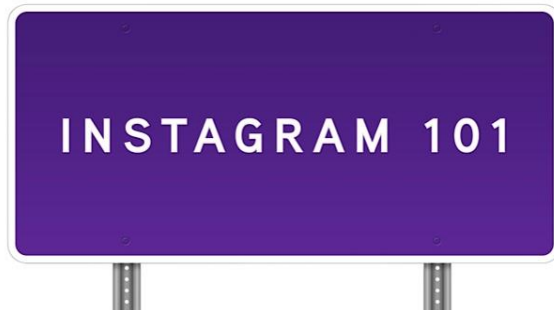


Instagram 101



Welcome to 'Instagram 101', one of the training modules from Community Literacy of Ontario's *Social Media Marketing* project.

This project is designed to develop resources to help Ontario's literacy agencies, and others, use social media for marketing.

[Click here](#) to access our resources.

Introduction

Instagram is a photo-sharing, video-sharing and social application designed for mobile devices such as smartphones and tablets. While you can view pictures by logging into Instagram on a computer, you can only use its features by downloading and installing the application on your mobile device.

Instagram allows users to edit their photos by applying filters and adding captions or hashtags when sharing them. Instagram is most popular for photo-sharing, and this training module will mainly focus on Instagram's photo-sharing power. Although most literacy agencies have yet to start using this fun and easy application, we have included this module in our Social Media Marketing series to encourage you to try something new and to add a new social media tool to your repertoire if you are looking to expand your social media reach.

Unique to Instagram, shared photos are confined to a square shape, resembling Polaroids of the past century, and shared videos are limited to 15 seconds. In Instagram's four short years of existence, it has managed to work its way to the mobile devices of over 200 million users, 140 million of whom are active daily. 70 million users post multiple times per day!

Instagram provides nonprofits with the wonderful opportunity to show audiences visually insightful and interesting content, which is consumed differently and more quickly by the general public¹. Instagram allows you to showcase your organization's cause and personality with visualizations, artistic and photographic expression, or videography.

¹ Images are consumed 60,000x more quickly than text by the human brain. (Via [JWT Canada](#))



Instagram 101



How do I Create an Account?

Step 1: Download the Instagram Application

Download Instagram from the [App Store](#) if you are using an iPhone or iPad, or from [Google Play](#) if you are using an Android phone or tablet. Currently, an Instagram account can only be created on mobile devices. Instagram is a free application.

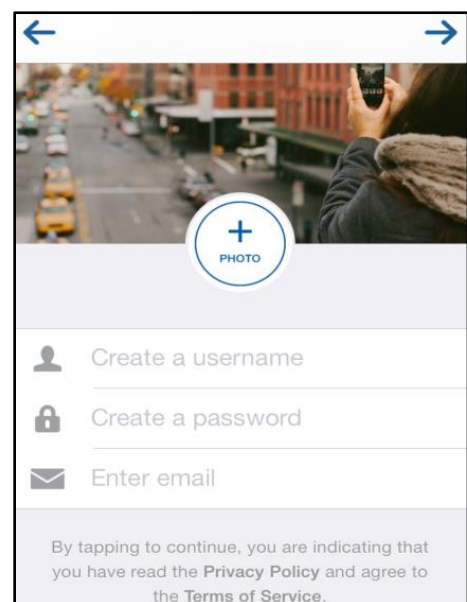
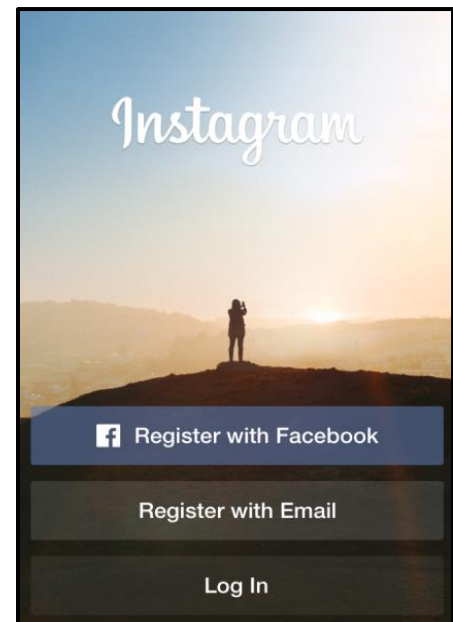
Step 2: Find the Application on your Device

Open the Instagram application, which will appear directly on your device's home screen once the application has successfully downloaded.

Step 3: Register your Account

To register and create an account, you are given two options: to register with Facebook, or to register with email. If you are creating a personal account, either of these options is fine. Select whichever registration option suits you best personally.

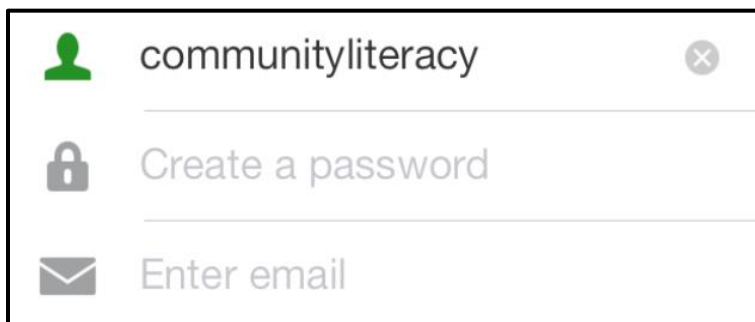
However, if you are creating an account for your agency or organization, it is best to register with email. (By connecting your organization's Instagram account to a Facebook account or Facebook Page, it will become confusing to deal with your settings and 'behind-the-scenes' information in future social network registration processes, and if ever you want/need to add an additional administrator).



