

# AFRY Ark Studio

## Sosiale Medier – slik jobber vi!

Presentert av Anne-Mette Duane Andersen  
30. Mai 2024





# AFRY Ark Studio

AFRY Ark Studio is your local architect. Based in Sweden, Norway, and Finland, we understand the identity of our surroundings, and the people who inhabit them. We offer our clients local and sustainable architectural design.



## **koncept™** PART OF AFRY

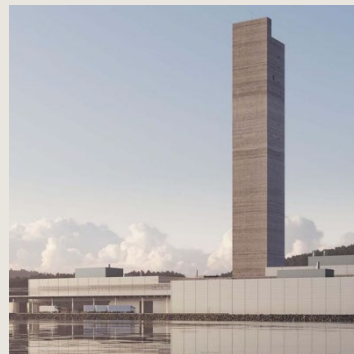
Architects who communicate brands through architecture, interior and urban design. With a high level of artistic creativity, we produce projects on the basis of our clients' business ideas and visions which generates value.

Taking business driven architecture into the future!



## **GOTTLIEB PALUDAN ARCHITECTS** PART OF AFRY

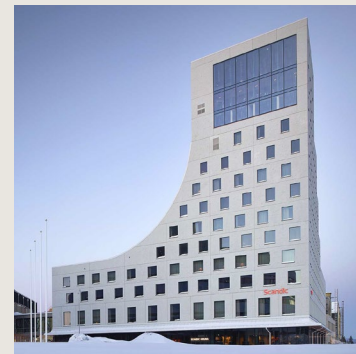
We strive to create greater cohesion through architecture and landscapes that connect people and cities. Creating value for our clients by turning complex challenges into sustainable architectural solutions, we concentrate on the development and design of the basic functions of society.



## **sandell sandberg** PART OF AFRY

Architectural design office based in Stockholm. Creative leader and founder is award winning architect and designer Thomas Sandell.

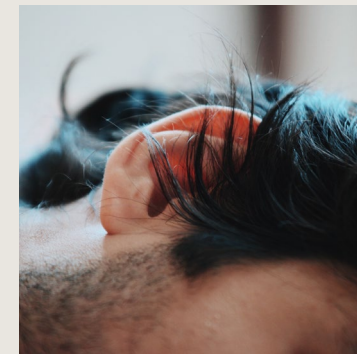
Sandellsandberg is creating inspiring and innovative architecture and design under the motto – Everything communicates.



## **efterklang:** PART OF AFRY

Efterklang is a group of engineers, designers, and technical specialists delivering award-winning work in the Nordic region and worldwide since 1956. We create sound environments and solve vibration issues at all scales and in all sectors.

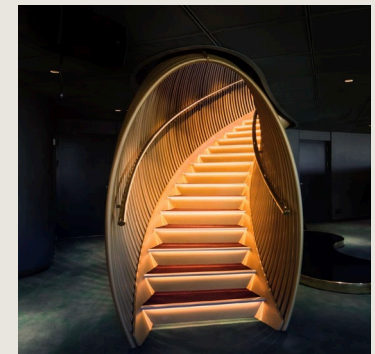
We tune the world.



## **LIGHT BUREAU** PART OF AFRY

Light Bureau is at the forefront of the professional lighting design business. We offer an exceptionally broad range of services, and we always make sure that each project is original, responsible and rigorous.

Inspiring Light.



AFRY  
Ark  
Studio

## Hvor du finner oss

### SVERIGE

Skellefteå  
Lycksele  
Härnösand  
Sundsvall  
Umeå  
Örnsköldsvik  
Göteborg

### NORGE

Oslo  
Trondheim  
Svalbard

### FINLAND

Helsinki  
Vantaa  
Espoo

AFRY  
Ark  
Studio

## Sosiale Medier Ingen Ekspertter –

Manuela Loza  
Arkitekt  
Trondheim

Anne-Mette Duane Andersen  
Interiørarkitekt  
Oslo



# AFRY Ark Studio

## Men deler gjerne...

Etter NILS takeover ble vi spurt sammen med flere som har delt å dele våre tanker, ideer og erfaringer om Sosiale medier



