

Digital Presence of Cristiano Ronaldo Instagram Account

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COMM415: Building a Digital Presence

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Executive Summary & Objectives

This case study looks at Cristiano Ronaldo's Instagram account and how he uses it to promote his brand and engage with his fans. It also analyses the account's strengths and drawbacks. With more than 612 million followers on Instagram, Ronaldo is undeniably one of the most prominent figures in the world of social media. While his personal and family postings get a lot of attention, his soccer-related ones don't always have the same outcomes. The research points to several areas where Ronaldo might improve his social media presence: posting more often, sharing more personal information, responding to comments, increasing his use of hashtags, forming partnerships with other businesses and sportsmen, and posting more films and content from behind the scenes, especially the ones with his family which seem to be his followers favorite topic. According to the research, Ronaldo should keep an eye on his Instagram stats and talk to his followers to find out what they think about his account. Ronaldo has the potential to reach new heights on Instagram and forge deeper connections with his followers if he follows these recommendations.

Introduction & Background

Soccer star Cristiano Ronaldo, who was born in Portugal, is generally considered to be among the sport's immortals. His social media popularity is substantial; as of November 2023, he had more than 612 million Instagram followers. As Massie (2022) points out, Ronaldo's Instagram account is famous for more than just his soccer career; it also features his family and workout regimen. With the help of brands he collaborates with, Ronaldo promotes their goods and services on Instagram. He became the first soccer player to earn \$1 billion in June 2020, in part because of his escapades on social media. Instagram has grown in importance as a tool for Ronaldo to connect with his fans and promote his brand (Reuters, 2023). This case study aims to analyze Ronaldo's Instagram account in order to identify its strengths and areas that might need improvement.

