

## PURDUE ATHLETICS INSTAGRAM ACCOUNTS

@purduesports .....	6,890
1. @boilerball .....	7,139
2. @boilerfootball .....	5,489
<b>3. @purduewrestling .....</b>	<b>2,559</b>
4. @purduevb .....	2,430
5. @purduewbb .....	1,035
6. @purduesoftball.....	883
7. @purduemtennis.....	365
8. @purduemensgolf.....	119
9. @purduewswim .....	264

*Followers as of April 17, 2015*

## PREVIEW EXAMPLE

- Posted to Instagram Feb. 13 // 1:06 p.m.
- Total bitlink clicks // 99
- bitlink also used on Facebook (35), Twitter (26), **other (25)**
- Total photo ❤️ // 186



 **purduewrestling**  
2 months ago  
Will you be there when we run out in the mat to go #AlwaysAggressive against Michigan State Sunday at 1 p.m.?! Use the link in our bio for all the details. // Photo cred Michael Ringor

❤️ **buddy.sims.58, mrsprob86, daniel.sylvester** and **183** others like this.

 **tlynde5**  
Absolutely!

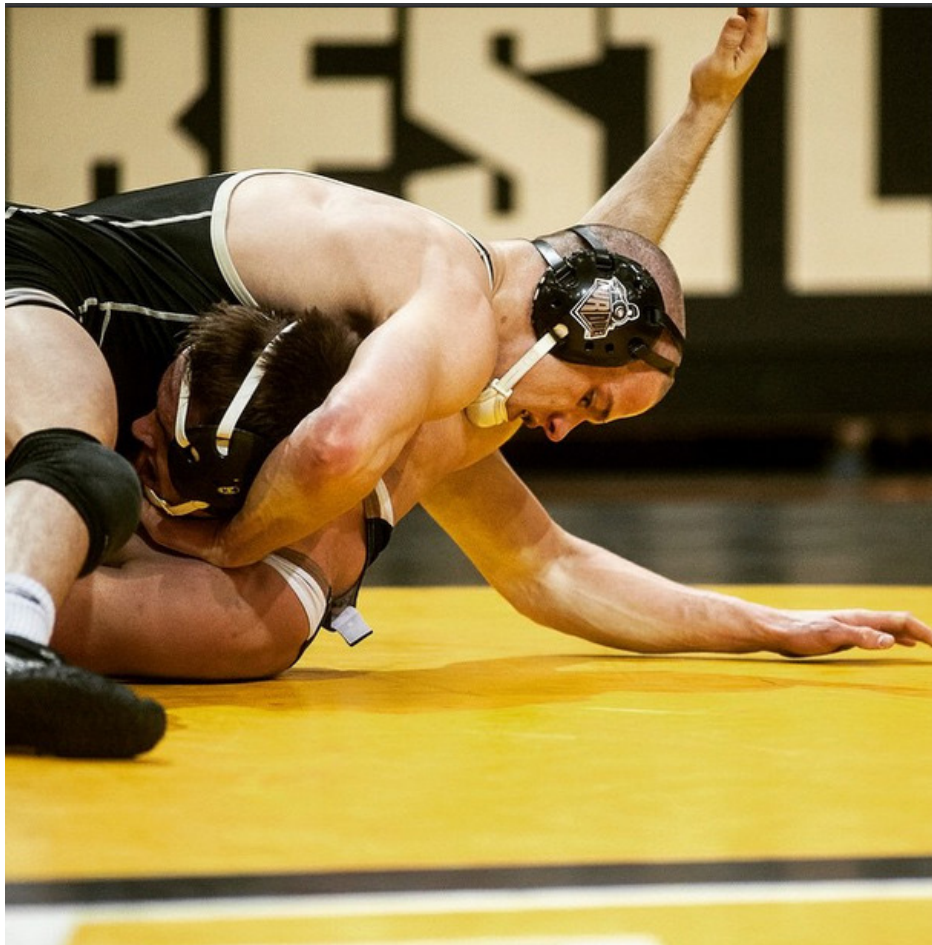
 **iamgr8oz**  
Definitely!

 **purduegoldusterdanceteam**  
We will be there!!

❤️

## RECAP WITH QUOTE EXAMPLE

- Posted to Instagram Feb. 15 // 5:38 p.m.
- Total bitlink clicks // 185
- bitlink also used on Facebook (117), Twitter (30), **other (45)**
- Total photo ❤️ // 227



**purduewrestling**

2 months ago

"A pin is the goal in wrestling; it is the highest thing you can get." - @dougwelch157 // Use the link in our bio for the full recap of today's 22-13 win over Michigan State #AlwaysAggressive // Photo cred @mtphoto724

❤️ **carter.petty, connor.armuth, calebmurrell\_ and 224** others like this.



Leave a comment...



## RECAP EXAMPLE

- Posted to Instagram Feb. 20 // 11:23 p.m.
- Total bitlink clicks // 156
- bitlink also used on Facebook (66), Twitter (31), **other (59)**
- Total photo ❤️ // 317



**purduewrestling**

2 months ago

What a Senior Night for these guys! Use the link in our bio to read all about the show we put on tonight.