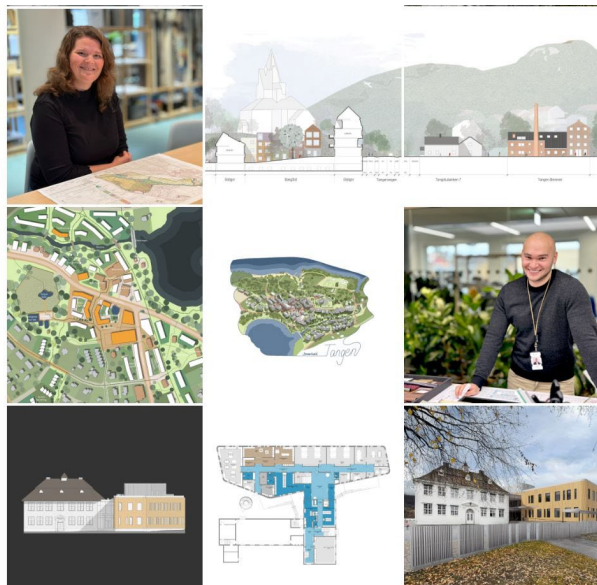
AFRY Ark Studio

# Lurt å lage en plan

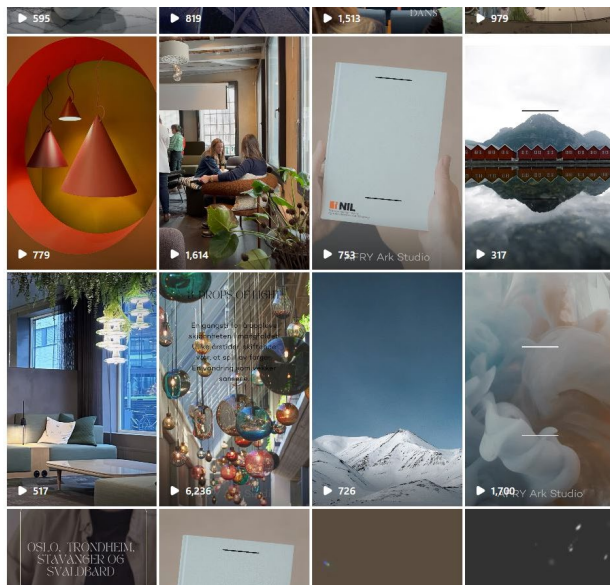
Plan  
Strategi  
Produksjon  
Publisert

Navn	Endringsdato	Type	Størrelse
01 Plan	03.11.2023 13:23	Filmappe	
02 Strategi	07.01.2024 18:30	Filmappe	
03 Produksjon	15.05.2024 15:58	Filmappe	
04 Publisert	13.11.2023 11:27	Filmappe	

