



Instagram

WHY

The Federal Reserve has an image problem, and is often seen as **formidable and out of touch.**

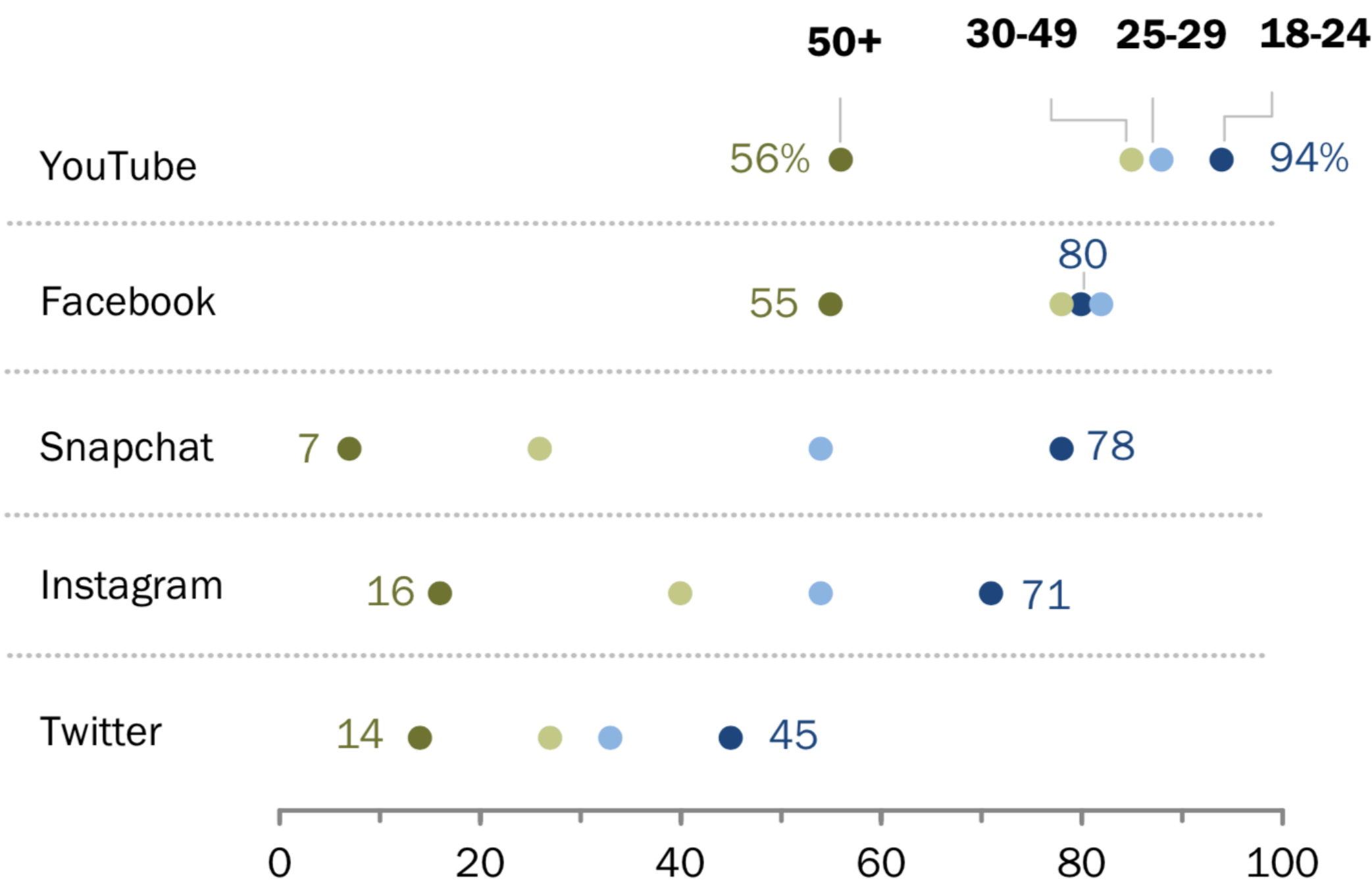
We want consumers and businesses  
across the Southeast to view us as an  
approachable partner who cares deeply  
about the community we serve.



