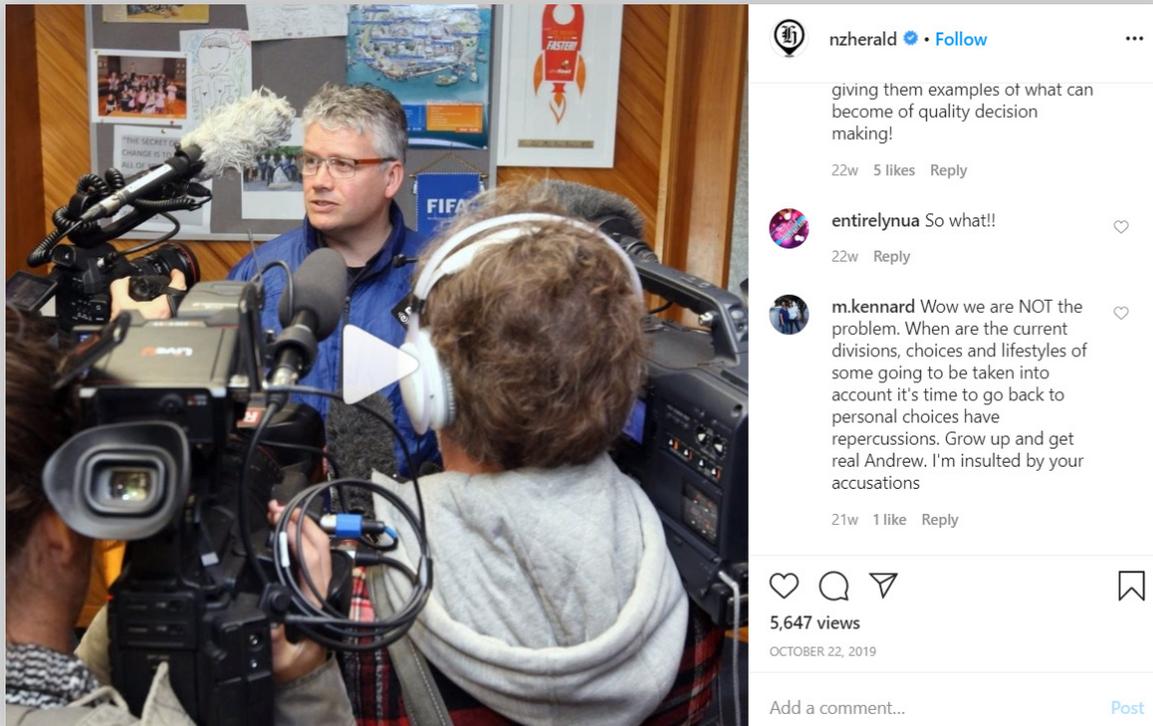
Data collected between 1 September 2019 and 29 February 2020



The most popular image post from the NZ Herald (when it was still active) was about the Whakaari/White Island volcanic tragedy in early December, a post that obviously resonated with all Kiwis.



Less obviously, the most viewed video appeared in October, and about a Herald feature, “Long White Cloud”, which explored racial issues in New Zealand.



The NZ Herald’s Instagram presence, limited though it was during our audit period, does illustrate social media’s importance as a focal point for discussion of topical matters, whether national tragedies, contentious discussions or more trivial concerns.

Where once talkback radio provided a discussion forum for Kiwi opinions, social media now seem to be the go-to, no doubt due to the immediacy and ease of it all.

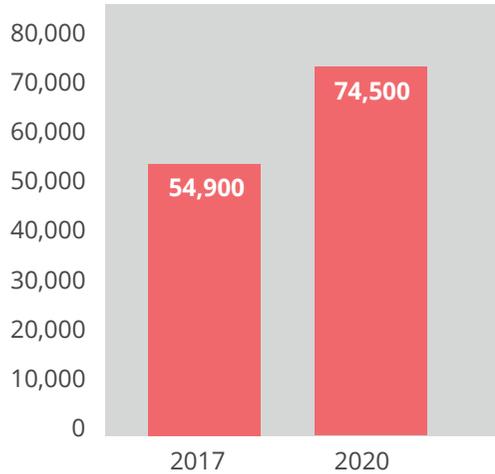
This new reality is a matter for both caution and optimism: caution, because poorly-worded posts will be quickly seized upon and thrust into the limelight by those with contrary views.

