

Durban Passions Instagram Hack at Facebook Creative Hub

Facebook led 40 top local creative students on Instagram Hack, in partnership with Durban Tourism, at the Facebook Creative Hub.



Sand emojis on the beach.

{{IMAGE}}

In a day of fun and learning, the hack was themed around Instagram and Stories, with students challenged to use mobile in quick, creative ways to connect with passions via Instagram. Click [here](#) to view the gallery.

An Instawalk through Durban, followed the morning skills transfer session, which gave students the chance to apply their new skills. The 'Stories adverts' the students created after the Instawalk, were judged by a panel of experts, including Facebook's Creative Shop, Durban Tourism and the Facebook EMEA director of marketing.

“There are many tools out there that allow advertisers to use social media effectively,” said Maliyamungu Muhande, a third-year student at Vega, who is studying a BA in Creative Brand communication majoring in Multimedia Design. “For creatives, the key is making it all work. I loved the chance to explore specific skills – such as how to approach video and effectively using Instagram and Stories for ads.”

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