



VISUAL STORYTELLING ON INSTAGRAM: BRANDED PHOTO NARRATIVE AND THE ROLE OF TELEPRESENCE

Photo Prompts

HRTM7754 Social Media in Hospitality

VISUAL STORYTELLING ON INSTAGRAM: BRANDED PHOTO NARRATIVE AND THE ROLE OF TELEPRESENCE

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Key Questions Asked

- What parts of a photo engage viewers?
- How does experiencing the photo change what you think about the brand?
- How does Instagram encourage photo narratives?

Key Theory, Findings, and Implications



Pictures on social media meaningfully connect people with brands



Implied motion is ineffective. Photos with story elements are effective



Using stories in ads grows customer loyalty and business

Meta CEO Zuckerberg says Instagram has grown to 3 billion monthly active users

By Reuters

September 24, 2025 8:56 AM PDT · Updated September 24, 2025



A man walks past a logo of mobile application Instagram, during a conference in Mumbai, India, September 20, 2023. REUTERS/Francis Mascarenhas/File Photo [Purchase Licensing Rights](#)

Why does this matter for Hospitality and Tourism?

► Source: <https://www.reuters.com/business/meta-ceo-zuckerberg-says-instagram-has-grown-3-billion-monthly-active-users-2025-09-24/>

Study One: Implied Motion



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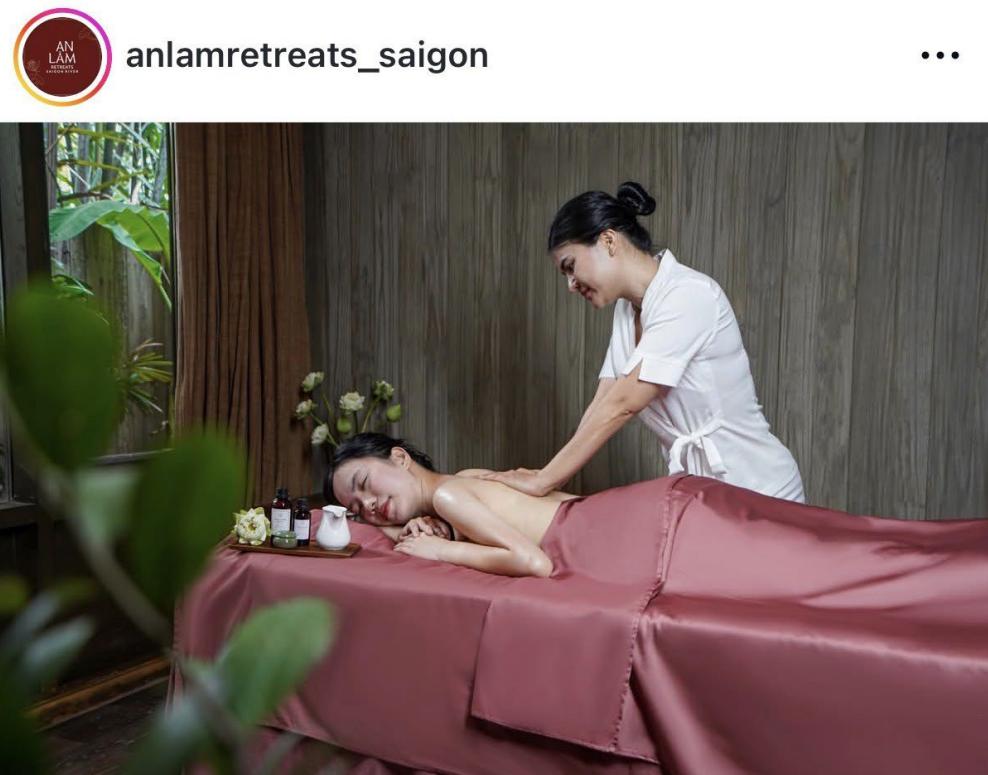


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Study Two: Story Elements



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Terminology

- Self-Brand Connection = seeing yourself as part of the brand
- Consumer-Brand Relationship = brand loyalty
- Viewer Transportation = how much a person feels mentally and/or emotionally pulled by the content
- Photo Narrative Transportation = How the story elements of a photo encourage immersion
- Telepresence = Forgetting the camera exists, feeling like you're actually there