And optimism, because consumers are both willing and able to speak up and will quickly and enthusiastically support a cause they believe in.

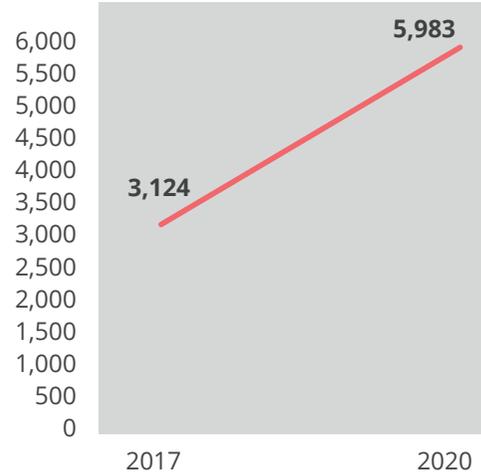
LOADED NZ

Loaded NZ describes itself as a “sneaker focused street wear store”. It’s a predominantly-online store, with an Auckland retail outlet.

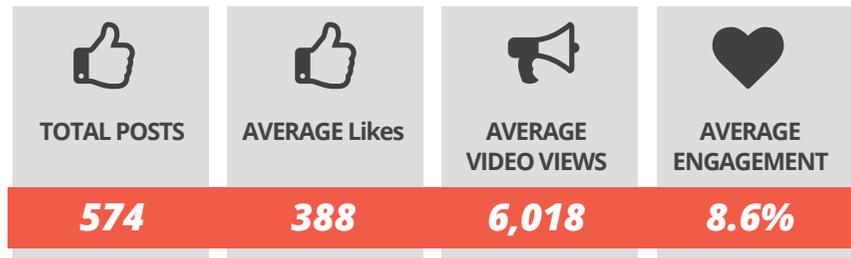
FOLLOWERS



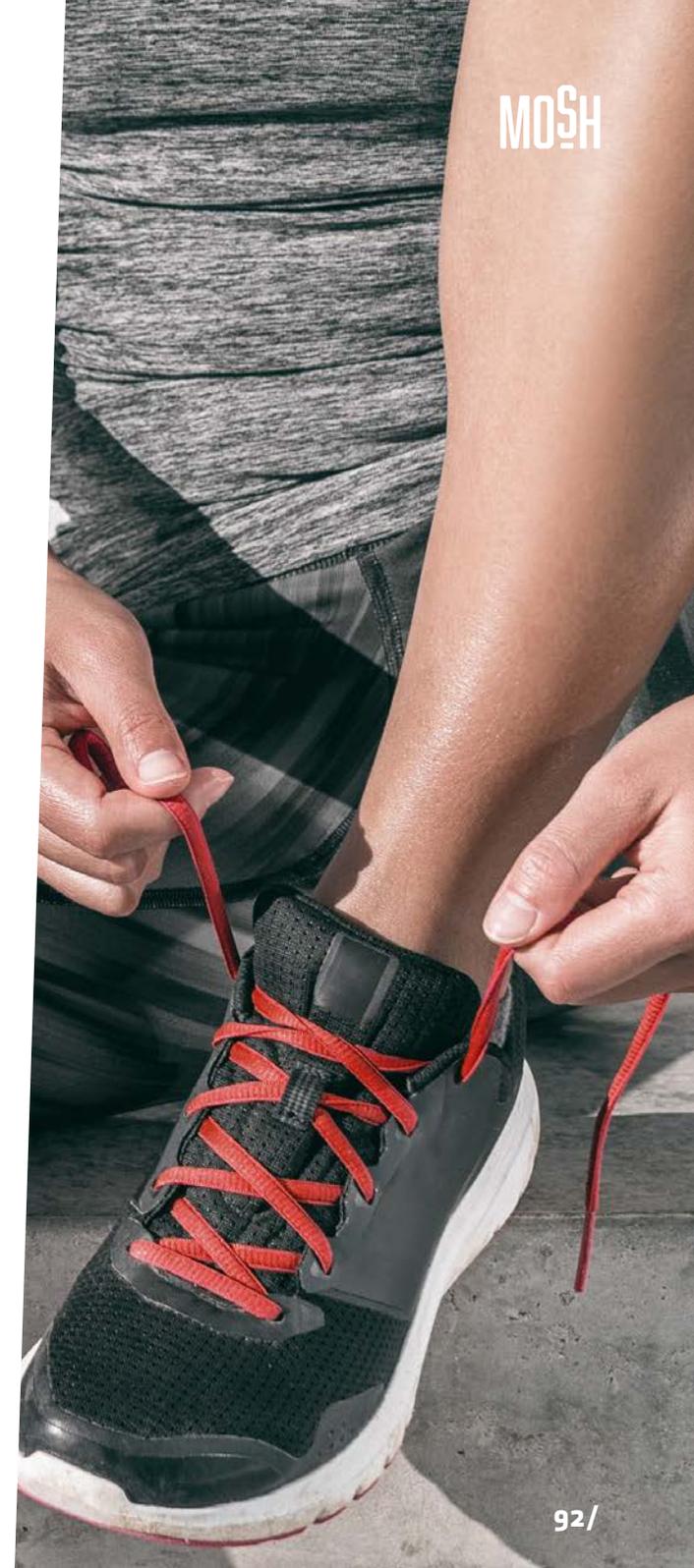
POSTS



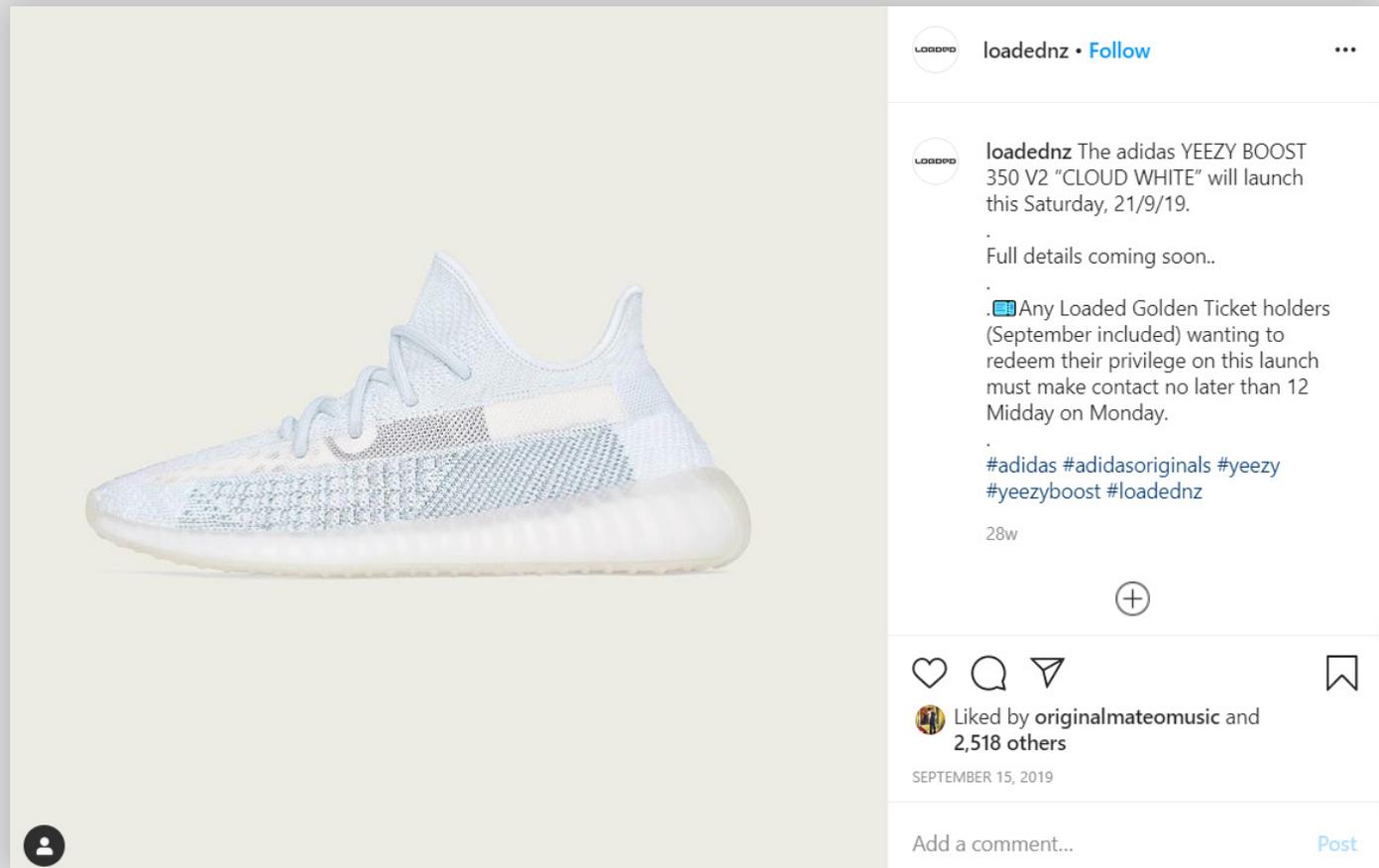
The brand is super active on Instagram, with an average of 22 posts a week (three per day).