Step 4: Create a Username

While creating a username for your Instagram account is very exciting, it's also a big commitment to the representation of your organization's brand! Selecting a username consistent with the name of your organization, as well as the way your organization is named and represented across other social media channels, is very important.

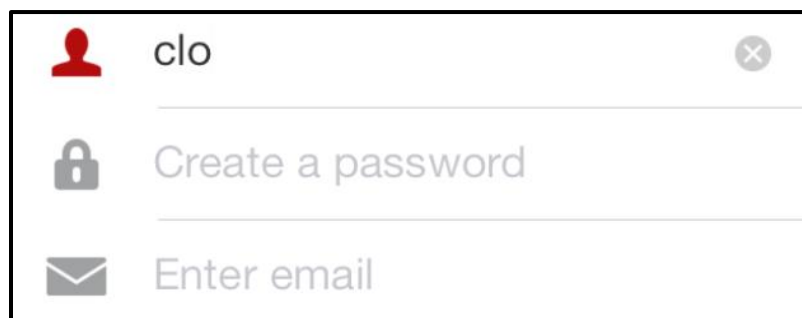
Once a desired username is typed in, if available, the icon will become green. If the desired username becomes red, this signifies that you must alter your desired username because the one you want is already in use.



communityliteracy

Create a password

Enter email



clo

Create a password

Enter email

Tip: Twitter and Instagram are currently two of the most interconnected social media networks. If you can create an Instagram username that is **exactly** the same as your Twitter handle, you are doing your organization's brand, or personal brand, a big favour!



Instagram 101



Step 5: Password and Email

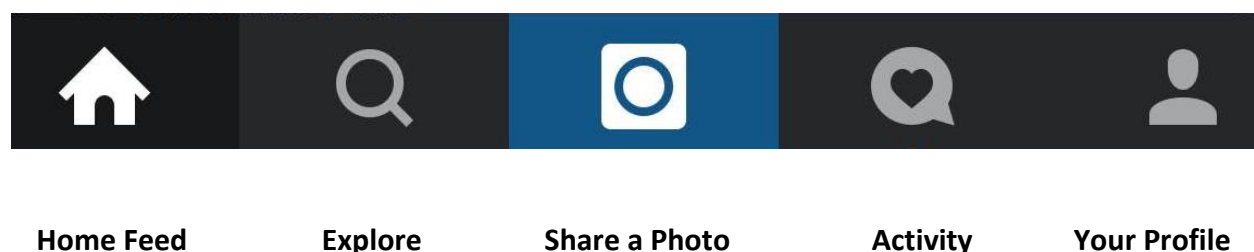
Once you have selected an available username, create a password. Consider using a password for your organization that has been used for another social network. Modifying a password slightly amongst all your accounts, and keeping some consistency between them is a common practice. Now connect an email account to your Instagram account.

If you are creating an account for an organization or agency, ensure that you enter an appropriate email. Consider who will be uploading content to Instagram on behalf of your organization, and who will need access to the account—not only now, but in the future.

Instagram will prompt you to connect with your friends from other social media channels, and will allow you to select which accounts you wish to follow. The easiest way to discover friends who are using Instagram is by searching your contacts from Facebook.

Basic Navigation on Instagram

Finding your way around the Instagram application is easy. This bar appears at the bottom of your Instagram screen and directs you to different areas of the application:



Home Feed

Explore

Share a Photo

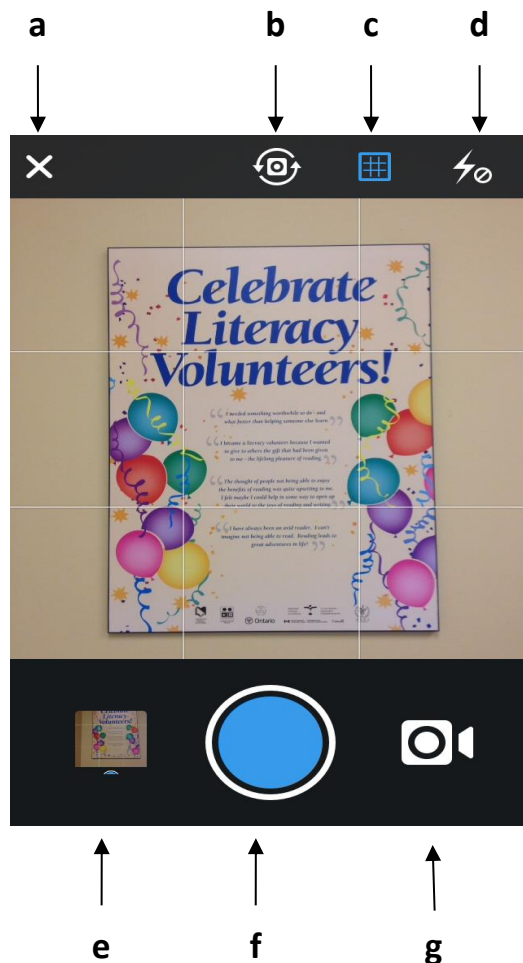
Activity

Your Profile



Taking a Photo with Instagram

When taking a picture with your device while Instagram, your screen will appear as follows. The screen will also appear if you have selected a picture from your device's camera roll to share with the application.



a - Exit Current Screen

If you want to take a new photo, or you want to exit this part of Instagram, simply tap the 'X'.