DEMOGRAPHICS

# Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.  
“Social Media Use in 2018”

PEW RESEARCH CENTER

# Use of different online platforms by demographic groups

*% of U.S. adults who say they use ...*

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24

# Use of different online platforms by demographic groups

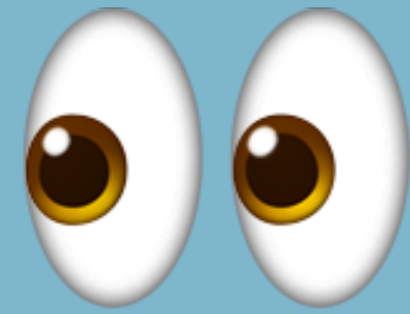
*% of U.S. adults who say they use ...*

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Urban	75	80	29	42	32	30	29	28
Suburban	67	74	31	34	26	27	23	19
Rural	58	59	28	25	18	13	17	9

GOALS



Build an engaged community  
of advocates and employees.



Boost brand awareness.

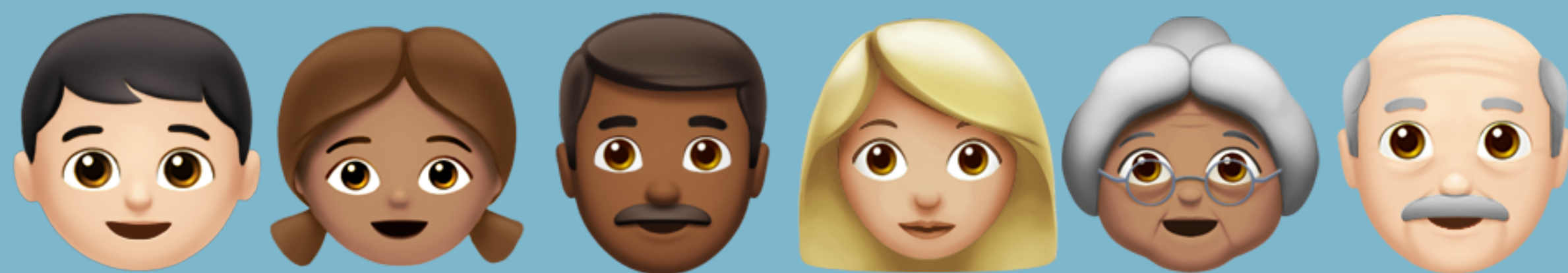


Enhance and complement event  
and outreach experiences.

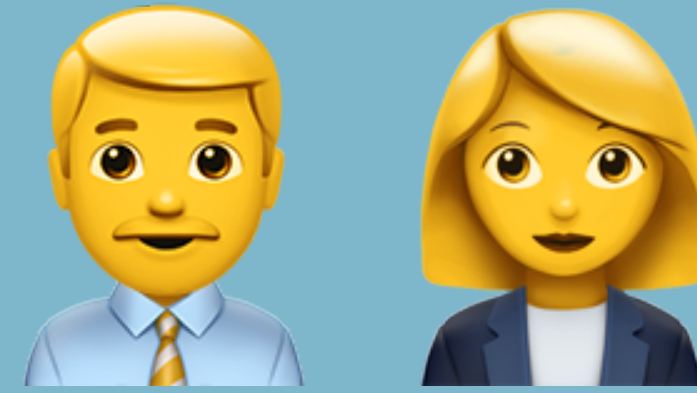




Illustrate both how we serve our communities and how we impact them.



Demonstrate the Atlanta Fed's commitment to diversity and inclusion, as well as sustainability.



Showcase employees and  
recruit new talent.

**VOICE & TONE**





**atlantafed • Following**

Federal Reserve Bank of Atlanta

atlantafed Christmas (and the @childrensatl parade) comes but once a year. Wishing everyone a safe and merry holiday. 🎅 (📷: Mark McElroy, Atlanta Fed)

atlantafed .

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#federalreserve #atlantafed #frbatlanta  
#federalreservebank #weloveatl  
#midtownatl #mymidtownview  
#exploregeorgia #exploreatlanta #exploreatl  
#instagood #photooftheday #picoftheday  
#whyiloveatl #discoveratl #atlantasnaps  
#metroatlanta #christmas #merrychristmas  
#happyholidays

afrosocalove We #AfroSocaLove This!