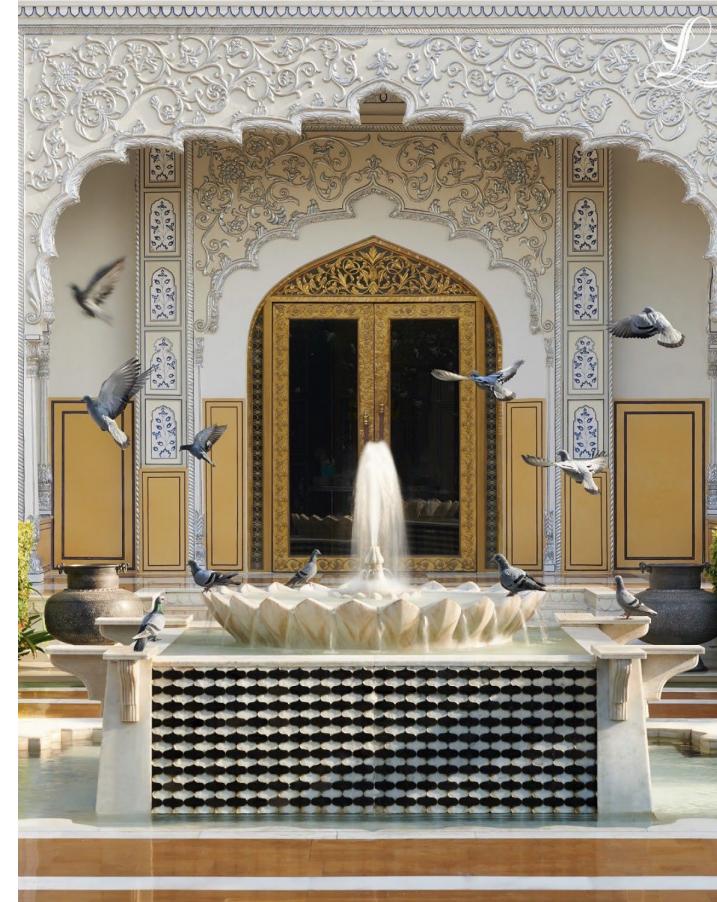
Narrative Transportation Theory

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Photo Narrative Transportation in Brand Communication

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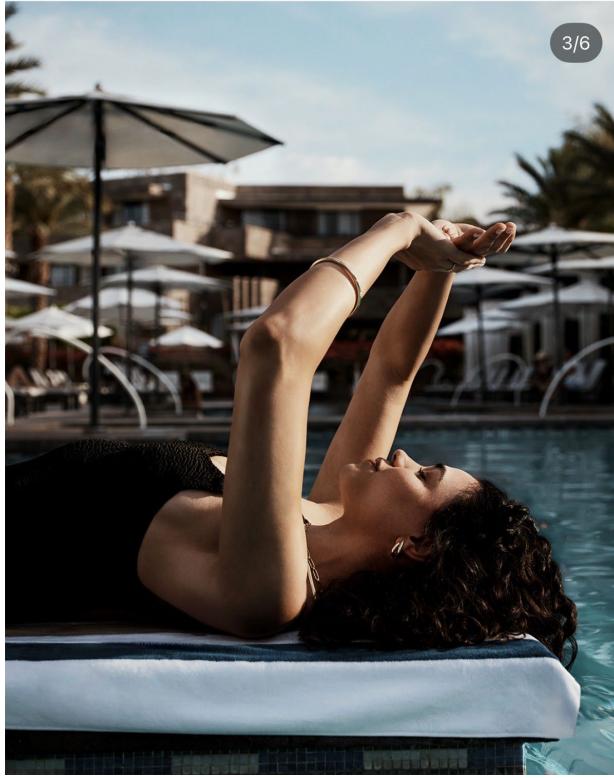
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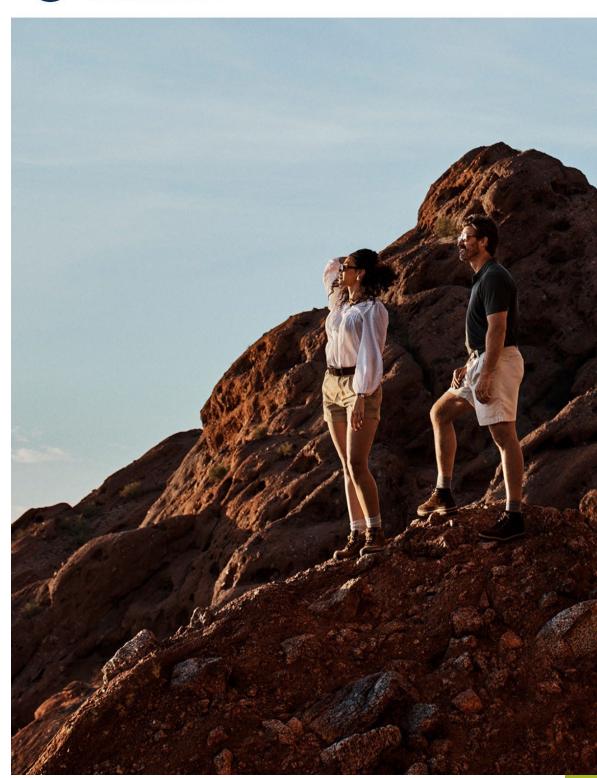
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Narrativity in Snapshot vs Posed