b - Flip the Camera

If the device you are using to explore Instagram has a dual lens, you are able to take a picture of something in front of you or, by tapping here on your device, you may enable what has been lovingly named as "selfie mode".

c - Grid

As seen in the example photo, tap this spot in the application to view a grid overlaid on your photo to help you take a picture that will be pleasant to the eye. The example provided appears to be centered on the bottom, but at the top it is clearly off-centre. Use the grid tool to fix this.

d - Flash

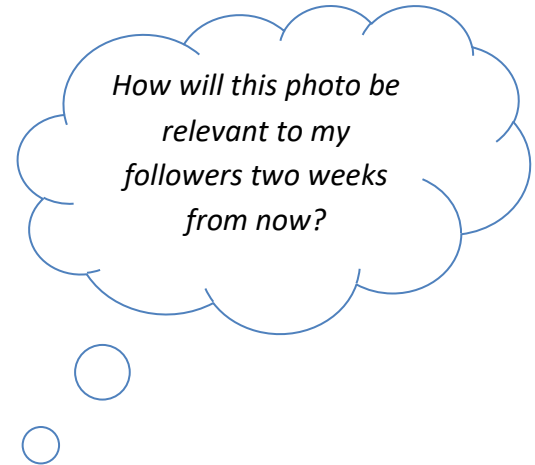
Instagram gives its users three options for flash settings: No flash, Automatic flash, and Flash. Depending on the content of your picture, and the natural lighting within your surroundings, flash may do great things for your picture. Experiment with what works and what is more visually appealing. Having a contrast of light, darkness, and bright colours typically creates the most visually appealing pictures.

Instagram 101



e - Camera Roll (Photo History)

Access every picture that has been saved with your device here. Applying different settings to pictures taken from different angles, or of different people/objects will allow you to decide which photo will be the most powerful. Photos uploaded on Instagram have a lifespan that is much longer than other forms of content posted to social media networks. The longer lifespan of a picture on Instagram has implications for the photos we share. Consider the longevity and usefulness of the message you are sending with the picture you are posting.



f - Camera

There are two ways that photos may be uploaded and shared through your Instagram account:

1. A photo that has already been taken with your device may be uploaded to Instagram and edited;
2. Use Instagram to take a photo on your device.

Re-take the photo as many times as you need to, without saving each image directly to your camera roll, if you are using the Instagram application to take a photo.



g - Video Recorder

When posting a video to Instagram (must be 15 seconds in length or less), users also have the option of selecting a pre-recorded video segment, or recording directly within Instagram.



Instagram 101



Applying a Filter to Your Photo

Applying filters to photos has become a deeply-rooted part of the user experience and culture on Instagram. Instagram is known best for its filters, and they are widely celebrated by the Instagram community. At the time of its release, the option of applying a filter to a photo before posting it was very unique to Instagram.

Choosing the right filter can be a difficult decision. Each filter highlights certain contrasts and objects within each photo. Selecting a filter to apply to your photo allows you to choose how you want the subject(s) of that photo to appear. What identity will you give this content?

Filters are a highly celebrated editing option amongst Instagram's users, and thus should be embraced by new users! There are currently 20 different filters to choose from on Instagram. Instagram expands its choice of filters every 6 to 12 months.



Instagram wonderfully turns ordinary users into photographers and creators of enticing visual content!



Sharing Your Photos and Videos

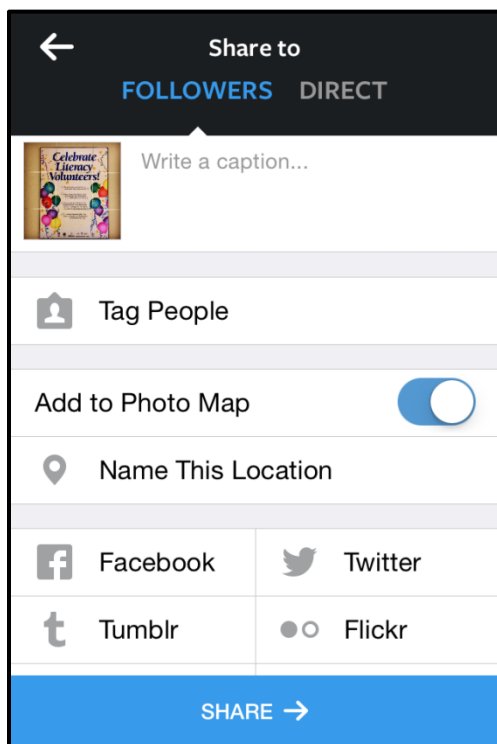
Photos and videos shared over Instagram are accessible to other users in two ways: they follow your account (and receive all your posts in their timeline), or they discover your post by using the search function.

Before sharing a photo or video that includes the faces of individuals at your organization, ensure you have proper permission to post a picture that includes them. Learn more about privacy and safety related to social media in our [Privacy and Safety](#) module.

When sharing a photo or video, the application will prompt you to select your audience:

Followers – Share with every user who follows your account, and any users who happen to stumble upon your profile (through the search function).

Direct – Share your photo with a specific Instagram account or with several accounts.