Data collected between 1 September 2019 and 29 February 2020



As you would expect from a retail operation, most Loaded posts feature product and price shots. The popularity of the posts is directly related to the appeal of the product being featured. The most popular post for the period was announcing the imminent launch of a new limited-edition sneaker, the YEEZY BOOST 350 V2 "CLOUD WHITE".

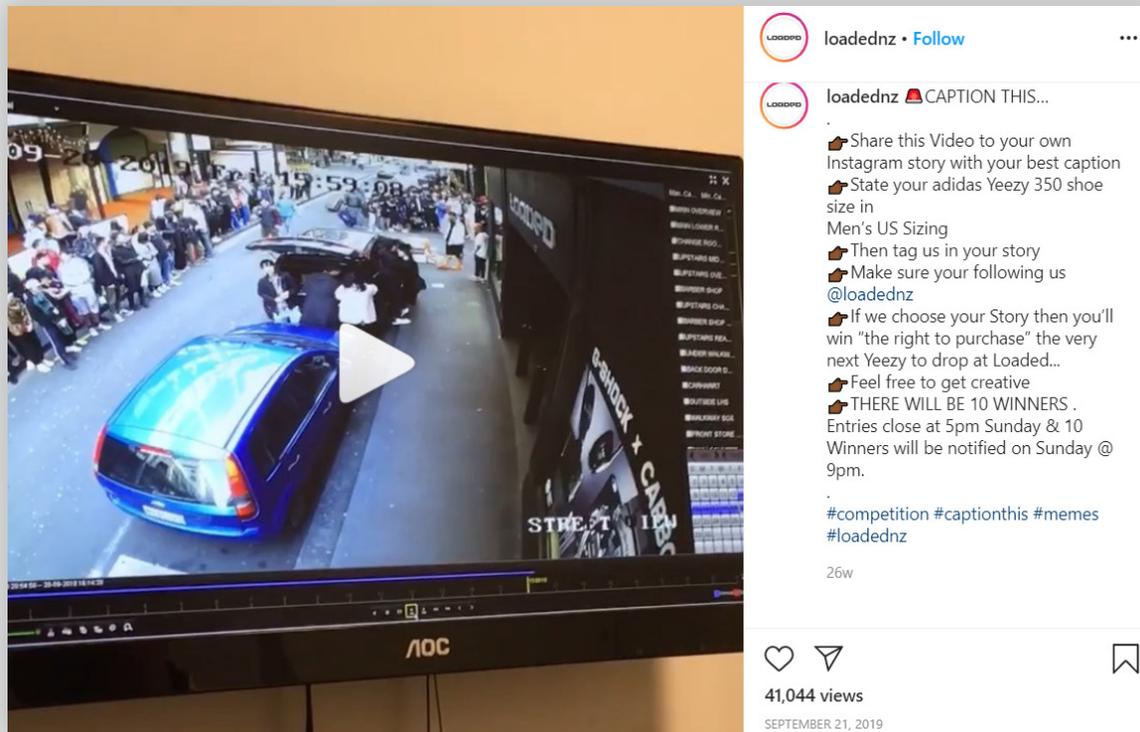


Intriguingly, this post and a number of others refer to “Loaded Golden Ticket holders”. These golden tickets “give the bearer a first right to purchase a limited edition Sneaker release from Loaded”. In other words, golden tickets are a preferential customer benefit, giving priority access to new releases.