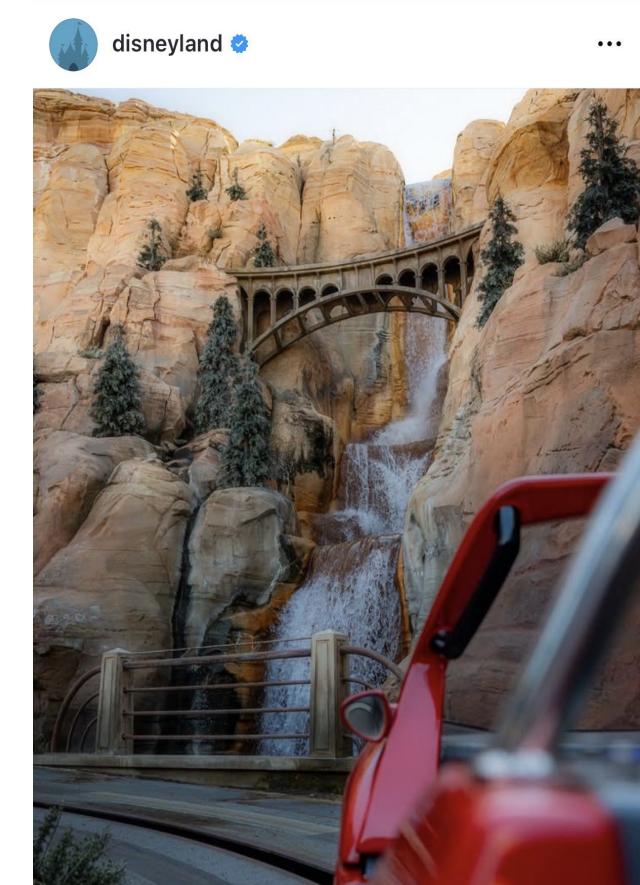
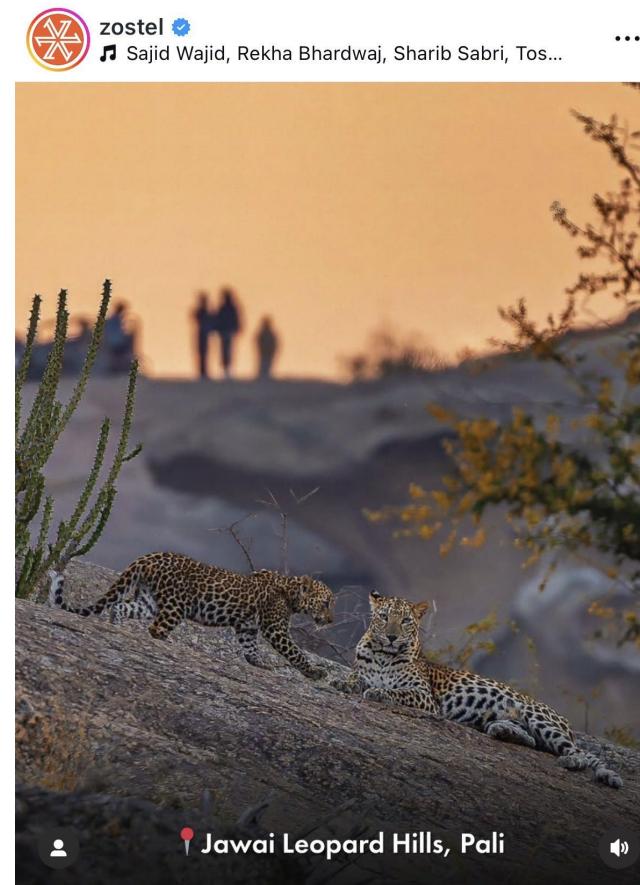
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Snapshot