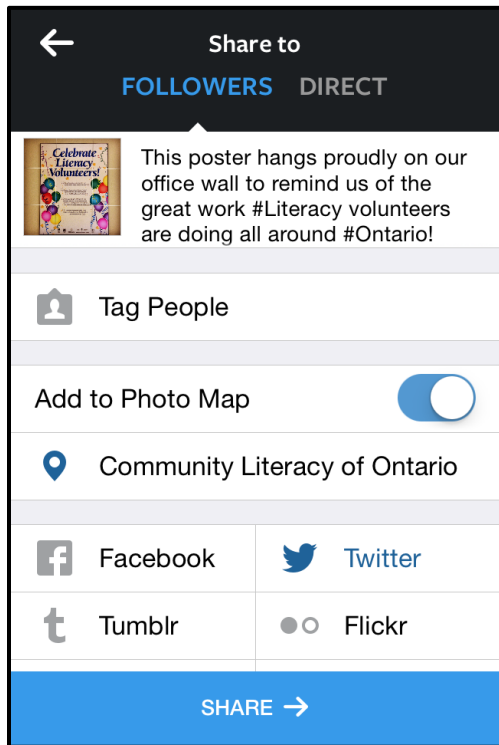
Select your audience here. In order to bring awareness to your account and the content you post, sharing to 'followers' is a much more viable and popular option. Under very few circumstances would sharing a photo or video to one specific account be one's best option.

Tag the Instagram accounts of individuals who appear directly in the photo.

You may name the location where the photo or video was taken, if desired.

Share this photo/video across other linked social networks. If you select a network that you have previously never selected from your Instagram account, the application will prompt you to allow access.

Instagram 101



This is an example of a caption which will appear directly under the photo/video to every user who sees it. A caption should give context and meaning to a photo/video and should include at least one relevant hashtag.

This photo was taken at the Community Literacy of Ontario office. 'Add to Photo Map' has been selected; this allows users to see a global map of where the photos of this account have been taken.

This photo will be shared on Instagram as well as on CLO's connected Twitter account.

Once 'SHARE' is selected, your photo and the settings you've applied to it, will be shared with the Instagram world and any other social networks you have selected!

After following all of the previous steps, your account will be step up and you should have a basic understanding of how to take photos and navigate Instagram.

Don't be afraid to explore, experiment and use Instagram to share your photos with your friends, your community, and the world!

But if you aren't quite ready to take that first step, GCFLearnFree provides a helpful online tutorial called [Sharing Photos on Instagram](#).

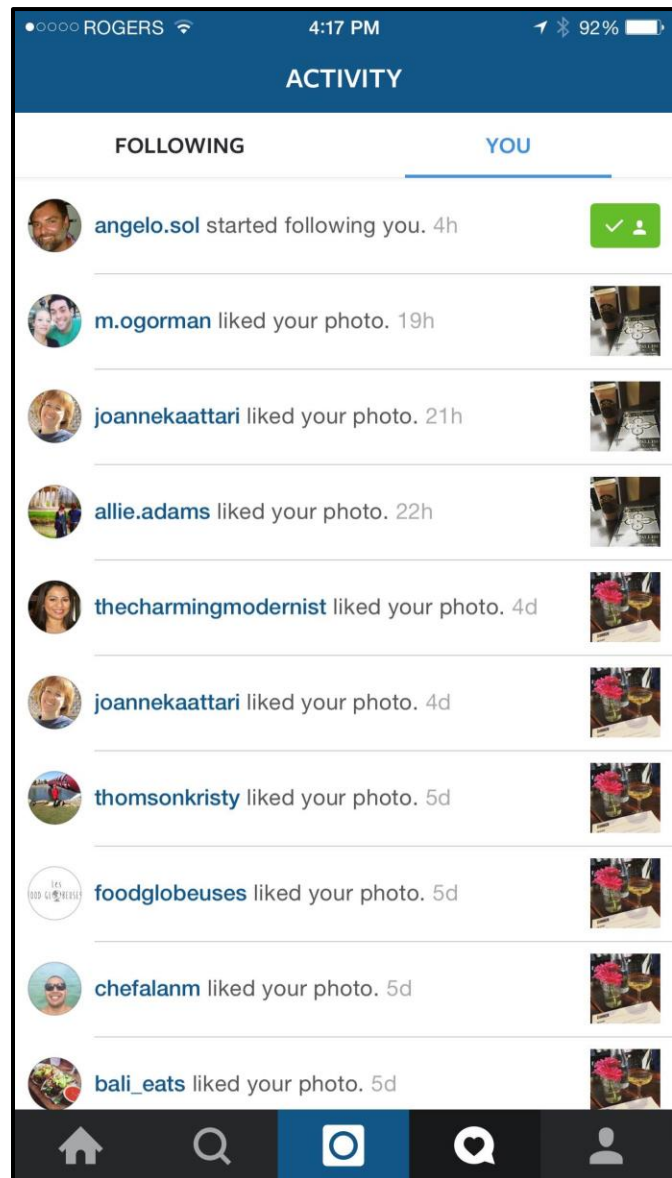


Engaging with Other Users

Access notifications regarding interactions with other Instagram users and **your** account by clicking the icon at the bottom of your screen (highlighted with the red arrow, below).

