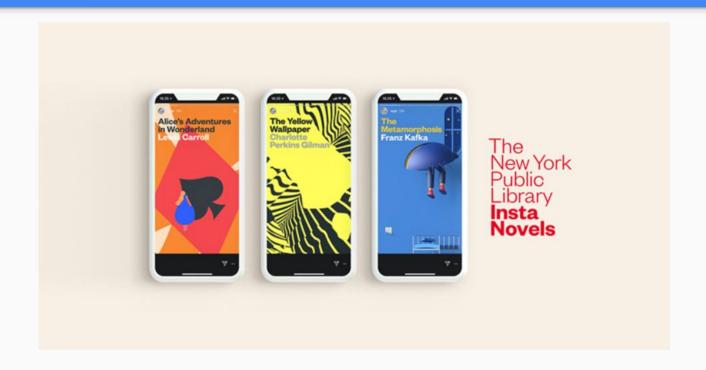
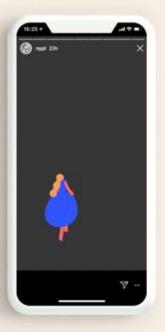
Successful SMM campaigns

Mother and New York Public Library Presents Insta Novels To Boost Instagram's Cultural Level





The New York Public Library **Insta Novels**

Idea of the campaign

We want people to understand that libraries aren't just those brick-and-mortar places full of dusty books. This project is directly in line with the Library's mission to make the world's knowledge accessible to all.

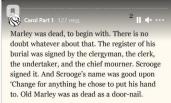
Christopher Platt, the NYPL's Chief Branch Library Officer

The mechanism of the project

Within a few days a person is immersed in a book, 1 story in instagram = 1 page read.



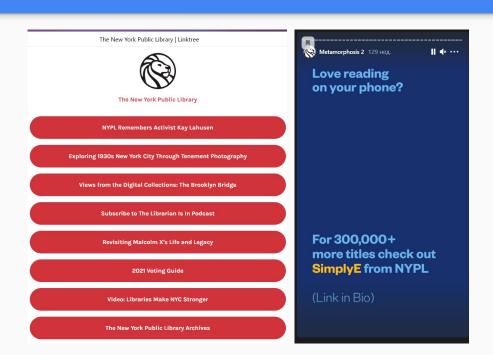




Mind! I don't mean to say that I know, of my own knowledge, what there is particularly dead about a door-nail. I might have been inclined, myself, to regard a coffin-nail as the deadest piece of ironmongery in the trade. But the wisdom of our ancestors is in the simile; and my unhallowed hands shall not disturb it, or the Country's done for. You will, therefore, permit me to repeat, emphatically, that Marley was as dead as a door-nail.

Scrooge knew he was dead? Of course he did. How could it be otherwise? Scrooge and he were partners for I don't know how many years. Scrooge was his sole executor, his sole administrator, his sole assign, his sole residuary legatee, his sole friend, and sole mourner. And even Scrooge was not

Communication channels, platforms and instruments that used to promote the campaign



Main platforms: Instagram and the library website.

The promo video was released on YouTube.

For promotion, we used targeted advertising and hashtags, made integrations with the creative group Mother.

Converting novels to ebooks is an ingenious idea to spread the all-time classics, NYPL's tech-savvy move is also a win to make a public engagement as well.



Link

During the year of the project's existence, more than 300 thousand people have read Insta-novels, and the NYPL page has added 130 thousand subscribers.