Instagram

Instagram is a video and photo sharing service owned by Facebook.

It's about visual communication – people post photographs and videos rather than lots of text, and followers are invited to 'Like' or comment on them. It is primarily designed for use on a smart phone. It can be a very useful tool for marketing of small, local businesses.

Below is the gallery of a coffee shop's Instagram feed: businesses tend to post every day to keep the feed fresh and to encourage followers to interact with them.

Tap on an individual photo to bring it up on full screen

Tap here for the Home screen of the account. In the case of a business, this will give you information about the type of business, opening hours, links to email and directions, as well as information on the number of posts and the people following.

To **follow** someone, click here

When you tap on the Search icon, Instagram will make suggestions of people/subjects you might like to follow.
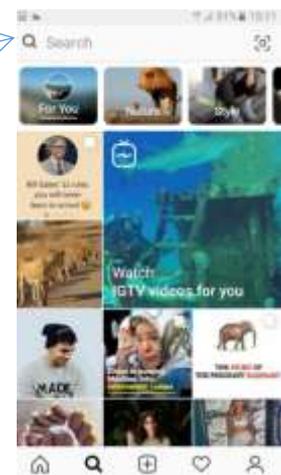
Click on this symbol to post a message. If the person you are sending it to has a private account, only their followers will be able to see your post

Click on the heart to "like" a post.

Click on this symbol to comment on a post. This can be seen by everyone.

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⊕		Clicking on this symbol will open up the gallery on your phone and you can select one or multiple images to post. You can edit them before posting, or add a caption.
👤		This icon is your User profile – tapping on this will take you back to your profile page.
🔖		If you tap on this symbol beside a photo, it will be saved it to your collection.
🏠		This is the Home symbol: it will take you to the news feed where you will see all the posts from all the people you follow.
🔍		This is the Search symbol. Tap here to find subjects, individuals, businesses and hashtags

Tagging- If a post has been tagged, tapping on the picture will display the tags.
Tap on an individual tag to view that Instagram account

Settings and Privacy

To see your Privacy settings, tap on the three dots, then tap on the Settings icon. In Settings, you can invite friends, follow people, see your search history, make your account private, block accounts, make a Close Friends list, and much more. You will find information on who can see your posts, tags and comments, and how you can set your account to Private.

Hashtags

These are Instagram's sorting process. There are over 90 million photos posted on Instagram every day. Hashtags help your post get discovered by viewers most interested in seeing it.

Hashtags have been described as being like a funnel. For instance, #marketing is incredibly broad and attracts all types of posts, whereas #digitalmarketing or #marketingmotivation have a more specific, targeted reach.

In essence, hashtags are a better way to categorize your posts. They help you reach a target audience, and more importantly, they help your target audience find you. This is particularly important where businesses are concerned. To find a hashtag, type the hashtag symbol in the search bar, followed by the search term. For example: **#library** If you find hashtags that suit your specific requirements, then you can connect with people that are posting on those hashtags.