



Instagram For Beginners

All you need to get started
with Instagram

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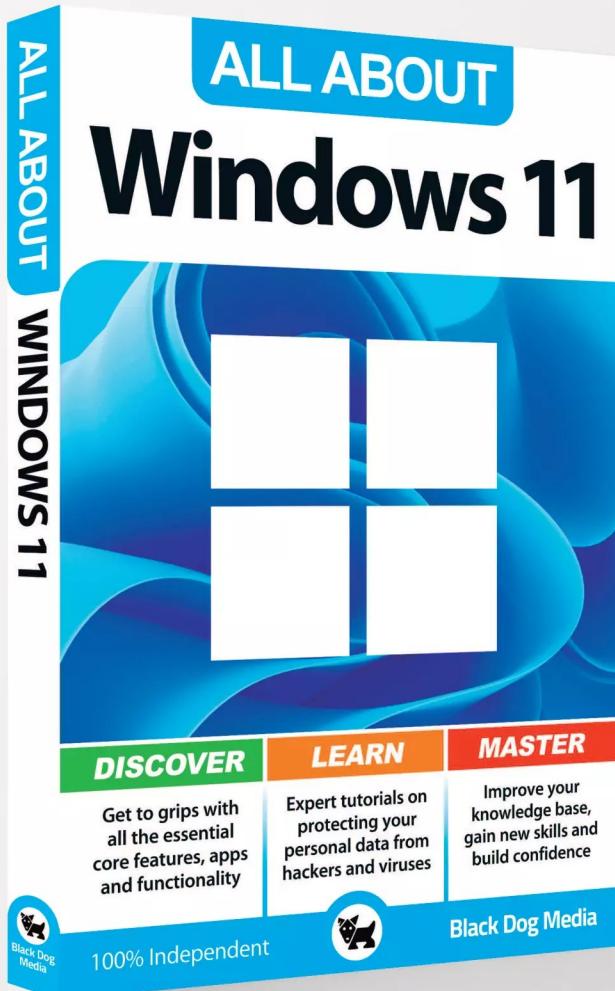
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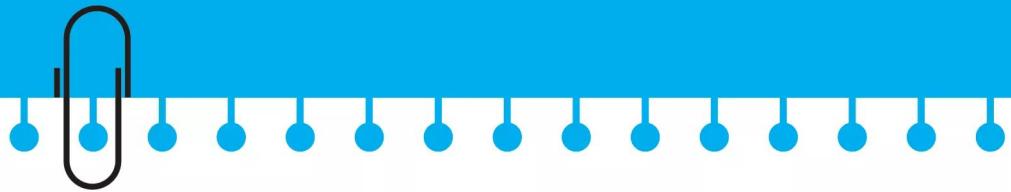
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Instagram For Beginners

Starting something new can be daunting. Learning a skill or mastering a new piece of hardware is tough. Even tougher if you have no-one at hand to help. Conversely as the complexity of our consumer technology increases, the size of the requisite instruction manual decreases or in some cases it simply disappears. At numerous times in our lives we have all been "beginners", there is no shame in that fact and rightly so. How many times have you asked aloud, "What does this button do?". "Why doesn't that work?". "What do you mean it doesn't do that?". "HELP!". At the start of any new journey or adventure we are all beginners but fortunately for you we are here to stand beside you at every stage.

Over this extensive series of titles we will be looking in great depth at the latest consumer electronics, software, hobbies and trends out of the box! We will guide you step-by-step through using all aspects of the technology that you may have been previously apprehensive at attempting. Let our expert guide help you build your technology understanding and skills, taking you from a novice to a confident and experienced user.

Over the page our journey begins. We would wish you luck but we're sure with our support you won't need it.



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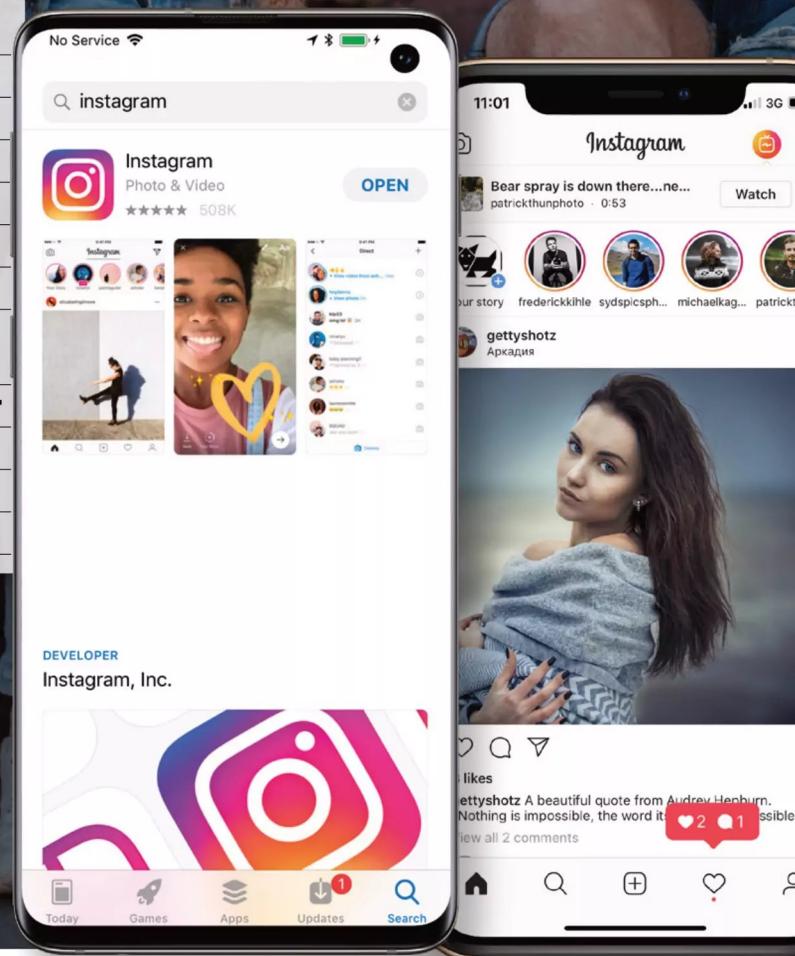
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“...Instagram offers more than simply somewhere to dump your occasional photos. It’s used by individuals and businesses to promote work, ethics, politics and much more...”



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INTRODUCTION





Introduction and History of Instagram

A vertical photograph on the left side of the page showing a person from the waist down, sitting on a dark stone bench. They are wearing a dark t-shirt, blue jeans, and white sneakers. Their hands are visible as they look at a smartphone held in their lap.

What exactly is Instagram? You've no doubt heard all about it and you may even have friends and family members who already use it, and are pestering you to use it too. Take a moment then to discover what this amazing app can do and more importantly, what it can do for you.

We bring you a look at the app's origins, its history and how it became one of the world's largest photo sharing platforms.



Instagram Infographic



While Instagram may just seem like a place for the many members of the Kardashian family, it's also home to millions of other users who simply want to share their experiences, lives, insights and expertise. Here then, is Instagram in numbers.



Over 40,000,000,000
photos posted to date



Over 1 Million
heart Emoji's
Instagrammed daily



25% of all female
Instagram users have
experienced cyber bullying



17% of teens "Instagram
is the most important
social media platform"



Top Marketing hashtags:
#social, #branding,
#socialmedia, #success, #sales



5% of Instagrammers
act after being
inspired by a post



Barcelona
Instagram's most
popular football team



95 Million
photos uploaded
every day



300 Million
Stories posted
every day



Over 4 Billion
Instagram likes
every day



68%
of Instagram
users are female



Over 500 Million
daily active users



12.6% more
engagement if your post
has just one hashtag



Over 25 Million
businesses
on Instagram



6 Million likes
Instagram's most
popular photo



32%
of all Internet users
are on Instagram



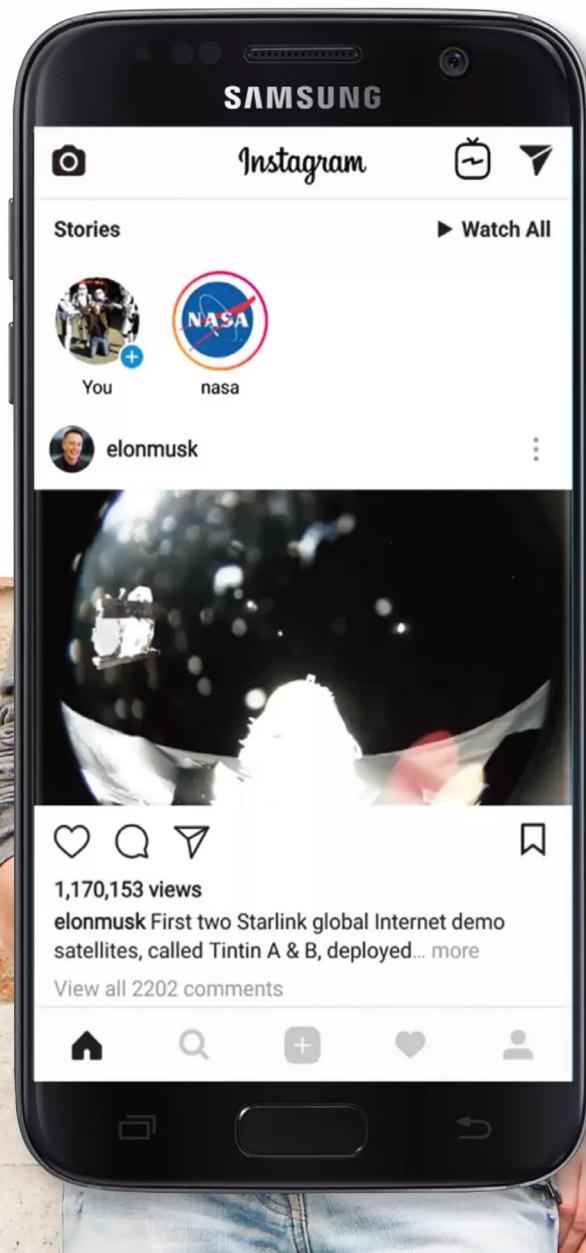
Pizza
Instagram's most
popular food



What is Instagram?



With millions of daily users, billions of posted photos and the backing of countless celebrities, Instagram has become much more than a simple photo-sharing app; but what exactly is this trendy thing the cool kids use called Instagram?



Instagram is simply a social media application made for sharing photos and videos from a mobile device. Users have a profile and feed, with which they can follow other users to view their profile feeds, as well as populating their own feed with content.

While the popular face of Instagram has it as the darling of the celebrity world, there have been many circumstances where live footage and photos have shown dramatic events unfold. Acts of terror, earthquakes, volcanoes, landslides, floods, tsunami and other such incidents have been captured by those present and posted for the world to view, experience and comment upon.





MORE CONTENT THAN TIME



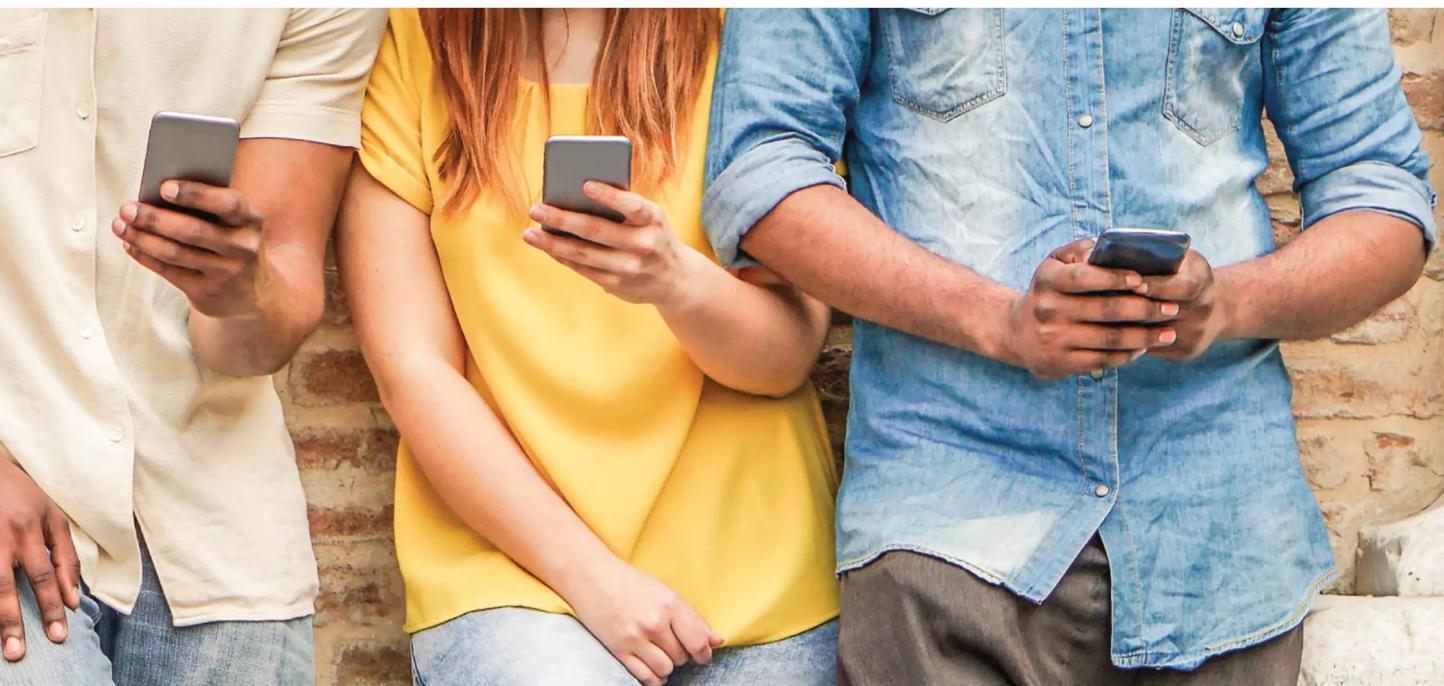
It's estimated that there is over 95,000,000 minutes of video currently available on Instagram. This means that if you were to sit down and watch each and every video, you would have to set aside a spare 180.6 years to get through what's there now. Bear in mind, during your 180 years of watching cats flush toilets and such, another few thousand years' worth of content will have been uploaded.

Photos smuggled from places in the world where photography is banned or from the front line of a war have found their way on to Instagram and told the stories of those involved to the wider world. On the flip side, those users who are fans of bands, celebrities and other personalities can easily keep up to date with what their favourite person is getting up to.

Of course it's not all doom and gloom, celebrities and politics. Instagram has quickly become a voice for people who have something to share. Those people who aren't rich or famous, yet are skilled in what they do can share their work, tips, challenges and

experiences with an audience of millions. Instagram can therefore be a tool to help inspire others, build your business or to just show everyone your amazing corner of the world.

There's a lot that can be gained from Instagram and while there are elements within it that most folk probably don't want to view (as with any other social media platform), focusing on what you want from the app is easy to achieve. Instagram can help you connect to people who you didn't even know existed, experience places you've never heard of and learn something new about another culture.

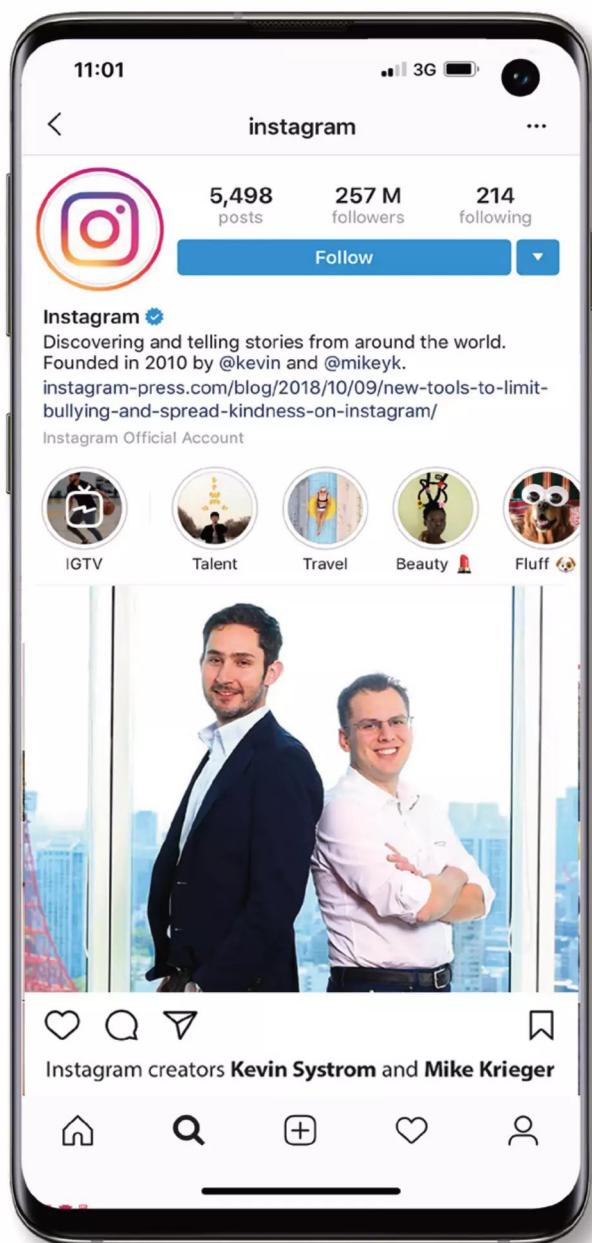




History of Instagram



Where do ideas come from? Are they just sparks of random energy that float around waiting for a brain to pass by that's susceptible enough for them to inhabit and gain fruition? Whatever makes an idea, the spark that powered Instagram was certainly powerful.



