



## Instagram

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## Instagram

Instagram is a mobile photo & video sharing social networking service. Users can share photos/videos to Facebook (Personal) or Twitter. Instagram was launched in 2010, and purchased by Facebook in 2012. There are 300+ million users.

The primary users of Instagram are under 35 years of age:

- 18-29: 37%
- 30-49: 18%
- 50-64: 6%
- 65+: 1%

### The key features of Instagram:

- Maintain a profile
  - Upload photos/videos
- Search popular posts, hashtags, locations
- View posts from accounts you follow




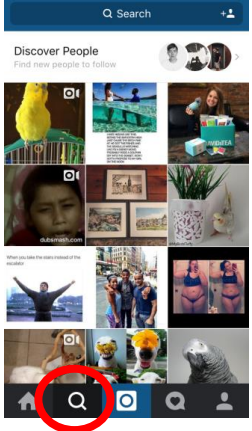


### Benefits for business


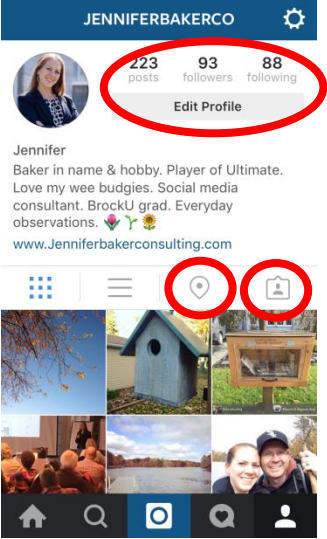
- Younger demographic
- Increase exposure and reach
- Check who is checking-in (uses Facebook location)
- Opportunity for paid advertising
- It's simple to use

### Setting Up an Instagram Account


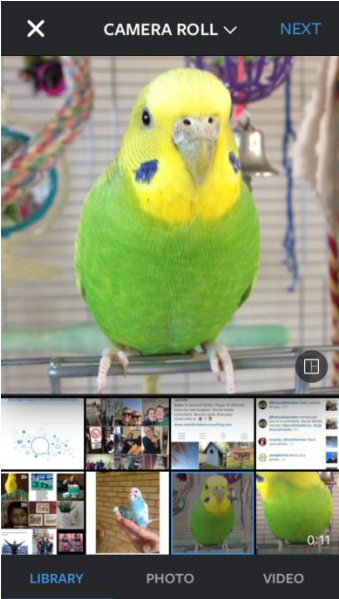
- ✓ Download the mobile app to your phone
- ✓ Users will require: email, password
- ✓ A complete account will include: name, username, bio, profile photo

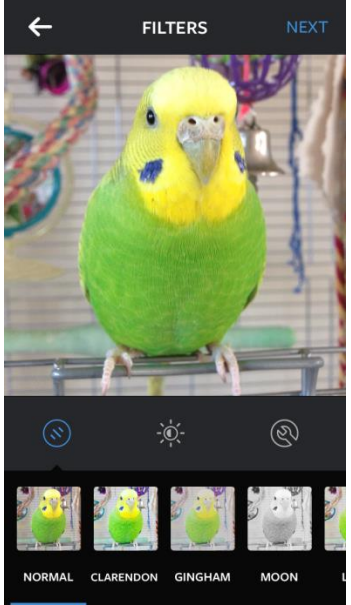
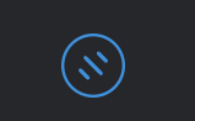
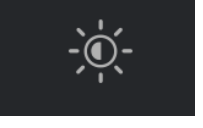
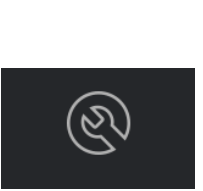
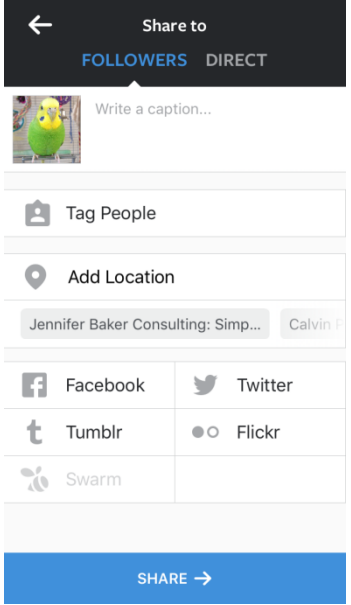
## Key Features

