



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

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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

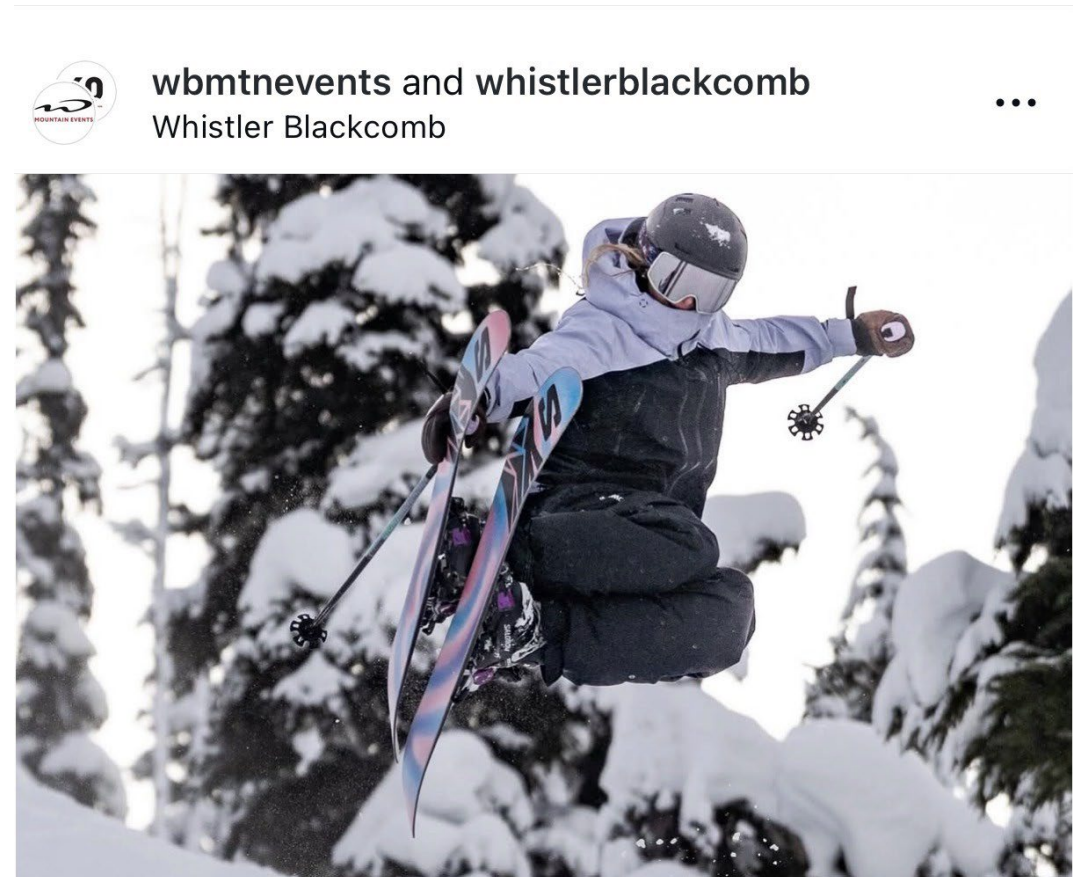


A man walks past a logo of mobile application Instagram, during a conference in Mumbai, India, September 20, 2023. REUTERS/Francis Mascarenhas/File Photo [Purchase Licensing Rights](#)

## 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





# Study Two: Story Elements



anlamretreats\_saigon



jarabeachresortng and madekuti

Mádé Kuti · Pray



# 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



fly\_fiji airways



theleelapalace\_jaipur





# Photo Narrative Transportation in Brand Communication

 hilton  
Arizona Biltmore

...



 hilton  
Arizona Biltmore

...



 hilton  
Arizona Biltmore

...



 hilton  
Arizona Biltmore

...