Golden tickets can be purchased as part of a pack:

“the Loaded X JanSport Signature Series Pack includes a Can of Loaded Crep Sneaker Protector & a Loaded Golden Ticket for \$159”.

Or, as seen in the most viewed video post, golden tickets can be won:



Loaded NZ is making smart use of one of the cornerstones of consumer psychology — scarcity — to drive both its business model and its social media presence. When a sought-after product is only available in limited quantities, consumer interest kicks into overdrive. Fear of Missing Out, the perceived status of possessing a nearly unattainable item, and of course the coolness of the product itself, all combine to fuel desire.

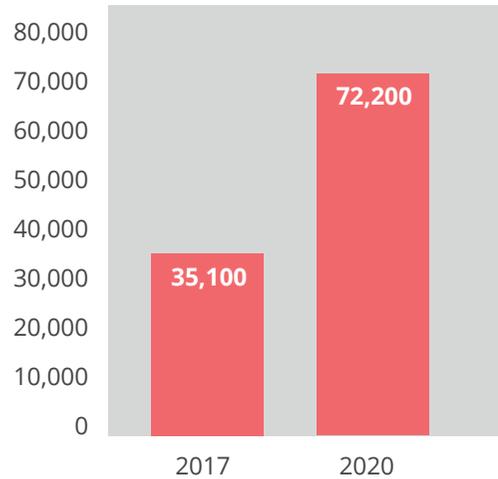
The marketing lesson? Dangling limited access to golden tickets in front of starving prospects through social media channels (in return for participation through contests and similar activities) works.

It's a smart model and one worth considering, no doubt about it.

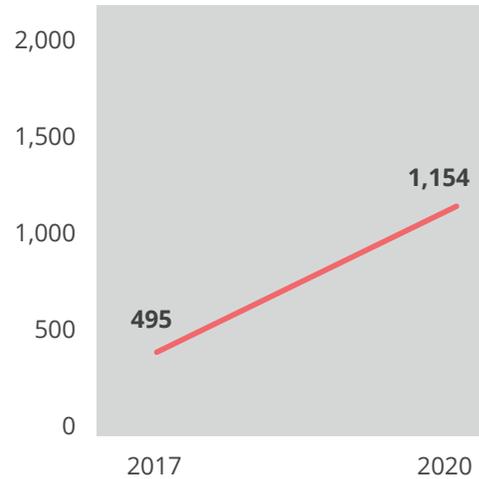
FVMZM

Our second radio example, fvmzm, belongs to the Fletch, Vaughan and Megan show on ZM. Follower numbers have doubled in size since 2017.

FOLLOWERS



POSTS



The page averaged four posts a week over the data collection period, with an outstanding engagement rate, largely thanks to the volume of video content.

 TOTAL POSTS	 AVERAGE Likes	 AVERAGE VIDEO VIEWS	 AVERAGE ENGAGEMENT
108	3,380	23,408	37.0%

Data collected between 1 September 2019 and 29 February 2020





The fvmzm posts are all about three breakfast radio personalities, an appropriate strategy given that the account bears their names. The approach involves classic radio hijinks, with the occasional feelgood story thrown in.

Fittingly, the most popular image post is also self-focused as the team bids farewell to their producer, Caitlin.



fvmzm • Follow

hannarno @daniellekennedy11 @juliaannestewart 🥺🥺🥺

17w Reply

— View replies (1)

iamstuartwilliamson 😞

17w Reply

vikki.doherty Don't worry Caitlin, you'll always be youthful in my eyes 😊

17w Reply

sandyandy We'll miss her

16w Reply

Liked by francesca.lunjevich and 6,923 others

NOVEMBER 26, 2019

Add a comment... Post

The most viewed video takes a slightly different tangent: presenter Megan shares the delightful tale of the time her husband was mistaken for a very famous someone else.

