



Instagram User Guide

SAMPLE

Author: Pooja CA

10/Oct/2023 to 13/Oct/2023



Document Revisions

Date	Version Number	Document Changes
October 13, 2023	1.0	Initial Draft by Pooja for learning purpose only





Contents

1	Introduction	5
1.1	About Instagram	5
1.2	Intended Audience	5
2	Install and create an Instagram account	6
2.1	Install Instagram from Google Play Store	6
2.2	Sign in to your Instagram account	6
3	Set your Instagram usage preferences	7
3.1	Configure your Instagram account	7
3.2	Thread—an Instagram app	7
3.3	View your activity history	7
3.4	View your achieved history	7
3.5	Generate your profile QR code	7
3.6	View your saved data	7
3.7	Supervise your family's Instagram activity	7
3.8	View your orders and payment history	7
3.9	Get Meta-Verified	7
3.10	Add others' Instagram account to favorites	7
3.11	Add close-friends	8
4	Follow your favorite Instagram accounts	9
4.1	Customize your Instagram feed	9
4.2	Explore your Instagram account	10
5	Create and broadcast your content	11
5.1	Create an Instagram post	11
5.2	Create an Instagram story	11
5.2.1	View others' stories	11
5.3	Go live	11
6	Create and explore Reels	12
6.1	Create a reel	12
6.2	Explore Reels	12
7	View your Instagram profile	13
7.1	Edit your Instagram profile	13





7.2.....	Share your Instagram profile.....	13
7.3.....	Create and manage your Story highlights	13
7.4.....	Suggested accounts.....	13
7.5.....	Switch to your other Instagram accounts.....	14
8	Create and view direct messages	15
8.1.....	Create a direct message	15
8.2.....	Respond to your direct messages	15
8.3.....	View your message requests.....	16
9	View your Instagram notifications.....	17
9.1.....	View your friend-requests.....	17
9.2.....	View the likes and comments on your content	18





1 Introduction

1.1 About Instagram

Instagram is currently one of the most popular social-media platforms which offers its users a variety of features such as creating and posting a photo or video, sharing a live event by broadcasting it, following celebrities, and public figures, viewing trending content and an abundance of creative outlets. It is owned by Meta Platforms and as of 2023, has 2.3 billion active users. It is brilliantly user-friendly and thus is used by both young and elderly people alike. Not only is it easy to install and set-up but it is also free of cost. Anyone with an Android or iPhone can use this app. It can also be used on our laptops with its web login feature. The hassle-free advantage of the app lets the users explore all features of the app efficiently. The introduction of a feature called Reels initially received numerous negative feedback from critiques and users alike as it bore a striking similarity to the other infamous social media app—Tiktok. But users slowly accepted and even loved this new feature. Now Reels is one of the most entertaining features of the app as it allows users to showcase their creative side, be it cooking, dancing, singing, or spreading cultural and technological information through micro videos. It is also a great way to keep up with the trending memes and audios. Instagram has a way of creating a community, bringing people together, and creating awareness when the event arises. Instagram provides a great platform for small businesses to advertise their product and acquire visibility in difficult times. The reach Instagram has to change things is unparalleled and a lot of people can benefit from it.

However, in the light of all the positive instances of it, there are also many negative aspects to the app. Adolescents may be exposed to mature content and there is an immediate need to monitor and guide such content. The negative comments on sensitive posts can be detrimental to the mental health of the person being subjected to it. Not to mention, the sense of addiction one might feel when a person is active on Instagram for too long, decreasing their every-day productivity. Judicious use of any social-media app is the need of the hour as it is very easy to be influenced by the content on the Internet.

In conclusion, Instagram is a great way to connect with your distant friends and family and let your artistic and talented side flourish on the Internet.

1.2 Intended Audience

This User Guide is intended for anyone who is using the Instagram app. It includes most of the features of Instagram, in a simple but effective manner. Instagram is a fairly user-friendly app, thus, any feature can be easily explored without much difficulty. Follow the steps included in each of the feature, if required, to troubleshoot any known issues.

2 Install and create an Instagram account

2.1 Install Instagram from Google Play Store

1. On your mobile screen, tap the **Google Play Store** icon.
2. Search for the Instagram app.
3. Tap **Install**. The app is downloaded and installed.

2.2 Sign in to your Instagram account

1. Start the Instagram app.
2. If you already have an Instagram account, do the following:
 - a. Enter your Instagram username, email, or mobile number.
 - b. Enter your password. If you have forgotten password, tap **Forgot password?**, and then follow the on-screen instructions.
 - c. Tap **Log in**.
3. If you do not have an account, do the following:
 - a. Tap **Create new account**.
 - b. On the **What's your name** screen, in the **Full name** box, enter your full name.
 - c. Tap **Next**.
 - d. On the **Create a password** screen, in the **Password** box, enter a password. Ensure that you fulfill the security guidelines displayed on the screen for defining your password.
 - e. Tap **Next**.
 - f. On the **What's your birthday** screen, in the **Set date** calendar box, select your date of birth.
 - g. Tap **Set → Next**.
 - h. On the **Create a username** screen, in the **Username** box, enter an acceptable username, or proceed with the default username.
 - i. Tap **Next**.
 - j. On the **What's your mobile number** screen, in the **Mobile number** box, enter your mobile number. You will receive an SMS notification to fulfill security guidelines.
 - k. Tap **Next → I agree**.
 - l. Configure the following settings, if required:
 - **Add picture**—An image associated with your Instagram account.
 - **Get Facebook suggestions**—Displays your Facebook friends on your Instagram account. Tap **Continue → Allow**.
 - On the **Discover people** screen, to fill your Instagram feed with content from celebrities, tap **follow**.
 - On the **Turn On Notifications** screen, to be notified about your Instagram activity, tap **Turn On**.