114 likes

DECEMBER 25, 2017

Add a comment...







**atlantafed • Following**  
Federal Reserve Bank of Atlanta

atlantafed Proud. 🏳️‍🌈 #Pride2017

atlantafed .

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#federalreserve #atlantafed #frbatlanta  
#federalreservebank #PrideMonth  
#PrideMonth2017 #HappyPride #LGBTQ #  
🏳️‍🌈

blxxdgvng prepare my throne



95 likes

JUNE 2, 2017



Add a comment...





**STORYTELLING**





brookingsinst • Follow

brookingsinst Dany Bahar, a Brookings expert who was born and raised in Venezuela, is reporting on the ground from



atlantafed • Following  
Federal Reserve Bank of Atlanta

atlantafed Thankful. 🍂 (📷: Sadat Karim, Atlanta Fed)

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#federalreservebank #weloveatl  
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#exploregorgia #exploreatlanta #exploreatl  
#instagood #photooftheday #picoftheday  
#whyiloveatl #discoveratl #atlantasnaps  
#metroatlanta #thanksgiving #fall #autumn  
#fallcolors #autumncolors



121 likes

NOVEMBER 23, 2017

Add a comment...







**catoinstitute** • Follow  
United States Capitol

**catoinstitute** Earlier today @catoinstitute's Gene Healy and John Glaser discussed Authorization for the Use of Military Force (AUMF) and presidential war powers. Missed the event? Visit the link in bio to watch via @cspan and join the conversation with #CatoHillEvents.

**catoinstitute** #libertarianism

**catoinstitute** have #CattoHill



111 likes

MAY 30

Add a comment...



**atlantafed** • Following  
Federal Reserve Bank of Atlanta

**atlantafed** This week, @AtlantaFed employees donated dollars and time to our community. And we did it with cupcakes and '80s attire. Because you can never have enough of either. 🤩 (📷: Sadat Karim, Atlanta Fed)

**atlantafed** .

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#federalreserve #atlantafed #frbatlanta  
#federalreservebank #charity #giving

**possefoundation** Thanks for the support!  
❤️ #PosseLove



76 likes

NOVEMBER 3, 2017

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usaid • Follow

usaid Goran Marić (left) and Luka Međugorac met when they became members of an inclusive youth activation committee as part of the USAID-funded Play Unified project implemented by Special Olympics Serbia. As team leaders, they organized inclusive activities and recruited peers with disabilities from the community to participate.

The Play Unified project, launched in October 2017, provides educational opportunities and equips young people with the knowledge necessary to thrive in an inclusive environment.



162 likes

2 HOURS AGO

Add a comment...



atlantafed • Following  
Federal Reserve Bank of Atlanta

atlantafed Cooper, Jack Russell Terrier ♦  
"He grew up in a trailer park but now lives in a luxury high-rise in @midtown\_atl"  
#DogsOfTheFed (📷: Sadat Karim, Atlanta Fed)

atlantafed .