WEEKDAYS 6-9AM

fvmzm • Follow

fvmzm Mr Toyboy has a new doppelgänger 😂

17w

laura_xo_rebecca She just kept on digging didnt she

17w 2 likes Reply

katelyncun @louisejohns69 have you listened to this bahahaha 😂😂

17w 1 like Reply

— View replies (1)

masiofoblue Hahaha hahaha 😂

67,662 views

NOVEMBER 24, 2019

0:00 / 2:12

fvmzm

Add a comment... Post

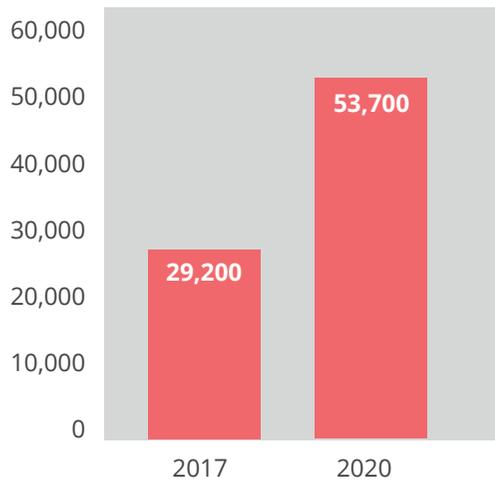
If your brand depends on personalities, as breakfast radio typically does — think, for example, of when the Mad Butcher, Sir Peter Leitch, was at the helm — then you should take a closer look at the fvmzm Instagram account. It won't win any awards for outstanding visual presentation, but it's definitely got a lot of engaging content. And when you have a radio fanbase as dedicated as Fletch, Vaughan and Megan's, you've got a great head start.

And that leads us to the final Instagram account we reviewed, Whittaker's Chocolate.

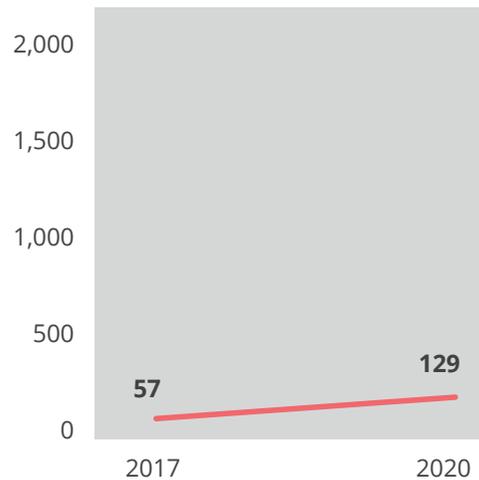
WHITTAKER'S CHOCOLATE

Whittaker's is New Zealand's most trusted confectionery brand (according to the Reader's Digest 2019 study), an accolade it gained by building its reputation one peanut slab at a time, before expanding into a wide range of other chocolate delicacies.

FOLLOWERS



POSTS



Although posting to Instagram less than once a week, Whittaker's has managed to achieve engagement levels far beyond any other organisation we have reviewed in this report.

Icon	Metric	Value
	TOTAL POSTS	17
	AVERAGE Likes	1,156
	AVERAGE VIDEO VIEWS	76,618
	AVERAGE ENGAGEMENT	144.3%

Data collected between 1 September 2019 and 29 February 2020



Whittaker's only posted a single image during the data collection period (which therefore automatically earns the title of most popular image post). The winning image? A respectful nod towards the suffering in Australia as a result of the bushfires:



There was rather more competition for Whittaker's most viewed video post, but a delightful chocolate train journey prevailed. Whittaker's is another major brand whose Instagram posts are broadcast at us rather than inviting interaction. As we noted earlier, this is standard procedure for bigger brands, but at least Whittaker's does it with flair.



KEY TRENDS

That concludes our review of successful Facebook Pages and Instagram accounts in New Zealand. These examples have taught us a lot about how brands can leverage social media for marketing purposes (and, occasionally, pointed out mistakes to avoid). Next, let's look at key trends in the social media sphere, starting with the rise of ephemeral media.

