

# Peter Keighley

**CREATIVE CONTENT CONSULTANT  
& SOCIAL MEDIA EXPERT**

**PORTFOLIO SUMMARY:**

- CAROUSEL POSTS, TOPICAL
- ADVOCACY GRAPHICS
- ART & ANIMATION TO ENRICH





Tapping into Halloween to make IG's announcement more engaging (1/2)

# Well, this is what IG had to say:

Starting today, we're combining IGTV and feed videos into one format - Instagram Video. We're also introducing a new Video tab on your profile, where this combined video format will live, to make it easier for people to discover new video content. We love that our creator community has embraced video as a key format to tell their stories, entertain, and connect with their audiences, and that's why we want to make it even simpler to create and discover videos on Instagram.

'we're combining IGTV and feed videos into one format - Instagram Video'

 ROUTES 4 MEDIA



# Check out the new Video tab!



 ROUTES 4 MEDIA



# Are you happy to see IG kill off IGTV?



Leave a comment below and let us know!



 ROUTES 4 MEDIA

Tapping into Halloween to make IG's announcement more engaging (2/2)

**THE INCREDIBLE MOMENT A GIRAFFE  
IS RELEASED INTO A SANCTUARY!**



**LOVE THIS MOMENT?  
RESPECT ALL ANIMALS. BE VEGAN!**

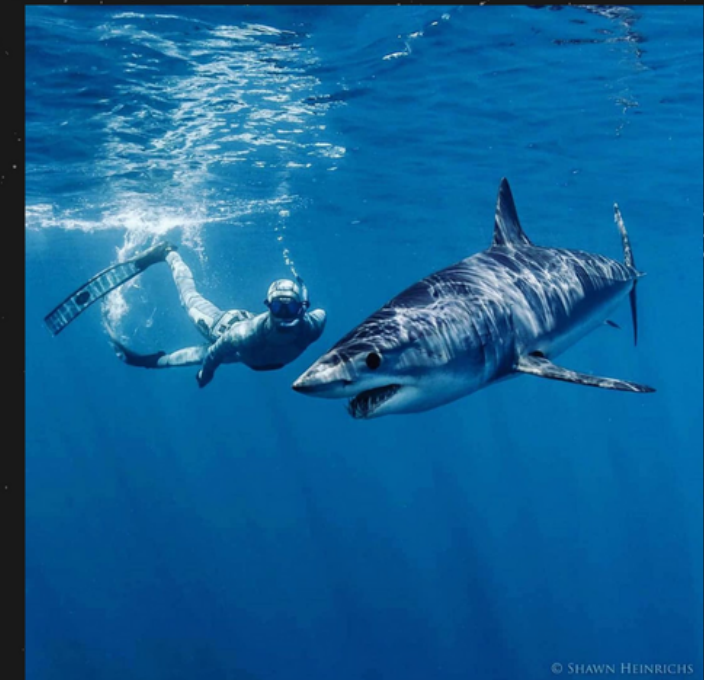
@JaneUnchainedNews

**SHOW SOME  
SANCTUARY  
LOVE**

TAG A WONDERFUL ANIMAL  
SANCTUARY IN THE COMMENTS AND  
SHOW YOUR APPRECIATION FOR THEM!