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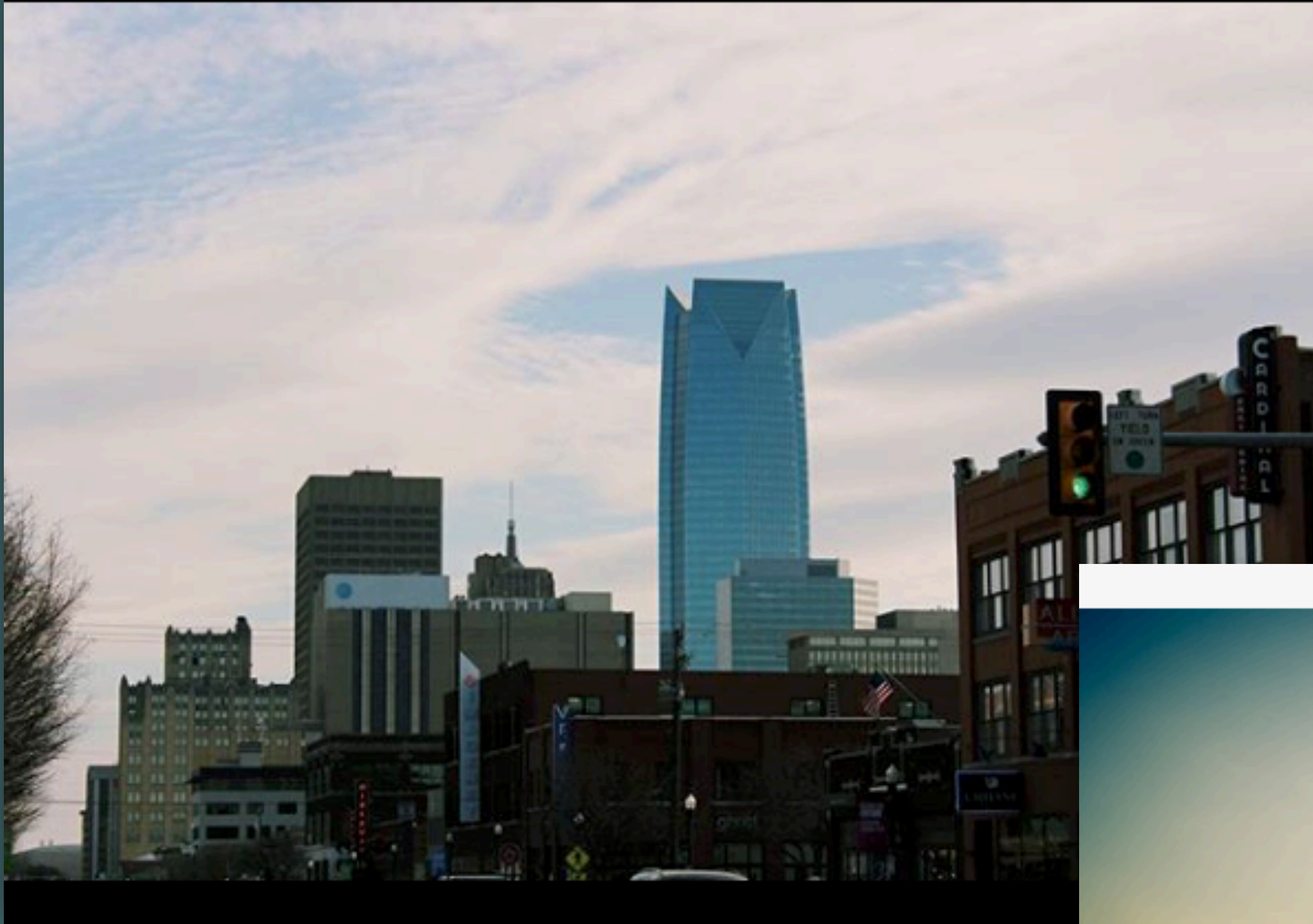
101 likes

SEPTEMBER 15, 2017

Add a comment...







**autoalleyokc** • Follow

Automobile Alley

**autoalleyokc** Clear skies over our district tonight! We love watching the sun go down in our district.



**atlantafed** • Following

Nashville, Tennessee

**atlantafed** Nashville, TN 📍 Did you know Nashville was founded on Christmas Day 1779 on the banks of the Cumberland River? #ThisIsTheSixth

**atlantafed** .

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#federalreserve #atlantafed #frbatlanta  
#federalreservebank #instagood  
#photooftheday #nicoftheday #Nashville



**69 likes**

DECEMBER 22, 2017

Add a comment...



EXECUTION





**atlantafed • Following**

Federal Reserve Bank of Atlanta

atlantafed Our poinsettia tree is on point.  
(📷: Sadat Karim, Atlanta Fed)

atlantafed #federalreserve #atlantafed  
#frbatlanta #federalreservebank #weloveatl  
#midtownatl #exploreatlanta #exploreatl  
#whyiloveatl #discoveratl #atlantasnap  
#metroatlanta #instagood #photooftheday  
#picoftheday #nationalpoinsettaday  
#poinsettiday #poinsettia

briansrobertson 🙌🙌

royaltytoursexpressllc Absolutely beautiful  
\_annabel.f Caption goals 🔥🔥



130 likes

DECEMBER 12, 2017

Add a comment...