You will then find the following notifications:

- When a user starts following your account
- When a user (who does, or does not follow you) mentions you in a comment or a caption
- When your account is tagged in a photo or video by another user
- When a user (who does or does not follow you) likes or comments on one of your photos or videos



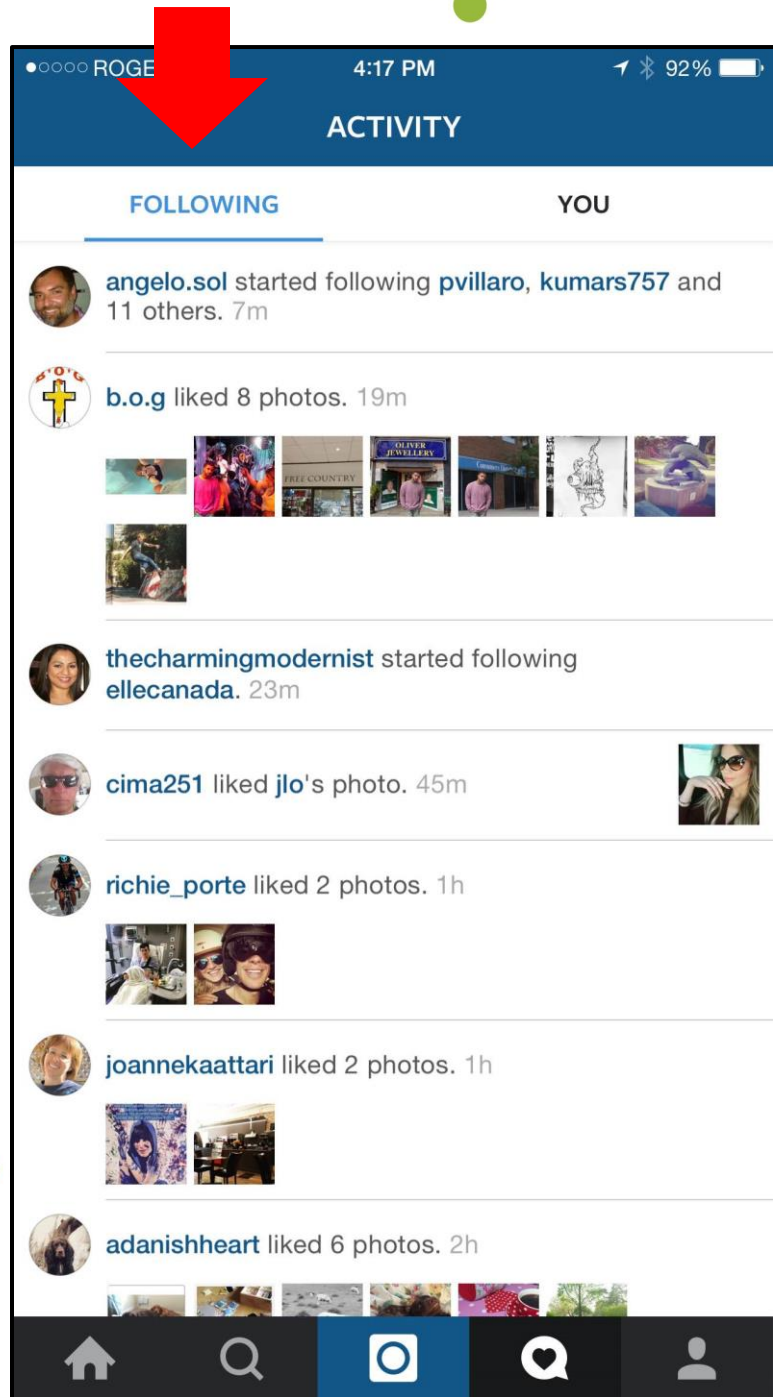
Instagram 101



Activity related to the users your account has chosen to follow will be located under 'Following'.

In this section you'll find notifications of:

- When an account you follow 'likes' a photo or video
- When an account you follow comments on a photo or video
- When an account (or multiple accounts) you follow begins following a new account



Instagram 101



Engaging with Other Instagram Accounts



Report inappropriate behaviour, block a user, or copy the URL of a public account.

Follow a user by tapping the follow button on their profile. Once you are following a user, the button will appear green and read "Following".

These icons, from left to right, allow you to:

- View user's photos in a grid pattern
- View user's photos in a list
- View user's photo map
- View user's tagged photos



More Ways to Engage on Instagram

Like or comment on another user's photo or video (or your own)

View the usernames of the accounts who have 'liked' your photo or video here.



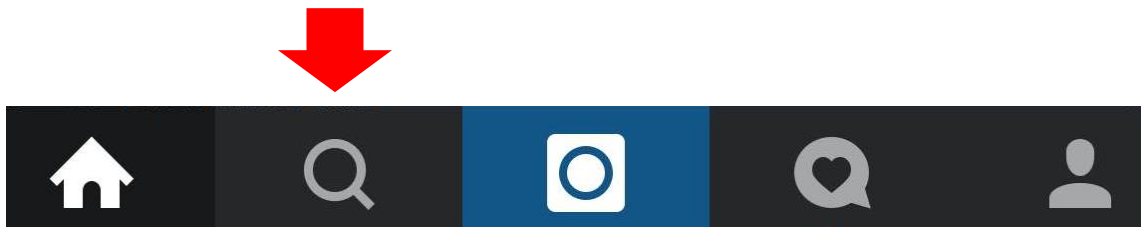
Refresh a photo or video to view updated comments, likes, and tags.

Report inappropriate behaviour, Tweet a photo, or copy the URL of a public account.

Tip! Once the number of users who liked a photo or video exceeds 11, the number of likes will be listed, rather than the names of the individual accounts.