	<p style="text-align: center;"><b>Home</b></p> <p>Tap the house to return to the Instagram newsfeed.</p> <p>The images and videos appear here are from the accounts that you follow, as well as advertisements.</p>	
	<p style="text-align: center;"><b>Search &amp; Discover</b></p> <p>Tap the magnifying glass to search for people, tags, and places.</p> <p>Tap the search bar at the top (in blue) to conduct searches for people, tags, and places.</p> <p>Find &amp; follow other users</p>	
	<p style="text-align: center;"><b>Notifications</b></p> <p>Tap the conversation bubble to view all notifications, including new followers, likes, and comments.</p> <p>Tap "YOU" to view all notifications related to your account.</p> <p>Tap "FOLLOWING" to view all updates and activity related to accounts you follow.</p>	

<b>Profile</b>	
	<p>Tap the silhouette to view your Instagram profile.</p> <p>Tap “FOLLOWERS” to view all accounts that follow you.</p> <p>Tap “FOLLOWING” to view all accounts that you follow.</p> <p>Tap “EDIT PROFILE” to edit your profile picture, bio, website or name.</p> <p>Tap the <b>silhouette</b> to view “Photos of Me</p> <p>Tap the <b>location</b> marker to see where you’ve checked-in</p>
	

### How-to Post Videos and Photos to Instagram

1		<p>On the Instagram app, tap the blue box</p>
2		<p>Instagram will open your Camera Roll, choose a photo/video, or take a new photo video.</p>

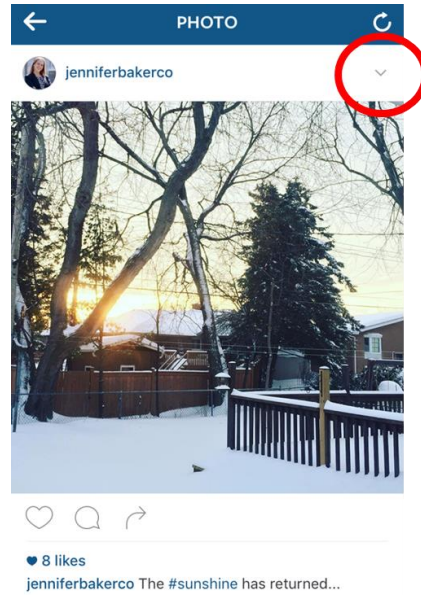
3			Tap to choose a filter
			Tap to alter the filter
			Tap to adjust the photo, brightness, contrast, structure, warmth, saturation, colour, fade, highlights, vignette, tilt shadow, sharpen
4		<ul style="list-style-type: none"> <li>• Write a caption</li> <li>• Include relevant hashtags (e.g. #YGK, #Budgie, #Bird)</li> <li>• Tag people (e.g. @JenniferBakerCo)</li> <li>• Add a location (e.g. Town of Gananoque)</li> <li>• Tap “Share”</li> </ul> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>• You can choose to share the photo to alternative social media (e.g. Facebook Personal or Twitter), but remember that sharing the post comes with its own challenge in terms of language of platform, and how the post appears.</li> </ul>	

## Other Tips

### Make a Mistake on your Post?

Tap the small arrow in the top right corner to:

- Delete
- Edit
  - Description
  - Location
- Share



### Responding

♥ Favourite

💬 Respond

➦ Send via DM

