



Instagram is a mobile, desktop, and Internet-based photo-sharing application and service that allows users to share pictures and videos either publicly, or privately to pre-approved followers. It was launched in October 2010.

Please note you have to be 13 years old or older to set up an account on Instagram. If you are not old enough, you can still complete this badge to learn for the future.

KEY FEATURES

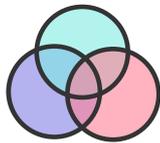


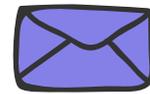
Photo filters

Instagram offers a number of photographic filters that users can apply to their images.



Explore

Displays popular photos, photos taken at nearby locations, and allows you to search for other users or hashtags.



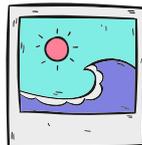
Instagram Direct

Lets users interact through private messaging. Users who follow each other can send private messages with photos and videos, in contrast to the public-only requirement that was previously in place. When users receive a private message from someone they don't follow, the message is marked as pending and the user must accept to see it. Users can send a photo to a maximum of 15 people at a time.



Video

You can post videos that are up to 60 seconds long.



Instagram Stories

Allows users to take photos, add effects and layers, and add them to their Instagram story. Images uploaded to a user's story expire after 24 hours.

Sharing a post with multiple photos or videos

In Feed, you'll see the first photo or video from your post with a row of dots below it. People can swipe to see the rest of the photos or videos you've shared. On your profile, you'll see the first photo or video from your post with in the top right. From your profile, you can tap the post, then swipe to view the rest of the photos and videos you've shared.

People can like and comment on your post just like a regular post. Comments and likes appear on the entire post, rather than on the individual photos and videos that are part of your post.

After you've shared a post with multiple photos and videos, you can edit the caption, location and accounts you've tagged in your post. While you're not able to reorder, edit or delete parts of the posts you've shared, you can delete the whole post.

Keep in mind that posts containing multiple videos may take longer to upload. If your post contains multiple videos, make sure you're connected to a reliable network.

Let's talk about image resolutions

When you share a photo on Instagram, regardless of whether you're using Instagram for iOS or Android, Instagram makes sure to upload it at the best quality resolution possible (up to a width of 1080 pixels).

When you share a photo that has a width between 320 and 1080 pixels, Instagram keeps that photo at its original resolution as long as the photo's aspect ratio is between 1.91:1 and 4:5 (a height between 566 and 1350 pixels with a width of 1080 pixels)

If the aspect ratio of your photo isn't supported, it will be cropped to fit a supported ratio. If you share a photo at a lower resolution, Instagram enlarges it to a width of 320 pixels. If you share a photo at a higher resolution, Instagram shrinks it down to a width of 1080 pixels.

If you want to make sure that your photo is shared with a width of 1080 pixels, follow the tips below:

Download the most recent version of the Instagram app.

Upload a photo with a width of at least 1080 pixels with an aspect ratio between 1.91:1 and 4:5.

Make sure you're using a phone with a high-quality camera as different phones have cameras of varying qualities.

CREATE AN ACCOUNT



From the app

- 1 Download the **Instagram app** for iOS from the App Store, Android from Google Play Store or Windows Phone from the Windows Phone Store.
- 2 Once the app is installed, tap to open it.
- 3 Tap Sign Up With Email or Phone Number, then enter your email address or phone number (which will require a confirmation code) and tap Next. You can also tap Log in with Facebook to sign up with your Facebook account. If you register with your email or phone number, create a username and password, fill out your profile info and then tap Done. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.



