



# INSTAGRAM

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



# INSTAGRAM LANGUAGE

Social media terminology, especially from Instagram, trickles into our everyday conversations. It can be difficult if you're new to Instagram to put those terms into context.



Instagram Story

Feed

Toolbar

# INSTAGRAM LANGUAGE

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Instagram story: A row of short stories, usually in the form of a video, for you and your friends

Feed: A place where you can share and connect with the people and things you care about

Toolbar: Holds icons for different locations on Facebook

## Notes

# INSTAGRAM LANGUAGE

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Depending on your device and which Instagram version you're using, parts of the home page will differ. You may have different icons, and they may change locations on the screen.



**Home:** Shows a feed of photos posted by you and your friends



**Search & Explore:** Find photos and videos that you might like from accounts you don't yet follow on Instagram.



**Camera:** Lets you take photos and videos

# INSTAGRAM LANGUAGE

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**Activity:** Displays likes and comments on your own posts



**Profile:** Shows your bio and Instagram posts

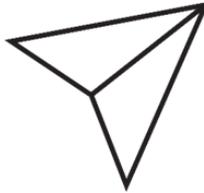
## Notes

# INSTAGRAM LANGUAGE

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Another part of the Instagram language includes post actions, ways to let other users know you enjoy their posts:

- **Like** a post.
- **Comment** on a post.
- **Share** a post in a private message to another Instagram user.
- **Save** a post.



## Notes

# POSTING TO INSTAGRAM

Instagram is a place to share photos and videos. To do that, you upload a photo or video and have fun adding filters, graphics, and commentary.



Post directly to your Instagram story.

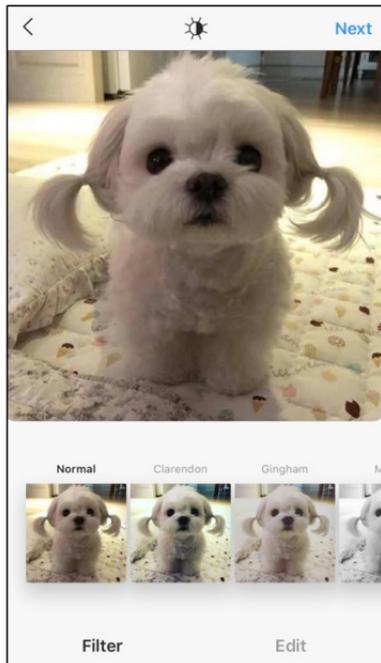


Post directly to your Feed and profile.



# POSTING TO INSTAGRAM

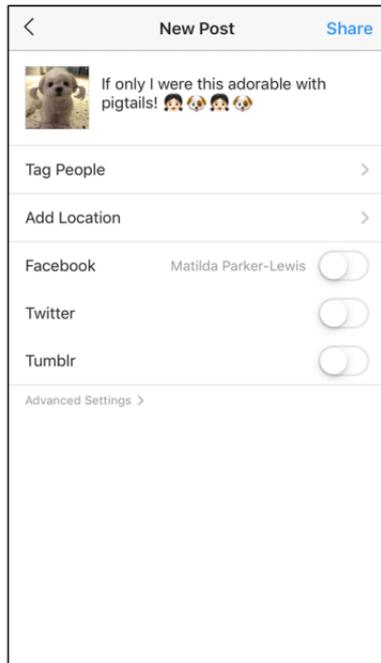
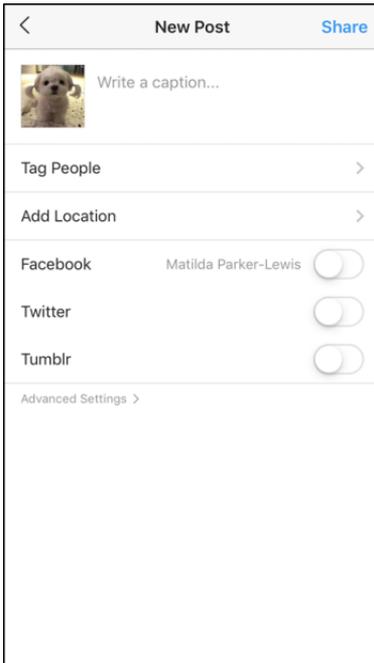
To upload a photo from your phone's library, **tap Library** and select the photo you'd like to share.



