THE COMMONS

WORK

MEET

PLAY

#WORKMEETPLAY
The Commons is both a coworking and event space that is located in Calgary, Canada.

For their Instagram account, we focused on three different types of content: space, community and events. This allowed us to showcase both revenue streams without the feed feeling inconsistent.

Over the course of 22 months, we managed to increase the follower base by 57% and maintained a consistent engagement rate of 3.3%.
BRAND ACCOUNT