Slide 1: Instagram is a social media platform where users can post pictures, one at a time or multiple at once. Most pictures have a short caption accompanying the photo. What makes Instagram different than other social media apps, is the focus on the overall aesthetic. Popular Instagram users will think out each post and how it will fit into their theme. A user's Instagram page is called their grid and the grid is the overall view of all the photos they have posted recently.

Slide 2: One popular instagram user has an especially unique aesthetic, Jaden Smith. Jaden Smith is actor Will Smith's son, and is an actor and performer himself. Obviously, he gained many of his followers because of his fame. This could be an example of ethos because Smith already has a fan base, and, many fans already know his style and aesthetic in real life, so they know if they will most likely enjoy his online presence or not. Even though Smith would most likely have numerous followers regardless of his instagram theme,there is no way to deny his creative instagram page.

His audience in this case would be his followers and most of his followers are millennials who either know him as an actor of just enjoy his interesting instagram page. His page is very modern and minimalist, which is an aesthetic that many millennials appreciate

Slide 3: One thing Smith does to draw his followers to his page, is focusing on his whole, overall page look, rather than one picture at a time. As you can see in this picture of his grid, he only has one photo with an actual picture and the other squares are filled with photos of white space. This tactic makes it so the page visitor is drawn to the one photo instead of being bombarded with a full grid.

Slide 4: Another way Smith focuses on the whole grid view is by splitting one photo up into three parts. Instagram is set up so that there are rows of three photos going across on the screen. As you see in this portion of Smith's grid, he has a total of three photos, but they take up nine boxes.

Slide 5: In this slide, you can see, I screenshot a photo of one part of the three on the grid that was shown in the last slide. As you can tell, individually this photo makes no sense. In order for the viewer to get the full effect of the photo, they must see the entire grid. Smith is not focused on the single photo, but the whole picture in this case.

This could be viewed as a negative to some instagram users because, when when scrolling through instagram, they just see one photo at a time and if they are looking at a picture that is one of three, it's confusing and may seem unorganized

Slide 6/7: Another tactic Smith uses on instagram is his use of color, or lack thereof. According to Taylor Loren, the Content Marketing Manager for Later, the top Instagram marketing platform, one way to "jazz up" your instagram feed is to "set your brand colors." Smith does this by going through phases of different color themes. One of his most common themes is simply black and white. Black and white photos make an instagramers grid have a clean and coherent look.

Slide 8: Smith uses other color themes besides just black and white. In this photo his grid has the two red pictures symmetric to each other so that the viewer's eyes are drawn to them right away. In the center bottom square there is a white picture and the top two corners of the gird have light pink photos. Those colors were used to frame the picture in the top middle of Smith where he has a red flower in his hair which ties the whole grid together. The red and pink colors

work well in this portion of Smith's grid because the red is vibrant and makes the photos pop and the pink is subdued and frames the top photo without distracting from it.

Slide 9: Sometimes, another tactic smith uses is repeating the same picture, or very similar picture multiple times. Usually it is repeated in threes or multiples of threes because of the layout of instagram This picture of the quote "cry for love" is the exact same for each photo. The caption of each photo is Smith congratulating his friend, Harry, on his new song which is called "Cry For Love. Smith maybe chose to repeat the photo three times in order to promote his friends song. But, most likely he posted this picture three times because if he only would have posted it once, everything u to that point in his grid would have been messed up. Because Smith has focused so much on photos in groups of three, he needs to continue to post in threes in order to keep each group of photos looking coherent.

Though posting photos in groups of three makes his grid look nice, it can also be somewhat of a burden. Sometimes it seems unnecessary and redundant to post three of the same photo. Especially when a user is just scrolling through their feed, it is annoying to see the exact same picture three different times.

Slide 10: One negative in Smith's instagram is his lack of captions. Many instagram users focus a lot on making their captions clever, funny, heartfelt, and so on. In most of Smith's photos he does not have a caption, or if he does it is very short and simply informative. While users are scrolling through hundreds of photos, sometimes the only thing that captures their attention is the caption. Courtney Goodstein, a Communications intern at Trifecta Team PR, wrote a blog talking about why instagram captions are so important. On reason she said is, "Millions of people are scrolling through Instagram at this very moment, but what make someone stop and take a look at your post? The CAPTION! A well thought and written caption will hold their attention to your post and will help your product or brand stand out amongst the rest." Because Smith does not have engaging captions, some people may find his instagram to be boring or confusing.

Last Slide: Overall, Smith has a very unique Instagram feed, that has drawn 6 and a half million followers to follow his page. Though there are parts that some users think are annoying or confusing, there are many aspects of his instagram that some people, especially millennials appreciate.