Role of Emotional Response in Photo Narrative





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Role of Telepresence in a Photo Narrative on Social Media

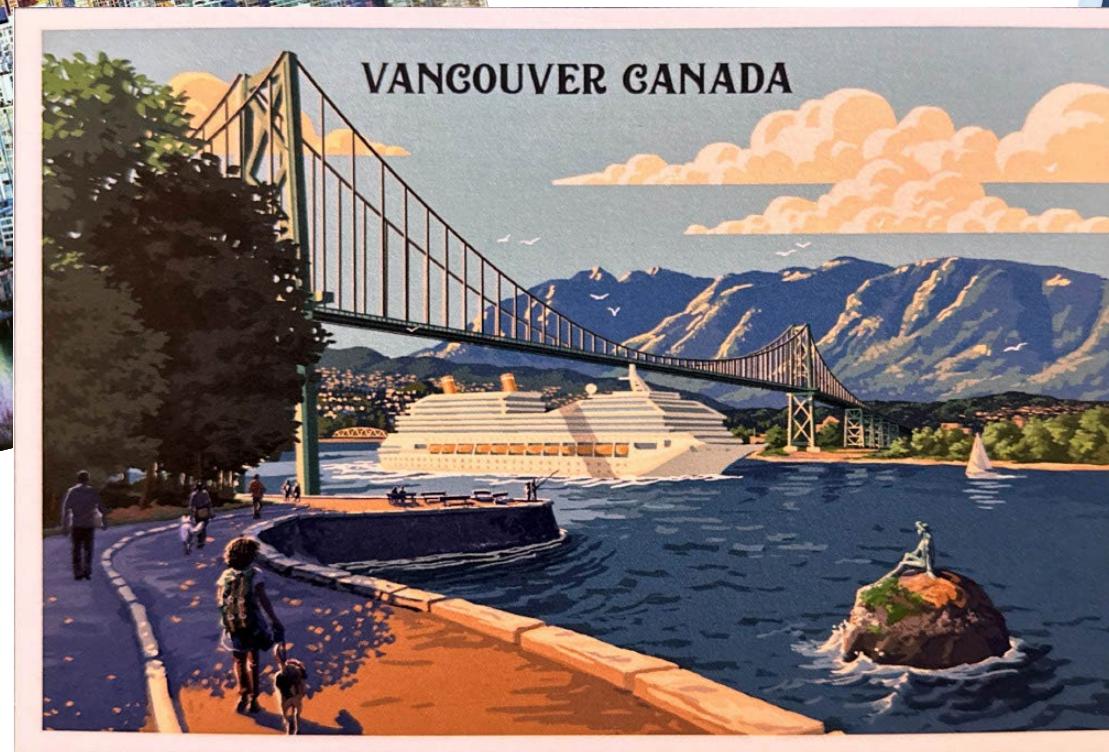
Question

How did the Tourism Industry use photo narrative techniques to create customer relationships before the Internet/Social Media?

POSTCARDS!!



Credit: Scott Powell,
Rainwater Photo/Rainwater
Souvenirs



Credit: Lantern Press Artwork