How to Search on Instagram

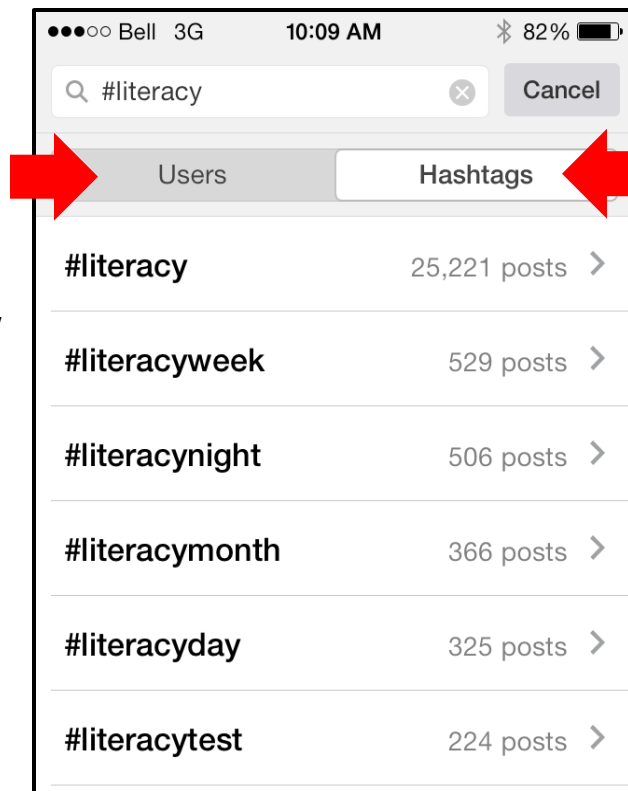
The search function on Instagram can be accessed under the magnifying glass icon.



Next, click “Search” and two ways of searching on Instagram will appear:

Search for people by typing in their username.

As you begin to type in the first few characters, suggestions from Instagram will appear.



Search a Hashtag of interest to you and find out the most popular hashtags associated with your topic of choice.

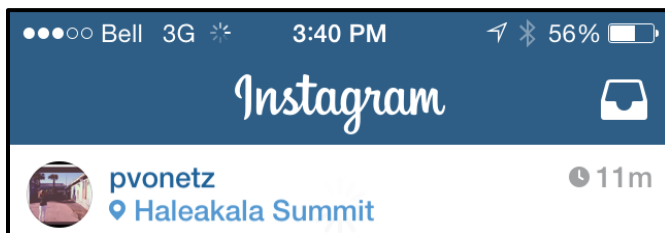
The number of posts (aka, the popularity of the hashtag) will appear beside each of the hashtags.

Instagram 101



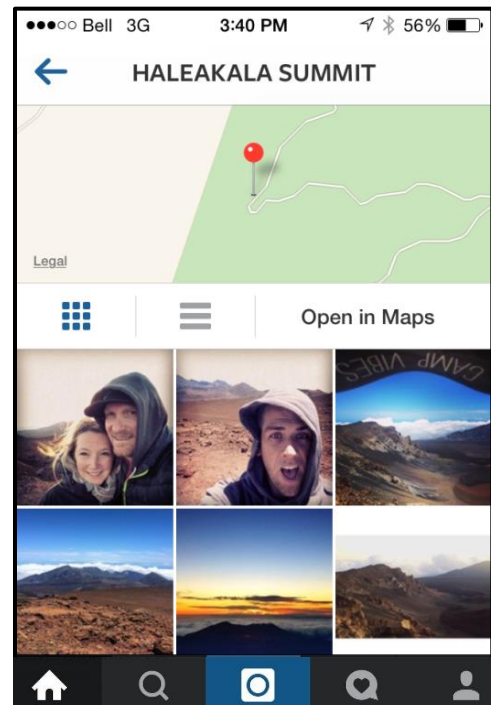
Search Content Posted to a Geo-Tagged Location

and explore what other Instagram users are posting. The geo-tagged location (assigned by the user whose photo or video appears) is searchable. Simply click on it (as it appears directly below the username) and it will lead you to all photos and videos that have been geo-tagged to this location in a chronological order. This search tool is great to connect with people while at conferences or events!



The geo-tagged location appears directly below the username, and above the photo or video.

Click the geo-tagged location to see other photos and videos linked to this exact location.

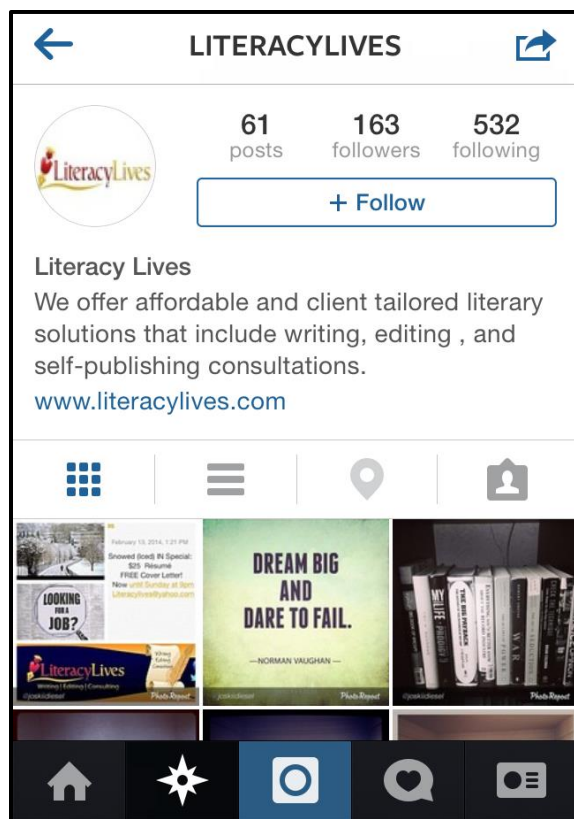


Instagram Examples

Now that your organization's Instagram account is up and running, what type of content should you be posting? Once your organization begins to develop their own strategy related to posting photos and videos on Instagram, your account will take on the personality and branding of your organization.

