

What is Instagram, Anyway?



Objectives

1. The Basics
2. Getting Started With Instagram
3. Common Icons & Terminology
4. Posting on Instagram
5. Interacting With Instagram
6. Settings and Privacy

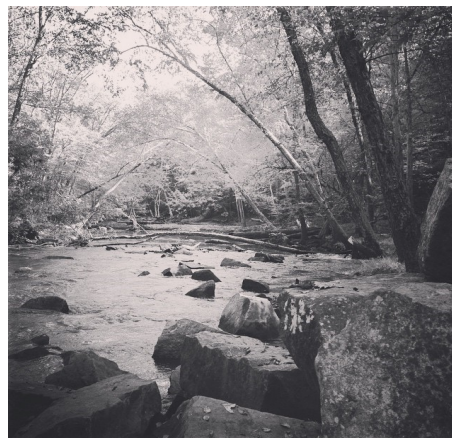
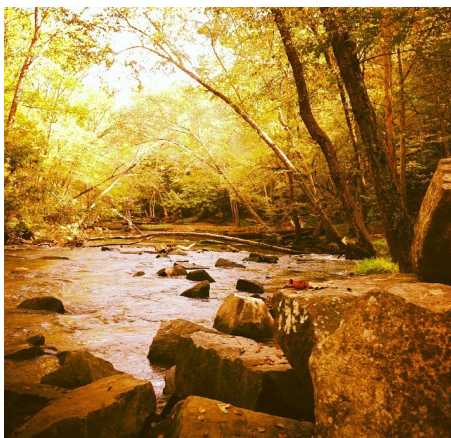
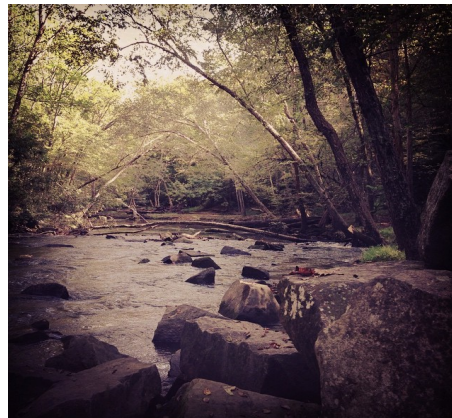
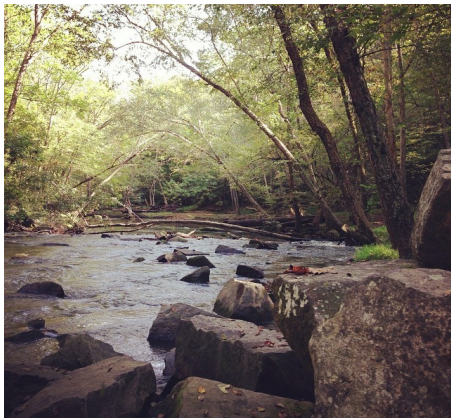
What is Instagram?

Instagram is a free photo and video sharing app available on Apple iOS, Android and Windows Phone. People can upload photos or videos to our service and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram.

Why use Instagram?

At this point, you may be thinking: Why do I need a separate app for sharing photos? Couldn't I just post them to Facebook or another social network? One reason for Instagram's popularity is simplicity. Rather than focusing on a lot of different features, Instagram has one core feature, which makes it especially easy to share photos and see photos from your friends.

Filters are another reason people like using Instagram. Whenever you take a photo in Instagram, you can quickly apply a filter to give the photo a unique look. Filters can help transform an ordinary photo into something worth sharing without much effort. Take a look below for a brief example:



These filters are applied in just a few seconds and doesn't require any special or technical knowledge to use them. Filters can give you a lot of flexibility with your photos, which makes them more fun to share with your others.

How do you create an account?

- Go to www.instagram.com
- Register using your personal email address, phone number, or an existing Facebook account.
- Select a unique username and password
- Must be **13 years or older**.

*Are you using a Smartphone or Tablet?

To experience the best version of Instagram on your phone/tablet is by downloading the app for FREE.



Once you have created your account you have the option of searching your Facebook account or your smart phone's contact to see if you have friends already using Instagram. This was created to make it easier to follow your friends and see their photos. If you'd rather not do this, you can always tap **Skip** at the bottom of your screen.

You'll also be prompted to add a **profile picture**. You can choose one that's currently on your digital device, import a profile picture from another social media app, or just take a new selfie instead.

Instagram

 Log in with Facebook

OR

Mobile Number or Email

Full Name

Username

Password

Sign up

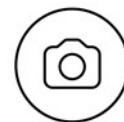


Find Facebook Friends

You choose which friends to follow. We'll never post to Facebook without your permission.

 Connect to Facebook

Skip



Add Profile Picture

Add a profile photo so your friends know it's you.

Add a Photo

Useful Instagram Icons

Below are 7 of the most common icons that you will see while using this site. These icons help you move between different parts of the site or app.



Camera: Tap this icon to open your camera. You can take photos and add them to your story or directly message them to your friends.
(Tapping this icon does not automatically create a post)



Notifications: Tap here to see your recent notifications and activity. For example, whenever someone likes one of your posts, you'll see it here.



Home: Tap here to see your recent notifications and activity. For example, whenever someone likes one of your posts, you'll see it here.



Add Post: Tap here to take a photo or video with your phone's camera, which you can then post to Instagram. You can also select photos from your library.



Explore: Tap here to search what's popular on Instagram. You can also search for specific Instagram users or hashtags.



Notifications: Tap here to see your recent notifications and activity. For example, whenever someone likes one of your posts, you'll see it here.



Profile: Tap here to access your profile. From here, you can update your profile picture, see all of your posts, change your settings, and more.