#AlwaysAggressive

❤️ [fatpat165](#), [t\\_pitty12](#), [switzer\\_swag\\_football](#) and 314 others like this.



Leave a comment...



## RANKINGS ROUNDUP PHOTO CHOICE EXAMPLE

- Posted to Instagram Feb. 18 // 12:23 p.m.
- bitlink only used on Instagram and Twitter
- Total bitlink clicks // 63
- bitlink also used on Twitter (32), **other (31)**
  
- Total photo ♥ // 106



## RANKINGS ROUNDUP PLAY ON RECENT RESULTS EXAMPLE

- Posted to Instagram Jan. 14 // 3:29 p.m.
- bitlink only used on Instagram ... the full Facebook post URL was posted to Twitter (61)
- Total bitlink clicks // 49
- Twins had an outstanding weekend and were rewarded in national rankings
- Total photo ♥ // 192




# BIG CHAMPIONSHIPS CENTRAL

- Posted to Instagram March 3 // 5:38 p.m.
- Posted four days prior to event
- bitlink only used on Instagram day of post = 11 clicks
  
- Total photo ♥ // 201



**BIG WRESTLING CHAMPIONSHIPS**  
 MARCH 7-8 // ST. JOHN ARENA // COLUMBUS, OHIO



**purduewrestling**

Following


2 months ago

It's coming! The link in our bio is your one-stop-shop for EVERYTHING heading into and during the @b1gwrestling Championships. #AlwaysAggressive

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♥ davis.cox, pursley141, t\_pitty12 and 198 others like this.


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**boilerradio**

#BoilerUp


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**hungry\_sloth\_152**

I'll be there


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**killerkam85**

Let go hype

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Leave a comment...



## BIG CHAMPIONSHIPS EVENT POST

- Video posted to Instagram March 7 // 9:24 a.m.
- Total bitlink clicks during day // 356
- bitlink tweeted three times during day = 127 clicks
- bitlink clicked 229 times other than Twitter
  
- Total photo ♥ // 202



**purduewrestling**

1 month ago · St. John Arena

25 minutes out // Remember, everything you need, brackets, upcoming matches, stream links + more can be found using the link in our bio. #AlwaysAggressive

♥ aaron\_lorentz\_, wrestlers.of.indiana, kevincuret10 and 199 others like this.



Leave a comment...



## B1G CHAMPIONSHIPS CENTRAL

- 13 Instagram B1G Championships-specific posts from March 3-8, eight of which were NCAA qualifier graphics
- Two of the posts referenced the event-specific link in the bio
- Total bitlink clicks // 1,074
- bitlink received 395 clicks from purduesports.com, 22 from an unknown CoveritLive, 229 from Facebook, 229 from Twitter and **199 other**

# NCAA CHAMPIONSHIPS CENTRAL

- Posted to Instagram March 12 // 4:45 p.m.
- Posted one week prior to event
- bitlink clicked 36 times day launched ... also used on Facebook and Twitter
  
- Total photo ♥ // 234



**purduewrestling**

1 month ago

Our @officialncaawrestling Championships Central page is up! So much info for you over there! Use the link in our bio all throughout the tournament.  
#AlwaysAggressive

♥ benrivero23, pursley141, wrestler\_285 and 231 others like this.



**scasner5349**

It's exciting!!! Go Boilers!!!



Leave a comment...



# NCAA CHAMPIONSHIPS EVENT POST

- Posted to Instagram March 19 // 11:07 a.m.
- Total bitlink clicks during day // 287
- bitlink tweeted four times during day = 225 clicks
- bitlink clicked 62 times other than Twitter
  
- Total photo ♥ // 232



**purduewrestling**

4 weeks ago · 📍 Scottrade Center

Wrestlers, please clear the mats! All the info you need + lots of links to watch and follow can be found using the link in our bio. #AlwaysAggressive #D1Wrestle // Photo credit @littlewelch\_125

♥ nearfalking, nuclearguy103, tanman184 and 229 others like this.



**cade\_mohr**

Is it on tv @purduewrestling



**purduewrestling**

@cade\_mohr use the link in our bio. Everything is there.



Leave a comment...



## NCAA CHAMPIONSHIPS CENTRAL

- Six Instagram NCAA Championships-specific posts from March 12-19
- Three of the posts referenced the event-specific link in the bio
- March 18 Instagram post that referenced the event-specific link was only social activity of the day = 64 clicks
- Total bitlink clicks // 873
- bitlink received 72 clicks from purduesports.com, 408 from Facebook, 232 from Twitter and **161 other**

## VIDEO TEASE EXAMPLE

- Video posted to Instagram Feb. 26
  - bitlink only posted on Instagram for 24 hours (5 p.m. - 5 p.m.)
  - Total bitlink clicks // 9
  - Flipgram was used to tease senior tribute video
  - Flipgram tease // <https://instagram.com/p/zlKNYeSyt9>
  - Senior tribute video // <http://bit.ly/17TtOG8>
- Total video ❤️ // 107



**purduewrestling**

2 months ago

"There was never a day in my life where I thought I don't want to go to Purdue, I always wanted to go to Purdue and it was a dream come true to be able to compete for Purdue." - @fatpat165 // Watch Pat's entire senior video using the link in our bio.