**atlantafed • Following**

Omni Amelia Island Plantation Resort

atlantafed Planning a multi-day conference for 150+ attendees isn't easy. Behind the scenes, Atlanta Fed staff start planning months ahead to bring together the most important leaders and officials to discuss one important topic. Behind the scenes, no longer. These ten are just a selection of the many employees who work on #FedFMC, but we think they showcase the best of our principles of integrity, excellence, and respect. Hats off. 🧢

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Katie Kye, Event Management

Brian Robertson, Research

Teri North, Corporate Administration

Jason Palmer, Creative Services

Cassie Gage, Marketing

Sadat Karim, Content Publication



**65 likes**

MAY 8

Add a comment...







**atlantafed • Following**

Federal Reserve Bank of Atlanta

**atlantafed** We went deep into our vault and brought out the white gloves for this special message from us and President Wilson: Happy Presidents' Day. 🇺🇸 (📷: Sadat Karim, Atlanta Fed)

**atlantafed** .

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#federalreserve #atlantafed #frbatlanta  
#presidentsday #currency #money  
#woodrowwilson #🇺🇸



**91 likes**

FEBRUARY 20, 2017

Add a comment...







**atlantafed • Following**

Federal Reserve Bank of Atlanta

**atlantafed** Shortest day and longest night of the year make for a pretty good view. 🙌 winter. (📷: Sadat Karim, Atlanta Fed)

**atlantafed** .

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#federalreserve #atlantafed #frbatlanta  
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#midtownatl #mymidtownview  
#exploregeorgia #exploreatlanta #exploreatl  
#instagood #photooftheday #picoftheday  
#whyiloveatl #discoveratl #atlantasnaps  
#metroatlanta #winter #wintersolstice  
#firstdayofwinter #bluehour

**mugpalmer** Wonderful!!!

**susan.berthelot** Beautiful!



**132 likes**

DECEMBER 21, 2017

Add a comment...



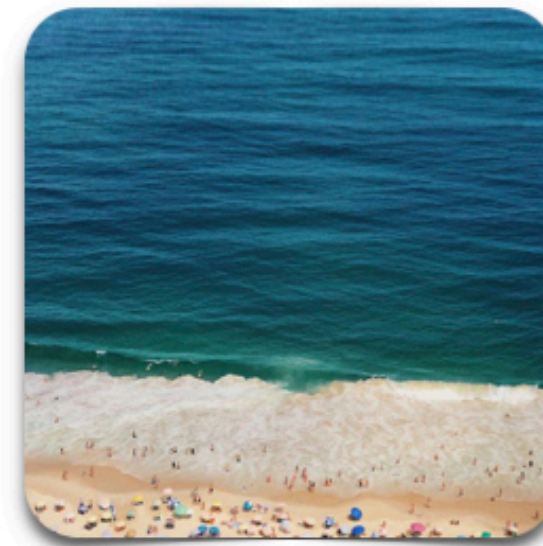
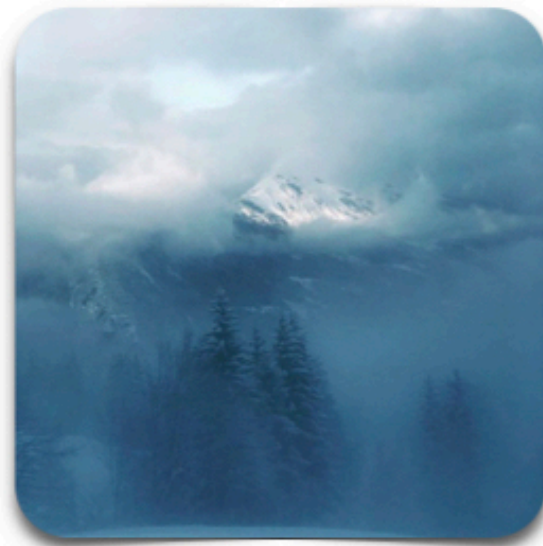
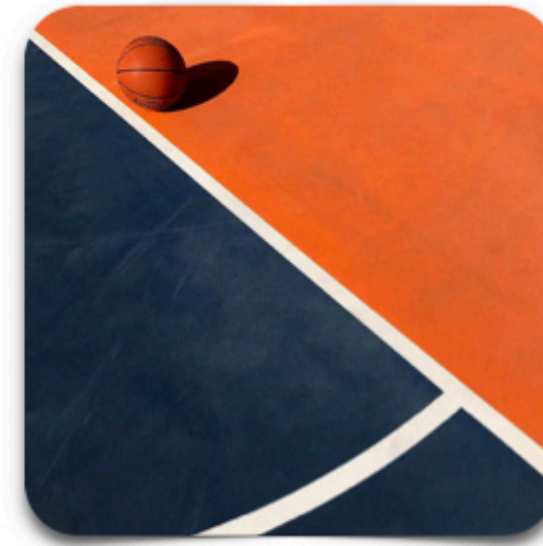