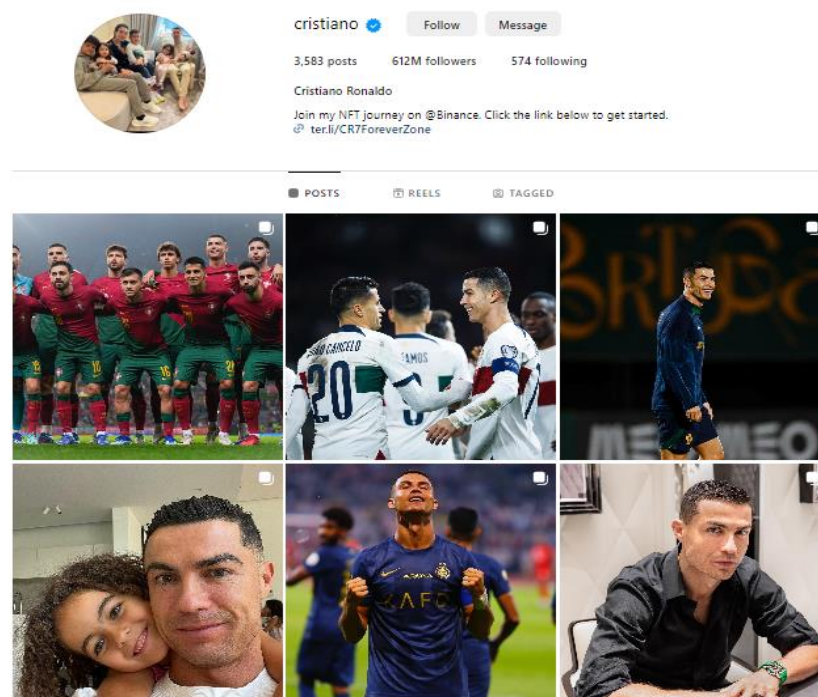


Figure 1: Cristiano Ronaldo Instagram account

Digital Presence Problem

Cristiano Ronaldo's frequency of posting on Instagram is insufficient. The frequency of his updates, often occurring at intervals of many days, is insufficient to maintain the engagement and interest of his followers in his product. This phenomenon is particularly applicable to sportsmen, given that sports enthusiasts engage in substantial consumption of material and possess an expectation for frequent updates pertaining to their preferred players. The predominant thematic emphasis of Cristiano Ronaldo's Instagram postings revolves on his professional soccer career. Although his supporters get pleasure from seeing his soccer performances, they also express a desire for a greater amount of personal material from him. This may include a variety of media, such as photographs and movies capturing personal experiences, exclusive footage showcasing training sessions and contests, or even instances of humor or relatability in his daily routine. According to Tazeen and Mullick (2023), there seems to be a lack of sufficient interaction between Cristiano Ronaldo and his admirers on Instagram. The infrequent nature of his responses to comments or enquiries engenders a sense of insignificance among his followers. This situation is a squandered chance for Ronaldo to establish a meaningful connection with his fan base and cultivate interpersonal connections with them. Cristiano Ronaldo's use of hashtags on Instagram is not deemed successful. According to Willems (2020), the author's tendency to use a limited number of hashtags each post implies that his work is not being exposed to a wider audience as it potentially might be. In general, there are areas for potential improvement in Cristiano Ronaldo's Instagram account, namely pertaining to the frequency of posts, diversity of material, engagement with followers, and use of hashtags. By adhering to the suggestions outlined in this article, Ronaldo has the potential to enhance his Instagram visibility and further establish himself as a prosperous social media influencer.

Proposed solution and implementation

The Instagram account that Cristiano Ronaldo maintains is an integral part of his entire reputation and impact. There are several approaches he might take, informed by the recommendations and insights from the search, to improve his Instagram presence.

1. Ronaldo should strive to publish at least once per day, preferably more often, and increase the frequency of his posts. That way, his audience will be more invested in what he has to say.
2. If he posts more images and videos from his personal life, his fans will feel more connected to him and be more inclined to interact with what he posts (Cooper, 2022).
3. Showing an interest in engaging with his followers and caring about their opinions is shown when he tries to react to their queries and comments (Garner-Purkis, 2020).
4. By including a diverse range of hashtags into each post, he may expand the reach of his material and make it simpler for others to discover.
5. Team up with other athletes and companies: By teaming up with other athletes and businesses, he may create more interesting content and attract a wider audience (Chaudhary, 2021).

Ronaldo can strengthen his position as a social media influencer, engage with his followers in fresh ways, and enhance his Instagram presence by using these methods.

Continuous Improvement

Ronaldo must keep an eye on his Instagram stats and adjust as necessary if he wants to make his presence there better over time. Additionally, he needs to interact with his followers and ask for their thoughts on how he can make his Instagram account better (Gibbins, 2022). In addition to maintaining a consistent posting schedule, Ronaldo should also include additional hashtags, keep his content clean and clear, and upload a variety of media types. Along with collaborating with other athletes and businesses, he must keep sharing more

personal stuff, responding to comments, and sharing more generally. Further suggestions for Ronaldo's content strategy include more video material, more Q&A sessions, more behind-the-scenes shots, and more temporary content shared via Instagram Stories that his fans may access for 24 hours. If Ronaldo takes these suggestions to heart, he may reach new heights on Instagram and forge deeper connections with his followers.

If Ronaldo wants to engage his Instagram fans in real time, he can accomplish so by going live. This is a fantastic medium for communicating with followers on a more individual basis, answering their queries, and providing updates. Ronaldo may ask his followers for their opinions by holding surveys. Inquiring about their preferred posting frequency, favorite sorts of material, and recommendations for improvement are all good places to start. Ronaldo may monitor online discourse about him with the use of social listening techniques. According to Cooper (2022), this may show him where he can make his Instagram account better. To meet his fans face-to-face, Ronaldo might go to fan gatherings. Feedback and recommendations may be heard immediately in this method, which is wonderful.

Conclusion

In conclusion Cristiano Ronaldo's Instagram is a great place for him to connect with his followers, show off his career and personal life, and give his fans a glimpse into his unique take on the professional sports industry. Ronaldo may further improve his Instagram presence and fan connection by using this analysis's recommendations, constantly assessing his performance, and altering his techniques as required. Posts, narratives, and videos are just a few of the material forms that Ronaldo uses strategically to keep inspiring and entertaining his fans and establishing himself as a top social media influencer.

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