




SOCIAL MEDIA

Case Studies

CASE STUDY: UBER


- inclusive
- worldly
- inspirational



 **uber**
Miami, Florida [Follow](#)

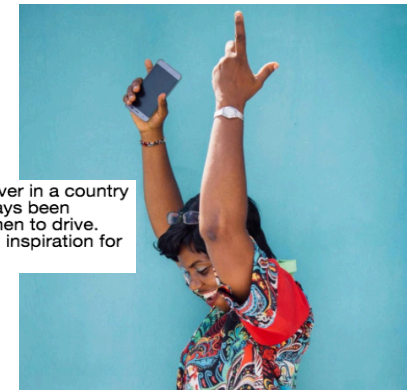
4,985 likes 2w

uber Taking in ultra sunny views.
[#WhereTo: Miami](#)

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499 posts 521k followers 117 following

Uber Putting the world within reach. Need help? Contact us through the app for support. [uber.com](#)



uber Evelyn is a driver in a country where it hasn't always been acceptable for women to drive. She hopes to be an inspiration for other women.

- short, friendly captions
- “#WhereTo” campaign
- concise recommendations
- casually embedding the company’s objective: “request a ride and celebrate”
- driver stories and spotlights

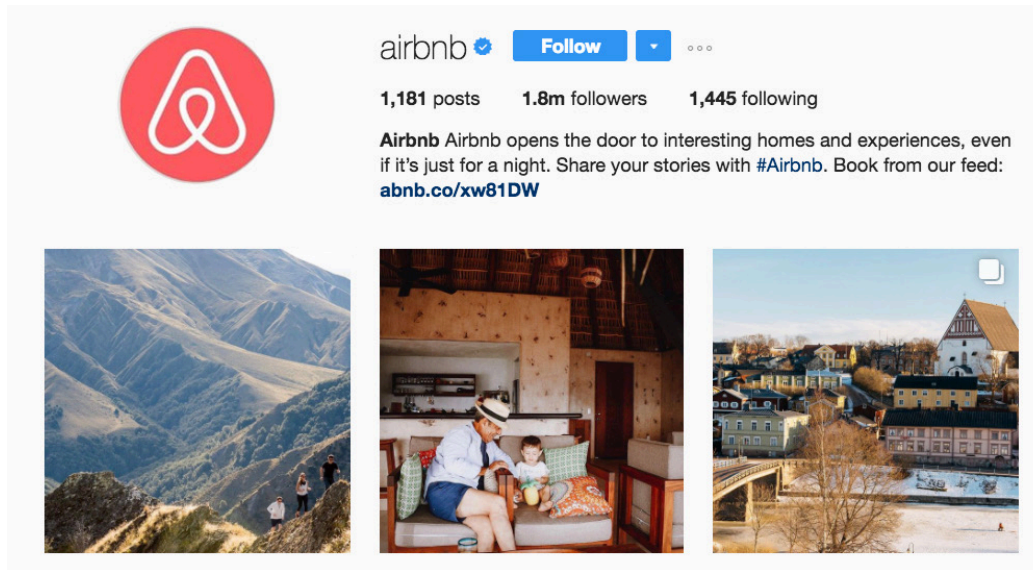
CASE STUDY: AIRBNB

- open-minded
- informative
- opportunistic

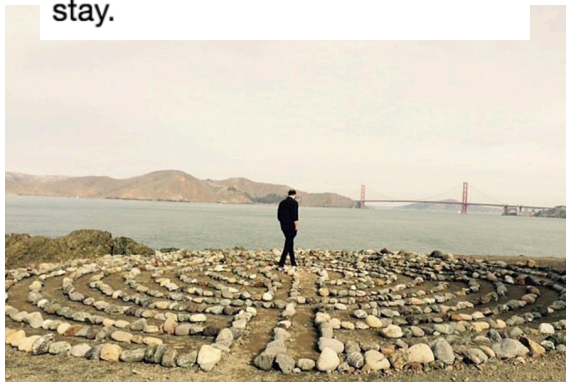


airbnb "La parte más divertida del día es verlos a todos reír y disfrutar juntos de nuestra estancia. Es como estar en nuestro hogar lejos de casa." - Xico en un viaje con su familia en Oaxaca.

"The best part of the day is watching everyone laugh and enjoy each other's company. It's like our home away from home." - Xico, from a recent trip with his family to Oaxaca.



airbnb Now you can find things to do on Airbnb, not just places to stay.



- guest spotlights
- destination spotlights
- long, descriptive captions
- highlights about attractions
- translations & culture shock



natgeotravel Photo: [@ChrisBurkard](#) Even on the northernmost peninsula of Iceland, after four months of snow, children (and grown ups) just want to get outside and play. Hornstrandir.

- photographer spotlights
- destination spotlights
- fun facts
- lifestyles around the world

natgeotravel [6 of 6] Photo by [@kristarossow](#) // Waitress Laura Boyle is also a musician who goes by Lo Wolf. Double D's Coffee & Desserts is a local landmark housed in a red double-decker bus in downtown Asheville, North Carolina. Sponsored by [@visitasheville](#)



CASE STUDY: NATIONAL GEOGRAPHIC TRAVEL

- inspirational
- entertaining
- informative



natgeotravel Photo: [@ChrisBurkard](#) Winter means fewer people, snow capped hills, and steaming geyser basins in Yellowstone National Park. Roads close and the park is only accessible by other means of snow transport. It's just you, a few animals hardy enough for winter, and the landscape.



humansofny (3/3) "The doctors discovered a tumor on Mom's spine in 2007. She spent four years being really sick. First she couldn't walk. Then she couldn't move her arms, or her hands."

CASE STUDY: HUMANS OF NEW YORK

- inspirational
- enlightening
- unique
- inclusive



humansofny Today in microfashion...



humansofny "I grew up in a rural area. I came to the city when I was fourteen. I wanted to expand my horizons. All I had was a suitcase and my courage. My parents tried to stop me. My mom found my first bus ticket and ripped it into pieces. But I told her that I wasn't going to give up, and eventually my father drove me to the station."

SPOTLIGHTS

- lifestyles around the world
- touching spotlights
- spotlights of marginalized populations
- remarkable stories