Instagram was developed by Kevin Systrom and Mike Krieger (pictured left) towards the end of 2009, after realising that their project at the time, Burbn, was far too similar to the mobile app Foursquare.

The duo put in bids for investors throughout 2010, while working on a new project that focused on mobile photography and photo-sharing. The result was that the early stages of Instagram was born, a portmanteau of instant camera and telegram.

March 2010 saw over \$500,000 of investment in Instagram secured, which led to the initial release of the app in October 2010. Incidentally, the first ever photo uploaded, or rather posted to Instagram, was in July (before the app was officially released) and featured a dog in Mexico and Systrom's girlfriend's foot.

The October release was iOS only and proved to be hugely successful; by December of the same year Instagram hit the one million user mark. Further funding was acquired in 2011, boosting the value of the company to an impressive \$20 million. This led to further development on the interface, the number of features and of course an Android version of the app.

It wasn't until April 2012 when Android



users were finally able to get their hands on Instagram for their devices. By then the number of users was in the tens of millions and with the release of the Android version that number increased significantly, with the app being downloaded more than a million times in less than a day.

Behind the scenes, Instagram was quickly becoming one of the most valued social media platforms on the Internet. Although valued at \$500,000 at the time, Facebook made an offer and bought Instagram for a cool \$1 billion in a deal that was approved towards the end of the year.

With Facebook's backing, Instagram was well placed in the market and continued to improve its hold on the social media marketplace. 2013



saw features such as photo tagging, video sharing, sponsored post advertising and a direct function that allowed users to send photos directly to specific people from the app.

By the beginning of 2015 Instagram had amassed 300 million users and by August that number had increased to 400 million. Such growth was beneficial to the hundreds of advertisers and companies now operating on Instagram, which led to a change in the app switching its content feed from chronological to algorithmically driven best posts first. This high demand also led to the high followed Instagram influencers being able to command fees of up to \$100,000 per sponsored post.

Fast forward and Instagram now boasts over 500 million daily active users, 95 million photos posted daily and a total photo count of over 40 billion.

With countless celebrities posting regularly and billions in advertising being made, Instagram is without doubt the place to be when it comes to sharing your photos and video with the world.



→ **Instagram's most liked photo:** Kylie Jenner's photo of her daughter Stormi Webster, with over 15 million likes.



GETTING STARTED, INSTALLATION & BASIC USE





Getting Started, Installation & Basic Use

Instagram is available for Android, iOS and the Windows 10 desktop, plus there's also a web interface for you to log in to. This versatility keeps you connected and up to date even when you can't access it via your mobile. In this section we look at how to install Instagram on the major platforms and how it all works.

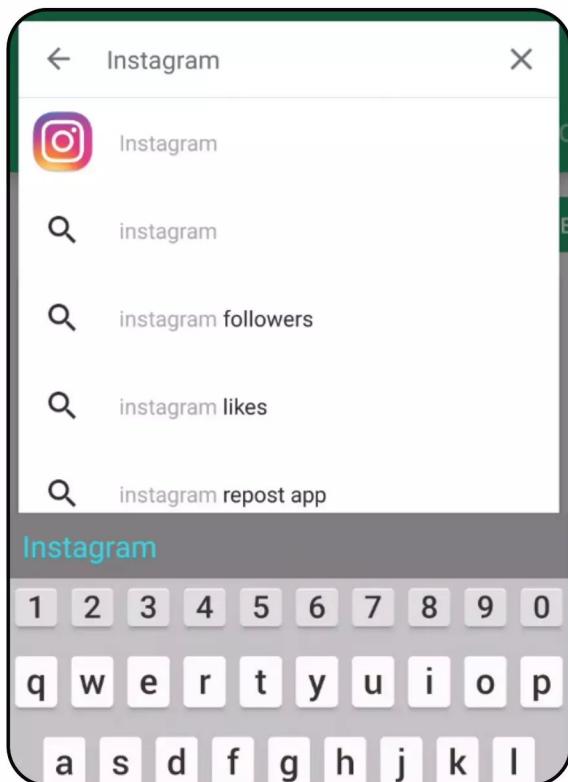
Once it's installed, we then guide you through the setting up of your profile, linking to Facebook and posting your first photo.



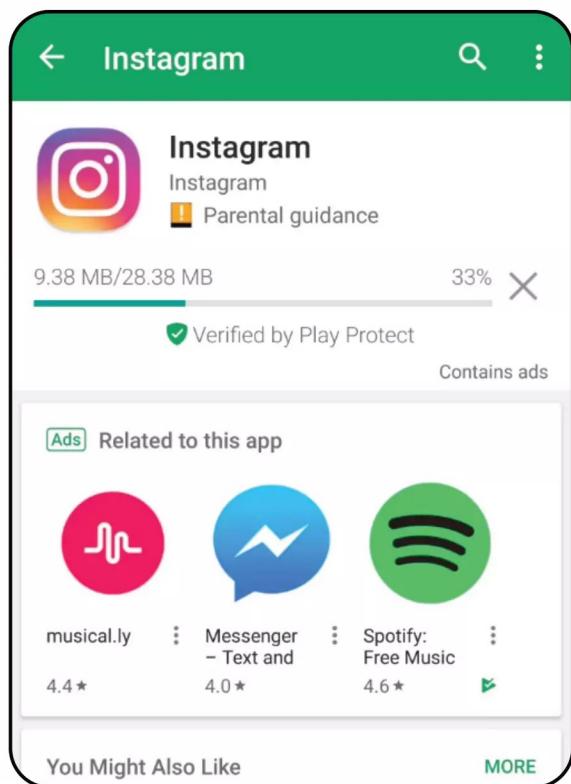
Installing Instagram on Android



Although Instagram is available for the desktop and online, it's primarily a mobile app. Since it's a photo-sharing service, Instagram requires access to the device's camera and media locations. Let's look at how to install it on Android.



1 Open the Google Play Store and in the search bar enter Instagram. The first option you see should be the official app, together with the updated logo. Look out for fake apps that may have penetrated the Store listing and don't install Instagram from any third-party sites. The Instagram website directs you to the relevant location in the Play Store too.

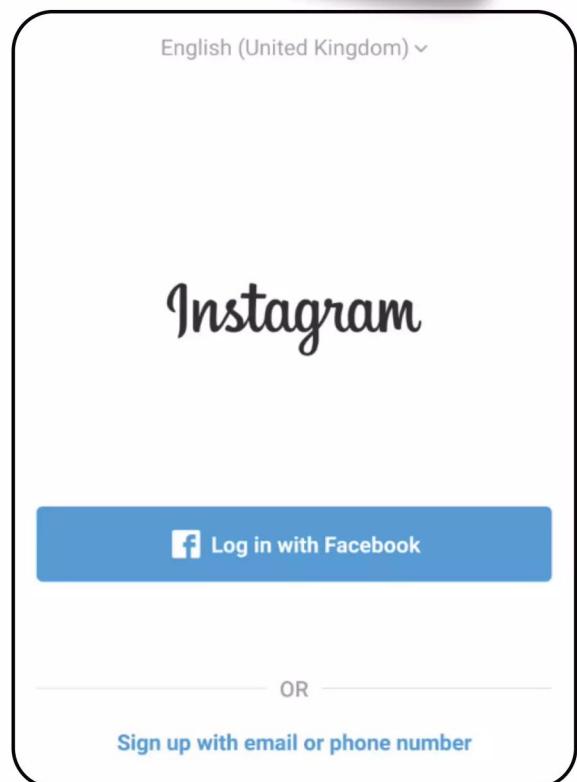
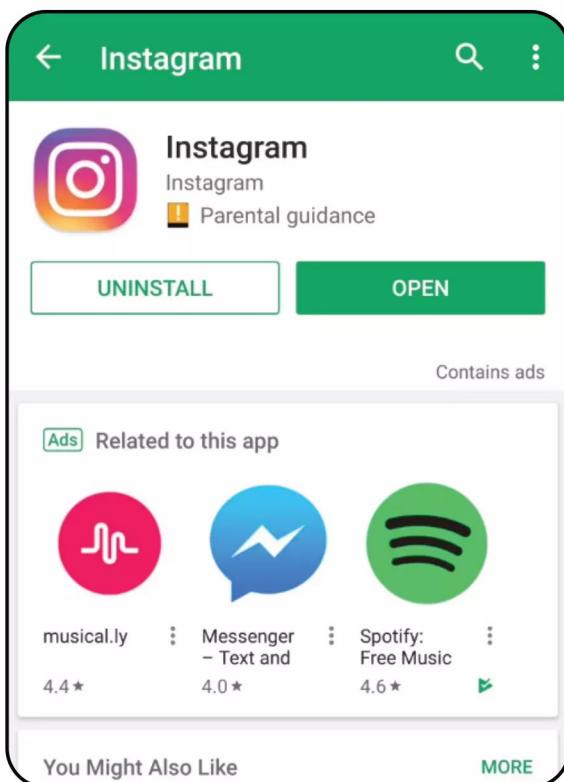
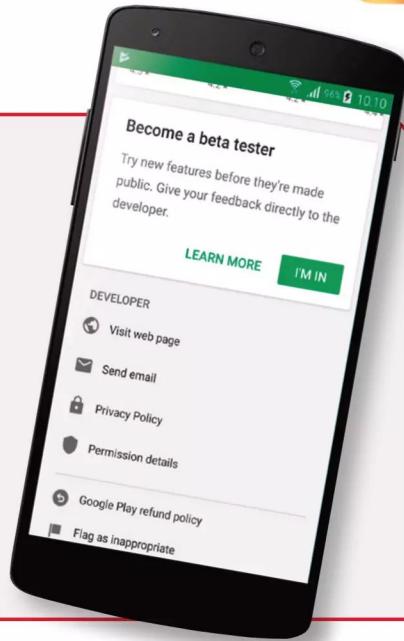


2 Tap the Instagram result in the search bar and you are taken to the app's store page. Tap the Install button and the app begins to download and install on your device. At the time of writing it is less than 30MB in size, but be wary if you're on limited data.



FAKE APPS

Not all apps you see are real, which is a sad element of the whole mobile and app world. Instagram in particular is a service that's often targeted by hackers interested in stealing Instagram accounts and passwords for their own criminal purposes. In short, before you commit to installing Instagram, always check it's the official app by confirming the developer's section.



3 Once the app is successfully installed, you can choose to open it or launch it, via the Open button on the app's store page. Alternatively, go to the collection of apps on your device, find the shortcut icon that has been created; tap on this to launch.

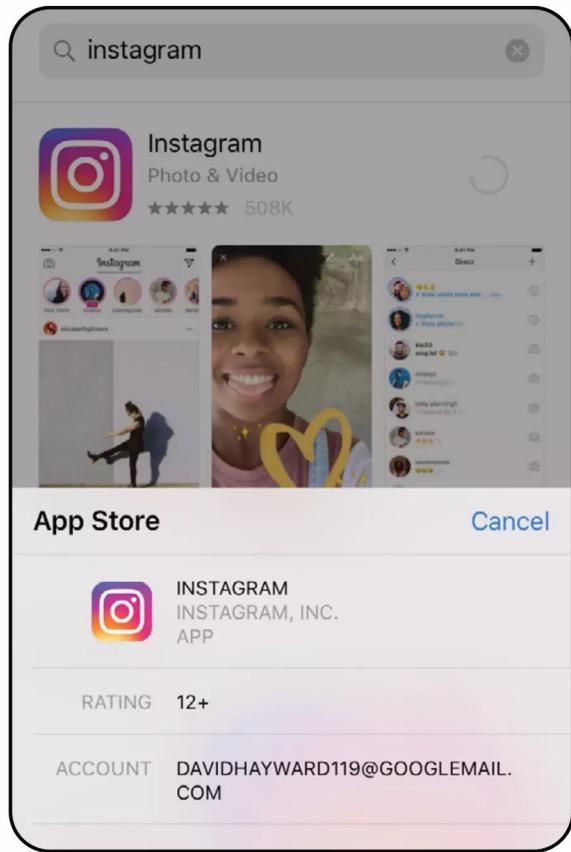
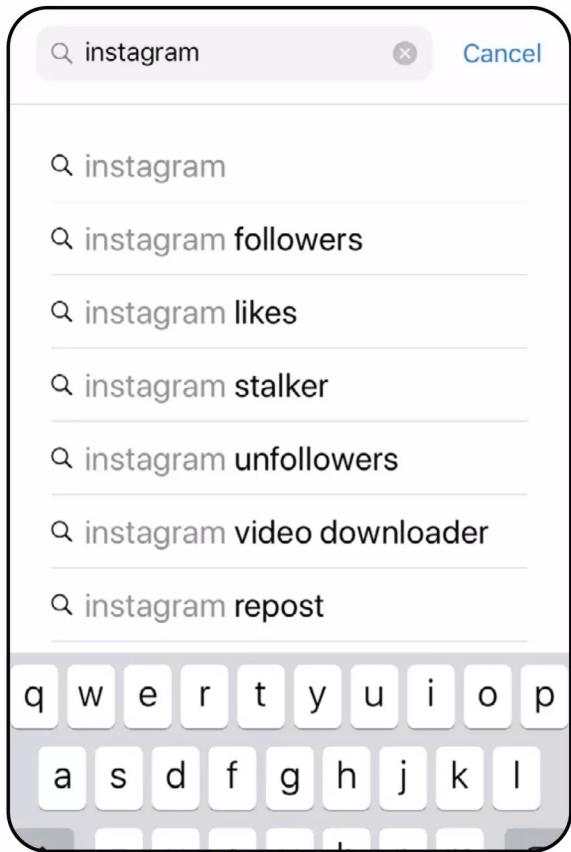
4 When the app first loads you are presented with a login screen. You can either sign up via your Facebook account, since Facebook owns Instagram there's an obvious integration included, or by email or your phone number.



Installing Instagram on an iPhone



iOS was the original platform for Instagram and it took another two years before it was eventually launched for Android. Although there's little difference between the platforms, many users insist that the iOS version is better. Here's how to install it on your Apple device.



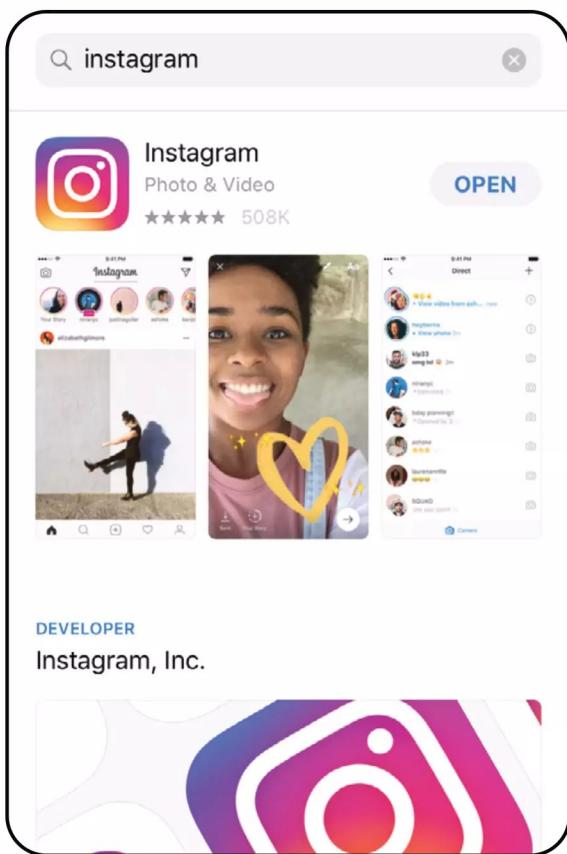
1 Start by opening the App Store from the Home screen. Once it's open, tap on the Search icon in the bottom right corner of the Store. When the search bar is available, enter Instagram and tap on the first result.

2 When in the Instagram page of the App Store, tap the Get button to begin the download and installation process. Tap Install in the pop-up box that appears from the bottom of the screen. The installation shouldn't take too long.

