



InstaDay



InstaDay concept:

- online interviews with Instagram influencers in partnership with the ÖH & FH Kufstein

InstaDay purpose:

- entertain students with interesting content & insights of the life of influencers
- give some tips & feedback about being an influencer

InstaDay vision:

- raise awareness about the importance of social networks nowadays



**ARIANNA
TRICOMI**

"I JUST WANT TO HAVE
FUN"

Triple World Champion of Ski
Freeride on the Freeride World
Tour

Ari_tricomi: 43 551 followers on IG



**MARION
HAERTY**

"IF YOU DON'T TRY, YOU
WILL NEVER KNOW"

Triple World Champion of
Snowboard Freeride on the
Freeride World Tour

Marion_Haerty: 47 294 followers
on IG



2 TAGESBART
"WIR LIEBEN FRÜSTÜCK MIT
BIER"

DJ & entertainer touring on
big Austrian festivals and
events

2tagesbart: 9 884 followers on IG

Tips & feedback about being an influencer

- Take it as a second job - for athletes it is a new job to be constantly present on Instagram
- Have a good quality content
- Get help from sponsors
- Good visibility
- Target your audience and followers
- Target the age group of followers
- New tool to expose values & thoughts
- Be authentic, confident & proud of yourself

SCEM 19 VZ Master - FH Kufstein

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