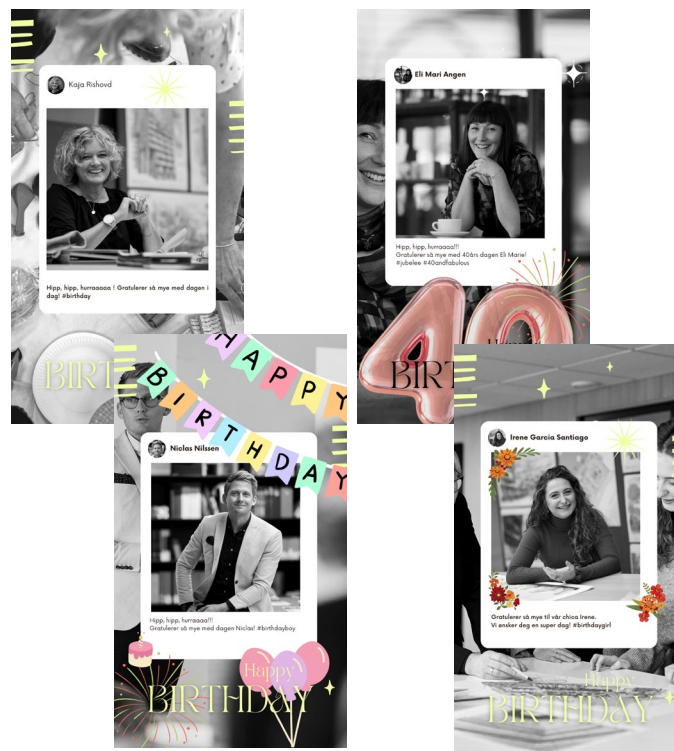




### Innlegg



### Reels

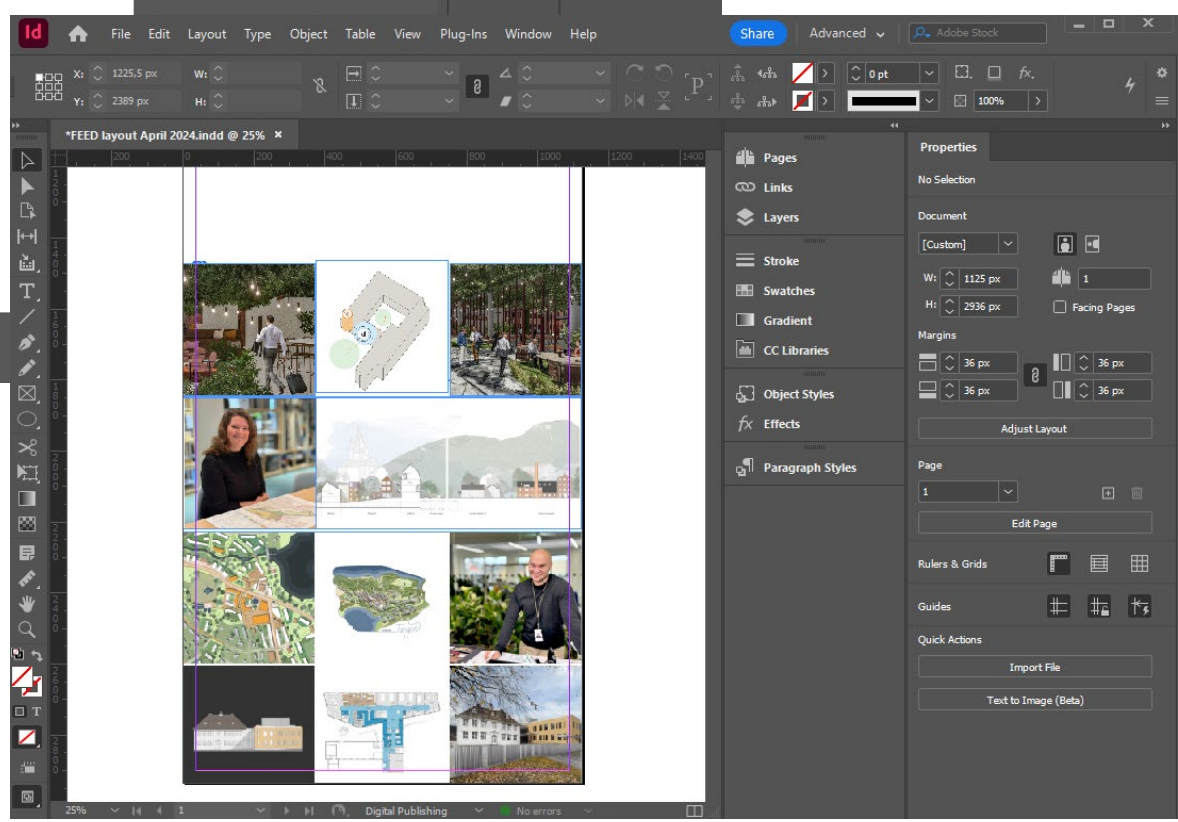
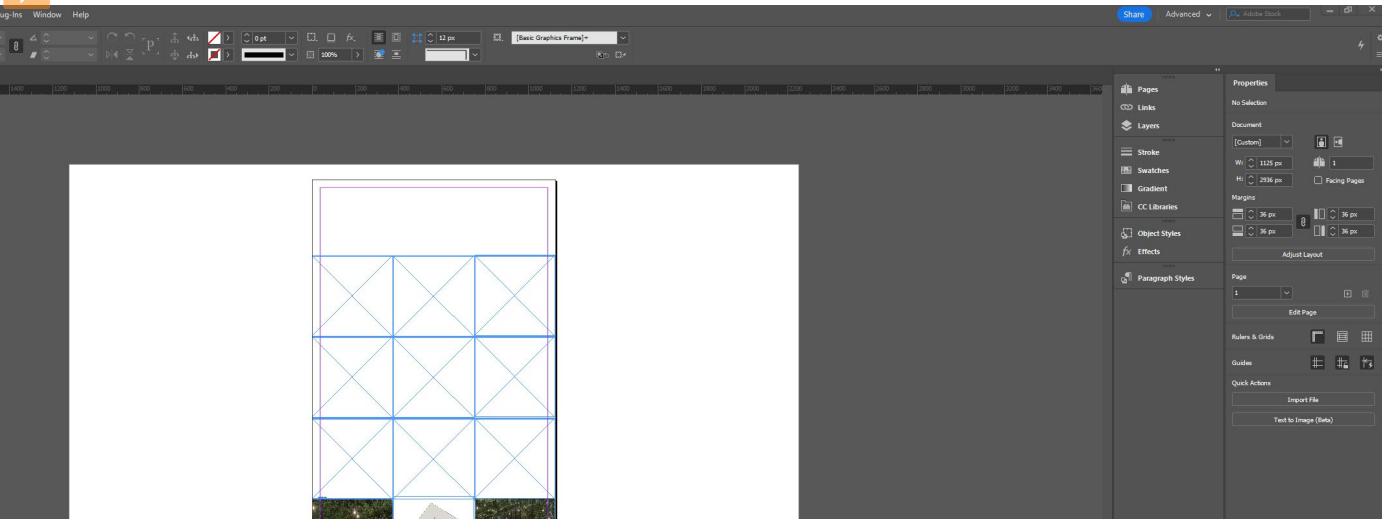