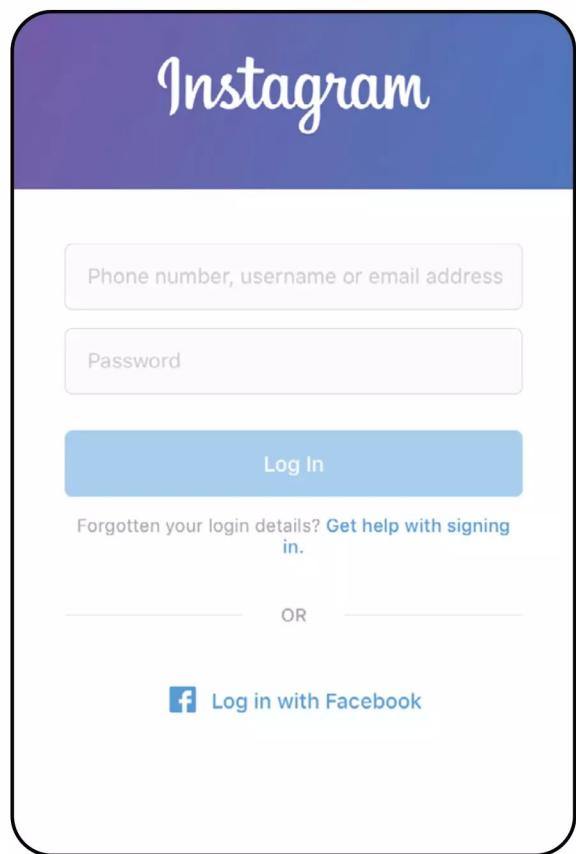


JAILBROKEN IPHONES

While it's more difficult to install a fake app on an iPhone than an Android device, be wary that jailbroken iPhones can be vulnerable to fake applications. If your iPhone is unlocked, then use the official iTunes version of Instagram over another site's version.



DEVELOPER
Instagram, Inc.



3 To launch Instagram you can either tap the Open button that's now available from the app's page in the Store or you can tap the Instagram icon that's now available from your Home screen. Either way, you are taken to the Instagram login screen.

4 Instagram on iOS allows you to create a new account via Facebook, email or a phone number. If you already have an account tap the Sign In link at the bottom of the first login section. This then takes you to a username and password section to log into the app with.

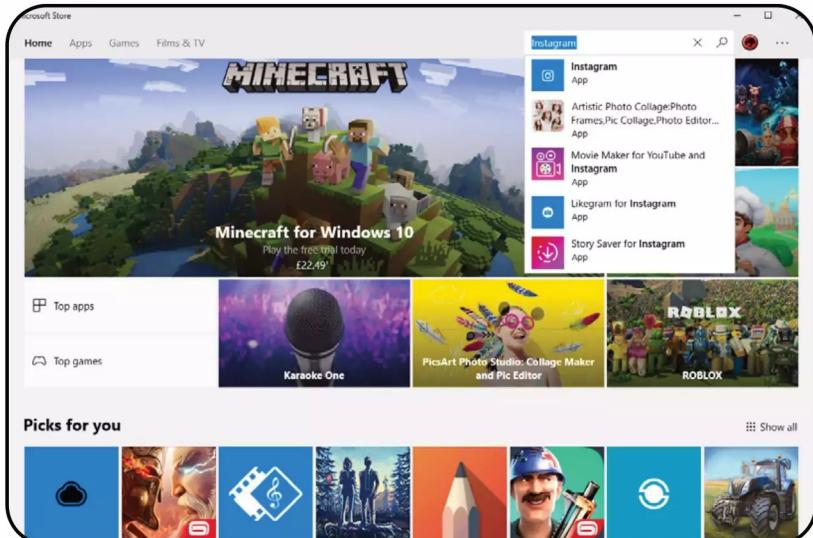


Installing Instagram on a PC

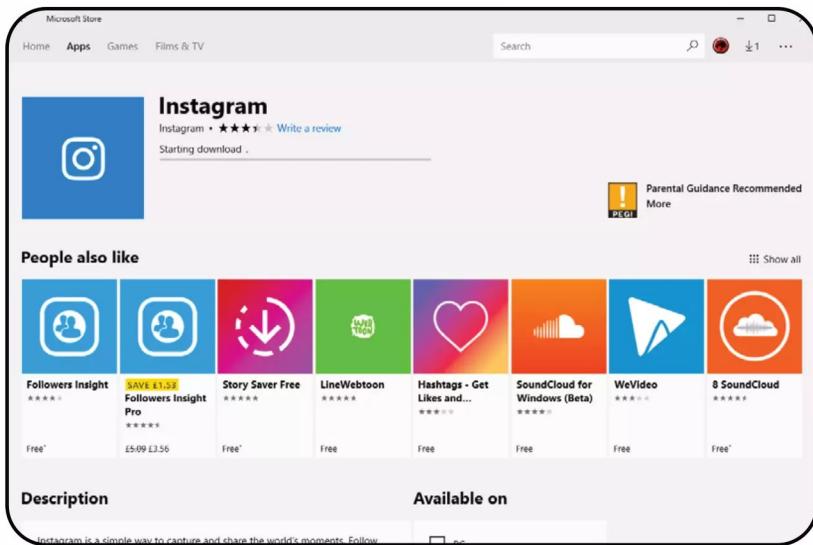


The Windows 10 Microsoft Store is filled to the brim with useful apps, one of which is Instagram. Windows 10 is in a unique position because it's the only desktop operating system that features an official integration app for Instagram. Here's how to install it.

1 Click on the Windows Start button followed by the Microsoft Store tile. Once the Store is open, click in the Search bar at the top of the window and enter Instagram. When the app's page in the Store has loaded, scroll down to check the System Requirements and any additional information that's needed.



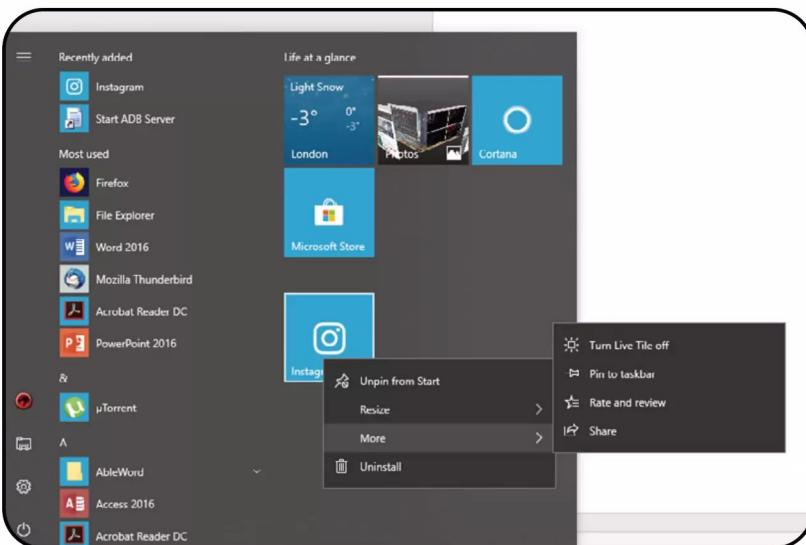
2 When you're ready, click on the blue Get button at the top of the page. This initiates the download and installation process. When the installation is complete a notification appears in the bottom right of the screen asking you to Launch or Pin to Start. Choose Pin to Start to place the app in the Start group.



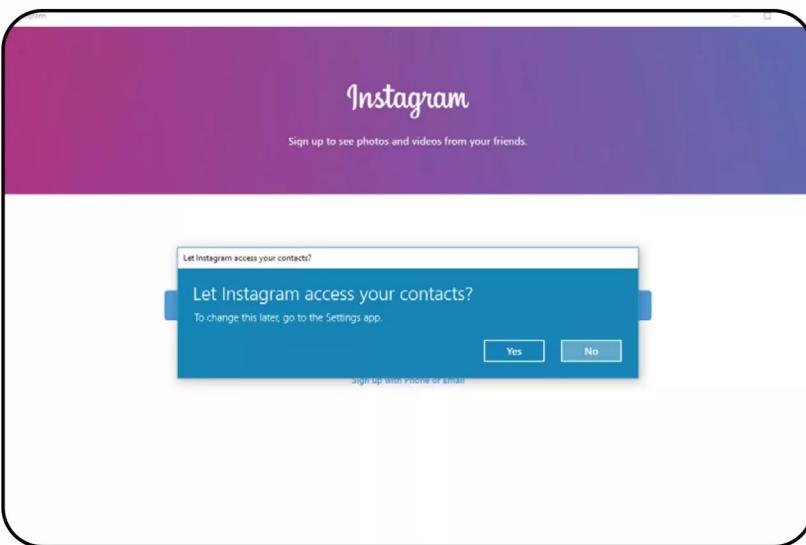


OTHER INSTAGRAM APPS

There are numerous apps and programs available that enable you to interact with your Instagram account. Some of these are quite useful and can help you keep track of your favourite followers. Others aren't so good and with the presence of so many apps, it's easy for hackers to insert a virus or malware code into one for the unsuspecting user. It's therefore best to keep to the official Instagram app only.



3 With the app placed **3** in the Start group, you can right-click the tile to view more options such as Unpin, Resize, Turn Live Tile off, Uninstall and more. When you're ready to start Instagram, just click the tile to launch the app.



4 When Instagram launches for the first time on the PC, you are asked to allow the app access to your contacts. If you want Instagram to integrate itself with your Windows 10 Contacts setup, click the Yes button, otherwise click No. You can change the option later in the Settings app of Windows 10.



Instagram on Android



Instagram has recently updated its layout, making the process of posting photos and seeing photos from other users much easier. Most of the app's core features can be accessed via the controls on the main page.

1 Stories - This is your Instagram Story, where you can display live video, take photos, add filters and Stickers, switch between the device's camera and much more. Other users' Stories can be viewed at the top of the Instagram main page.

2 IGTV - Instagram's newest feature, Instagram TV, allows users to create and view videos up to an hour in length. You can drop back to browse your feed and view the video where you left off, direct message the video to friends and explore IGTV videos as with any other Instagram feed.

3 Direct - The darker coloured paper plane icon in the top right allows you to create disappearing photos and video that can be sent directly to groups or individuals, or as direct messages to others.

4 Instagram Users - This is the profile picture and name of the Instagram user that you're following, together with the content they've uploaded.

5 Feed Options - The three vertical dots provide you with options to report the photos, copy the feed link, turn on post notifications or share on WhatsApp.

6 Like, Comment and Send To - If you like the look of any of the images in your feed posted by other users, you can double-tap the image or tap the heart icon below to 'like' it. The comment icon lets you read other users' comments and add your own. The paper aeroplane icon allows you to send the post to others.

7 Instagram Menu - The strip along the bottom consists of the following items: Home, your Instagram feed and default page; Explore, the magnifying glass lets you search for other users; Camera, the plus icon inside a square, that allows you to post photos and video to Instagram; Likes, the heart icon displays any feedback you've received from the photos you've posted; Profile, your profile on Instagram, including settings.

8 Saved Posts - The bookmark icon in the bottom right indicates Saved Posts, which are posts you can revisit later. You can then view those posts from within your profile.

FEED TIPS

Your Instagram feed can contain single photos, multiple photos and video. Single photos are easily viewed as you scroll through the content in your feed. Multiple photos can be viewed by swiping across the photo and back again. Videos are played without sound by default, so tap the video to enable sound (providing the video has sound).





Instagram on an iPhone



The iPhone was Instagram's first platform, therefore it's common for any new design layouts or features to appear on the iPhone first, before quickly moving over to Android. The main Home section is similar, so let's look at the Explore section.

1 Search Bar – If you want to search for another user, or something specific, then enter it in the search bar. Instagram displays the results based on your input; this can be anything from 'cute cats' to '500Kg deadlifts'.

2 Categories – This strip displays various categories you may be interested in to refine the type of new content you may be interested in viewing. The first 'For You' category will display the feed based on who you already follow and then some suggested subjects can be scrolled through.

3 Explore Feed – The main section of Explore is taken up with the feed, made up from all the other users on Instagram and based on an algorithm that displays the posts you've been interested in. If you enjoy watching food photos and videos, then your feed will primarily be made up of food. Likewise, tropical islands, workout tips and so on. Scroll down to load more content.

4 Instagram Menu – The bottom strip remains when in the Explore view, the main difference being that the current view is in bold. In this instance, as you can see, the Explore icon (the magnifying glass) is bold.

5 Live Feeds – Some Instagram video such as IGTV content starts playing automatically when you enter the Explore view. These are the larger tiles that change as you scroll down through the content that's available to you, alternating from the right side of the feed to the left.

6 Picture or Video – The icon in the top right of each tile of content represents what kind of media it is. For example, the movie camera icon is for video whereas the photos icon means there is more than one photo or image included with the post. Single photos don't display any icons.

7 Nametags – If you're a Snapchat user and have tried Snapcodes, Instagram Nametags will look and feel very similar. It's now much easier to follow someone you meet on Instagram. With Instagram Nametags, you can just scan each other's account to follow each other without even typing a word.

FIRST WITH IPHONE

Since Instagram was first introduced to the iPhone, it's often the main platform on which you will see any major updates. Sorry Android users, but if it's a layout update, an update to how the feed works or even a new feature altogether, the iPhone population will have it before you.





Instagram on the Desktop



Since Instagram is designed for use on mobile devices, it looks a lot different when on the Windows 10 desktop app. While you can still post photos and video, explore content and search for other users, it's not as fluid as the Android or iPhone versions.

1 Take Photo or Video – Click the camera icon in the top left of the Instagram app and you're asked if you want the app to take control of the computer's camera and microphone. Enabling access allows you to post photos and video from your PC.

2 Instagram Feed – One of the main advantages of using Instagram on a Windows 10 computer is that the feed is much bigger, since it's on your monitor and you can easily make the app full screen or resize it. Scroll down as with the mobile version to see the rest of the feed.

3 Feed Options – You still get the option to like, comment or send a particular feed to another user. Double clicking a feed photo or video automatically likes the content.

4 Direct – Just as with the mobile versions, you can create direct and disappearing content. There's also a Refresh button next to the Direct icon, which obviously refreshes your feed. Note: the feed auto-refreshes itself every few seconds.

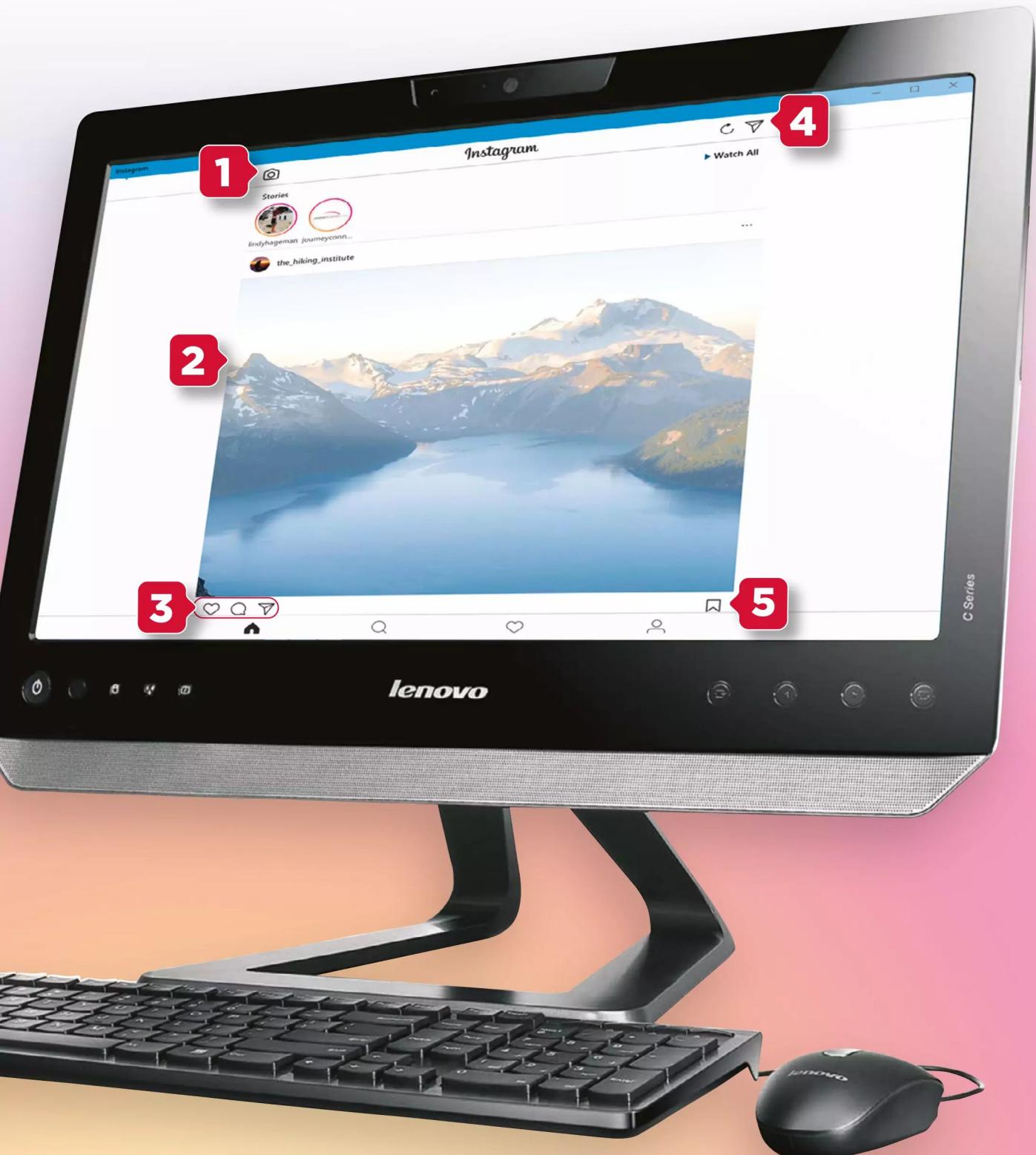
5 Bookmark and Menu – The Bookmark icon can be found in the bottom right of the feed; under that there's the Instagram menu consisting of Home, Explore, Likes and Profile.