Be sure to access our [Instagram for Marketing](#) module for more strategies, best practices, ideas and examples.

Here are some sample Instagram accounts and photos.



← The organization's logo is clear, and their username is concise and memorable.

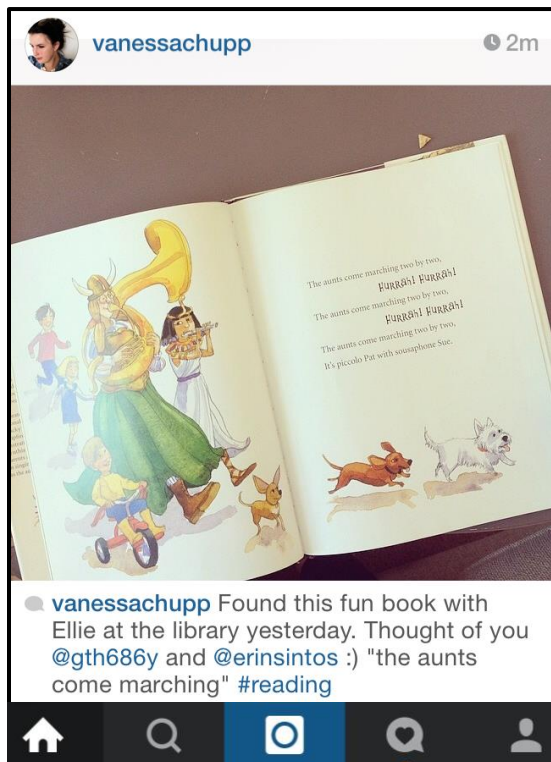
The organization's biography explains who they are and includes a link to their website.

← **X** No geographical location is listed in the bio, although this is a highly relevant piece of information for Instagram users.

← Users can preview the last three photos your organization posted to Instagram at the first glance into your account on Instagram.

X There are no human faces in the last 3 photos posted. This is uninteresting to users. It's best to personalize your organization's account, while also keeping it professional. Photos on Instagram with a face in the picture generate 38% more Likes!

Instagram 101



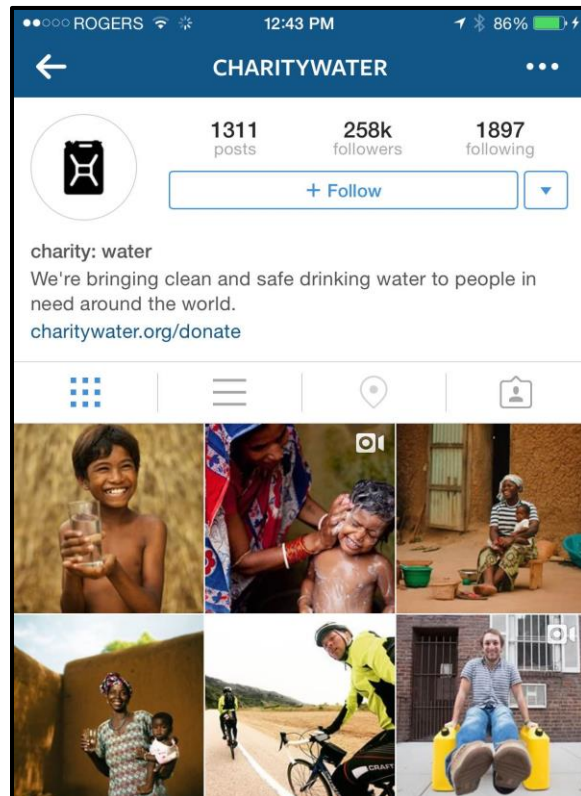
In most cases, having the subject of the photo off-centre is visually unappealing. But here, it works! The lines are visually appealing and highlight a contrast between the surface and the subject itself (the book).

Interesting caption mentioning two relevant users and a relevant hashtag!

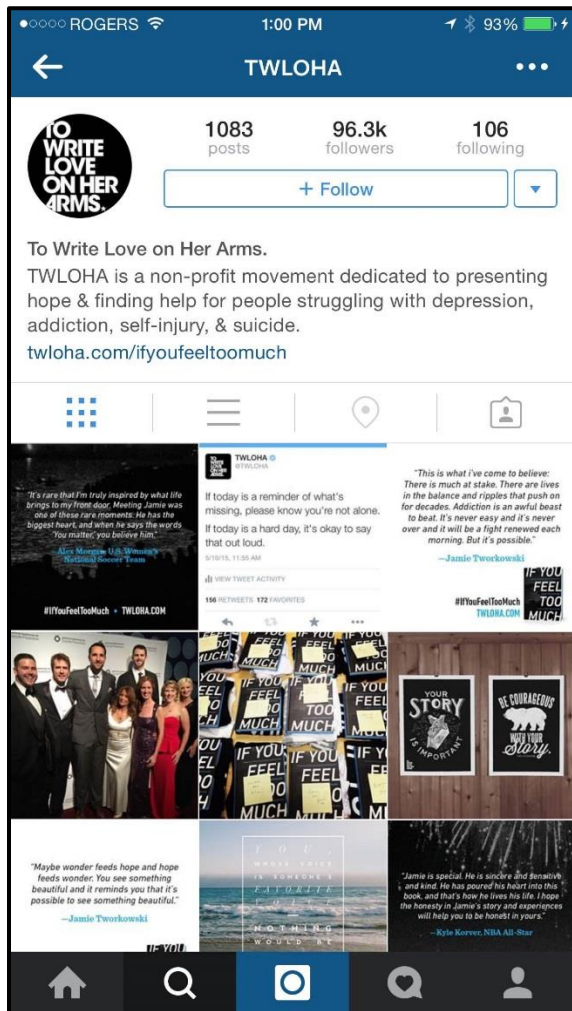
X Include hashtags as part of your sentence if possible, rather than placing them at the end of your caption or sentence. For example, "I am so excited to be #reading this new library find with Ellie!"

