Introduction to Instagram

Instagram or IG is a popular social media service that allows you share photos and videos with other users on the platform. This introductory class will explain how to navigate the app, set privacy settings, and upload a post.
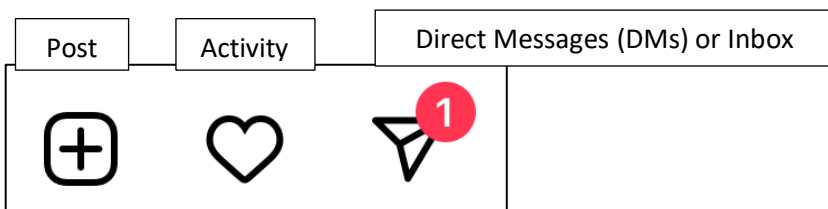
By the end of this class, you will be able to:

- Understand basic IG terms
- Navigate the app and understand the main icons
- Set Privacy Settings
- Upload a Post

Understand basic IG terms

- **Follow** – To follow a user means that their content will appear on your IG feed. A *follower* is someone who has added your content to their IG feed.
- **Post** – A picture or video that a user's IG feed or on the Explore Page.
- **Story** – Casual video that your followers can view and comment on for 24 hours.
- **Reel** – Short videos that your followers can view on your profile
- **Hashtags** – A term or phrase to tag your videos in order for them to be aggregated with other similar videos (e.g. #nofilter is a hashtag about posting a picture without filters).
- **Tag** – Tag a user to an image which will appear in their tagged photos page.
- **Mentions** – Used with the '@' symbol, this is a form of tagging that allows you to add another user to your post caption. If you are mentioned in a post, your followers will not see the on their IG feed. You will simply get a notification that you have been mentioned.
- **Handle** – Username which is something that is separate from your Name in the profile. Users can search for your profile by typing in your username or your name.
- **Live** – A live broadcast that can be viewable to your followers or, if your account is open, viewable to anyone who goes to your profile and taps into your live.
- **Guides** – A post that is a compilation of other posts that make recommendations (e.g. Self-Care Guide with posts from health advocates and fitness accounts)
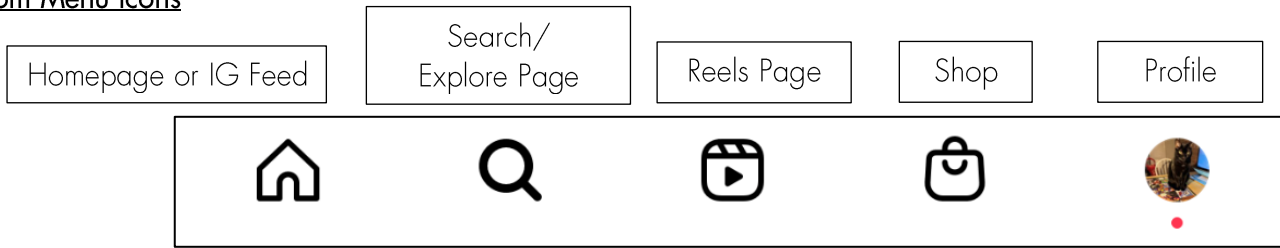
Navigate the app and understand the main icons

Top Menu Icons –

| Post | Activity | Direct Messages (DMs) or Inbox |

- **Post** – Tapping this icon allows you create a new Post, Story, or Reel or start a Live session

- **Activity** – The Activity Page shows you notifications for the following:
  - New follower or a follow request
  - Likes and comments on your posts
  - Replies to your comments on other post
  - Suggestions for people to follow based on your Facebook if you have chosen to connect your accounts
- **Direct Messages (DMs) or Inbox** – These are private messages between you and others where you can also send posts and stories. You can create group chats as well. If your account is private, people you have now approved to follow, your account will not be able to send you messages. Their messages will come in as requests that need to be approved.