@JaneUnchainedNews

**A MEMBER OF THE MOST  
DEADLY SPECIES ON EARTH**

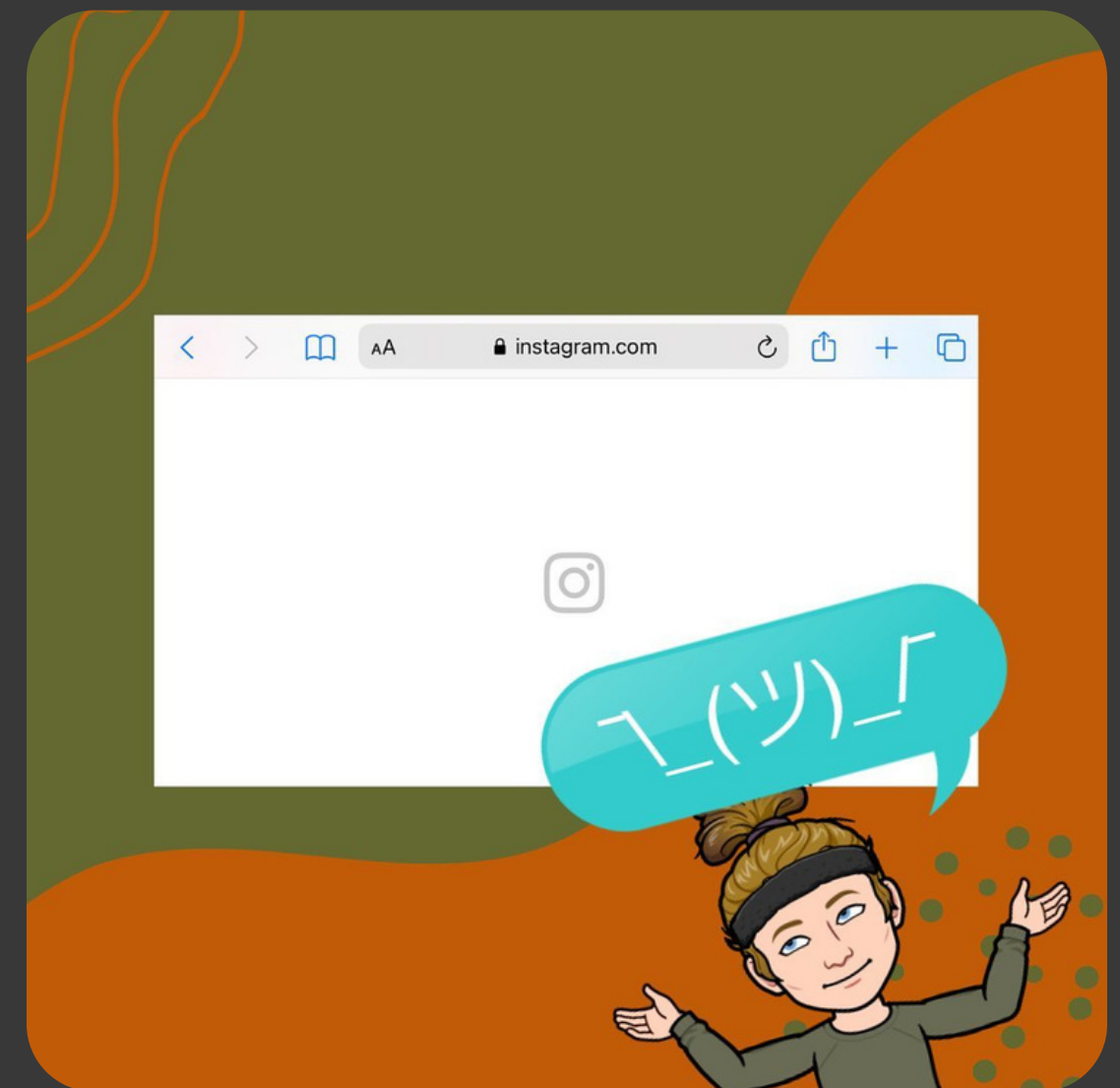


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**...AND A SHARK  
BESIDE THEM**

@JaneUnchainedNews

**Animal advocacy content, tapping into memes, inspiring moments & community spirit.**



**Making use of the latest #InstagramDown moment to connect & explore with audience.**



**Creating digital art and animation to link to enrich posts and feed.**

# Thank you.

REACH OUT TO ME FOR MY CV WHICH HAS A LOT MORE INFORMATION ABOUT MY EXPERIENCE AND EXPERTISE.