### Historier

## Publiseringer

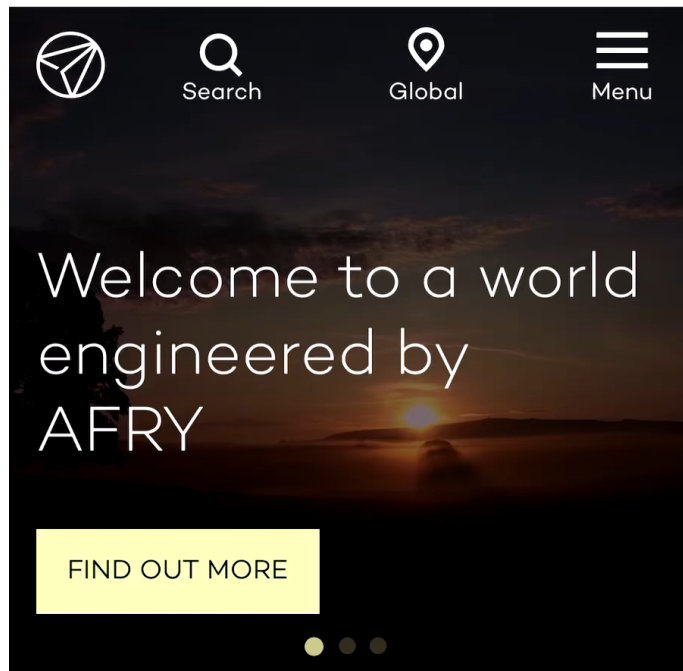
- Faste
- AD Hoc

Innlegg, Historier og Reels



# Struktur Instagram

- Planlegg innholdet
- Innlegg og Reels



The future of decarbonisation – engineered by AFRY

The world is facing a global crisis as the effects of climate change continue to worsen each day. Explore

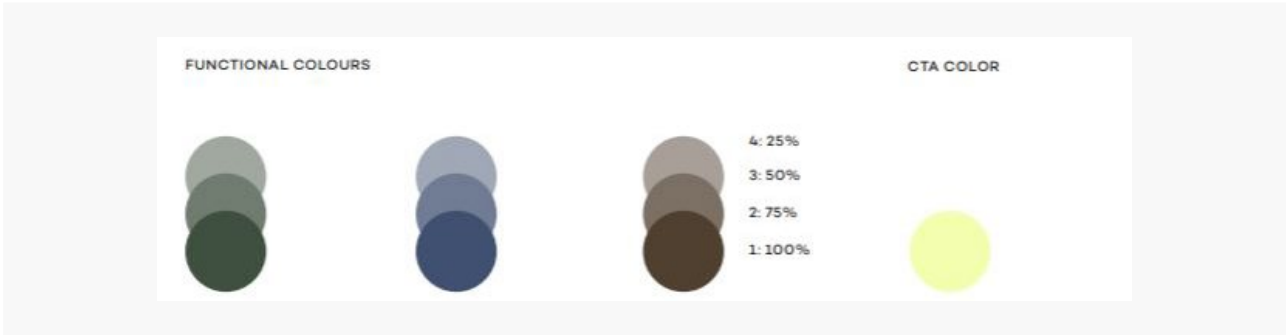
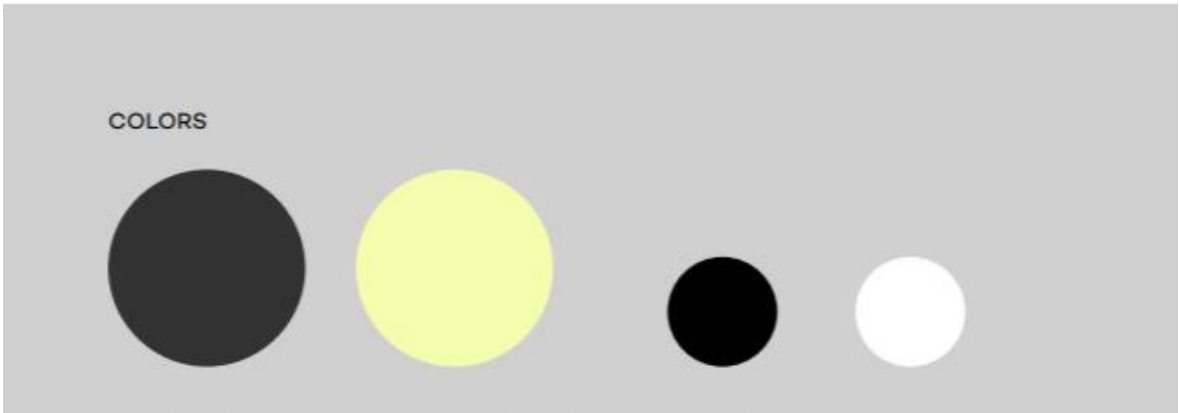


Velkommen til AFRY Ark Studio

Vi er 160 arkitekter, rådgivere og designere over hele Norden, støttet av et globalt nettverk.