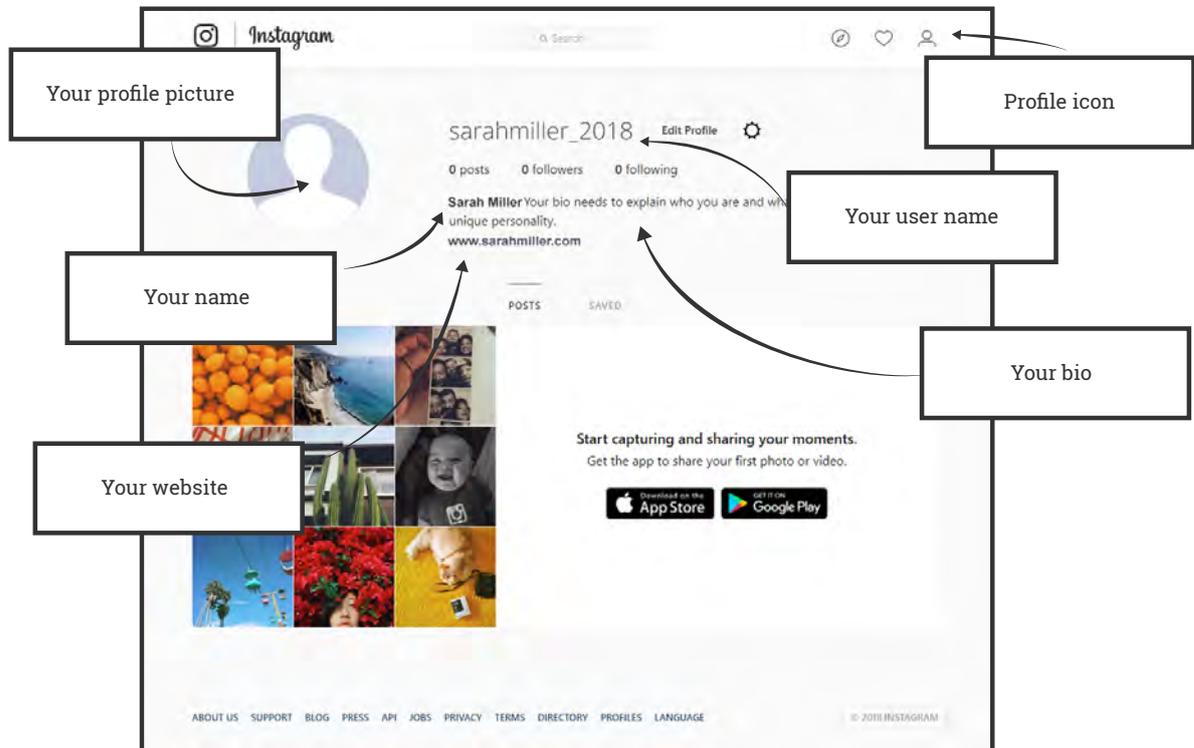
From a computer

- 1 Go to:

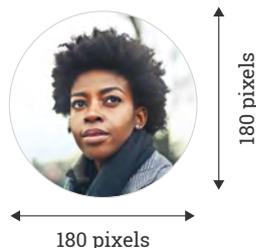
[instagram.com](https://www.instagram.com)
- 2 Enter your email address, create a username and password or click Log in with Facebook to sign up with your Facebook account
- 3 If you register with an email, click Sign up. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out. If you sign up with email, make sure you enter your email address correctly and choose an email address that only you can access. If you log out and forget your password, you'll need to be able to access your email to get back into your Instagram account.

YOUR PROFILE

To add or update any of your profile information, tap the profile icon.



Your profile picture



Add or change your profile picture:

- 1 Go to your profile by tapping the profile icon.
- 2 Tap 'Edit Profile' and then Change Profile Photo.
- 3 Select where you'd like to import your picture from. When using the app you can take a new photo or add a photo from your phone's photo library, Facebook or Twitter. If you choose to import from Facebook or Twitter, Instagram will use the same picture you're already using for that social network.
- 4 Click 'Done'.

Your username

This is your identity on Instagram, and it forms part of your profile URL, so choose carefully!

Make your username consistent with your handle on other social networks so it's easy for users to tag you on multiple networks at once.

Your name

The text you enter in this field appears in bold above of your Instagram bio. You should include your brand name, of course, but don't stop there. This field gives you 30 characters to work with, allowing you to include a variation on your name, or a keyword or two to clarify what your brand is about and help users find you.

The name field is included in Instagram searches, so a strategic keyword here can help users find you... but avoid overloading with too many keywords.

YOUR PROFILE

Your website

This is the only place within Instagram where you can post a clickable link. You can change it as often as you like, so you can link to your newest or most important content (like your latest blog post or video), a special campaign, or a landing page that specifically speaks to visitors coming from Instagram. Try using a URL shortener with a tracking code to get real-time statistics on visitors from Instagram.