ONLY WITH A WEBCAM

Sadly, the main way you're going to post content to Instagram via the desktop is through an attached webcam. There are ways around this, of course, which we will take a look at later. If you're using a laptop or you have a webcam attached to your desktop PC, then you're in luck. This does however cause concern for some, as webcam hacks are becoming more frequent. In our opinion, as long as your security is up-to-date you should be okay.



INSTAGRAM ON THE DESKTOP





Instagram Online



If you're not able to get to Instagram on your mobile or via the Windows 10 app, don't worry as it's also available online at www.instagram.com. Log in with your account details and you can still keep up with your feeds, but not much else.

1 Instagram Home - The Instagram logo and text in the top right of the page are essentially the Home function. Clicking on either of them returns you to your feed from wherever you are on the site.

2 Instagram Feed - You can still view your feed and those who you follow on Instagram, along with any comments associated with the post. Scroll down the page for more content as it loads into your feed.

3 Feed Options - Just like the mobile and Windows 10 app versions, you can like and view the current comments of any of the content within your feed by clicking on the relevant icons below the media.

4 Comments - Comments can be added to any of the content in your feed. The three horizontal dots at the other end of the comment box allow you to go directly to the post, report it as inappropriate or embed it as a weblink.

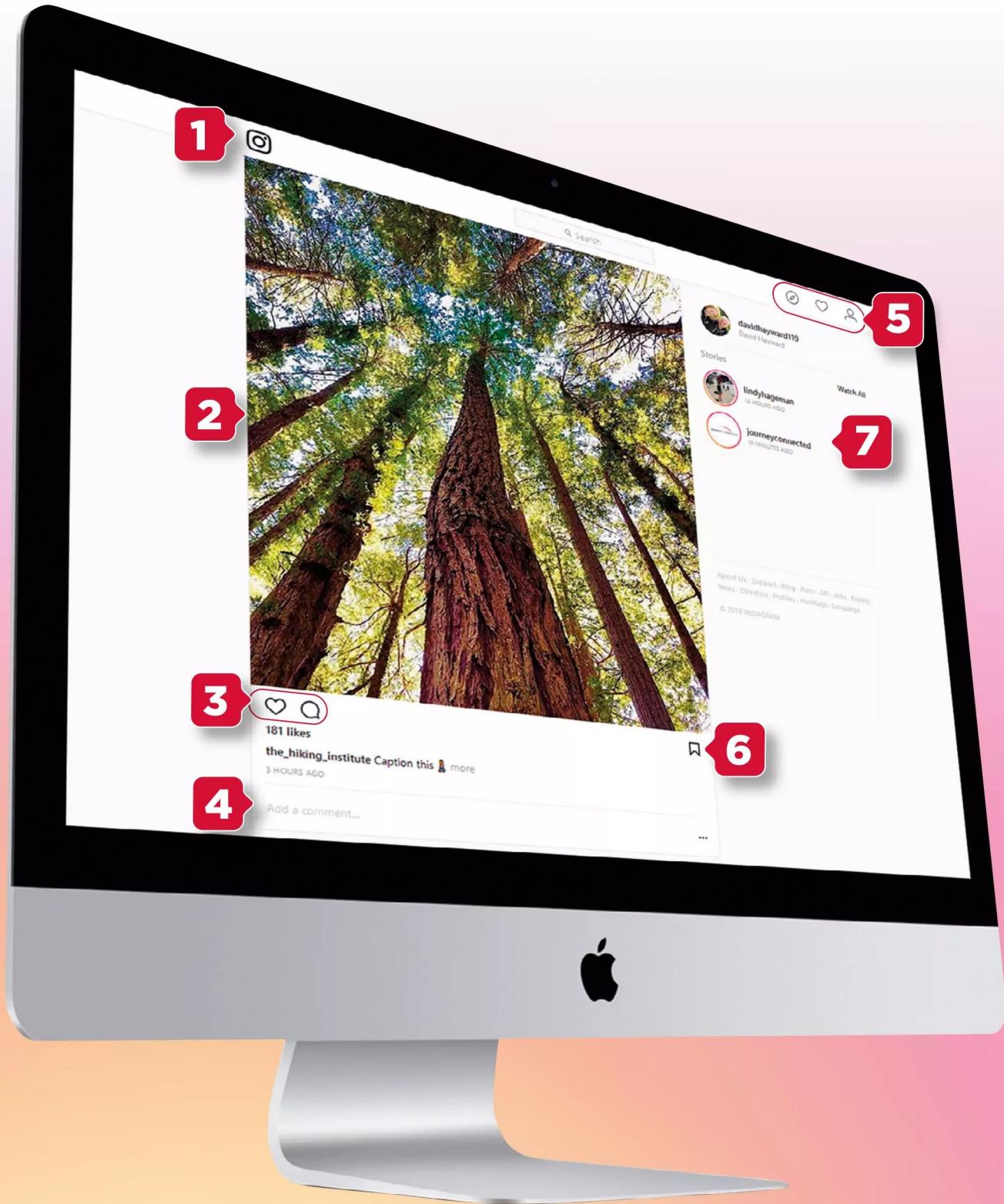
5 Options - The three icons to the top right of the screen represent: Explore, Likes and Profile. For example, clicking on the Explore button opens up a different looking, but essentially identical, view to content based on your own views and likes.

6 Bookmarks - You can bookmark, or save for later, any content that you want to keep. Just click the icon and you can see it listed in the Profile section under Saved.

7 Stories - Just as on your phone app, you can view Instagram Stories in your browser. IGTV has yet to be made available to view, possibly due to its mobile-centric format but with Facebook Live becoming more popular we could soon see it added to the website version.

BROWSER SECURITY

There's nothing wrong with accessing and using Instagram via its web portal, however, you do need to consider your account security. If you're using a publicly accessible computer, such as an Internet cafe or library system, then ensure that the browser session cache is cleared prior to you logging off. Browser history and cache data is very easy to obtain and constitutes a security risk for your logged in account. If you're unsure, check with the local IT team.

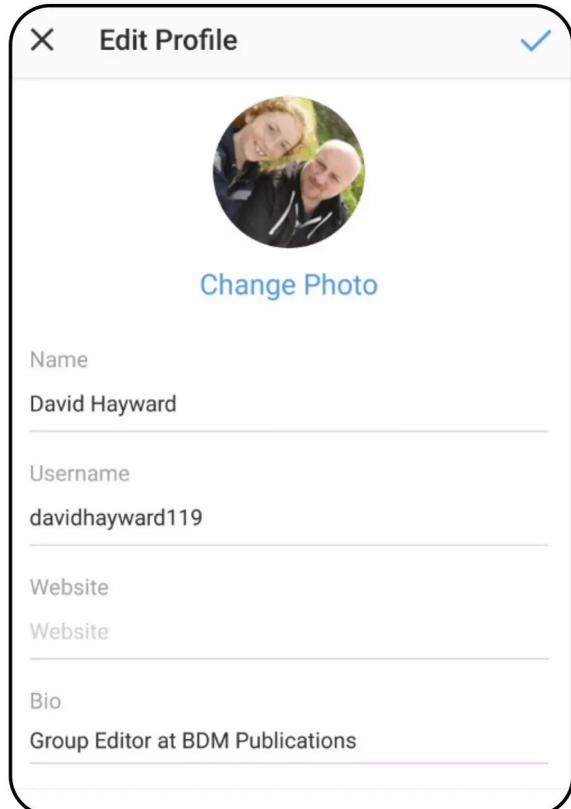




Setting Up Your Profile



Your Instagram profile is an important element of the setup procedure, as you might expect. Your profile is what others see about you and it can define your personality, likes, dislikes and much more. Getting it right is a science in itself but here's how to get started.



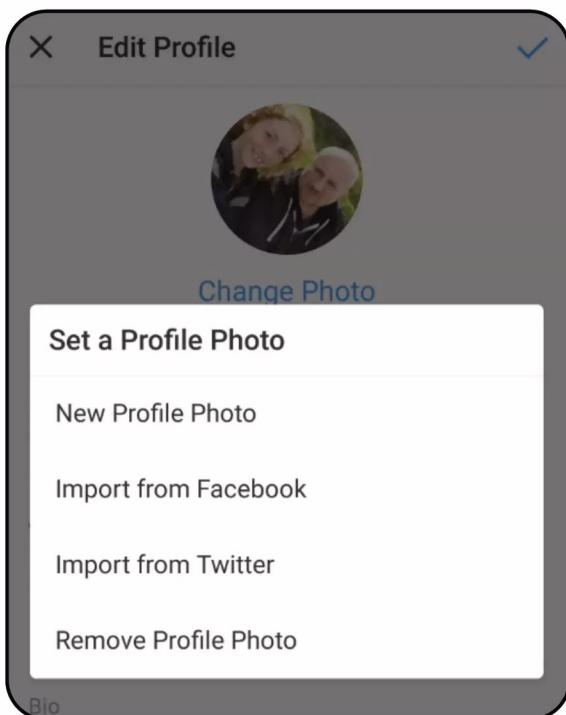
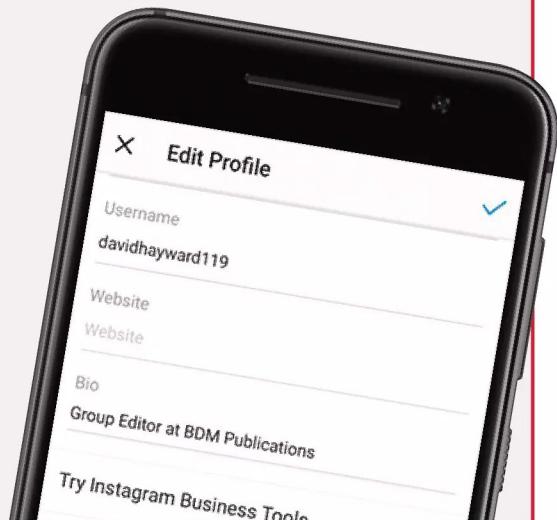
1 Android and iOS users need to go to the main Instagram window and tap on the person icon in the bottom menu bar. By default, Instagram won't display a profile picture unless you signed in via Facebook, where it shows your Facebook profile image. See Step 3 below to change your image.

2 Next to your profile image is a button labelled Edit Profile; tap it to open your full Profile page. In here you're able to change your name, Instagram Username, add a website or a short Bio detailing your job, interests and much more.

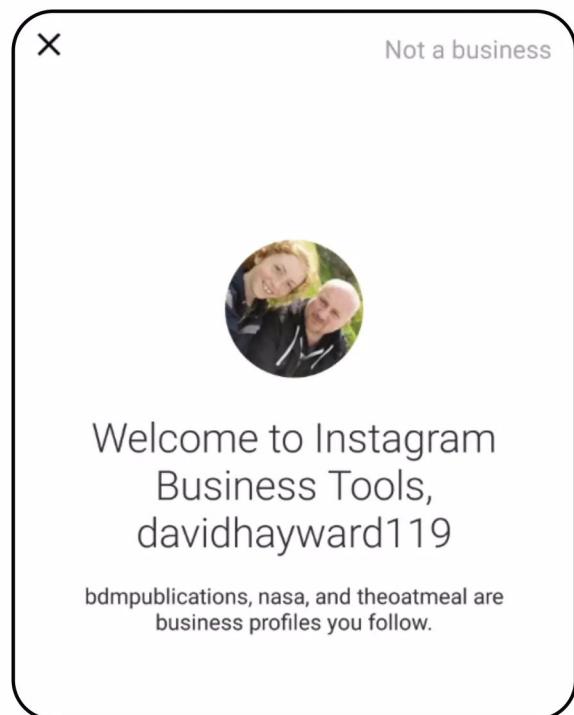


A WORD ABOUT PRIVACY

While it may seem fine to include everything about yourself on the profile page, it's often not the best course to take. Just like any social media platform, there are good elements and bad. Providing a little too much information can leave you open to all manner of social attacks, such as unwarranted phone calls. Always play it safe and leave out the personal contact information.



3 You can of course opt to change your Instagram profile picture here, too. Tapping the Change Photo link opens a new menu where you're able to import your current profile picture from Facebook or Twitter, remove the current photo or create a new one from your device's gallery or camera.



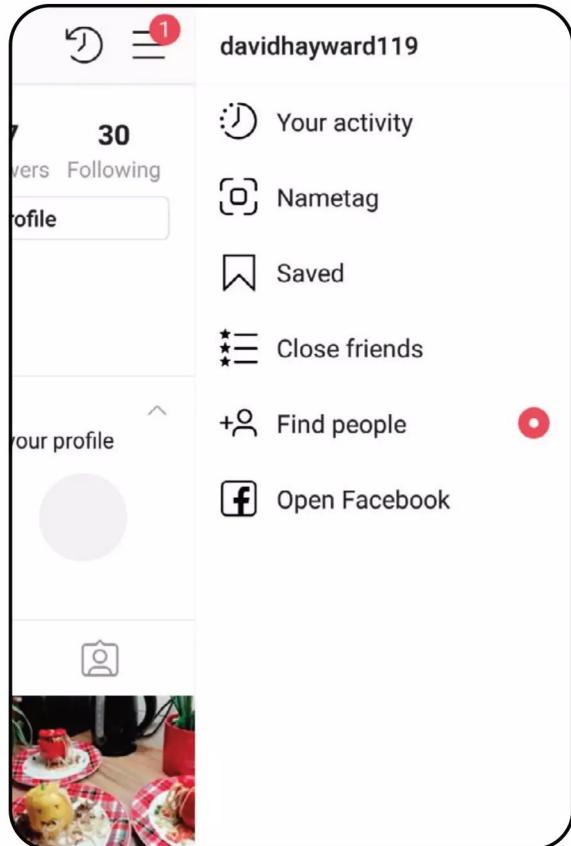
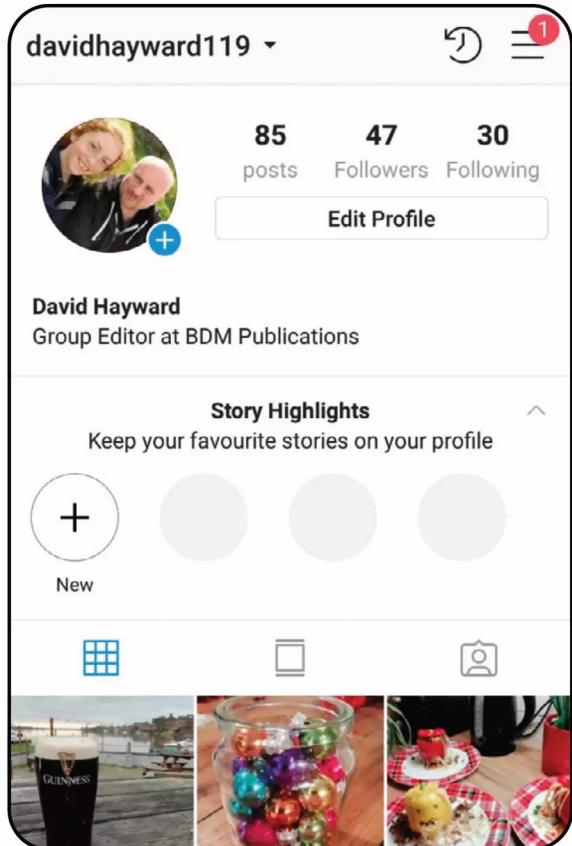
4 If you set up Instagram as a business platform, then it's certainly worth checking out the Instagram Business Tools link a little further down the Profile options. This launches a step-by-step process that details extra settings for promoting posts from your business, shopping on Instagram and viewing insights about your followers.



Linking Your Profile with Facebook



Linking your profile to a Facebook account allows you to share posts from Instagram to Facebook. The benefit here is that all your posts are spread across the two social media platforms without having to enter the same content twice.