## Grafisk profil

- AFRY Ark Studio en del av AFRY



# Grafisk profil

- Bilder
- Farger
- Fonter
- Logo

# AFRY Ark Studio

## Verktøy

Adobe verktøy – Ps, Id, Lg - Innlegg  
Canva – Reels historie  
Adobe Stock -Bildebank  
Pexels -Bildebank



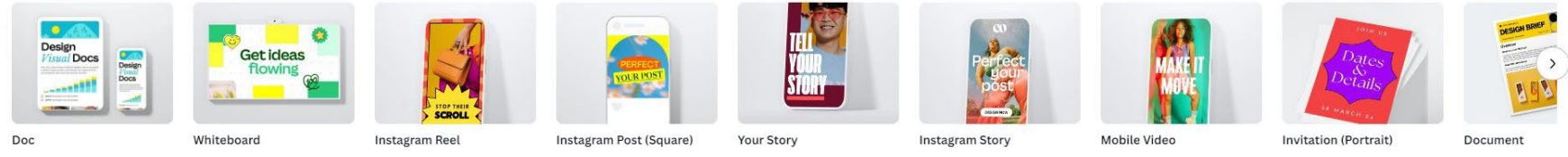
# What will you design today?

Custom size Upload

Search your content or Canva's

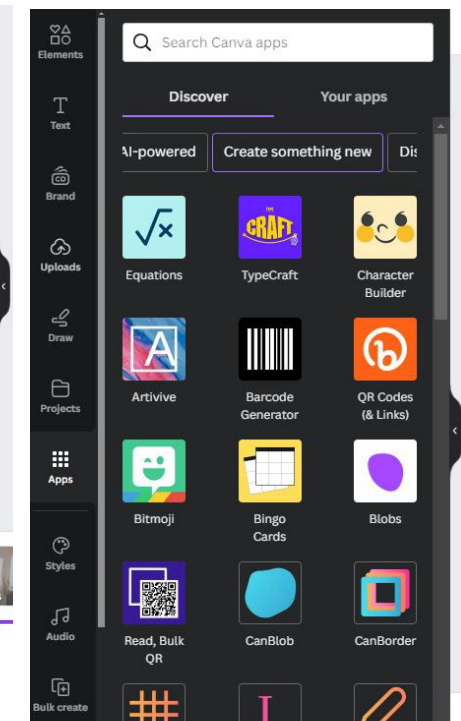
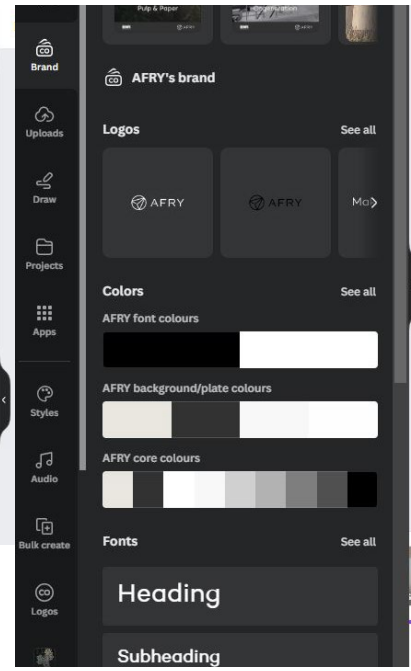
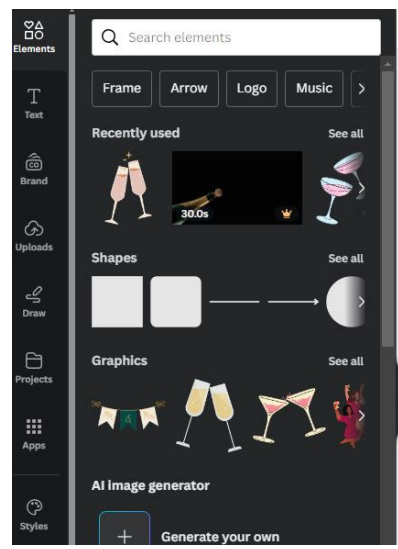
- For you
- Docs
- Whiteboards
- Presentations
- Social media
- Videos
- Print products
- Websites
- More

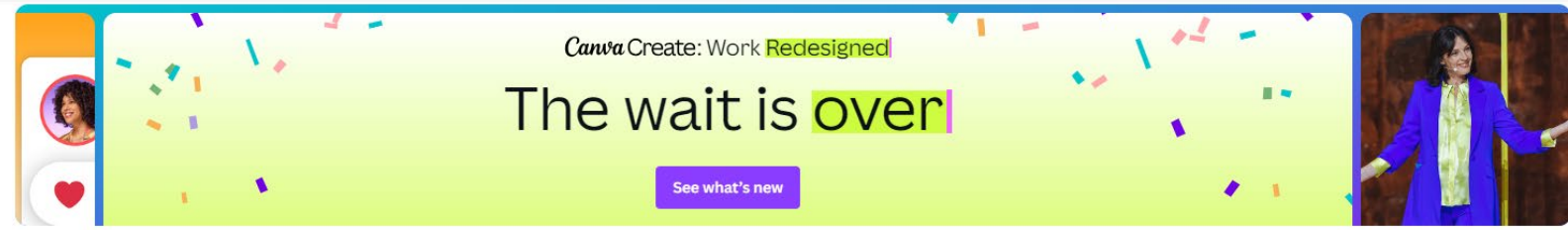
## You might want to try...



# Canva

- Lavt grensesnitt
- Maler
- Elementer
- Apper
- Direkte publiseringer til SoMe





Recent designs

<p>Bursdager Your Story AFRY Ark Studio N</p>	<p>Bursdager (Instagram Post (Sq... Instagram Post</p>	<p>Untitled Design 1988 x 1326 px</p>	<p>Innlegg - startside Mobile Video AFRY Ark Studio</p>	<p>PUB 1.2.24 - Statnett - NIL Pro... Mobile Video PUBLISERT</p>	<p>PUB 2.2.24 - Sunndalsora - NIL... Mobile Video PUBLISERT</p>
<p>Untitled Design Mobile Video</p>	<p>Statnett - NIL Prosjekt Del 2 Mobile Video</p>	<p>Statnett - NIL Prosjekt Del 1 Mobile Video</p>	<p>NIL Prosjekt Mobile Video NIL Takeover</p>	<p>Statnett - NIL Prosjekt Mobile Video NIL Takeover</p>	<p>Statnett - NIL Prosjekt draft Mobile Video</p>
<p>Equinor - NIL Prosjekt Mobile Video NIL Takeover</p>	<p>PUB 30.01.24 - Del 2 NIL Prosj... Mobile Video PUBLISERT</p>	<p>PUB 30.01.24 - Del 1 NIL Prosj... Mobile Video PUBLISERT</p>	<p>Svalbard prosjekt Mobile Video NIL Takeover</p>	<p>God jul_1 Your Story Julekort</p>	

# Mapper

- Mapper
- Struktur
- Gjenbruk
- Klipp/lim

AFRY  
Ark  
Studio

# Erfaringer så langt

Hvor ofte er godt nok  
Kvalitet på innhold  
Statestikk





1.

afryarkstudio\_no

AFRY Ark Studio

195 innlegg 1 709 følgere 501 følger

**AFRY Ark Studio Norge**  
Vi er et tverrfaglig arkitektkontor bestående av arkitekter, landskapsarkitekter, interiørarkitekter, byplanleggere og prosessledere.  
[Se oversettelse](#)

[www.afryarkstudio.no](http://www.afryarkstudio.no)

**Profesjonelt dashboard**  
1,2 k kontoer er nådd de siste 30 dagene.

Rediger Del profil Kontakt

NÆRINGSB... BRUKERPR... SOSIALT FOLKA VÅRE Nytt

Innsikt

de siste 7 dagene 23. mai - 29. mai

**Oversikt**

Du har nådd ut til **+914%** flere kontoer sammenlignet med 16. mai - 22. mai

Kontoer nådd	548 +914%
Engasjerte kontoer	30 +2 900%
Totalt antall følgere	1 713 +0,4%