# VISUAL IDENTITY

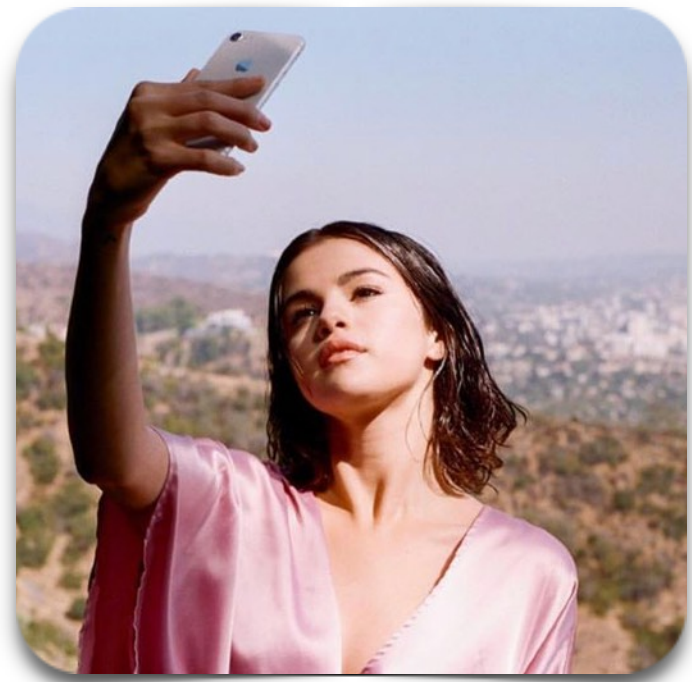




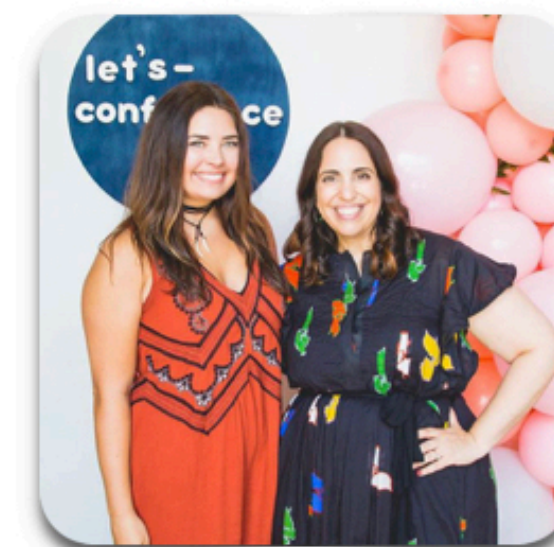
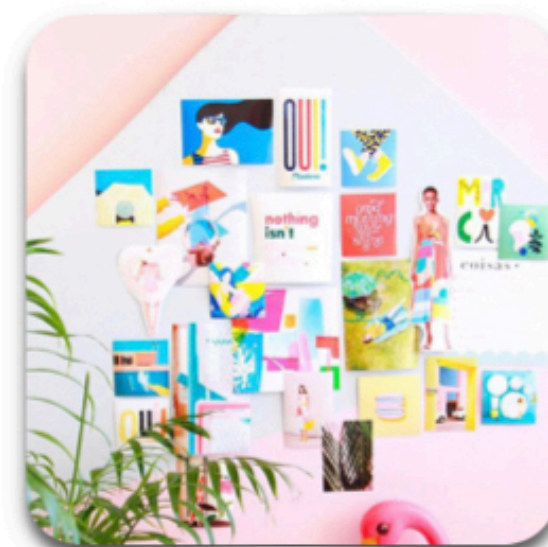
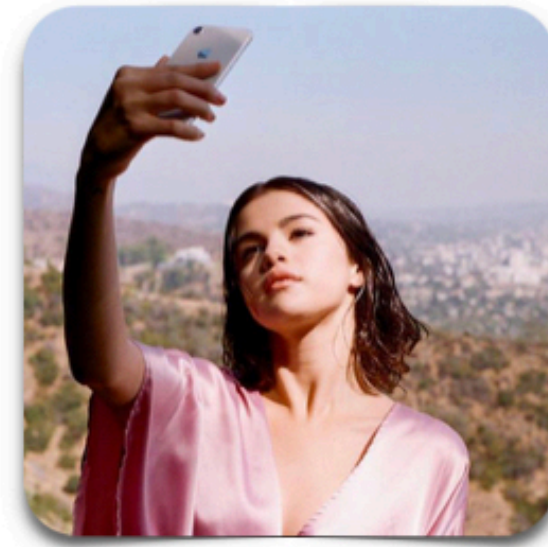




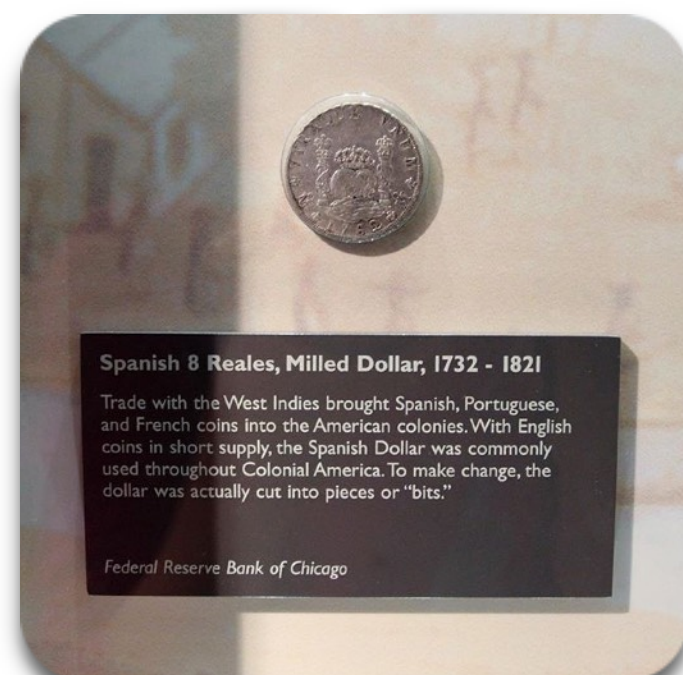
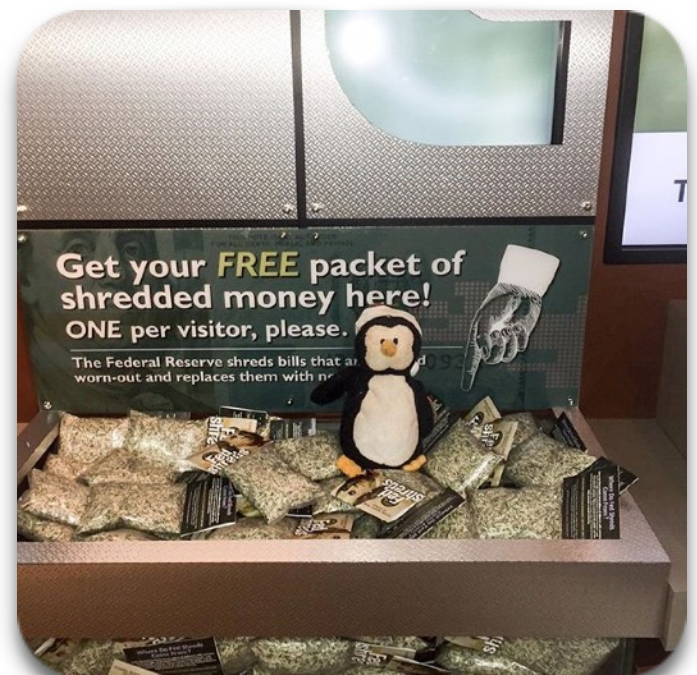