1 From the main Instagram page, tap on the profile section as detailed by the Person icon in the bottom right of the screen. Once you're in your profile section, tap the Three horizontal bars in the upper right (for Android users), or for iOS users, tap the Cog icon in the upper right.

2 This is the Profile section, where your Instagram Activity, Nametag and such, can be set up and edited. From here, tap the Settings option at the bottom of the screen, followed by Account in the Settings page. Once you're in the Account page, tap the Linked Accounts option.



SOCIAL MEDIA OVERLOAD



It's always worth reviewing the need to link accounts across social media platforms. There's the privacy element, of course, where one platform may not be as secure as the other and the possibility of cross-hacking accounts may occur, also you may, sometimes, not want a post in Instagram to appear on Facebook.

← Linked Accounts

Facebook ✓

Twitter

Tumblr

Ameba

OK.ru



Linked Accounts

Facebook

Twitter

Tumblr

Ameba

OK.ru



Advanced Permissions



Instagram would like to manage your Pages and publish as Pages you manage.

Choose what you allow

3 There are several social media platforms that you can link to from within Instagram, for the moment we'll look at the Facebook option (with Twitter coming next). It's also worth noting that Instagram is continually improving and adding new features, so expect to see this list expand over time.

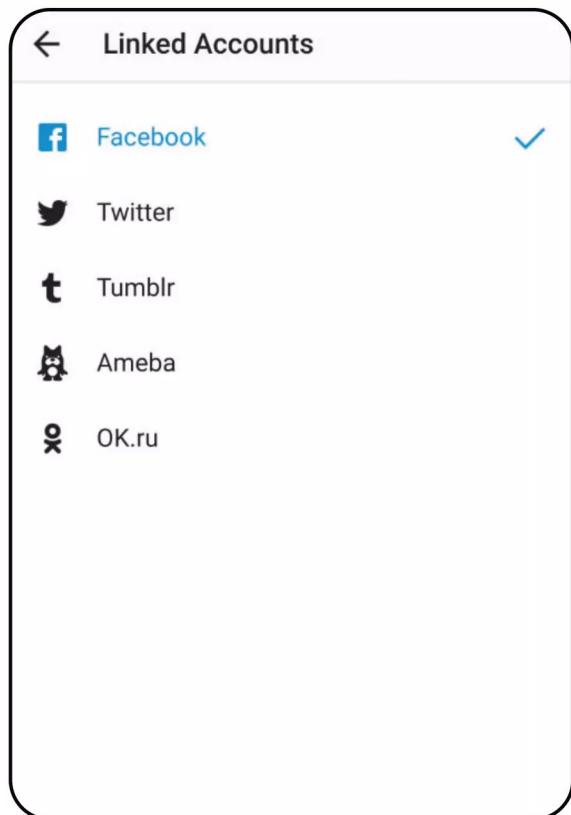
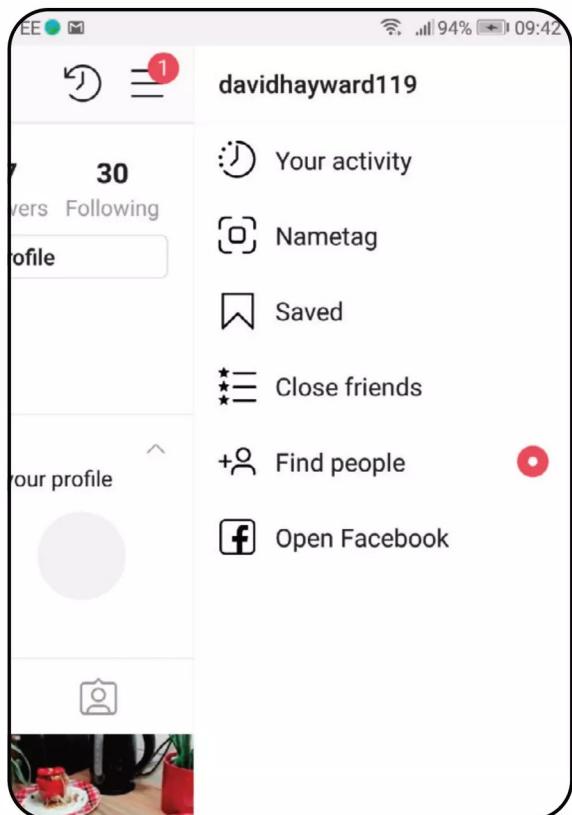
4 For now, tap the Facebook link. This will open a new login window to Facebook; enter your username and password. Once entered and verified, you will be asked permission for Facebook to access the media on your device thus enabling cross content sharing between the apps.



Linking Your Profile with Twitter



Linking your Instagram profile to Twitter, as you did with Facebook, allows you to share any content you post on Instagram to your Twitter account. This is particularly useful for Instagram businesses, where multiple platforms have different numbers of followers.



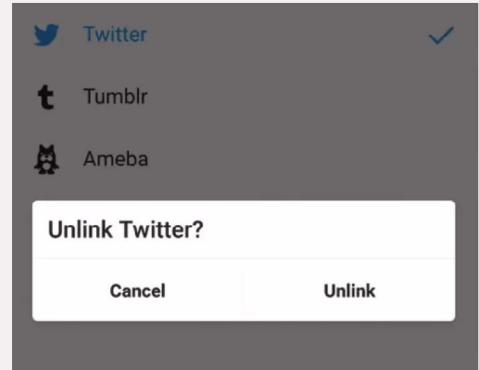
1 You will need to return to the previously access Linked Accounts section from within the Settings page. If you can't remember how to get there, tap the Profile icon in the bottom right of the main Instagram page, followed by the Three horizontal bars for Android users, or the Cog in the upper right for iOS users, then **Settings > Account > Linked Accounts**.

2 If you've already linked your Instagram account with Facebook, you will notice that there's now a tick next to the Facebook entry, indicating that the two platforms are now linked together under your Instagram profile. To link with Twitter, tap the Twitter entry in the list of social media platforms.



REMOVING LINKED ACCOUNTS

While it's great having linked accounts, there may come a time when you no longer use, or want, a linked account through Instagram. To un-link an account simply tap the social media account (Twitter, for example), in Linked Accounts and choose the Unlink option from the menu that pops up.



Sign up for Twitter >

Authorize Instagram to use your account?

Instagram
By Instagram, Inc.
instagram.com

Username or email

Password

Remember me · [Forgot password?](#)

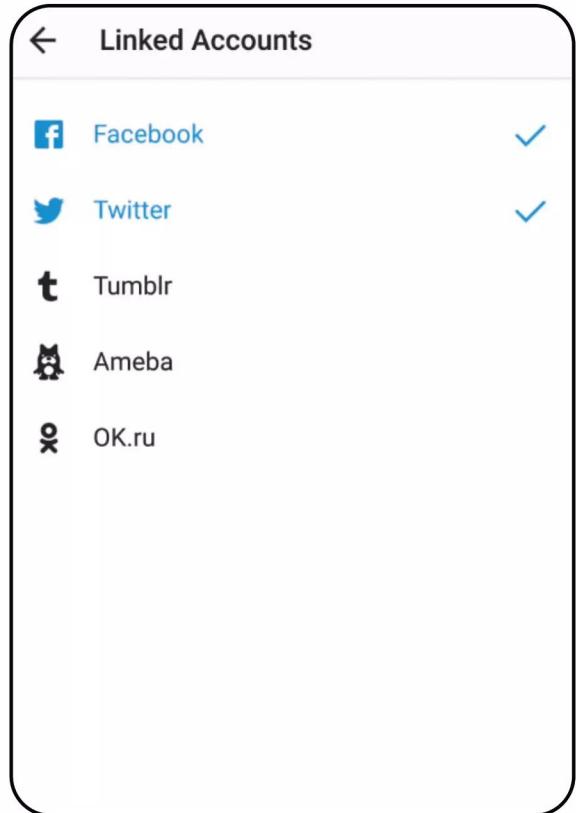
Authorize app **Cancel**

This application will be able to:

- Read Tweets from your timeline.
- See who you follow, and follow new people.

[Update your profile](#)

3 This will open a new page that asks you to enter your Twitter username and password. Before you enter your login details, it's best to quickly review what the application is capable of doing once it's linked; there will be list below the login fields. Once you've entered your details, tap the Authorize App button to allow access.



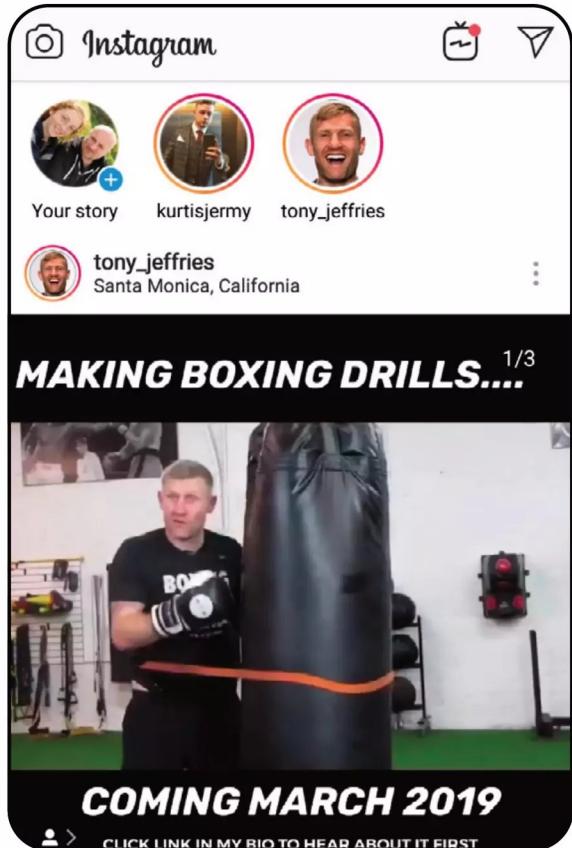
4 When both Instagram and Twitter have finalised authentication, you will be taken back to the Linked Accounts screen. This time, there will be a tick next to the Twitter option. You can add more linked accounts from here, each following a similar fashion of asking for username/password and authentication.



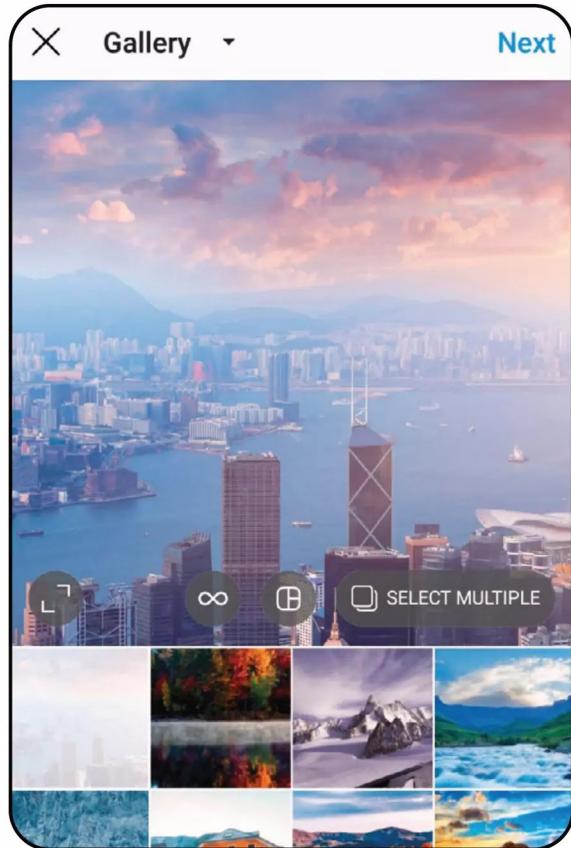
Posting Your First Instagram



With your profile now displaying your unique personality and the app itself ready to be explored, it's time to post your first Instagram. Our tip: find a great image and take a few shots. Pick the best and let's work with it.



1 In this tutorial we're going to use an image we've just taken, obviously you can choose to use the camera instead. From the main Instagram page, tap the Centre icon (the plus sign within a square) along the bottom strip.

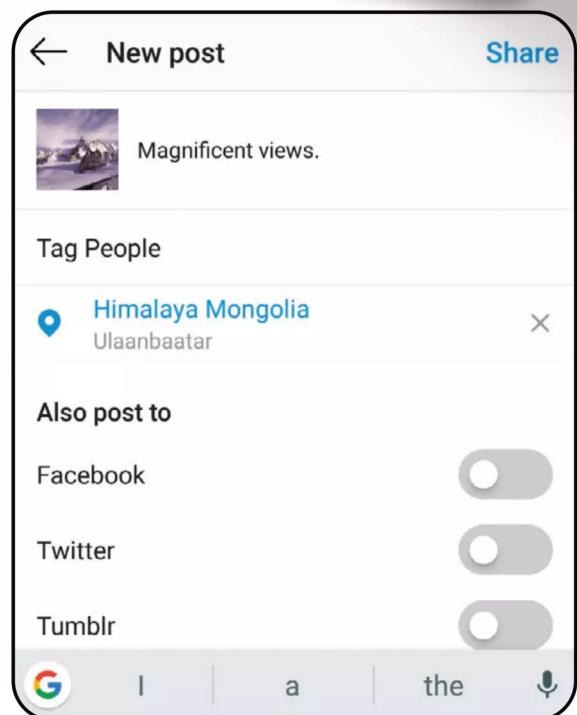
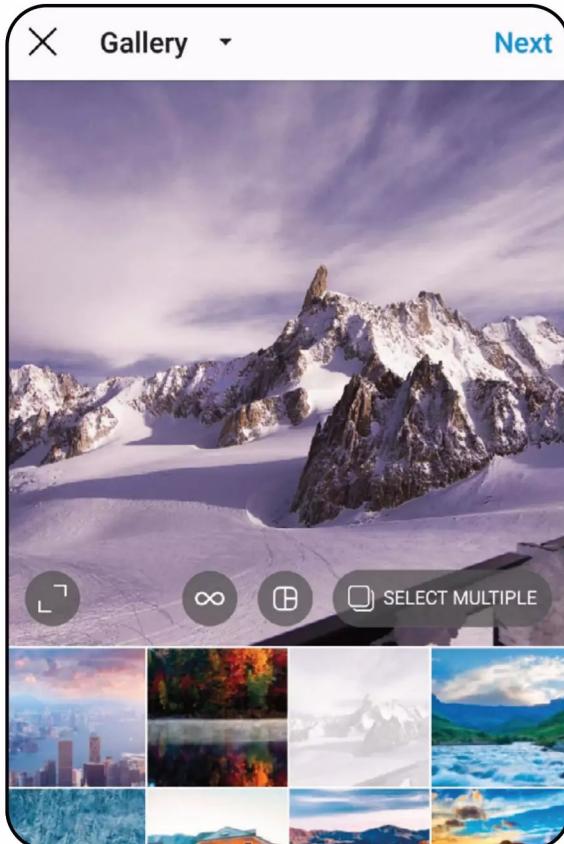
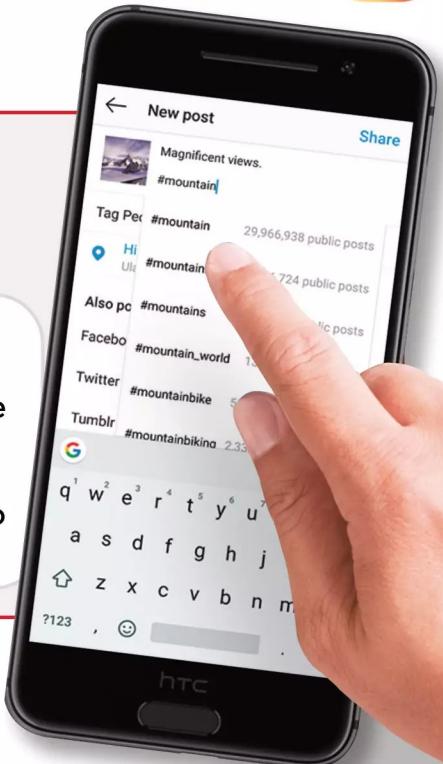


2 With the Photo screen open, you have the choice of either: using the camera to catch an image currently in front of you (or a selfie), or use the Gallery. In this instance, we'll use the Gallery. Tap on Gallery at the bottom of the screen.



EXPANDING YOUR AUDIENCE

▶ If you want your Instagram post to hit a wider audience, consider using hashtags for popular public posts. For example, in the photo we used we could add #mountains #skiing #hiking #outdoors. Adding #outdoors will include your post with the other 33,522,410 public posts, allowing others, who aren't your friends, to view your post.



3 Naturally this option opens your device's photo gallery. Pick the image you want to post, you can also choose multiple images via the Select Multiple option in the corner of the screen. When you're ready, tap the Next link in the upper right of the screen.

