**INSTAGRAM.**

**Submitted by ,Aemilius Gaurav.**

**Login/Signup**

Signup**:**

From Facebook Account Credentials.

Google+

Login:

* Username
* Phone number
* Email id
* facebook

**Notifications:**

To customize which notifications are received.

GOTO personal account settings

Scroll down to :”Push Notification Settings”.

Check-off the notifications you receive.

To receive notification adjust the notification to turn off altogether ,from "everyone" to" people you follow" for following categories:

* Comments
* Comment likes
* Followers Request.
* Accepted Follow request.
* Friends on instagram
* Instagram Direct
* Post and stories.
* Product announcement
* View counts.
* Support request.
* Live videos,Mentions in bio
* IGTV videos
* Updates and Video chats.

**Connect to other social account:**

When posting an image it can be shared over multiple social accounts:

To link your other social media accounts to instagram

Goto “Settings” and “click” Linked accounts.

Select whichever social media you like: Fill necessary Credentials:

* Facebook.
* Twitter.
* Tumblr.
* Ameba.
* VKontakte.
* OK.ru

**Upload edit and post an image:**

Instagram is entirely visual platform with sole purpose to share images or videos to their Audience.

One needs to be picky about multiple posts to upload to avoid profile overcrowded with like posts to maintain overall profile to look aesthetically.

To upload Click “+” icon in the bottom centre of the screen.

Can select from library(photo live camera) or videos from gallery.

Click “next”:

* Two categories to edit an image:

Filter:

Scroll Right for the filter to apply and tap on the image to compare with the original one.

Tone down the filter from Scrollbar.

Edit:

(CROP ,SCALE ,ADJUST.)

Brightness.

Contrast.

Saturation.

Structure.

Warmth.

Color.

Fade.

Highlights.

Shadows.

Vignette.

TiltShift.

Sharpen by controlling Sliding Bar to increase or decrease the intensity.

“Click next” to save post for upload.

* Add Captions,
* Tag people.

Using Hashtags on instagram:

Inorder to make your account to get noticed ,use #tags with keywords.

Tag Aggregates posts from wide variety of users into a single feed.

**Top ->**Displays the top instagram accounts

**Accounts->** Shows top instagram accounts that include your keyword.

**Tag->**Suggest popular Hashtags that include your keyword , keywords and other shared posts on #tag.

**Places->**Displays nearby locations that include your keyword.

Add location:

Or click ,account linked to other social media to share an image over the platform.

When ready to publish ,click “Share” At the top right corner.

Upload a image/video to your stories:

Feature since 2016.

Upload the images or videos that disappear after 24 hours.

Where users post their opinion on current issues(Or often casual posts).

**Upload an image or videos to stories**.

“Click ,Camera icon in" top left".

Take a Picture or add the images from Saved on phone:(Click Square in the" bottom left Corner")

Click on the photo you’d like in your stories.

Editing Features on Right:

Smiley Face features :

* Add location (Swipe right or left to add filter to post)
* #tag
* Time
* Date
* Other fun images and emojis.
* Pencil ,lets you draw or image or handwrite.
* “Aa” icon is text button(“Click”).
* Change your font by clicking “Classic” at the top
* Once happy with the content.

Click “Send to “ Button to send post to someone specific.

Click “Save” to save the image on device.

Click “+” sign icon to share stories-customize

-To all the followers.

-To close friends.

**Follow users:**

It’s easy to find and follow user

Using Search feature.

* Connect with celebrities ,brand and friends
* Can Search “Tags” or “Places”
* To Search the post when the post is fro, anonymous or unknown account.
* Click “Magnifying Glass” Icon
* Type the name:
* Search results: Appear for those categories.

Once person found: Click and follow button will appear.

Notification can be blocked or muted.

“Click” to browse all activities of the account.

Recommends post from years ago on same date.

**Profile:**TOP RIGHT CORNER BUTTON.

* Set profile picture is displayed.
* “Click +” To change the Profile picture.
* Edit Profile: Click to change :

Name

Username

Website

Bio

* Displayed : Profile information:

Email Address

Phone number

Gender.

* Story Highlights: To maintain favourite stories on your profile.
* Archive.
* Your activity
* Nametag
* Saved posts
* Close friends
* Discover people.
* Posts and tags:post where you are tagged.

All posts can be viewed with captions and likes

and Date posted.

**Settings** :

Click on the Three stacked Lines.Upper right hand corner of your profile.

Click settings at the bottom of the window

* set PAssword
* See posts you’ve liked.
* Enable notification.

Story settings:

Can manage who can see and reply to instagram stories.

* Allow follower to see from your settings

Click “Privacy>Story “ to access your story controls.

* Private account: change profile to public from private

Settings>Privacy>Account Privacy.

Activity:

Switch to professional account :

Allowing Identification of your Profile as business profile.

As a business account change it to public.

Instagram business tools feature makes it easy for users to contact providing in depth Sights.

Comments: Hide comments with specific Phrases>Comments to update these.

Adding additional accounts to instagram

Upto 5 accounts and switch between them without logging out.

Click add accounts at the bottom of your settings.

Enter username and passwords.

To Switch between accounts ,goto profile>Tap Username>Choose account to switch.

**Instagram Marketing:**

**Instagram analytics :** view insights option below uploaded photos and videos.

Track instagram impressions:

Spend and engage on ad campaigns through Facebook’s Ad Manager(Limited to individual post).

For more in depth metrics use 3rd-party apps:

* ICONOSQUARE .SIMPLY MEASURED(Paid with free trial).

Track Goal SPecific : Likes ,Comments and follow no. of followers over time.

**Advertising:**

Best recommended Square format (600x600)

* Single image or video ads.
* Carousel ads and story ads.

Enhance Brand Engagement with their Audience.

How to create add:

* Register and join Facebook Business.
* Account to fb page.

Pick an objective and name your campaign

Brand Awareness

Reach

Traffic

App installs

Engagement

Video Views

Conversions.

Select the destination for target traffic:

Demographics, psychographic factors ,location ,age ,gender ,language ,work ,financial status ,behaviors, connections or load custom previously authenticated audiences.

Schedule budget , setup and add content ,Add Newport or boost an Existing post.

Upload Add Creative.

Start running your first instagram ad campaign.

**INSTAGRAM DIRECT**.

Private messaging feature on mobile photo sharing app ,instagram.

Can Share multiple or specific followers.

* Plain text message.
* Photos/videos directly from device library.
* Instagram profiles.
* Insta photo/video posts.
* Insta #tags.
* Insta location.

Share specific information with specific people.

Show up as a message request to inbox.

Chat Bubble appears when message received.

Enable instant notification to pop\_up

Swipe left to open inbox.

Tap arrow icon top right corner to open inbox.

Start composing a new message by tapping (+) icon.

Tap delete for inbox messages ,can report or block users.