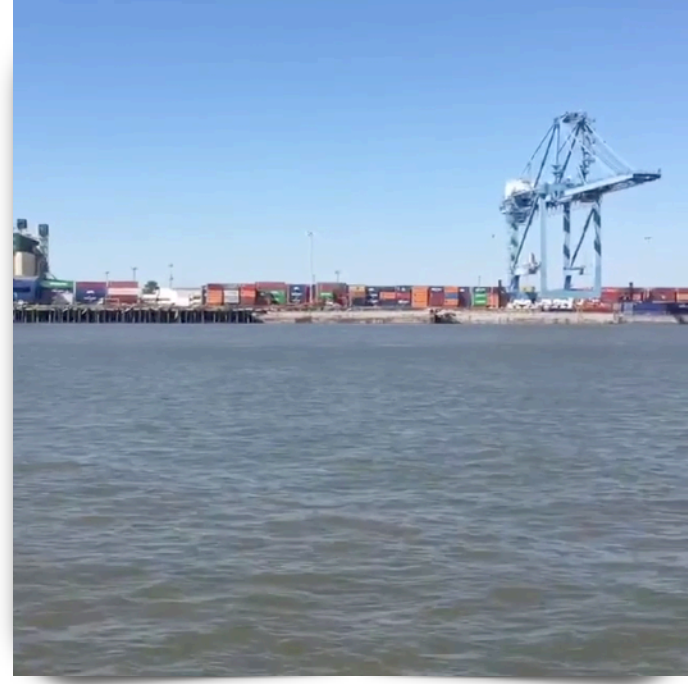
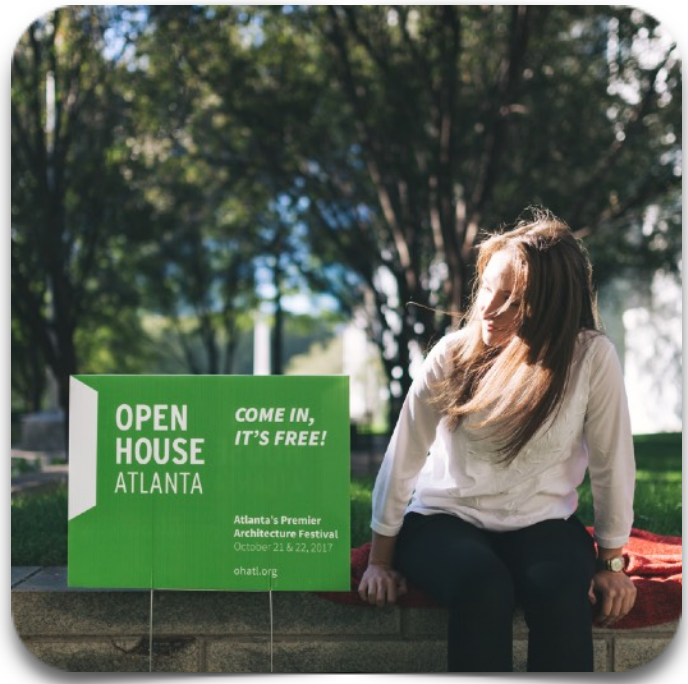




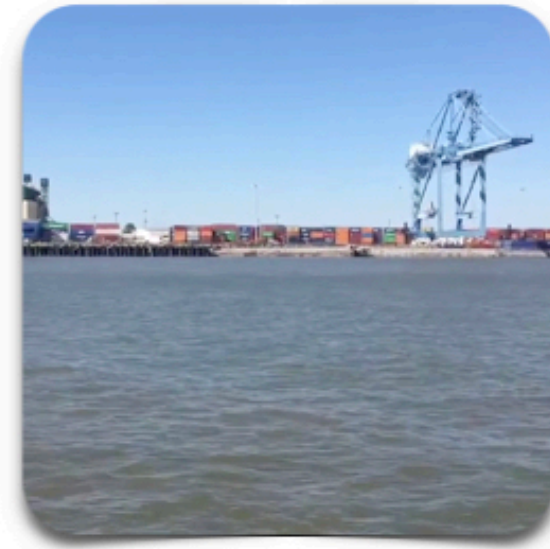














# USER SUBMISSION



We want your photos!





**atlantafed • Following**

Omni Amelia Island Plantation Resort

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Cassie Gage, Marketing



**66 likes**

MAY 8

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