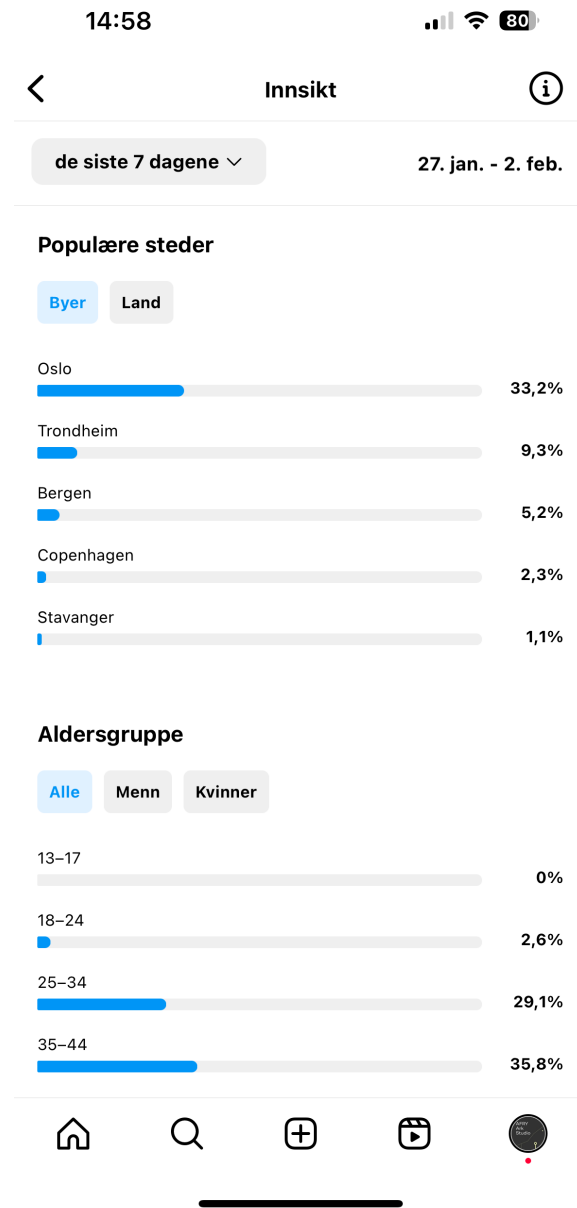
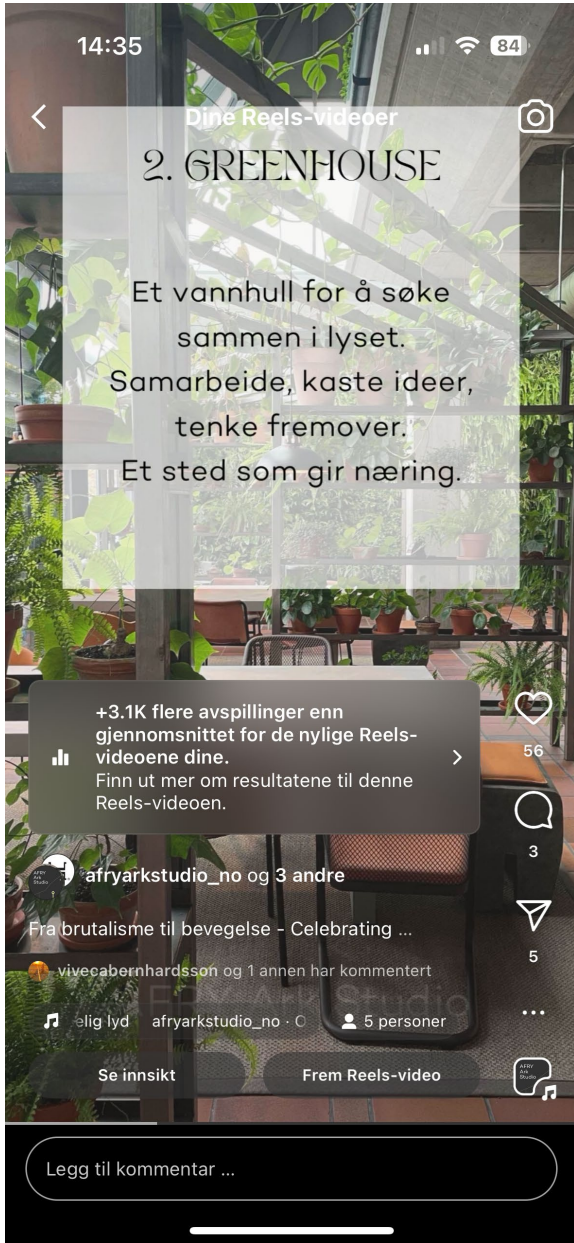
**Innhold du har delt** [Se alle](#)