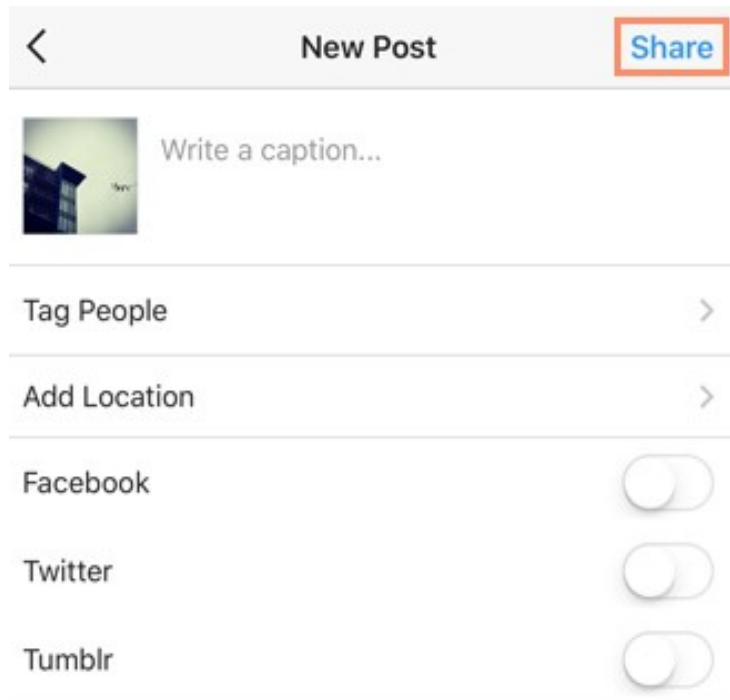
Useful Instagram Terminology

These are the most basic words you will hear whenever you're talking to others about Instagram:

1. Hashtag: A hashtag is any word in a post's caption that's preceded by a pound sign (#).
2. Filter: You can apply a filter to give your photos a unique or artistic look.
3. Post: Whatever you share on Instagram (e.g. photos/videos) are called posts.
4. Feed: Whenever you or someone you follow posts a photo, it appears in your feed.

Creating a New Post

Now it's time to learn how to create and share your photos you've made taken your smartphone. To take a new photo, tap the Camera icon and then tap the Shutter icon (the large circle at the bottom of your screen). Or select Library to use a previously taken photo from your gallery to share.



Write a caption...

This allows you to leave a brief message about your post as well as include any hashtags you may want to include.

Tag People

If your post includes people, you can tag them in it. Simply tap on the person in the photo and start typing that person's username. Tap Done when you're finished.

Add Location

You may want to include where your photo was taken. This will be added to your Photo Map with you can accessing your Profile.

Sharing w/ other social networks

You can share your post with other social networks such as Facebook or Twitter. Just tap on where you want to share it and be prepared to sign into that separate account with your username and password.

Once you have entered in all your desire information, select Share at the top-right corner of the screen to post your new entry!

How to “Like”, “Comment” or “Share” a Post

You can interact with any post you find on Instagram. Three most common ways are **liking** a post, leaving a **comment**, and/or **sharing** a post with others.

Liking

Tap on the heart icon to like a post. If you hit it by accident, then tap it again to unlike it.

Commenting

Let the user know how you felt about their post by tapping the comment icon to leave a brief message.

Sharing

If you find a post you enjoyed and want to show it to your other Instagram friends, click on the paper plane icon.



Exploring Instagram

There are *millions* of interesting photos and videos throughout Instagram and several different ways that you can go about finding them:

Searching Instagram

If you're looking for a specific Instagram user or hashtag, you can just search for it. Just go to the Explore icon (the magnifying glass) and simply type what you're looking for in the search box.

Browsing by Hashtag (#)

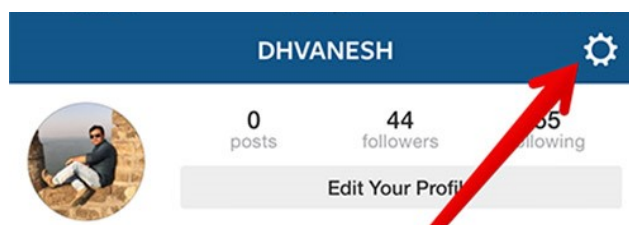
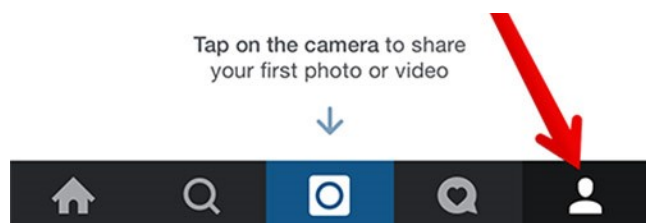
A hashtag is any word or phrase in a Instagram's caption preceded by a pound sign #. For example, if you post a photo of someone jumping into a pool, you could include *#pooljump*. You would then click on that hashtag or on any that you see on Instagram to search for other posts that used that particular hashtag

Following Users

Whenever you see something you like, you can choose to follow the person/user who created it. To follow a user, select a user name, then choose Follow.

Settings and Privacy

Adjusting your personal settings is a two-step process. First, you have to go to your profile page. To do this, click on your Profile icon located below. Then in the top-right hand corner you will see a gear icon. You must select this in order to continue. This will now allow to access your account, change your settings, change your password and so much more.



Whenever you first setup an account with Instagram, everything is automatically public. This means that anything you post can be viewed by anyone with an Instagram account. You do have the option of making things much more private. Go to your profile page and select the gear icon in the top-right corner of the screen.

Select the *Account* section. This will take you to a separate page that will require you to scroll all the way down to the bottom. The last option you are given is *Private Account*. Click on this tab to make your profile private. Now only people who you are friends with on Instagram can view what you post.