KEY TREND: THE MOVE TO EPHEMERAL

This trend all started with Snapchat, which (seemingly out of nowhere) launched on the social scene in 2014 with video messages that disappear in seconds.

In retrospect, it was an obvious development. Too many tales were emerging of people (often young and/or foolish) who posted things on social media that would stay there to haunt them forever. Why wouldn't you want to have a way to share information that didn't stick around?

Time passed. Snapchat grew steadily. Then Facebook's owner decided to take on the upstart and introduced its own ephemeral offerings through its Instagram arm.

Unfortunately for Snapchat, Instagram's established base of around a billion users meant it didn't take long for the behemoth of online image-purveyors to out-muscle the ephemeral pioneer.

Now, everyone's doing it. By 2020,

Instagram Stories had surged to 500 million users:

The Stories format also spread to its stablemates, Facebook and WhatsApp.

Facebook Stories, visible for 24 hours, are short user-generated photo or video collections that can be uploaded to a user's Facebook account. In effect, they're a second news feed. Facebook's in-app camera allows users to apply filters and Snapchat-like lenses to their content. Simply put, Facebook Stories is Instagram Stories for Facebook.

Marketers have been quick to adopt the Stories format, especially on Instagram:

Some key Instagram Stories statistics, according to TBE :

- One in four millennials and Gen Zers look for Stories of the products and services they want to buy
- One third of the most viewed Instagram Stories are for businesses
- On average, 2.3 Stories are posted per week by Instagram users

One in four millennials and Gen Zers look for Stories of the products and services they want to buy



KEY TREND: SOCIAL AD COSTS WILL CONTINUE TO RISE

Although 67% of social advertisers consider Facebook to be the most effective social media platform they use, many are worried about rising costs, as reported Social Grain. For now, Facebook Ads remain pretty affordable for most marketers, but costs are increasing year on year, and many advertisers are justifiably worried.

Why do costs keep going up? It's a simple matter of supply and demand. Facebook currently has about 7 million advertisers, up from 4 million in 2016. But it hasn't acquired new users to meet that growth, especially in the U.S. and Canada, where daily active users have not increased for a couple of years now.

ACTIVE ADVERTISERS ON FACEBOOK

A study of 200 marketers spending \$100K on Facebook during October 2019 shows that:

- Cost per 1,000 impressions (CPMs) on Facebook have grown 90% year on year for marketers, and that number only continues to grow
- Surveys indicate that rising costs are a concern for 85% of marketers, with 13% "extremely" concerned about it

That concern is exacerbated since 42% of marketers have been spending more in 2019 than 2018. If costs continue to rise, 47% of marketers believe they could be priced out of paid Facebook advertising.

Expect this trend to continue in the year ahead.

If you're concerned about the affordability of Facebook Ads, weigh the cost of acquiring new customers against their lifetime value. You'll probably find that you're still getting your money's worth.

Although 67% of social advertisers consider Facebook to be the most effective social media platform they use, many are worried about rising costs



KEY TREND: BRINGING AI, AUTOMATION & AR TO THE FORE

Facebook has been investing in artificial intelligence (AI) in a big way to help improve the performance of advertising on the platform, and to save on manpower (bring on the conspiracy theories about robots taking over).

Here are some of the automation tools that are currently helping advertisers improve performance, or allowing social media managers to kick back:

CAMPAIGN BUDGET OPTIMISATION (CBO):

With CBO, you set your budget at the campaign level, rather than the ad set level, and then Facebook uses that along with your bid strategy (lowest cost per action (CPA) or highest return on ad spend (ROAS) to maximise your spend.

AUTOMATIC PLACEMENTS:

Instead of selecting your placements, Facebook will choose them for you, running your ads on Instagram, Audience Network, and Messenger as well as Facebook and optimising for cost.

DYNAMIC FORMATS AND AD CREATIVE:

If you're using Dynamic Ads, this machine-learning option delivers a personalised version of the ad to everyone who sees it, based on what they are most likely to respond to.

Here are some of the automation tools that are currently helping advertisers improve performance, or allowing social media managers to kick back.





We recommend getting an expert involved in managing Dynamic Creative for you. In other words, the robots aren't quite there yet, and they need us humans to intervene for now.