❤️ aaron\_lorentz\_, davis.cox, t\_pitty12 and 104 others like this.



Leave a comment...



## FACEBOOK PHOTO ALBUM TEASE EXAMPLE

- Posted to Instagram April 15 // 12:30 p.m.
- bitlink only posted on Instagram
- Total bitlink clicks // 10
  
- Total photo ♥ // 172



**purduewrestling**

1 day ago

Our seniors + coaching staff at last weekend's awards banquet. Make sure to check out all of @mtphoto724's photos from the night using the link in our bio.

♥ fatpat165, davis.cox, hermits\_wrestling and 164 others like this.

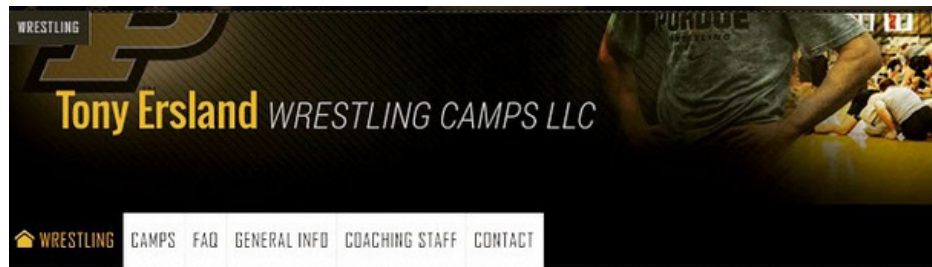


Leave a comment...



# CAMPS EXAMPLE

- Posted to head coach Instagram March 11 // 12:37 p.m.
- Total bitlink clicks // 27
- Total photo ♥ // 20



## Tony Erland Summer 2015 Camp Dates

This is the summer to take your wrestling to another level. At our camps you'll learn the best techniques while working with a top-notch coaching staff that has competed and coached at an Olympic caliber. With our coaching staff of Tony Erland, Zach Tanelli and Tyrel Todd, you'll learn, drill and train with coaches that know what it takes to get where you dream of getting, on top of the podium.

It is our goal to make you a better wrestler not only by increasing your skill set, but by increasing your knowledge of what it takes to help you reach your goals on the mat.

### TAKEDOWN CAMP: JUNE 14 - 17

Our four-day **Takedown Camp** focuses on gaining a better understanding of position, setups, counter offense, hand fighting and multiple attacks. You'll also receive instruction on critical off-the-mat skills, such as nutrition, strength training, weight loss and the proper mental attitude. [Read more...](#)

### BOILERMAKER DUALS: JUNE 21 - 24

The **Boilermaker Duals** will be formatted to benefit wrestlers from a competitive, technical and motivational standpoint. We will provide you a great combination of outstanding technique from top-notch clinicians, combined with 3-4 duals among two divisions daily. [Read more...](#)

### TECHNIQUE CAMP: JUNE 28 - JULY 1



**tonyersland**

Following

1 month ago

Our camp website is live! Find out what we'll have going on this summer using the link in my bio.

♥ [mo\\_balla](#), [ryanfranklinlang](#), [kclendenen07](#) and 17 others like this.



Leave a comment...



## AUCTION OPEN EXAMPLE

- Posted to @purduesports Instagram Jan. 26 // 12:37 p.m.
- Posted two days prior to game
- Total bitlink clicks // 607
- bitlink also used on Facebook (302), **other (305)**
- Total photo ♥ // 545



**purduesports**

3 months ago

Go behind the scenes and on the court when @boilerball takes on their biggest rival Wednesday. Use the link in our bio to find out how. #BoilerUp

Following

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♥

**awesome\_potatos, sam\_schlott, piatt13** and **542** others like this.

**imetz77**

Love u purdue

**ummmaybeyah**

@kruger! you're so famous!

**daman\_8785**

Boiler Up!!

**noahpoynter12**

@\_\_little\_j\_\_

**\_\_little\_j\_\_**

No. @noahpoynter12

♥

Leave a comment...

⋮

## AUCTION OPEN + WINNER EXAMPLE

- Posted to @purduesports Instagram Feb. 27 // 11:18 a.m.
- Posted one day after win, eight days prior to Illinois experience = ride momentum of victory
- Total bitlink clicks // 2-250
- bitlink also used on Facebook (160), Twitter (160), **other (199)**
- Total photo ♥ // 352



**purduesports**

2 months ago

Following

tell you it's something I'll never forget. Just an amazing overall experience, if you love @boilerball it's something you must do. Our tour guide was amazing, and very knowledgeable. So much fun I can't even put it into words yet. Thank you Purdue University for giving the opportunity for such a great experience." // Use the link in our bio to find out how this could be you at the Illinois game on March

♥ [klorialanis](#), [katedidalsdorf](#), [jc1895](#) and 348 others like this.

Leave a comment...