Historier 5

# Hvor finner jeg tallene?

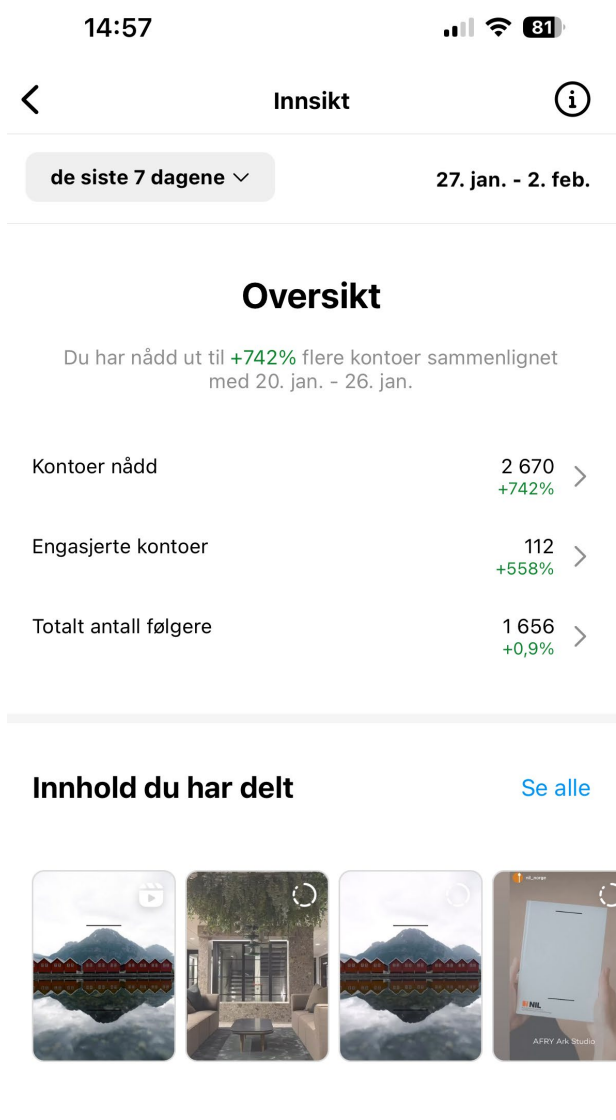
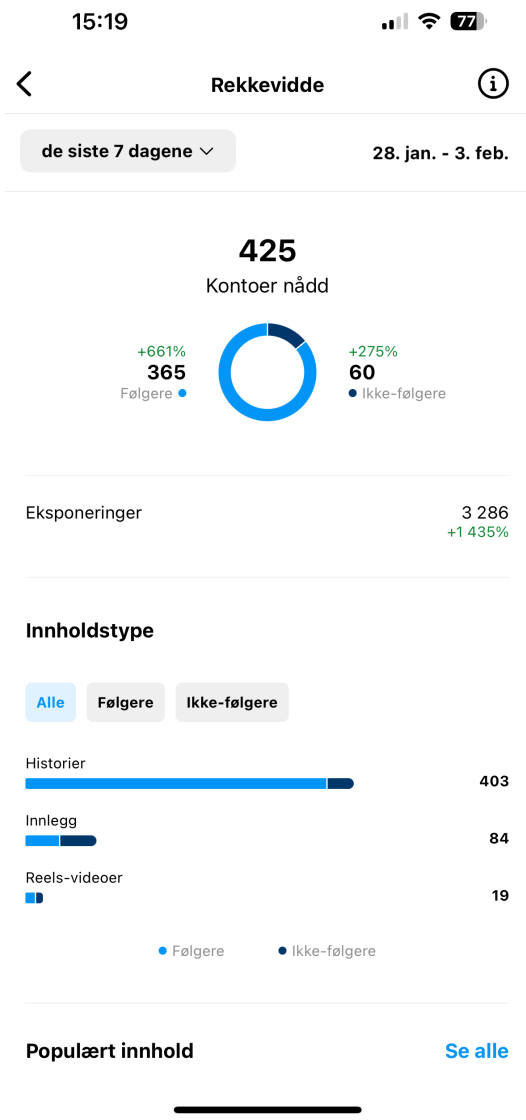
Instagram - Lettest via smarttelefon.

1. Forsiden på Instagram
2. Øverst i høyere hjørne-tre streker
3. Gå på Innsikt
4. Her kan du velge å se alle mulige nødvendige tall å følge med på.



Tallene hva sier de oss!

- Aktivitet
- Nye følgere
- Tid
- Sted



# Tallene hva sier de oss!

- Nådd ut til flere kontoer
- Nye, og mistet følgere



AFRY  
Ark  
Studio

# Ikke vær redd!

**Vær autentisk – ekte og troverdig**

**Det er ikke farlig å feile!**



AFRY  
Ark  
Studio

Avslutter med vår mest sette Reels

Takk for meg!



AFRY  
Ark  
Studio

# Kontakt oss gjerne!

Manuela Loza  
Arkitekt  
Trondheim

Tel 46 23 41 22  
[manuela.loza@afry.com](mailto:manuela.loza@afry.com)

Anne-Mette Duane Andersen  
Interiørarkitekt  
Oslo

Tel 99 12 89 09  
[Anne-mette.Andersen@afry.com](mailto:Anne-mette.Andersen@afry.com)