Bottom Menu Icons –

Homepage or IG Feed	Search/ Explore Page	Reels Page	Shop	Profile

- **Homepage or IG Feed** – The accounts or hashtags you follow will be aggregated. All posts are usually in reverse chronological order – latest to oldest. If you interact with certain accounts more (i.e. you like and comment on the posts of certain users), those accounts will be prioritized in your IG feed. **Note:** Every few posts on your feed will be ads.
- **Search/ Explore** – You can search for accounts based on the usernames or profile names. You can also discover users based on interests. You can also search for hashtags and see posts from different users. The Explore Page is also a place where you can browse through content. The algorithm for this page is based on things you have liked or searched; or it can be based on the users you follow or comment.
- **Reels Page** – Similar to the IG Feed which is full of posts, the Reels Page only shows you reels. The page has a similar algorithm to the Explore Page IG Feed and will narrow its suggestions based on what you like and follow.
- **Shop** – You can shop for various items seen in IG posts and stories. While payments do not happen on the app, businesses are able to put links from their websites where a user can purchase items. These searches and purchases will also influence the algorithm on your IG page.
- **Profile** – Your profile contains your name, bio, and it is where you access the settings menu.
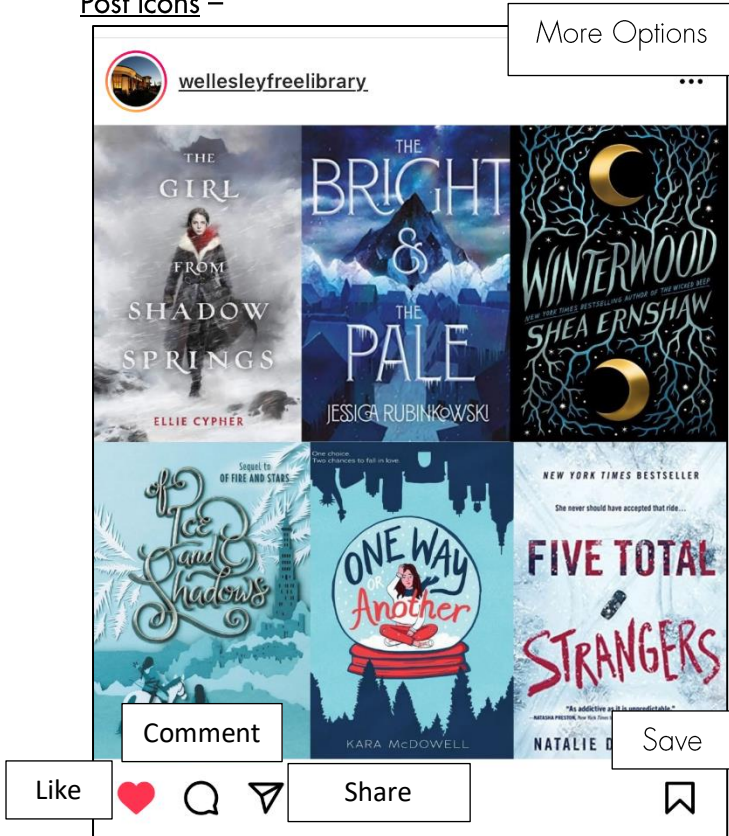
Profile Icons -

Posts	Reels	Videos	Tagged Posts

- **Posts** – All your pictures and videos are seen in reverse chronological order on this page. If your account is private, a user will not be able to see any of your posts – just your profile name and bio. If you would like to remove a post from view, you can archive it which doesn't delete the post.
- **Reels** – All your reels will appear under this tab.
- **Videos** – This tab will only have your video posts.

- **Tagged Posts** – If you have been tagged in a post, you will able to see the post here. You can choose to un-tag yourself from individual posts.

Post Icons –

More Options

More Options – 1.) Share the post outside of Instagram either through text or email. 2.) Copy a link to share. 3.) If you feel that a post is inappropriate for public viewing, you can report it and it will be reviewed. 4.) You can find out why you are seeing a certain post (e.g. Because you are following this account). 5.) You can choose to hide the post from you feed or unfollow the post. If you comment and unfollow the post, you will not be notified if someone replied to your comment.

Like – This interaction tells a user you viewed the post. A large number of likes on a post can increase its popularity and bring it to the top searches for similar content.