- To take a new photo within Instagram, **tap Photo** at the bottom of the screen. You can switch between your front and rear-facing cameras.
- To shoot a video, **tap Video** in the bottom right-hand corner. Videos on Instagram can be 3 to 60 seconds long.
- Once you've taken or uploaded a photo, you can add one of the 40 available filters on top of your photo.

# POSTING TO INSTAGRAM

Type in any details you want to add in the “Write a caption...” field. You can also tag people, add a location, and share the post.

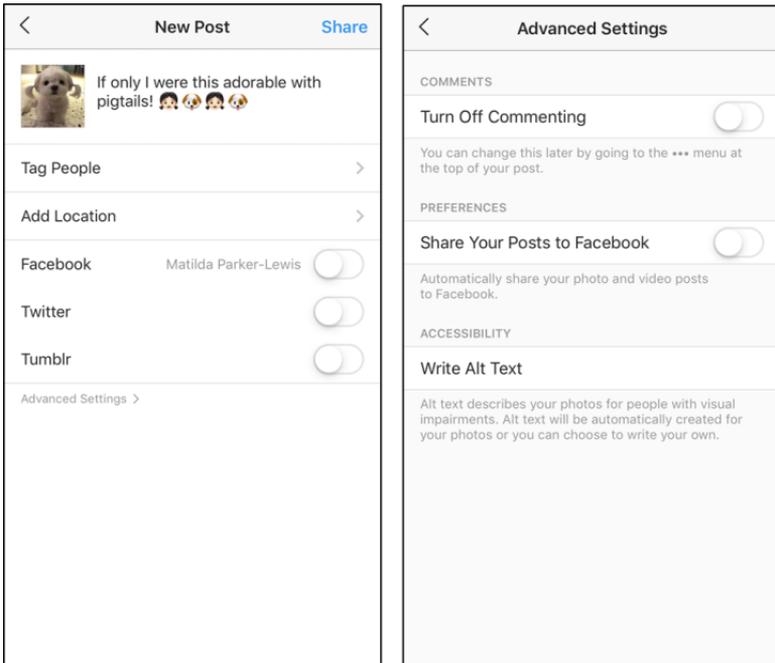


- **Tag people:** Create a link to your friend’s profile.
- **Add Location:** Add a specific place like a movie theater or a restaurant.
- **Share** to other linked social media accounts, like your Facebook, Twitter, or Tumblr.

**Tip:** Instagram captions tend to be on the shorter side, about 138-150 characters with about 5-10 hashtags.

# POSTING TO INSTAGRAM

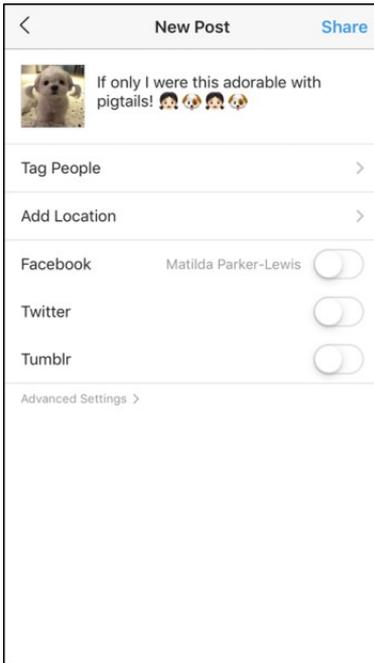
Before you post your photo, you can take a look at the Advanced Settings. These are all turned off by default.



- Turn off commenting to prevent people from commenting on an individual post.
- Turn on sharing to Facebook automatically each time you post.
- Write alternative text that describes your photo for people with visual impairments, so they can enjoy your photos, too!

# POSTING TO INSTAGRAM

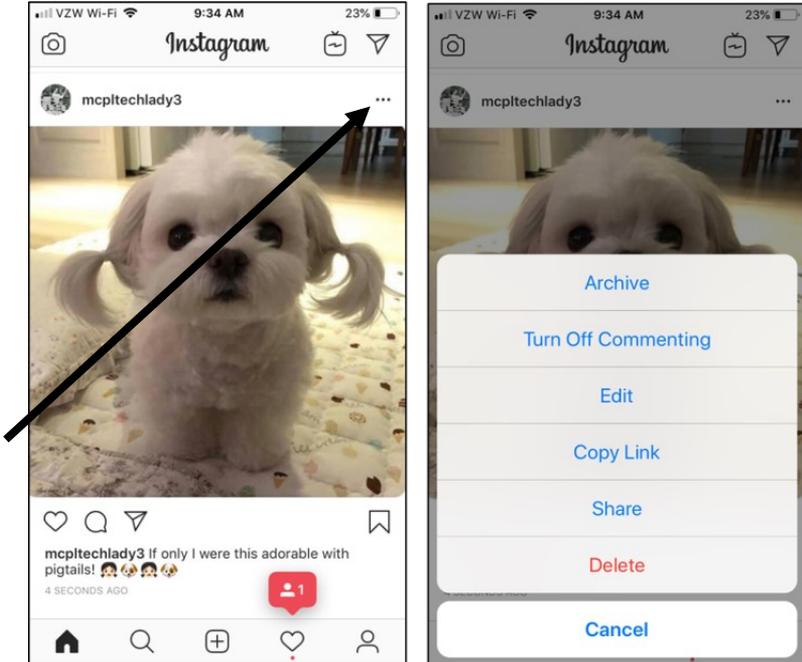
Once you finish your post, tap **Share** in the upper right-hand corner.



- Followers and other users can Like, Comment, and Share your post.
- Your post shows up in the Feed, on your timeline, and in search results.

# DELETING A POST

If you misspell something or want to remove your post, you can edit or delete any of your posts at anytime.



- To edit or delete a post you've made, tap the 3 dots in the upper right corner of your post.
- A menu lists options for you to make your changes.

# INSTAGRAM SAFETY TOOLS

As you navigate Instagram, safety tools are available to fit your security needs. The features let you control what content you see and who is able to interact with you.

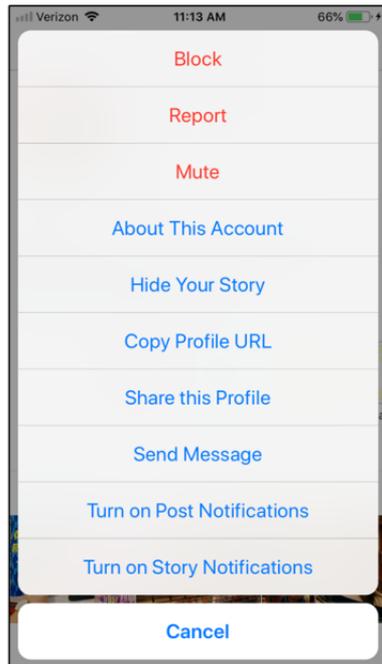


- Block
- Report
- Mute
- Unfollow
- Private Account
- Which action you use depends on your current situation.

## Notes

# INSTAGRAM SAFETY TOOLS

After you block someone, that person won't be able to find your profile, posts, or story on Instagram.

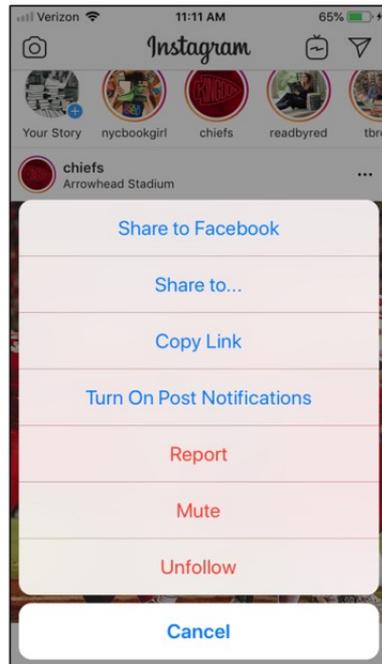


You can block users for any reason: harassment, for creating an unpleasant experience for you on Instagram, or because that user's account has been compromised by hackers.

- Visit their profile.
- Tap the 3-dots above their follow count and then select 'Block' from the menu.
- They do not receive notifications if you block, unfollow, report, or mute them.

# POSTING TO INSTAGRAM

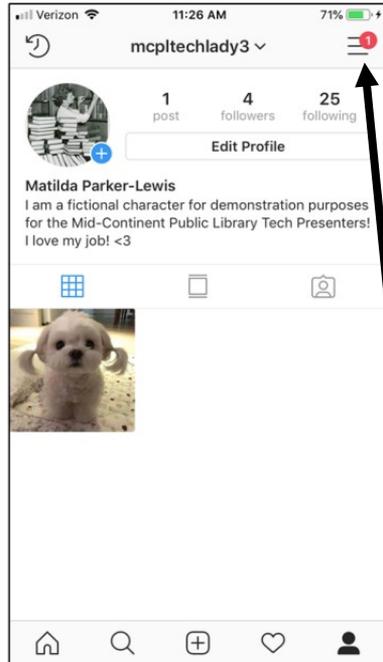
Aside from blocking, you have options to hide content or users that you no longer want to see on your Feed.



- **Report:** Reports a single piece of content to Instagram that you think does not follow Community Standards.
- **Mute:** Remove someone's posts, or both their posts and stories, from appearing on Instagram's main screen.
- **Unfollow:** Unfollowing someone means you will no longer see their content on your Feed.

# SETTINGS

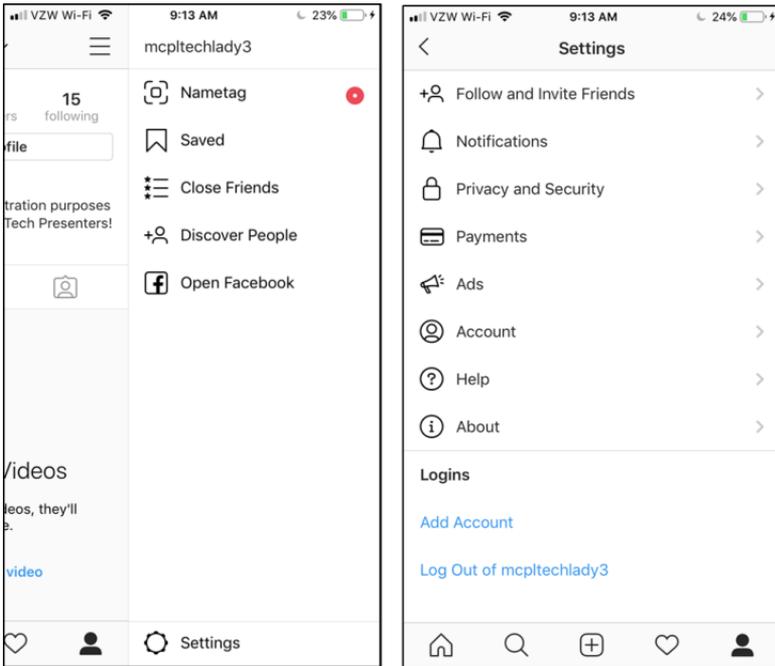
To view photos you've liked, log out of your account, modify your privacy options, or access your settings:



- Go to your profile.
- Tap the 3-lined menu icon to open the options panel.

# SETTINGS

Tap Settings in the bottom of the options panel.

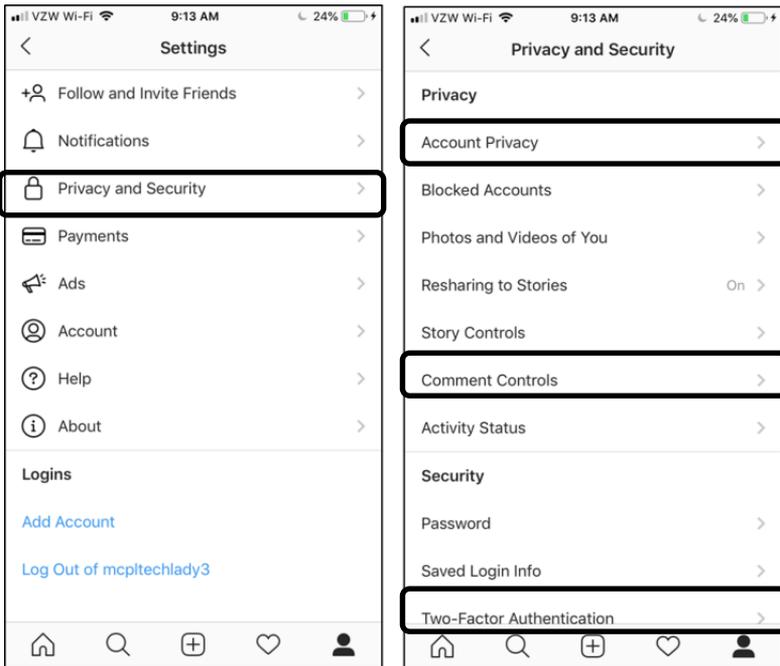


- View a list of settings to modify your notifications, view your linked accounts, and download your content.
- Access Privacy and Security to change your account privacy, add comment controls, and turn on two-factor authentication.

These menus look different and may be in different orders depending on your device, especially the location of items in the **Settings**.

# PRIVACY ON INSTAGRAM

Controlling your visibility and exposure to approved followers is important.

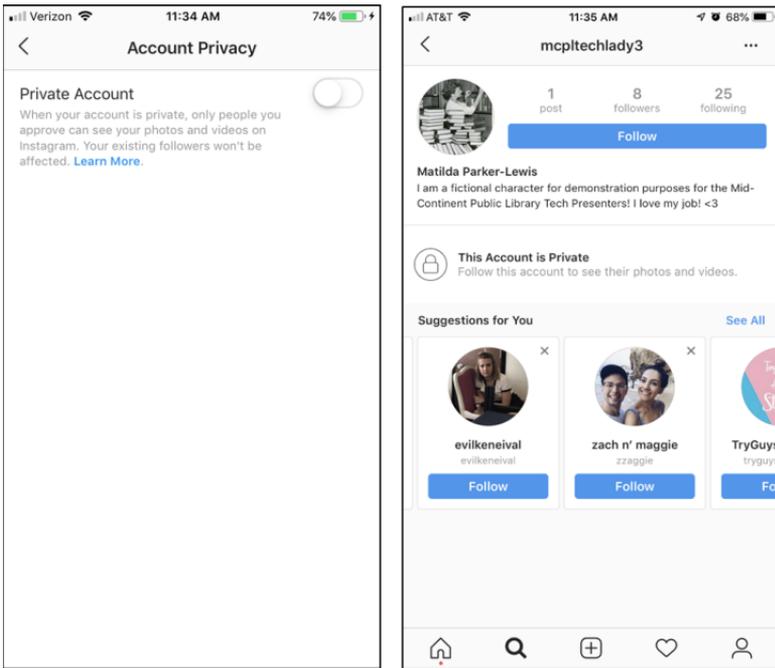


The three options outlined are not the only options you have to control your Instagram privacy, but they are a step in the right direction for taking care of your account.

- Account Privacy
- Comment Controls
- Two-Factor Authentication

# ACCOUNT PRIVACY

By default, anyone can view your profile and posts on Instagram.

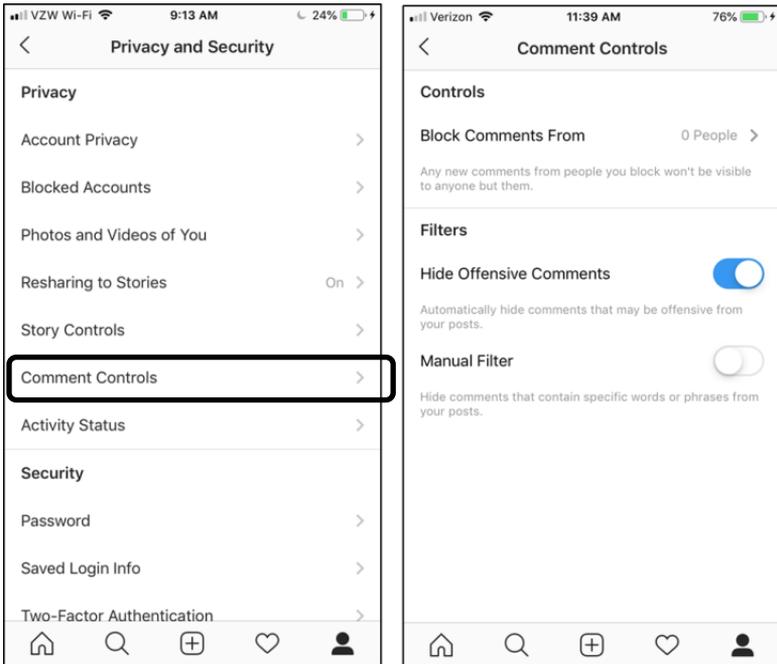


You can make your posts private so that only followers you approve can see them on hashtag or location pages.

- Tap on the toggle switch to turn your account from public to private.
- Keep in mind private posts you share to social networks may be visible to the public depending on your privacy settings for those networks.

# COMMENT CONTROLS

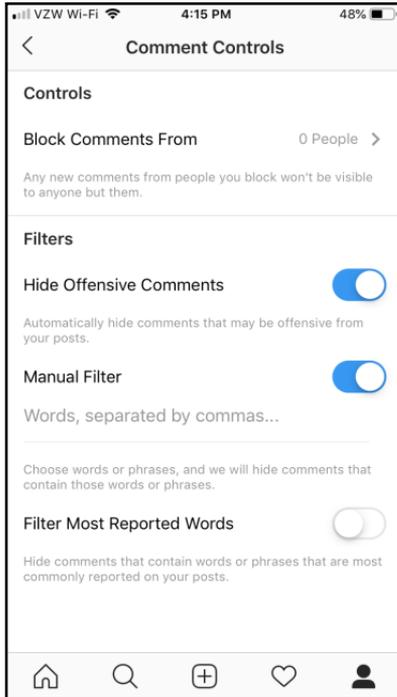
By default, there are no restrictions for who can comment on any of your photos and videos.



If you have a follower that consistently leaves offensive, inappropriate, or inconsiderate comments, you can block them. You have a few more choices, too.

# COMMENT CONTROLS

- **Block Comments From:** Any new comments from people you block won't be visible to anyone but them.



- **Hide Offensive Comments:** Comments that may be inappropriate, offensive, or bullying are automatically filtered out from your posts and live videos.
- **Manual Filter:** Turn on a keyword filter to hide comments that contain specific words, phrases, numbers or emoji that you'd like to avoid.

# TWO-FACTOR AUTHENTICATION

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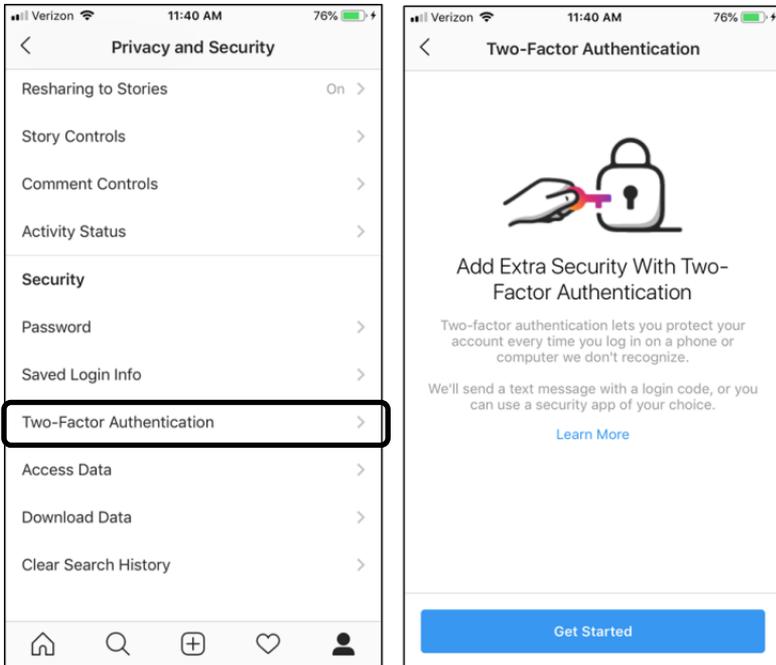
Two-Factor Authentication should compliment your basic account security, such as a strong password and secure email account.

- A strong password is lengthy, complex (mixes upper and lowercase letters and has numbers), and is free of personal information unique to you.
- Your email is secure so that you can receive password recovery codes without interference.
- Think before you authorize any-third party app access to your Instagram.
- Adjust your security features to best meet your needs.

## Notes

# TWO-FACTOR AUTHENTICATION

If you set up two-factor authentication, you'll be asked to enter a special login code or confirm your login attempt each time someone tries accessing Instagram from a device the app doesn't recognize.



To get started with two-factor authentication, choose either:

- Text message codes from your phone.
- Login codes from a third party authentication app.

# INSTAGRAM TIPS

Here are some tips to make using Instagram fun and easy!

- **Save** your originals. In your settings, make sure this setting is on so that you can have a copy of the unedited version of your photos.
- **Turn off** 'Allow Sharing' if you don't want followers to share your posts to their accounts.
- **Spruce up** your profile to get more followers. Add a fun description that's all about who you are and the things you enjoy.
- **Create** time-lapse videos, looping videos and collages with these apps: Hyperlapse, Boomerang, and Layout. These are independent apps that help you do fun things to your photos and videos before you post them.



Hyperlapse



Boomerang



Layout

Online Learning opportunities:  
**[mymcpl.org/online-learning](https://mymcpl.org/online-learning)**