Your bio

Your bio needs to explain who you are and what you do, convey your unique personality, and use targeted language to show your ideal audience that they have come to the right place. That's a big ask for a small space – you only have 150 characters – so you'll need to get creative and use a few tricks to make your bio stand out.

Tips for writing your bio

Since the character count is tight, the right emoji can help tell visitors more about you.

Include a call to action. Like any good marketing communications, your Instagram bio should include a call to action—what do you want visitors to do after they visit your profile?

Keep in mind that any hashtags you include in your bio are clickable in the Instagram web interface, but not in the mobile app.

Line breaks and spacing allow you to break your bio into bite-sized chunks of information that are easy for visitors to scan, so you can highlight the most important things about your brand.

The bio is visible by all so be aware what personal information you are sharing.

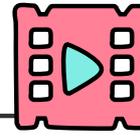
Include your contact information. Imagine a user stumbles across your Instagram account, loves your work, and wants to connect with you in the future. But how?

POSTING PHOTOS & VIDEOS



Posting a photo

- 1 Tap the '+' button at the bottom of the screen.
- 2 You can't take or upload photos from a desktop computer. To upload a photo from your phone's library, tap "Library" at the bottom of the screen and select the photo you'd like to share. To take a new photo, tap "Photo" at the bottom of the screen then tap. Remember you can switch between front and rear-facing cameras to get the best picture.
- 3 Once you've taken or uploaded a photo, you can add **effects or filters**, a **caption** and your **location** before posting.



Posting a Video

- 1 Tap the '+' button at the bottom of the screen.
- 2 You can't take or upload videos from a desktop computer. To upload a video from your phone's library, tap 'Library' at the bottom of the screen and select the video you'd like to share.

To record a video, tap 'Video' at the bottom of the screen. Tap and hold to start recording, and lift your finger to stop. You can tap and hold again to record multiple video clips and tap to switch between cameras. Keep in mind that the maximum video length is 60 seconds.
- 3 Once you've recorded or uploaded a video, you can add a **filter**, a **caption** and your **location** before sharing.

Sharing a post with multiple photos or videos

You can upload up to 10 photos and videos and share them as a single post:

- 1 Tap the '+' button at the bottom of the screen.
- 2 Tap the multiple squares button.
- 3 Select up to 10 photos and videos from your phone's library. To adjust how each photo or video is cropped, tap it then touch the screen to adjust how it fits in the frame. Keep in mind that the orientation you choose (square, portrait or landscape) affects all of the photos or videos in your post. You can't select a different orientation for each photo or video. When you're done, tap Next in the top right.
- 4 Tap a filter at the bottom of the screen to apply it to every photo and video you've selected, or tap a photo or video to edit it and add filters individually.
- 5 To change the order of your photos and videos, tap and hold one then drag it to another spot. To remove a photo or video from your post, tap and hold one, then drag it to at the top of the screen. When you're done, tap 'Next' in the top right.
- 6 You can add one **location** and **caption** for your entire post, and **tag someone** in each individual photo. Tap 'Tag People', then swipe to find the photo you'd like to tag someone in.
- 7 Tap 'Share'.

PRIVATE POSTS

By default, anyone can view your profile and posts on Instagram. You can make your posts private so that only followers you approve can see them. If your posts are set to private, only your approved followers will see them in the Photos tab of Search & Explore or on hashtag or location pages. Posts can't be set to private from a desktop computer. To set your posts to private from the Instagram app go to your profile by tapping the **profile icon** and turn on the **Private Account** setting.

Things to keep in mind about private posts:

Private posts you share to social networks may be visible to the public depending on your privacy settings for those networks.

For example, a post you share to Twitter that was set to private on Instagram may be visible to the people who can see your Twitter posts.

Once you make your posts private, people will have to send you a follow request to see your posts, your followers list or your following list.

Follow requests appear in Activity, where you can approve or ignore them.

If someone was already following you before you set your posts to private and you don't want them to see your posts, you can block them.

People can send a photo or video directly to you even if they're not following you.