Comment – This interaction allows you to comment on the post, read other comments, and reply to other comments. Note: You are unable to edit a reply once sent but you can delete it.
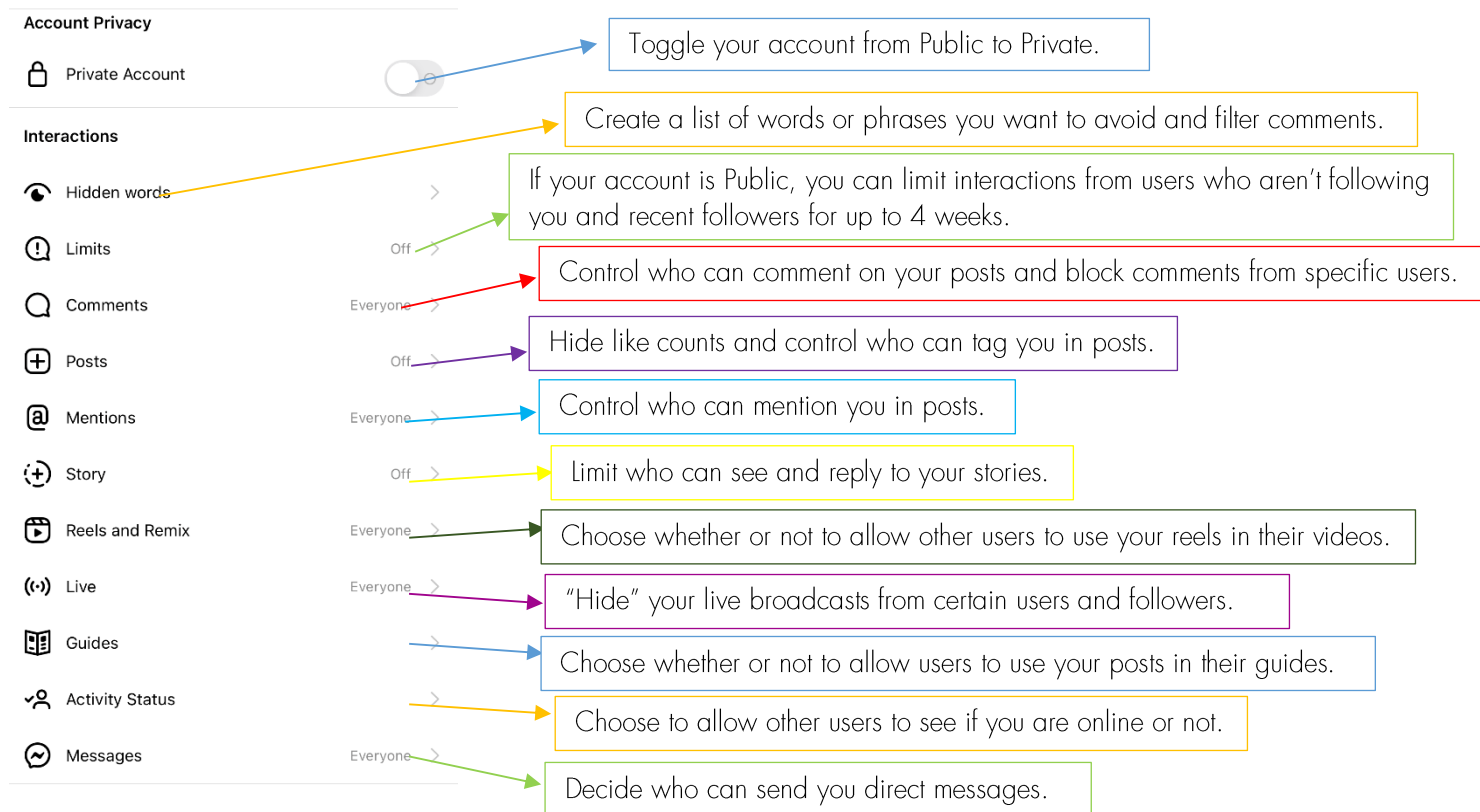
Share – You can share a post to your story which to tap on your story and view the full post. You can also privately send the post to another user through *Direct Messages*.

Save – Save the post for later viewing. Saved posts can be accessed from going to your profile, tapping on the Menu icon at the top right then tapping *Saved*. From here, you are able to curate lists of saved posts.

Set Privacy Settings

Setting your privacy setting is important when starting your Instagram profile since it will affect how accessible your profile will be to other users. A *public account,* which is the default, means that followers and non-followers alike can view your posts. A *private account* means that only approved followers can view your content and send messages.

1. To access the *Privacy Settings*, you will need to tap on the *Menu* icon ☰ on your profile page located in the top right corner. Then tap *Settings >Privacy.*
2. Once in Account Privacy, you should see the following:

Account Privacy

🔒 Private Account ⟶ Toggle your account from Public to Private.

Interactions

◐ Hidden words › ⟶ Create a list of words or phrases you want to avoid and filter comments.

⊙ Limits Off › ⟶ If your account is Public, you can limit interactions from users who aren't following you and recent followers for up to 4 weeks.

◯ Comments Everyone › ⟶ Control who can comment on your posts and block comments from specific users.

⊕ Posts Off › ⟶ Hide like counts and control who can tag you in posts.

@ Mentions Everyone › ⟶ Control who can mention you in posts.

⊕ Story Off › ⟶ Limit who can see and reply to your stories.

▶ Reels and Remix Everyone › ⟶ Choose whether or not to allow other users to use your reels in their videos.

((•)) Live Everyone › ⟶ "Hide" your live broadcasts from certain users and followers.

📖 Guides › ⟶ Choose whether or not to allow users to use your posts in their guides.

👤 Activity Status › ⟶ Choose to allow other users to see if you are online or not.

◉ Messages Everyone › ⟶ Decide who can send you direct messages.

Upload a Post

A post can be an image, a video, or multiple images/videos. An IG post is also confined to a square. You can upload a picture that is not square and your post will be zoomed in and crop out portions of the picture *or* zoomed out and add black bars to your post.

1. Tap on the add icon ⊕ and choose *Post.*
2. Choose a picture or video from your camera roll.
   - Rectangular Picture – If you would like to keep IG from cropping your photo, tap on the zoom in/out icon at the bottom left.
   - Multiple Images - If you would like to add up to 10 pictures or videos to a post, tap at the multiples icon at the bottom right.
3. Once images are chosen, tap on *Next* at the top right.
4. In the next window, you will be able to choose a filter and adjust lighting. Tap *Next* when you are done editing.
5. In this final window, add a caption, tag or mention another account, and add a location. You can also choose to simultaneously post to Facebook, Twitter, and Tumblr. Tap *Share* when you are done.