AUTOMATIC LANGUAGE TRANSLATION:

For selected placements and languages, you can choose to have Facebook auto-translate your ad into the user's preferred language. A caveat: Facebook doesn't guarantee the quality of automatic translations, so you have to manually review each one.

MULTIPLE TEXT OPTIMISATION:

This feature hasn't been fully rolled out yet, but it's available to some users and will initially be available for the traffic, app installs and conversions objectives. You can add five different options for the primary text, headline and description of your ads, and then Facebook will show different combinations of text to users based on what they're most likely to respond to as identified by machine learning models, in line with Dynamic Creative.

A WORD OF CAUTION ON ALL AUTOMATION:

These tools are still evolving, and none of them are perfect. We don't recommend selecting 'automatic placements' unless you really know what you're doing. We recommend checking (and double checking) your automated translations. We recommend getting an expert involved in managing Dynamic Creative for you. In other words, the robots aren't quite there yet, and they need us humans to intervene for now.

KEY TRENDS: INVISIBLE VANITY METRICS

Influencers were caught off-guard in mid-2019 by the loss of one of the key tools by which they proclaim their popularity: the Like.

Positioned as a “trial”, but now in force in a number of countries, including New Zealand, Instagram has removed Like scores from consumers’ posts — and it’s expected that Facebook will do the same in due course.

It’s potentially a major problem for influencers, who will have to rely on the less-numerically-significant comments and shares for their validation in future.

Influencers were caught off-guard in mid-2019 by the loss of one of the key tools by which they proclaim their popularity: the Like.



KEY TREND: INSTAGRAMMABLE RETAIL

Here's some key advice from Melissa Gonzalez, founder of the Lion'esque Group, retail strategist, and author of *The Pop-Up Paradigm: How Brands Build Human Connections In A Digital Age*:

"Brands and retailers will want to incorporate 'Instagrammable moments,' but will do it with a more holistic mindset, creating experiences that inspire guests to want to share what they have discovered."

***"Brands and retailers
will want to incorporate
'Instagrammable moments'"***

Consider integrating something in your store that can serve as what Gonzalez refers to as a "neon moment" - that decorative feature that serves as key Instagram content — a flower wall or a castle with a mote and knights standing guard... be creative.



CONCLUSION

In this report, we've reviewed current statistics for Facebook and Instagram, both globally and in New Zealand. We've looked at many of the top performing NZ Facebook and Instagram accounts, and we've explored in more detail some of the leading performers, taking away valuable lessons from their strategies and tactics.

We've found that although overall engagement rates have declined on social media since 2017, the social media landscape and the ways in which people use the platforms have evolved to make these metrics barely comparable.

The rise of paid advertising has brands' organic posting behaviours, and the removal of visible Likes on Instagram (and no doubt soon on Facebook) will undoubtedly impact engagement metrics again in the near future.

"Although overall engagement rates have declined on social media since 2017, the social media landscape and the ways in which people use the platforms have evolved to make these metrics barely comparable."

ABOUT MOSH

MOSH

Social media is a powerful marketing tool, and most brands are now using it. While it's easy to post a few cat memes and hope for the best, as the platforms have become more crowded, and more complicated, it's become increasingly difficult to drive a meaningful return from social media.

That's why we created Mosh.

Way back in 2009, launched out of an MBA project, Mosh's focus has always been on helping businesses and organisations use social media to deliver a return on their investment.

We've been fortunate to work with a cross section of New Zealand and international brands, from small to large and everything in between. Early clients included Fletcher Building, Hell Pizza and AMP, through to AA, Airbnb, Lion, MTA, Te Wānanga o Aotearoa, Panasonic, Villa Maria, and many more.

We've seen the industry change a lot over the years, and watched closely as it's become increasingly more complex and nuanced. This has allowed us to stay true to our purpose of being New Zealand's leading social media specialists.

Over ten years later and there's a few more of us, we're a little bit greyer and wiser, but each day we're still excited and challenged by the ever-changing world of social media.

Mosh's focus has always been on helping businesses and organisations use social media to deliver a return on their investment.

Check us out at: www.mosh.co.nz.