# Narrativity in Snapshot vs Posed

Posed

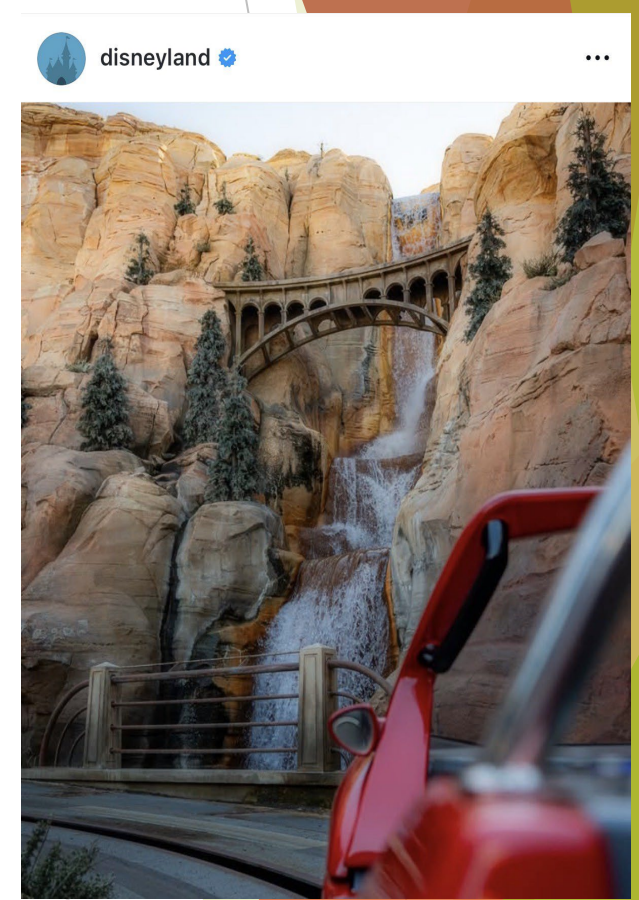
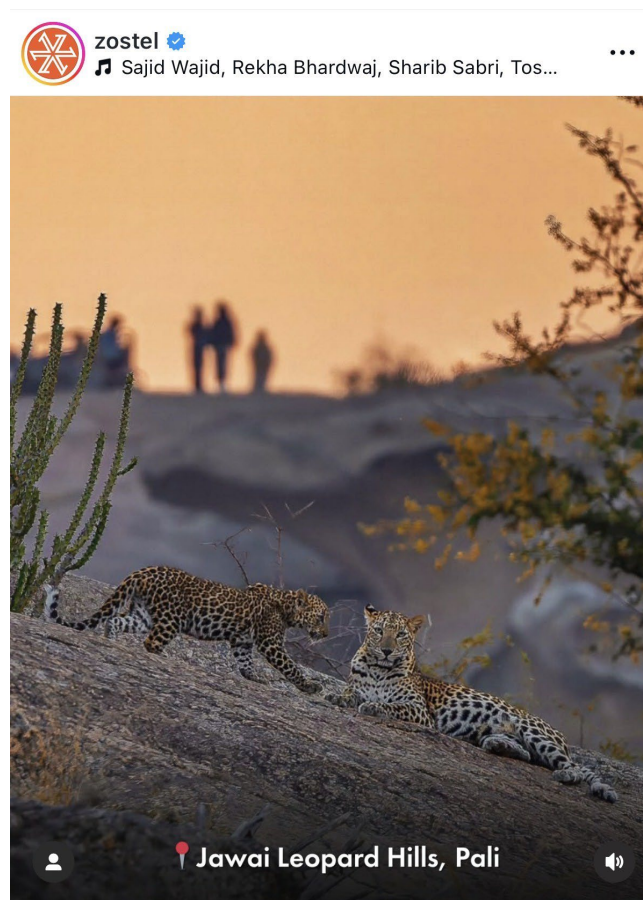


Snapshot





# Role of Emotional Response in Photo Narrative





secretsakumaresort

...



# 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!!

**VANCOUVER**  
BRITISH COLUMBIA CANADA



Credit: Scott Powell,  
Rainwater Photo/Rainwater  
Souvenirs



Credit: Lantern Press Artwork