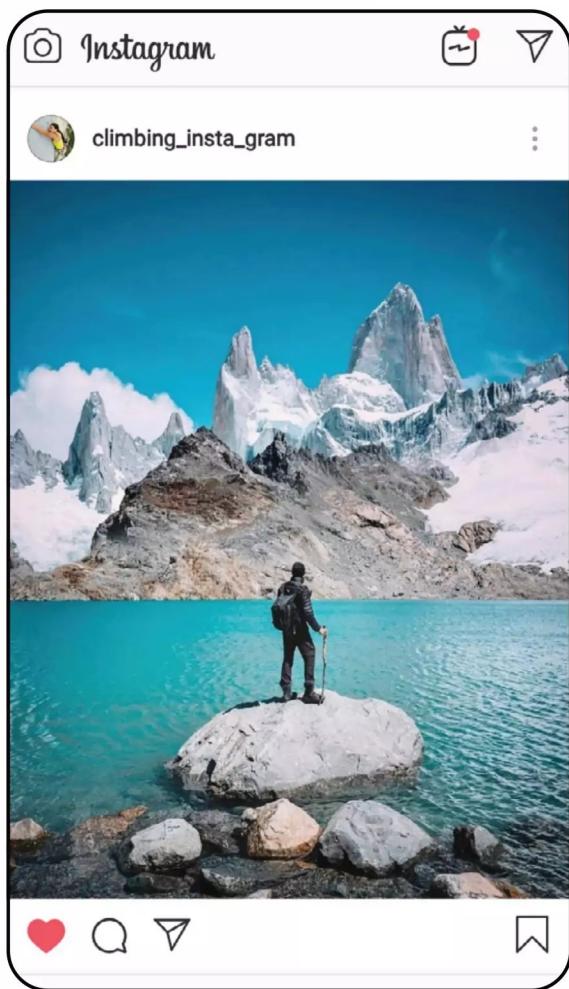
4 The Next option allows you to add one of the many filters to your image. If you're happy with how it looks without a filter, tap Next. You can now, add a caption with the photo, where the photo was taken, who else was included and opt to share to other social media platforms. When done, tap Share.



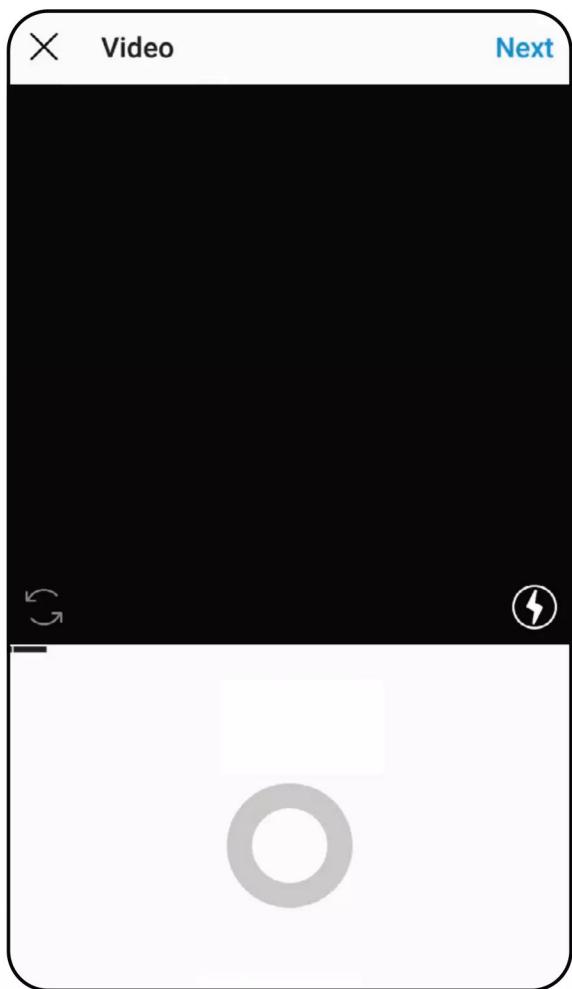
Posting a Video



Posting a video to Instagram has been available since the June 2013 update and Instagram itself has become one of the most prolific video sharing platforms available today. If you've got something amazing, interesting, funny, or inspirational then here's how to get it on Instagram.



1 Posting a video is very similar to posting a photo; you can post a video you've already shot from your device's gallery, or via the camera(s). Start by opening Instagram and from the bottom menu strip, tap the middle button (the plus sign inside a box).

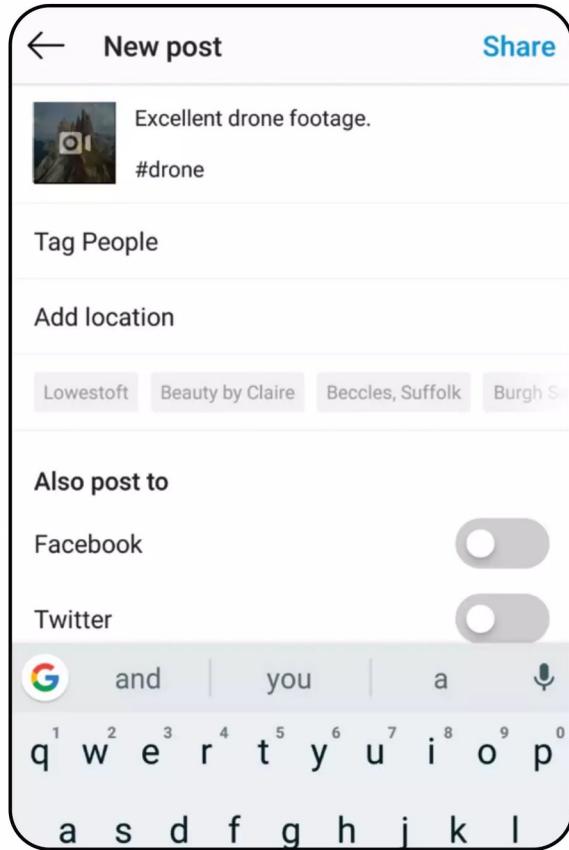
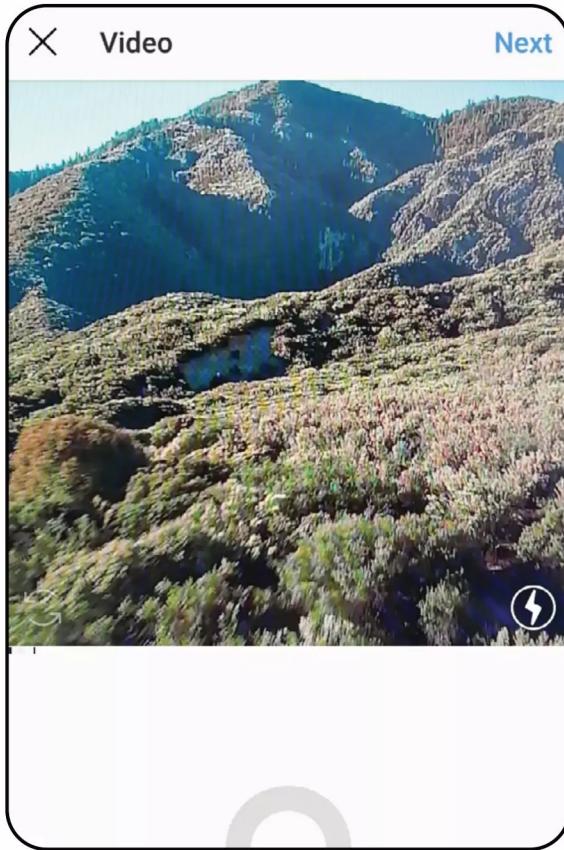


2 In the next window, tap on the Video option that appears along the bottom of the screen. This automatically starts the rear-facing camera on the device; to change to the front-facing camera, tap the two circular arrows.



VIDEO RULES

- ▶ Instagram videos can be from three to sixty seconds long, must not contain any copyrighted material, or any material that contains violence, nudity, partial nudity, discriminatory behaviour, unlawful behaviour, hateful messages, or pornographic or sexually suggestive content. Remember, you're responsible for the activity that occurs through your account.



3 When you're ready to shoot your video, tap and hold the large grey circle in the lower half of the screen. This will start the video recording. To stop the recording, release the circle. You can see how long the video has been recording and how much space is available to record, by use of the timer and the black strip under the image.

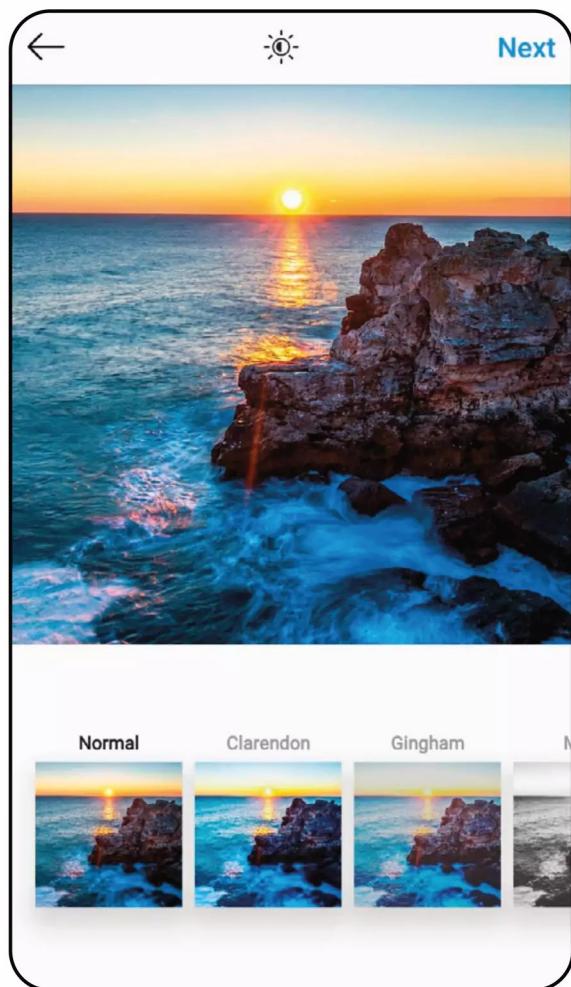
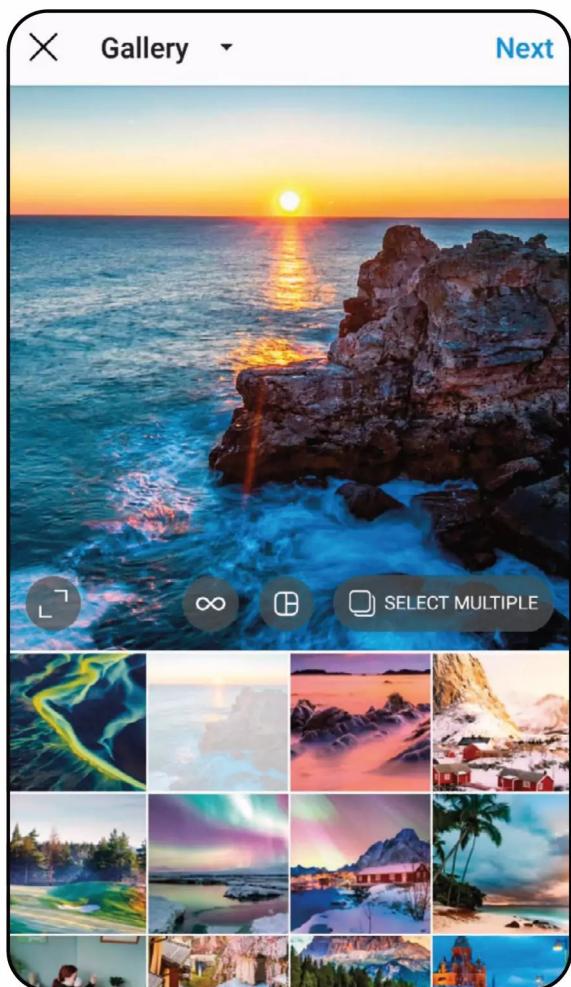
4 Tapping Next will allow you to add a filter, otherwise tap Next again. Just as with posting a photo, you can now enter a caption for the video, add a location, people and decide whether to share the post with other social media platforms. Don't forget to include a hashtag for more views.



Instagram Photo Filters



Instagram provides a selection of filters that you can apply to both your photos and videos. These filters offer different colour saturations or levels of brightness and can make an ordinary picture stand out more. Here's a quick look at how to apply those filters and edit your photos



1 First find a photo to post, either live via your camera, or from your existing images within the device's gallery. When you have the photo you want to filter and edit, tap the Next link in the upper right hand corner of the screen.

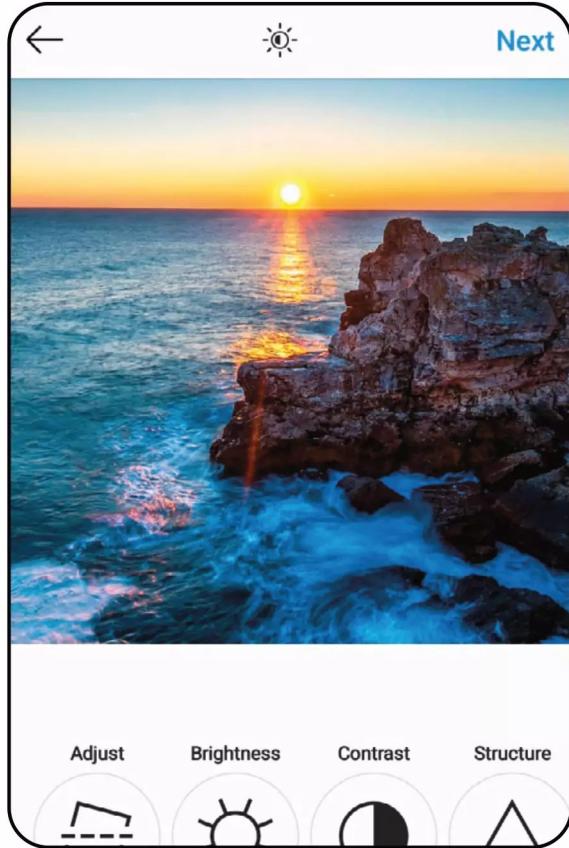
2 After tapping Next, you will be presented with the filter options, which you'll find along the bottom of the screen. Simply tap each one and the filter will automatically be applied to the photo. Scroll from left to right, to view each filter in turn, until you find one that enhances your original photo.



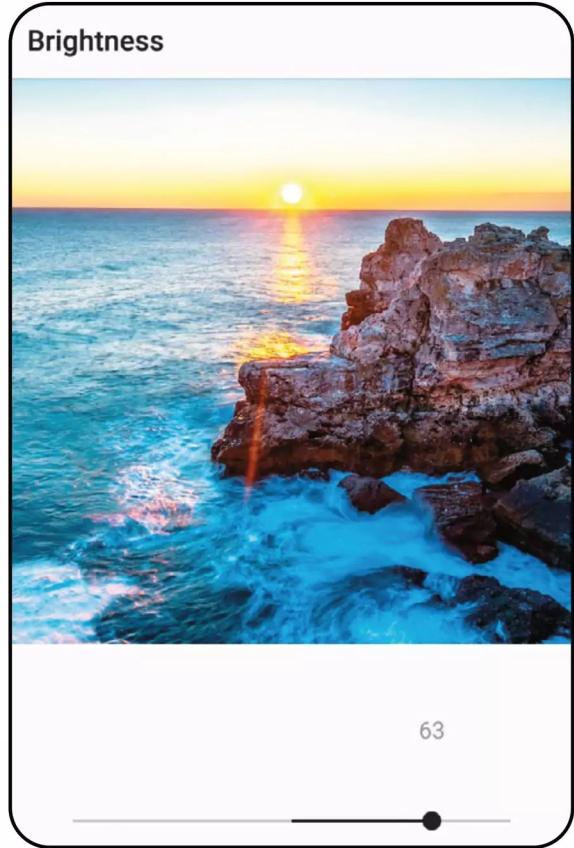
MANAGE FILTERS

At the end of the available Filters is Manage, tap this and you can choose which filters you want to have available in the list of current filters. The first batch are already available, but scroll further down and you'll be presented with a selection of filters that Instagram has not activated – usually older filters that have since been retired, but are still available. Tap the check box next to any that you'd like to have made available from the Filters list.

Manage filters	
<input checked="" type="checkbox"/>	Sierra
<input checked="" type="checkbox"/>	Willow
<input checked="" type="checkbox"/>	Lo-Fi
<input checked="" type="checkbox"/>	Inkwell
<input checked="" type="checkbox"/>	Hefe
<input checked="" type="checkbox"/>	Nashville
<input type="checkbox"/>	Stinson
<input type="checkbox"/>	Vesper



3 Now tap Edit at the bottom of the screen. From here, you're able to manipulate the photo further with Adjust, Brightness, Contrast, Structure, Warmth, Saturation, Colour, Fade, Highlights, Shadows, Vignette, Tilt Shift and Sharpen.



4 Each of the Edit options also allows further tweaking. For example, the Brightness option provides a slider to fine-tune the brightness levels. You will find that most of the options will provide a slider, or choice (in the Colour option) to get a little extra from the photo and the applied filter.



