

Successful SMM campaigns

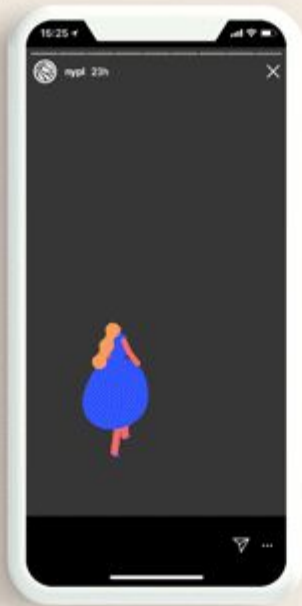
Tusinova Irene, 8705



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



The
New York
Public
Library
**Insta
Novels**



The New York Public Library **Insta Novels**

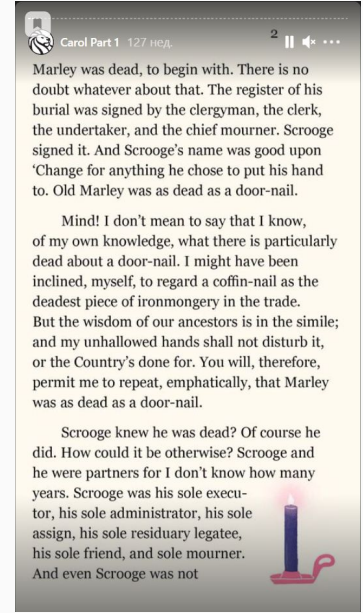
Idea of the campaign

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.

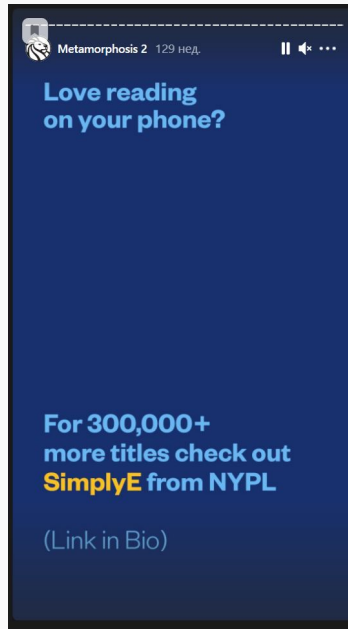
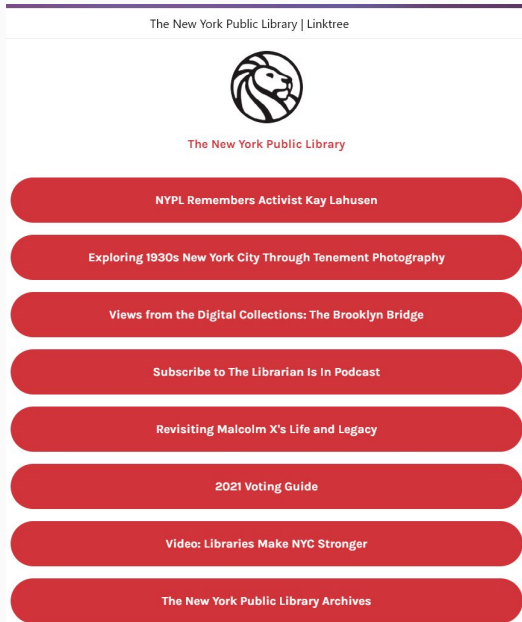
Christopher Platt, the NYPL's Chief Branch Library Officer

The mechanism of the project

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



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.