3 Set your Instagram usage preferences

- 3.1 Configure your Instagram account**
- 3.2 Thread—an Instagram app**
- 3.3 View your activity history**
- 3.4 View your achieved history**
- 3.5 Generate your profile QR code**
- 3.6 View your saved data**
- 3.7 Supervise your family's Instagram activity**
- 3.8 View your orders and payment history**
- 3.9 Get Meta-Verified**
- 3.10 Add others' Instagram account to favorites**



3.11 Add close-friends

To add close friends to your Instagram account, do the following:

1. Tap the ___ sign in the upper-right corner of the screen.
2. Tap **Close Friends**.
3. To add an account to the list of close friends On the **Close Friends** screen, in the **Search** box, enter the username of the required account.
4. Tap **Done**.

Note: You can also select the username of the required account from the **Suggested** list.

The selected Instagram account users are added to the close friends list and displayed on the **Close Friends** screen.



4 Follow your favorite Instagram accounts

4.1 Customize your Instagram feed



4.2 Explore your Instagram account

To explore your Instagram account, do the following:

1. Tap the ___ sign at the bottom of the screen.
Scroll down to explore the content available to you on Instagram.
2. On the **Explore** screen, to follow an Instagram account, do the following:
 - Tap on the required post → **Follow**.
 - Tap the **Search** box and enter the username of the required account.
 - a. Tap the required account username → **Follow**.

The selected Instagram account users are added to the close friends list and displayed on the **Close Friends** screen.



5 Create and broadcast your content

5.1 Create an Instagram post

To create a post for your Instagram account, do the following:

3. Tap the **+** sign at the bottom of the screen.
4. Tap **Post**.
5. Tap the **Recents** drop-down menu, navigate to the required folder, and then select an image.
6. Tap **Next**.
7. To insert filters, effects, and music, tap **FILTER**.
8. Tap **Next**.
9. Enter the following information, if required:
 - **Caption**—A description about the image.
 - **Location**—A place or demography of the image.
 - **Tag people**—Associate people to the image.
 - **Add music**—Select an audio that must be played along with the image.
 - **Post to other Instagram accounts**—Post the same image to your alternate Instagram account.
 - **Also post to Facebook**—Post the same image to your other social media apps such as Facebook.
10. Tap **Share**.

An Instagram post is created which can be viewed by your followers. It is also available on your Instagram profile.

5.2 Create an Instagram story

5.2.1 View others' stories

5.3 Go live



6 Create and explore Reels

6.1 Create a reel

To create a reel for your Instagram account, do the following:

1. Tap the **+** sign at the bottom of the screen.
2. Tap **Reel**.
3. Tap the **Recents** drop-down menu, navigate to the required folder, and select an image or a video.
4. Tap **Next**.
5. To customize your reel, do the following:
 - To insert an audio, tap the (add symbol) sign.
 - To insert a text, tap the **Aa** sign.
 - To insert stickers, tap the (add symbol) sign,
 - To insert effects, tap the (add symbol) sign.
 - To edit your reel, tap **Edit video**.
 - To download your reel, tap the (add symbol) sign.
6. Tap **Next**.
7. Enter the following information, if required:
 - **Edit cover**—Select a part of the reel as a preview image of the reel. This static image will be displayed on your profile.
 - **Caption**—A description about the reel.
 - **Location**—A place or demography of the reel.
 - **Tag people**—Associate people to the reel.
8. To immediately share the created reel, tap **Share**.
Note: Tap **Save draft** to share the reel later.

An Instagram reel is created and available on your Instagram profile.

6.2 Explore Reels



7 View your Instagram profile

7.1 Edit your Instagram profile

7.2 Share your Instagram profile

7.3 Create and manage your Story highlights

7.4 Suggested accounts



7.5 Switch to your other Instagram accounts

To log in to your alternate Instagram account, do one of the following:

- Double-tap on your profile sign in the lower-right corner of the screen.
- Tap the (add symbol) sign in the upper-left corner of the screen.
 - a. Select the required account.
You have logged in to your alternate Instagram account.



8 Create and view direct messages

8.1 Create a direct message

8.2 Respond to your direct messages



8.3 View your message requests

To view the Instagram message requests, do the following:

1. Tap the (add symbol) sign in the upper-right corner of the screen.
2. Tap **Requests**.
3. Tap the required message request.
4. Following options are displayed for each message request:
 - **Accept**—To respond to the message request.
 - **Block**—To not receive message request from this account.
 - **Delete**—To delete the message request.Instagram message requests are viewed and responded accordingly.



9 View your Instagram notifications

9.1 View your friend-requests

To view the friend requests sent by other accounts on Instagram, do the following:

1. Tap the (add symbol) sign, in the upper-right corner on the screen.
2. In the **Notifications** screen, do the following:
 - To view the Instagram account, tap the profile picture or the username of the account.
 - To accept the friend request, tap **Confirm**.
 - To reject the friend request, tap **Delete**.
A new friend is added to your Instagram friend list, if the friend request is accepted.



9.2 View the likes and comments on your content