⇒ Anti-bullying on Instagram

Instagram has made a significant change to its filtering rules. Many users believe that such a change is long overdue and has taken too long to implement. The change is regarding bullying and harassment of its users.

From May 2018, Instagram's new filter targets bullying comments intended to harass and upset people in the Instagram community. The comments are auto-flagged, investigated and deleted; if found to be extremely threatening, then action is to be taken in the form of account suspension and possibly all evidence being reported to the appropriate authorities.

Kudos to Instagram in this respect and for helping to keep the community of Instagram voices a bully free environment.

The screenshot shows a mobile notification from Instagram. At the top, it says "Instagram Updated 7 min. ago" and has a green "OPEN" button. Below this, a green box contains the heading "WHAT'S NEW" with a sunburst icon. The text reads: "Starting today, Instagram will filter bullying comments intended to harass or upset people in our community. Our Community Guidelines have always prohibited bullying on our platform, and we don't tolerate bullying on Instagram. This is the next step in our ongoing commitment to keeping Instagram an inclusive, supportive place for all voices."



Beyond the Basics

There's a lot more to do and discover with Instagram than simply posting the occasional photo. We look under the hood and explore the app's account settings, privacy, security, verification and other key features.

There's plenty of content within Instagram and finding what you want among the 40 billion photos and videos, fake or real celebrity accounts and more, can be a daunting task. We have some handy pointers to help make sense of it all.



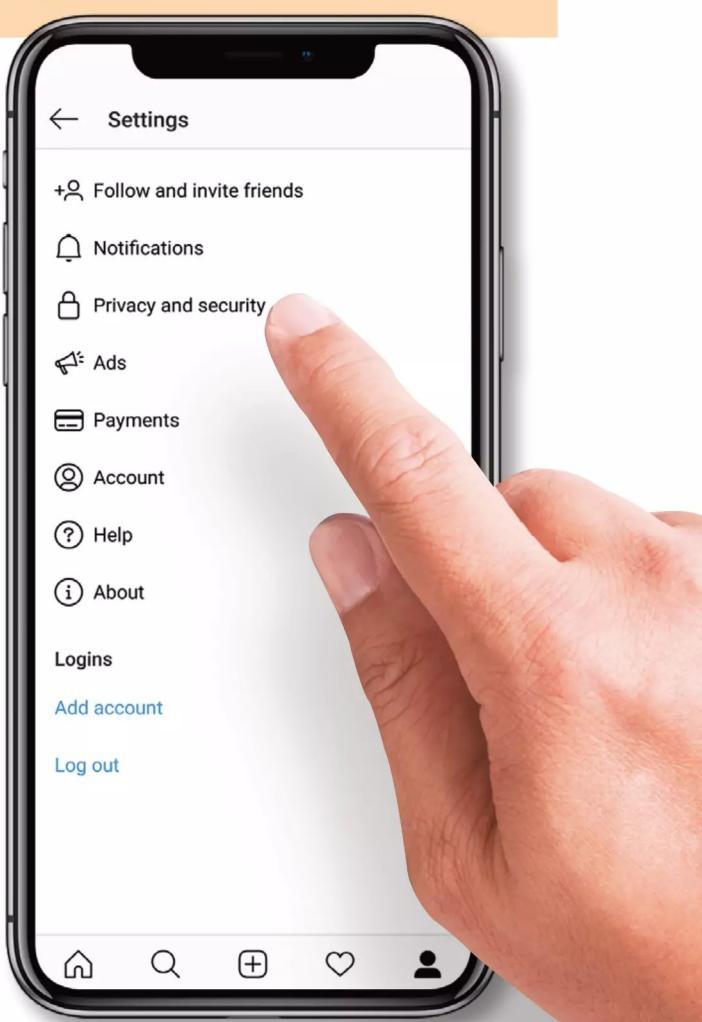
Your Account Options



The account section of Instagram is different to that of your profile. In your account, you can dig far deeper into Instagram's settings, enabling such elements as Two-Factor Authentication and tighten your privacy and security as a result.



1 You can access your account, plus the various settings branching off from it, by tapping on the Person icon on the bottom strip (as you would to access your profile). Then from the Profile page tap the Three horizontal bars in the top right corner (for Android users), or if you're on iOS, tap the Cog icon in the upper right, followed by Settings.

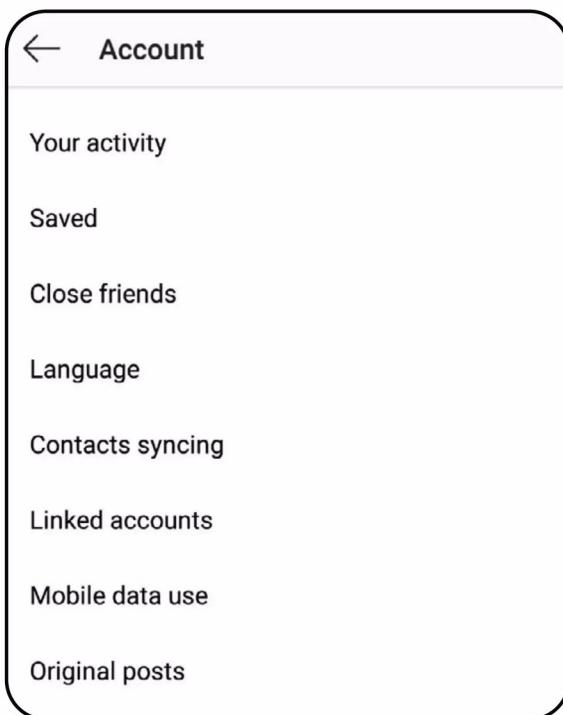


2 Your Account Options allow you to control many aspects of Instagram's behaviour and how you will interact with the app and its features. There's a lot to get through and we'll look at some of the more important elements throughout this section.

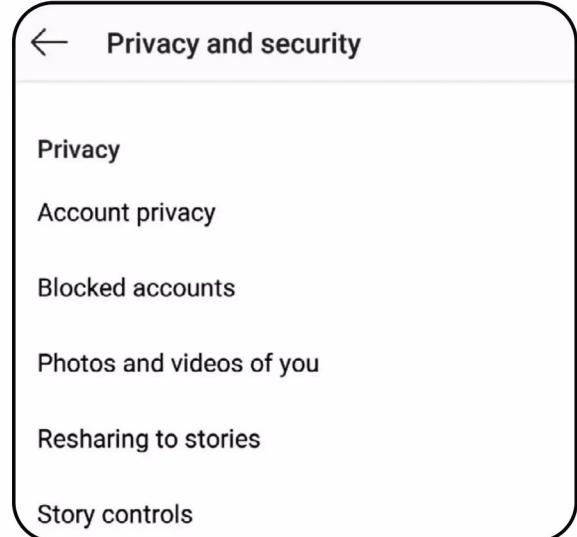


SWITCH TO BUSINESS PROFILE

4 Another important option within the Account page is the ability to switch to a Business Profile. Instagram Business Profiles are designed to help a company market their products and gain more followers, which ultimately helps them sell more of the product. Considering the vast audience that Instagram has, if you're a business, you should seriously consider switching profiles.



3 For now, scroll down through the options until you come to the Account section. Here you'll find the Instagram settings specific to you, such as: Posts You've Liked, Your Activity, Mobile Data Use and others.



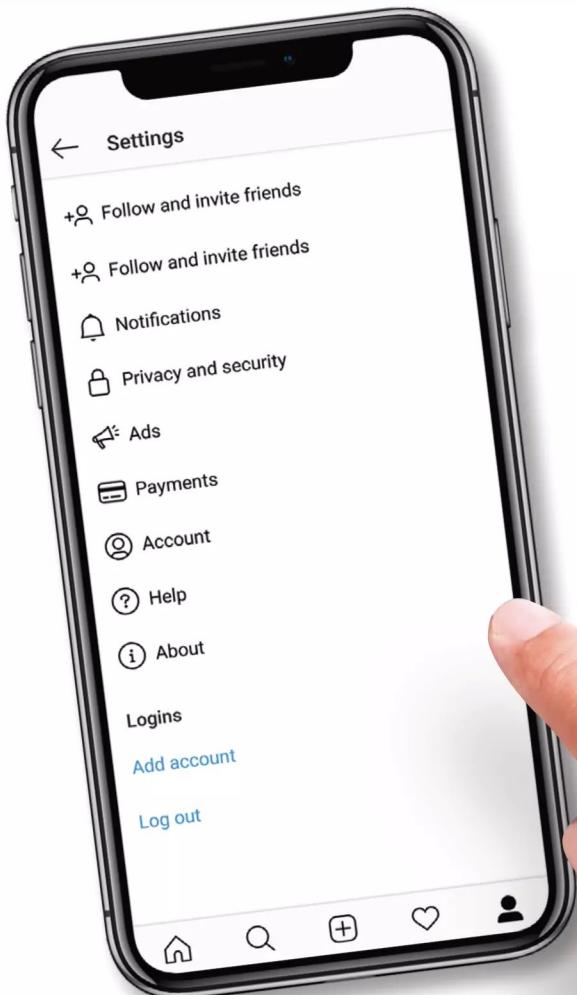
4 Photos and Videos of You, is a handy option that enables you to choose whether photos or videos, in which you're tagged, will appear in your profile automatically or manually. If you opt for manually, then these photos will only appear after you've approved them. You can find Photos and Videos of You from the **Settings > Privacy and Security** page.



Settings



Instagram's Settings page is one of the most frequently revamped elements of the platform. From within the Settings page, you can control most of what goes on, and how everything is controlled in Instagram. It's important to get to know your Instagram settings.



1 Accessing the Settings section can be done by tapping the Person icon along the bottom strip, followed by the Three horizontal bars on Android devices, or the Cog icon in the upper right on iOS devices, then tapping the Settings link at the bottom of the screen.

We're working to make sure that ads stay true to the spirit of the Instagram community. Here's how they work.

Sponsored posts

You can tap on the menu icon to hide ads you don't find relevant.

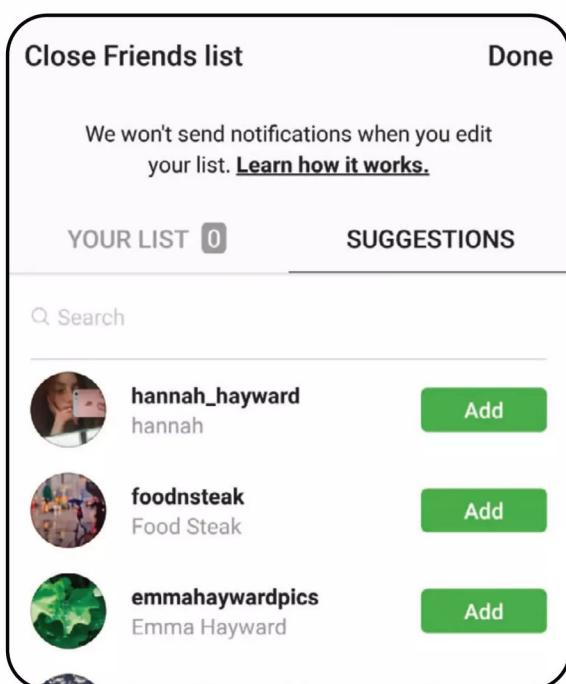
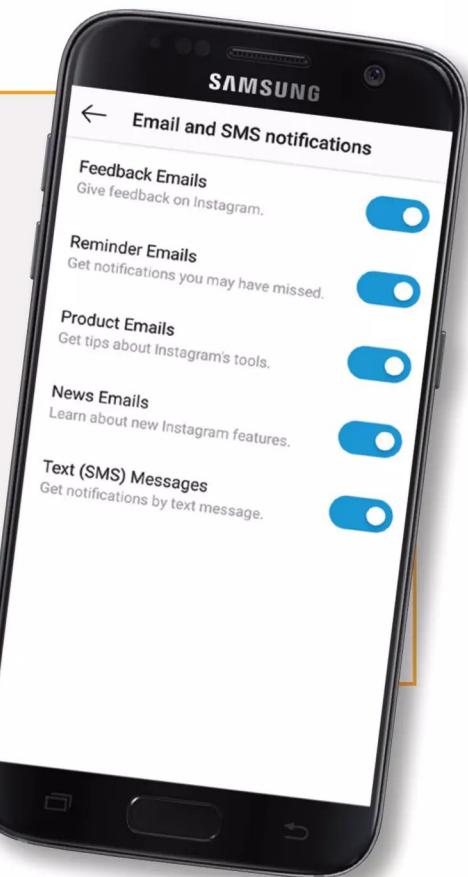
[How does Instagram decide which ads](#)

2 There's a number of interesting options available within the Settings section. For example, Ads enables you to specify how adverts are delivered to your Instagram feed. Sponsored posts can be fine-tuned according to your tastes, so you get what you want while avoiding posts that are irrelevant to you.

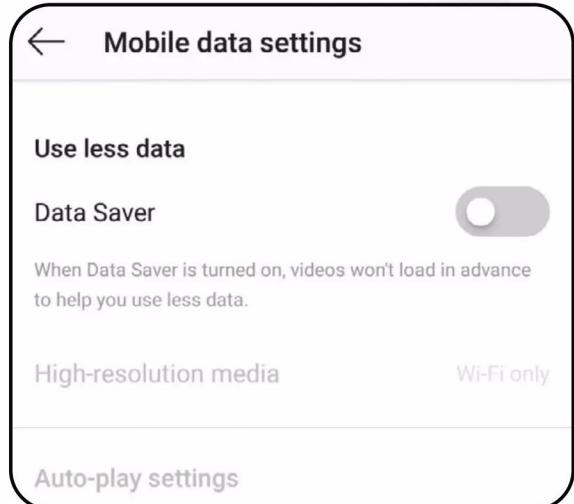


EMAIL AND SMS NOTIFICATIONS

Within the **Settings > Notifications** section is Email and SMS Notifications. While this may sound fairly innocent, it's actually a group of settings that automatically sign you up for: research, emails and texts, news, reminders and more. While relatively harmless, you may not want to participate in these messages. Simply tap the sliders to deactivate them.



3 Close Friends List is a feature that allows you to share your more personal stories and posts with just a few select friends. This feature has been set up to help people avoid creating fake accounts, or Finstagrams, in order to post sensitive content to their friends.



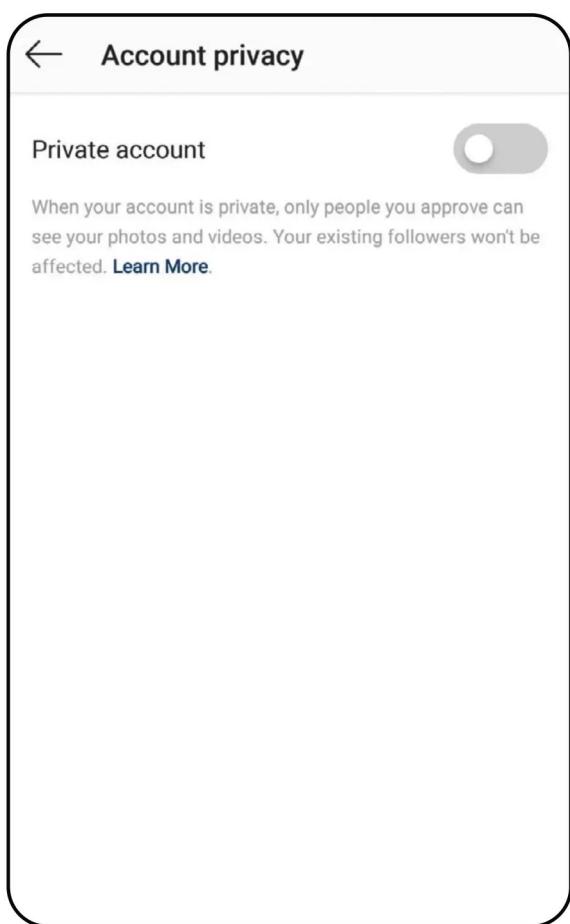
4 Mobile Data Use, found under the Accounts page, is another option that's worth a closer look. By default, Instagram preloads videos so they start faster, whenever possible. However, doing so consumes cellular, or mobile, data. If you're worried about the amount of data being consumed, then tap the Use Less Data option. Instagram will not preload videos while you're on mobile connections.



Privacy



By default, anyone can view your profile and posts on Instagram. For most folk this isn't much of a problem, as it's not often someone is targeted for abuse or malicious social engineering. However, it does happen and it could, potentially, happen to you. Here's how to beef up your Instagram privacy.



1 The first step to building up your Instagram privacy is to enable the Private Account feature. Changing to a Private account will make all your posts private, so only the followers you approve can see them. You'll need to be in the **Settings > Privacy and Security > Account Privacy** page. Tap the slider to activate account privacy.

EXTRA PRIVACY

The problem with social media is that it's designed to be, well, social. This means that despite the levels of privacy you include, there's always a proportion that can be viewed by others. Instagram is actually pretty good when it comes to privacy, but there are further steps you can take: edit your profile to show as little information as possible, only post photos and videos that reveal little about you or where you live and never accept any direct messages without reviewing the sender account first.





Privacy and safety

Privacy

Tweet privacy Protect your Tweets

Your Tweets are currently protected; only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more](#).

Tweet location Tweet with a location

If selected, you can add a location to your Tweets, such as your city or precise location, from the web and via third-party applications. This setting does not affect Twitter for iOS or Android. [Learn more](#)

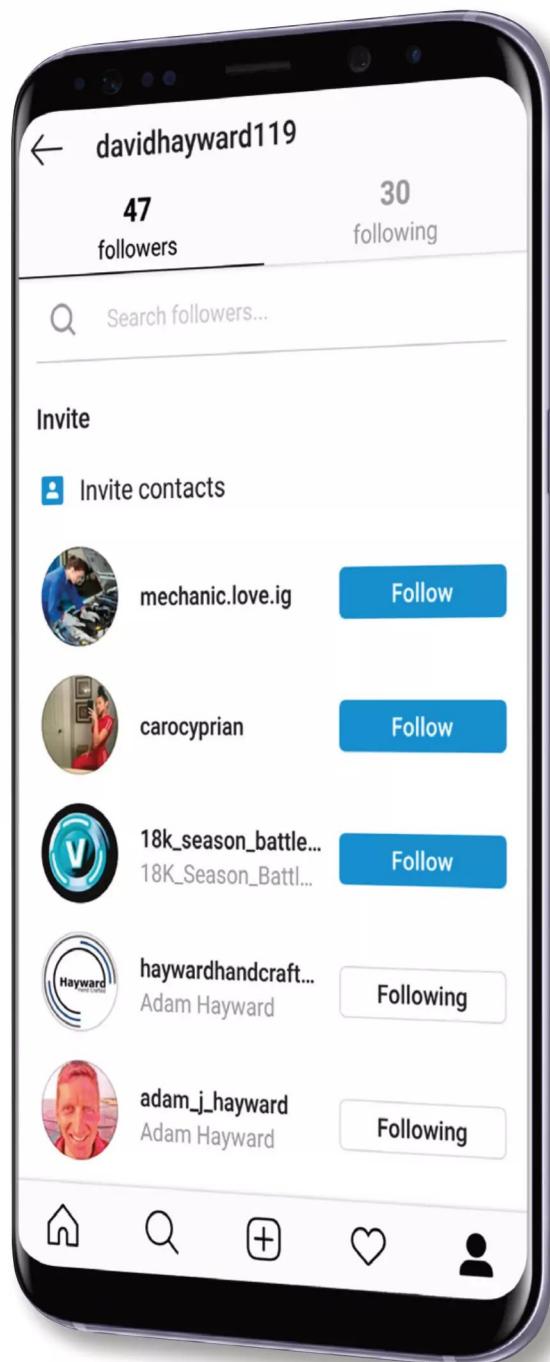
[Delete location information](#)

This will delete location labels you have added to your Tweets. This may take up to 30 minutes.

2 While, your posts may be visible to a selected few in Private mode, any linked accounts that automatically post from Instagram, may not. For example, if you post on Instagram in a Private Account, anyone can view your linked Twitter account. Our advice is to review your other social media privacy settings and increase the privacy settings.



3 While we're on the subject of social media privacy settings, if you're also linked with Facebook, it's worth logging into your Facebook account and checking the Privacy tab within the Settings page.



4 As with Twitter, unless your account is private, anyone can follow your Instagram posts. If you're just enabling the Privacy mode, then it's worth tapping on your Followers list from the Profile page. If it contains anyone you no longer want following you, add him or her to the Blocked Accounts list in the Privacy and Security page.



Glossary of Terms



Technology loves to confuse its users with a plethora of labels, names and acronyms, and for every new update there's usually some word you need to become familiar with. Here are some of the popular terms used in the Instagram world, to help you out.

B

Bio — Every user can create a personal Bio or one that reflects their business. This is a section where you can describe yourself, add web links to your personal pages or in the case of a business, the company website and any phone numbers or messaging tags. Keep it fresh and up to date and if you're looking for sponsorship, then make sure you're easy to find and get in touch with.

Boomerang — An Instagram Boomerang is a short video feed that plays forward for a few seconds, then plays backward, almost like a GIF but with the reversed element added. If you were to film someone doing a chin-up and post it as a Boomerang, the person would look to be doing endless chin-ups.

Business Account — Different from a personal account, as it introduces paid for reach for posts, analytics and insights into your engagement with customers; also improved reach depending on your product and business and other business-related features.

C

Caption — Posts on Instagram can be accompanied with a Caption. It's recommended

to keep any captions short and sweet, as only the first few lines are visible as a user scrolls through their Explore feed. Remember, weblinks aren't active in captions.

Comment — An Instagram comment is widely considered as a level two engagement, which means any users who comment have chosen to actively participate in your post. Comments are usually responding to your post or replying to another comment on the same post. Take care, not all users who comment are doing so for the right reasons. Trolling and scamming are rife in any social media platform.

E

Explore — The Explore tab, represented by the magnifying glass icon, is where you go to find and discover posts from other users that you aren't currently following. The Explore page is created using an algorithm based on popularity, so what you've looked for in the past, what you've liked, viewed or what your followers have liked and viewed. The search box within the Explore tab allows you to enter any category and search through the results accordingly.

F

Face Filters — One of the more popular aspects of Instagram is the use of its face filters. The face filters work by detecting any faces in the scope of the camera and applying one of many user-selected filters to it. Many filters are animated, requiring you to blink, open your mouth, raise your eyebrows and so on to activate the animation.

Feed — A feed is the collection of photos or videos you, or another user, has posted to Instagram. By following a user, you are able to view their feed and any users who follow you are able to view your feed. It can also be referred as a gallery or album.

Filter — Instagram's filters are some of the best available in any mobile/photo sharing social media platform. The filters give each photo or video an enhancement, different colour aspect or brightness level and can even add animated effects (see Face Filters).

Follower — What all Instagram users usually crave is Followers. A follower is another Instagram user who has 'friended' your profile. They can then see all your posts, read your profile and regularly comment on your posts. Having followers



greatly increases your audience and reach on Instagram.

G

Geotagging — A geotag is a location that's attached with the photo or video you're posting, either as an individual post or as a Story. Geotagging allows your post to be categorised with other posts from the same location.

H

Hashtag — Hashtags are a method of describing and categorising posts on Instagram. The hash symbol (#) precedes the description of what the post is related to. For example, a photo of a sandy beach may have several hashtags attached to it: #beach, #sand, #holiday, #seashore, #relaxing and so on. Hashtags are an important way of increasing the reach of your posts.

Home — The Home feed is the default view on Instagram, represented by the house icon on the lower strip of options. It's the latest stream of photos or video posted by you and the other users who you follow.

I

Instagram Live — Instagram Live is a new video feature that enables you to broadcast a live feed to your followers. Followers are only able to watch the video in real-time and there's currently no replay functionality. Recently, Live has been criticised for having too much lag, as other users join the feed.

Instagram Direct — This feature allows you to send a photo or video to a single user or group of selected

users privately. The content doesn't appear on the Home feed for other users to view, in any search results, or on your profile.

L

Like — A level one engagement, Likes are when someone double-taps a post or taps the heart icon, to 'like' a user's post. The more likes a post receives, the more engagement it accumulates and as such can be pushed to a prominent position in the Explore tab for more users to view.

M

Mention — The same as Tagging another Instagram user. Placing an '@' symbol before their Username/Handle to mention them in a post or comment.

P

Post — A post is simply any content, photo or video, that you've shared via the Instagram platform.

Private Account — A private account on Instagram locks your feed and your profile details to only those who you have allowed access to. You can enable privacy or disable it through the Profile Settings page.

Profile — Your personal information on Instagram, consisting of a photo of you and your Bio.

Public Account — The default Instagram profile is public, meaning anyone who has an account and access to Instagram can view your posts and your profile.

S

Story — A Story is a short post that's only visible on your page for 24 hours. You can

create multiple Stories throughout the day and they're stacked for your followers to view. Stories allow you to be actively engaged with followers and the Instagram community without posting countless photos.

Suggested Users — Instagram utilises another algorithm to collate a group of users who you may be interested in following. The criteria is based on advertising, what you've viewed in the past, searches you've entered into Instagram and the users that you currently follow.

T

Tag — A tag is when an Instagram user attaches another user's Instagram username to a post. Users can do this either in the commentary of the post itself, such as tagging another Instagram user who's in the picture with them, or in the comments section. Tagging is considered as a level three engagement.

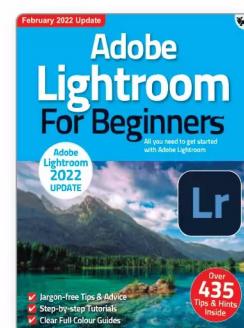
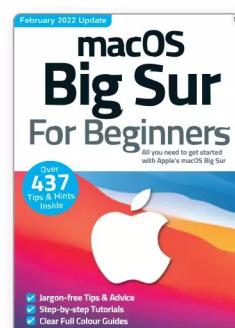
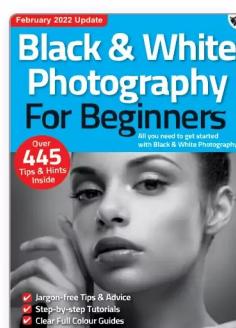
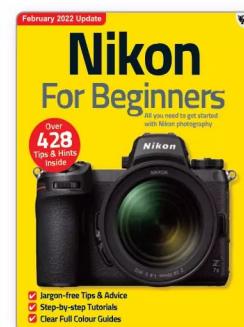
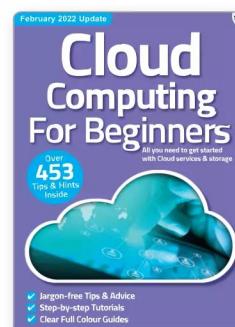
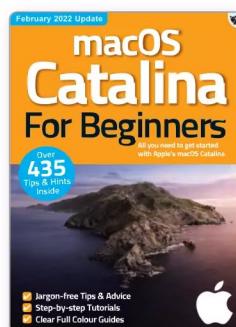
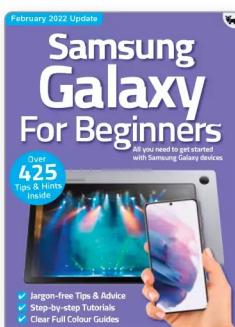
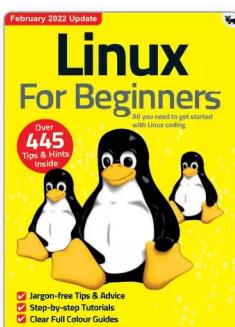
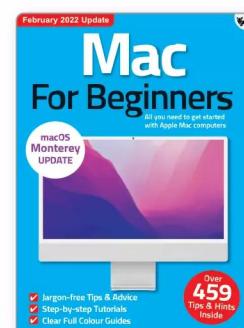
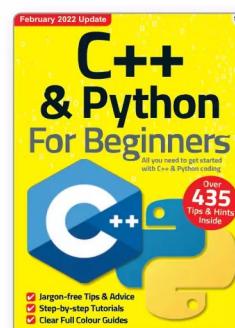
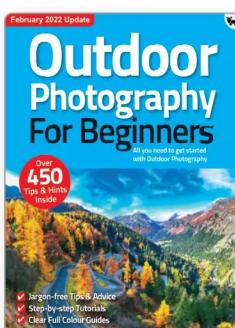
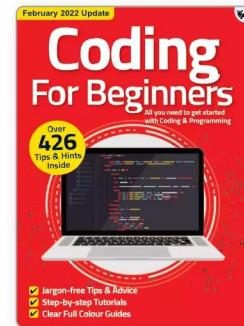
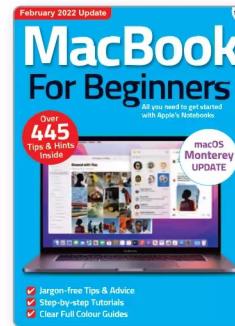
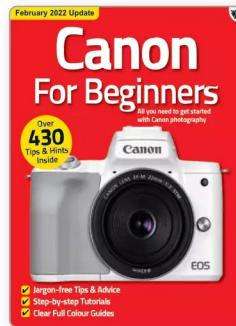
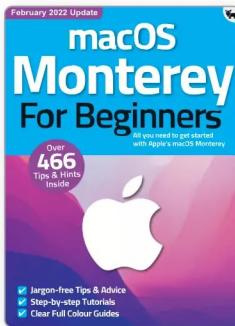
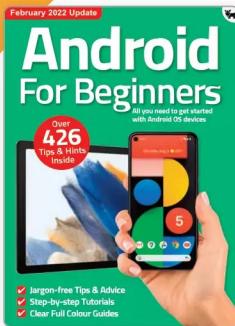
Trending — A popular topic that's being used in the Instagram network, usually as part of a hashtag. Trending posts are usually always pushed to the top of everyone's Explore feed and can generate a huge amount of interaction, either good or bad.

U

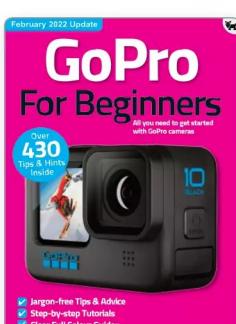
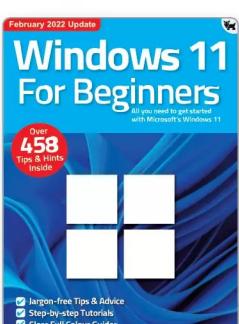
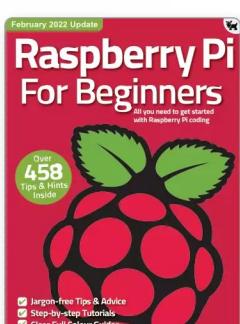
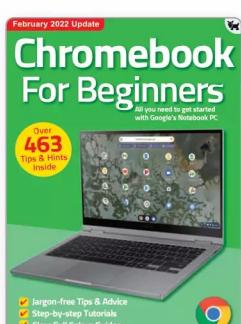
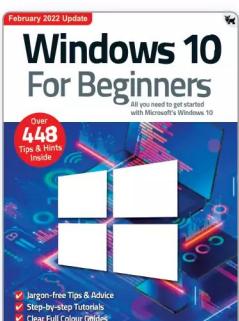
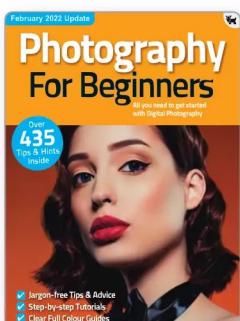
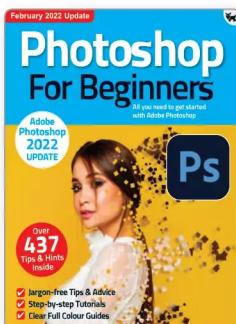
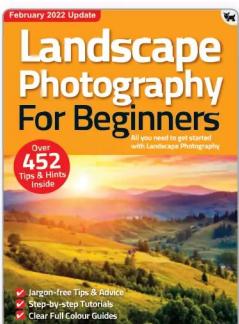
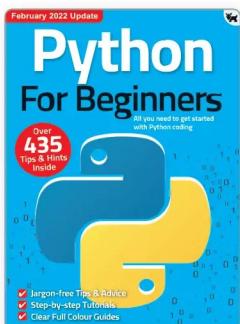
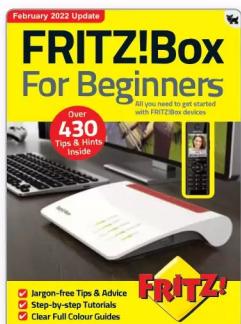
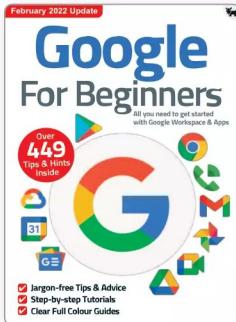
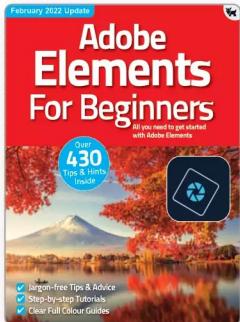
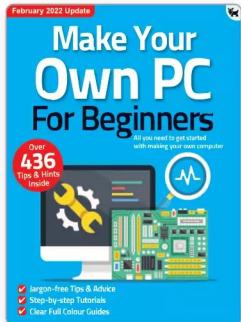
Username — Can also be referred to as your 'Handle', the username is the Instagram specific name by which you are known on the platform. It has to be unique but can contain special characters, such as _HannahPhotos_.

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9th Edition - ISBN: 978-1-912847-18-1

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