[Charity: Water](#) is a well-known nonprofit organization using Instagram.

They tell stories and share the impact of their efforts through photos and videos. Each piece of content they post humanizes the efforts of the organization, allowing people to connect with their mission and their cause.

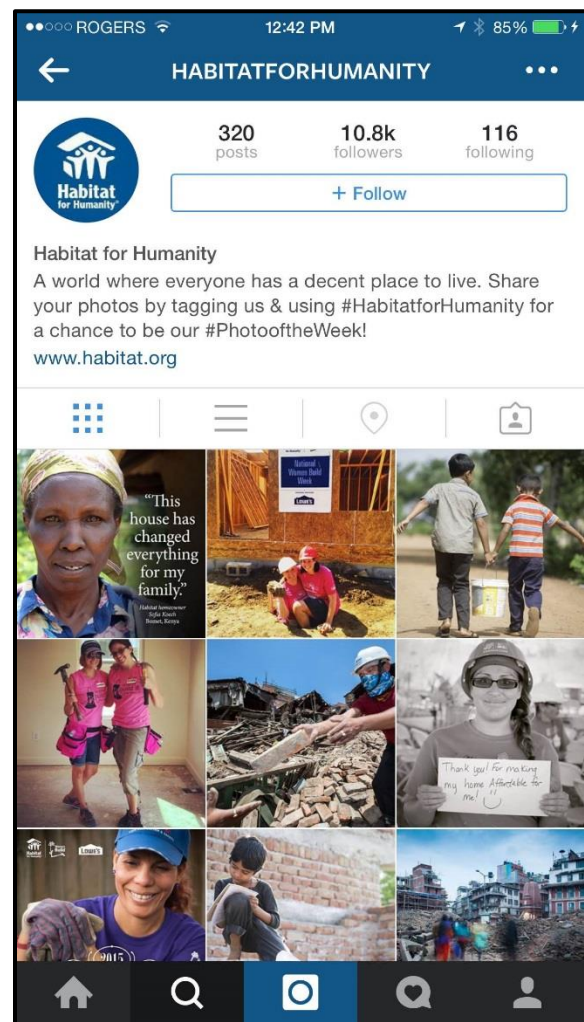


Instagram 101



[TWLOHA](#) (To Write Love on Her Arms) is an amazing nonprofit whose mission is to assist people who struggle with depression, addiction, and suicide to find hope and help.

Their moving quotes, pictures, stories, and resources make TWLOHA an Instagram account well-worth following.



[Habitat for Humanity](#) has an engaging Instagram account with pictures of people building Habitat homes all over the world.

Their account is full of inspiring pictures and stories of hope showcasing ordinary people making a difference in the world.



Instagram 101



[The Centre for Literacy](#) (based in Philadelphia) successfully uses Instagram to share student stories, showcase special events, and promote adult and family literacy in their community.



Continuing Your Journey

The best way to learn about Instagram is to use it and have fun with it. You don't have to be a professional photographer to make the most of Instagram. Remember that photos can be deleted until you take one you are happy with. Also, Instagram's filters can make ordinary photos look more interesting and professional. Don't be afraid to get started and engage the world with compelling photos of the wonderful work occurring in your organization!



Resources to Learn More about Instagram

- [The Beginner's Guide to Instagram](#) (via [Mashable](#))
 - This guide explores various functions of Instagram and why they matter to new Instagram users.
- [How Brands Harness the Power of Instagram](#) (via [Clickz](#))
 - How do brands translate the likes and comments they receive on Instagram into action? Learn more about the best times and ways to post content to receive more engagement on your organization's photos and videos.
- [5 Ways to Get Noticed on Instagram](#) (via [MakeUseOf](#))
 - Get noticed by more accounts with these five quick tips when posting photos or videos.
- [5 Tips for Nonprofits on Instagram](#) (via [M+R Campaigns](#))
 - Develop your organization's identity on Instagram by doing these simple things to enhance the nature of the photo or video you are posting.
- [10 Inspiring Non-Profits on Instagram](#) (via [Mashable](#))
 - This article reviews ten memorable nonprofit organizations and what makes their campaigns riveting and engaging to the Instagram community.
- [Instagram 101](#) (via [GCFLearnFree](#))
 - GCFLearnFree has created several helpful and free online tutorials to help you explore and learn more about Instagram.

Instagram 101



80 Bradford Street, Suite 508, Barrie, Ontario L4N 6S7

EMAIL info@communityliteracyofontario.ca

TEL 705-733-2312 | WEBSITE www.communityliteracyofontario.ca

TWITTER @Love4Literacy | FACEBOOK www.facebook.com/CommunityLiteracyOntario

Acknowledgements

Instagram 101 was written by [Meg Harmer](#) as part of [Community Literacy of Ontario's](#) Social Media Marketing project. All information and websites provided in this module were accurate at the time of publication. Date of Publication: March 2015.

©Copyright Community Literacy of Ontario

CLO's Social Media Marketing project was funded by the [Ontario Trillium Foundation](#).



An agency of the Government of Ontario.
Un organisme du gouvernement de l'Ontario.

Connect with Community Literacy of Ontario via:

