

Instagram



Module 1
Getting Started

We will be discussing..

- What Instagram is
- How you can install Instagram
- Our recommendations for setting up your account
- How to create an Instagram Account
- How to design your Instagram account
- Instagram Navigation Basics

What is Instagram?

- Instagram is a social media app that allows users to share photos and videos with their followers.
- Instagram was built with the mobile future in mind, you can access Instagram from a computer, but you can only post from smartphones and mobile devices (iPads, Tablets, etc).
 - Programs like ViralTag, Latergram, etc. will allow you to schedule posts (from the computer) to post on your Instagram account. In most cases, you will still need to use a smartphone/mobile device to finish the posts.

Downloading the App

First, You will need to download the “Instagram” app from your app store.

For Android phones, Open Google Play from your phone’s menu or home pages.

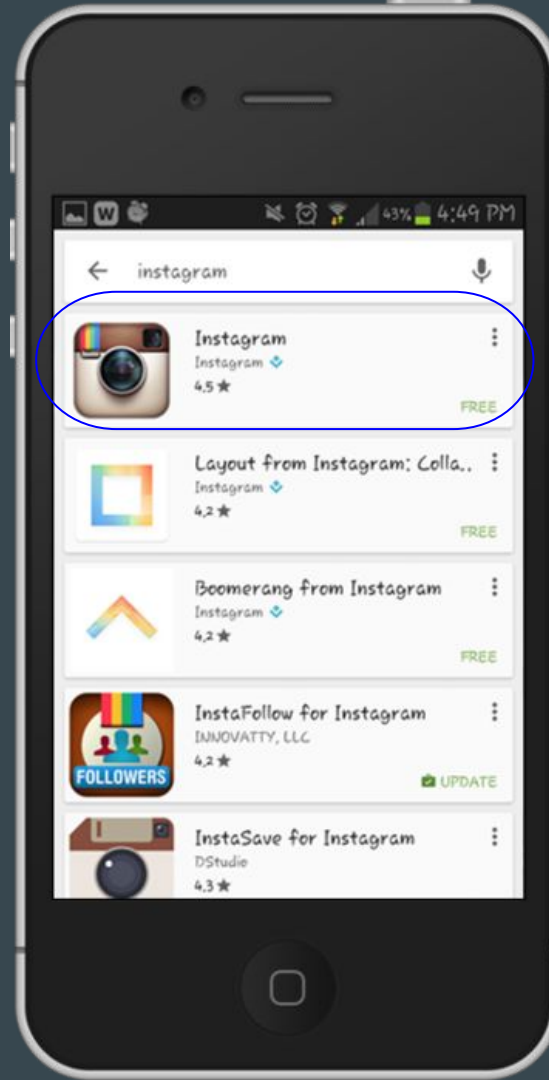
For iPhones, Open the App Store from your phone’s menu or home pages.



Locating the App

Next, You will need to type “Instagram” into the search bar and click go or press enter

Then click on the Instagram App in the results, normally it appears at the top.



Install the App

Next you will start the installation process:

Android devices: Click “Install”

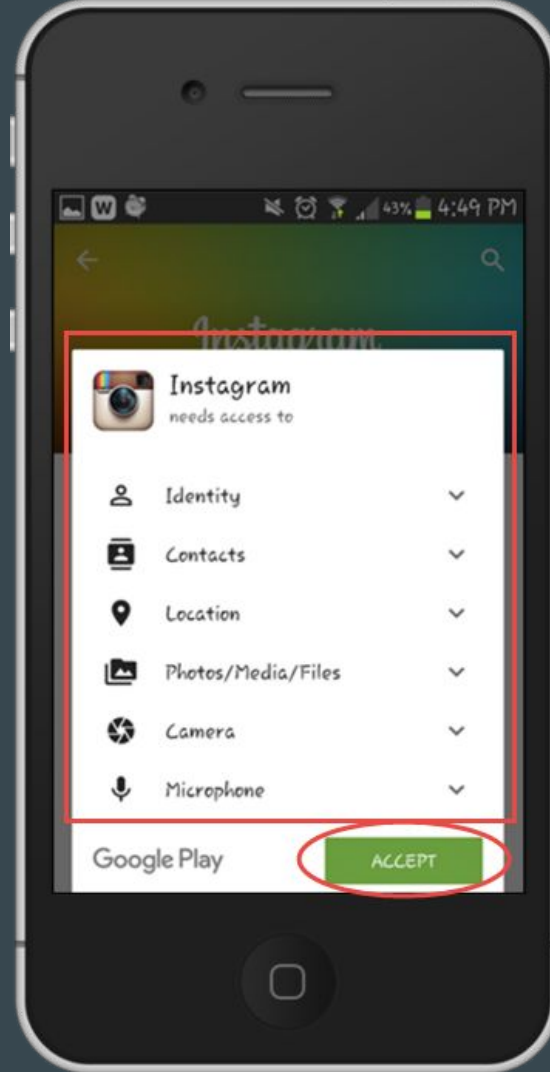
iPhones: Click “Buy” or “Install”



App Permissions

Next, Review the apps permissions and if you accept, click “Accept”

If you aren't willing to accept the permissions Instagram needs, you will not be able to install the program or use the app.



How to open Instagram

Once the App installs, you will then be able to click “Open” from the App store/Google Play to launch the app.

For future uses of this App, you will be able to access it from your smartphone/mobile device menu. You can also add an Instagram Icon to your home page for easier access.



Before We Setup Your Account, Our Recommendations:

- We prefer setting accounts up with an email address. Use an email address you don't plan to publish anywhere for the security of your account.
- After creating your Instagram account with an email address, Link the account to your Facebook. This is a security feature it will help you recover your account if you ever lose access to it.
- Use Lastpass to create secure passwords. It's a free service that also stores your passwords for your security. You can install a Chrome Plugin for Lastpass to make keeping up with other passwords easier too.

Setting Up Your Account

There are 3 ways to log into Instagram:

1. Connect via Facebook
 - a. Uses your Facebook Credentials
2. Connect via your phone number
 - a. Requires Password Setup
3. Connect via your email address
 - a. Requires Password Setup

You can sign up using any of these three methods.



**Now that you have your instagram account
setup, you are ready to get started building
your account!**

Business, Personal and Fan Accounts

There are 3 types of accounts you can create to reach your niche.

1. Business accounts are focused on the business specifically
 - a. Walmart, Fiverr, Shopify, etc
2. Personal accounts are focused on a person or personality
 - a. Martha Stewart, Oprah, etc
3. Fan accounts are focused on the fans of a sport, group, religion, etc.
 - a. Carolina Panthers, Trim Healthy Mama, etc

What type of account do you plan to use? Keep in mind Personal accounts are very focused on the person or personality which will make it more difficult to change to a business branded account in the future.

Instagram Bio

For instagram, you have 150 characters to convey your business goals and niche. Use this space wisely. We recommend using MS Word or a note program like Google Docs to draft your Bio until it fits and conveys all key points you want. Word or Google Docs will allow you to see the word count easily.

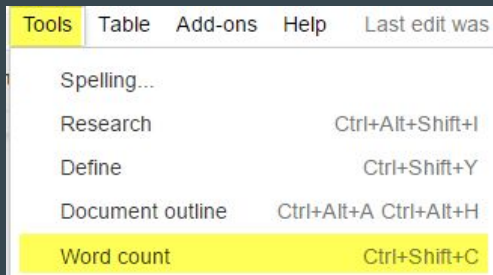
Word
2013

Google
Docs

1. On the Review tab, in the Proofing group, click Word Count.



2. In the Word Count dialog box, select the Include textboxes, footnotes and endnotes check box.



Examples:

Kids Wall Decals - Made in the USA - Personalize your space with creative, reusable wall decals!

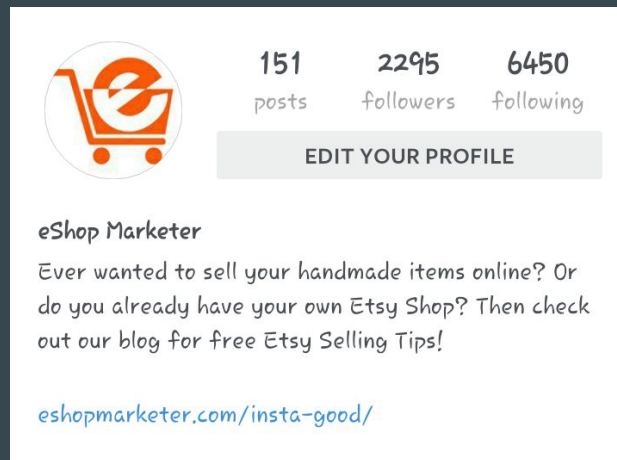
Crochet scarves, crochet blankets - Made in the USA - Stay warm with our beautiful crochet scarves, blankets, and more!

Jewelry - Made in the USA - I could never find jewelry I wanted, so I started making my own. Stretch Bracelets, Necklaces, Earrings, and much more!

Anything that can be measured or tracked, should be!

The link on your instagram profile will allow you to track engagement with your Bio Link.

- We use a free WordPress Plugin called “Pretty Link” to create links that help us track our engagement on our blog.
- You can also use Bit.ly to create links to track your engagement. It’s a free service as well and gives you a ton of analytical data to help you see which resources are working best for you. We will cover Bit.ly more in Module 5.



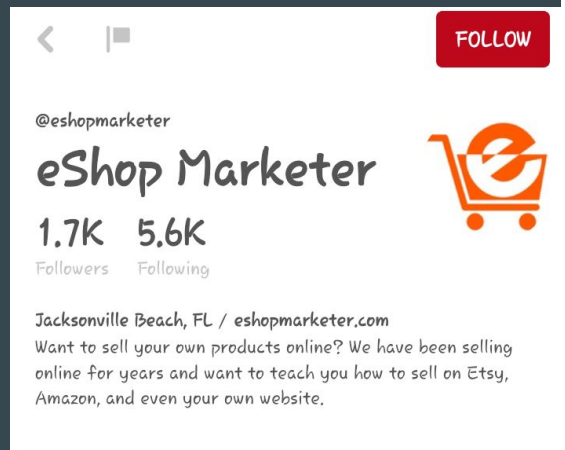
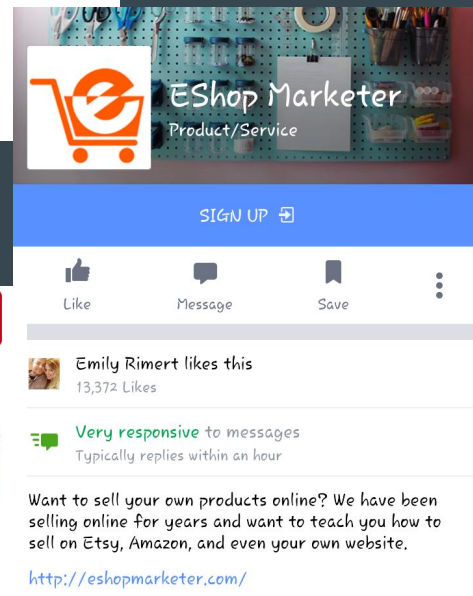
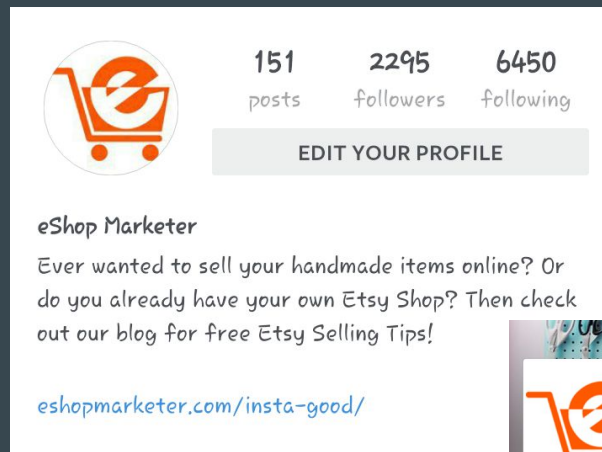
Setting up your Instagram Logo

You want a consistent look between each of your social media accounts. This will help build brand identity and familiarity.

To add or change your profile photo, click on **the image** beside “Edit Your Profile” and select where you want to add your photo from. If you choose a social media account, Instagram will use your profile photo from that site.

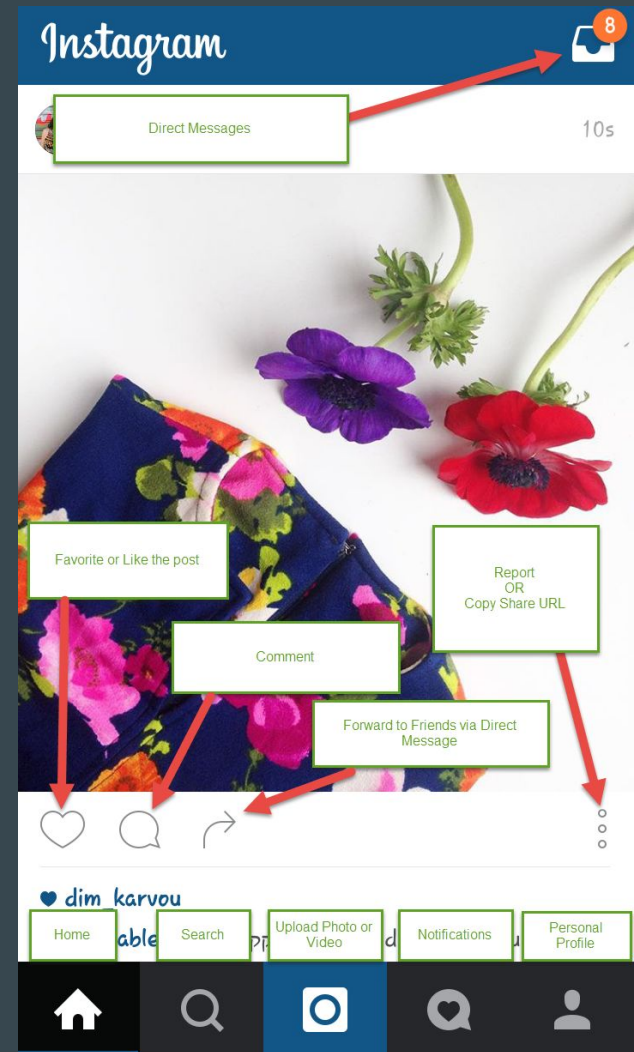
Keep in mind:

- Your logo can make (or break) the decision to follow you.
- Instagram profile images are 161 x 161 pixels
- Images that are larger may not display properly



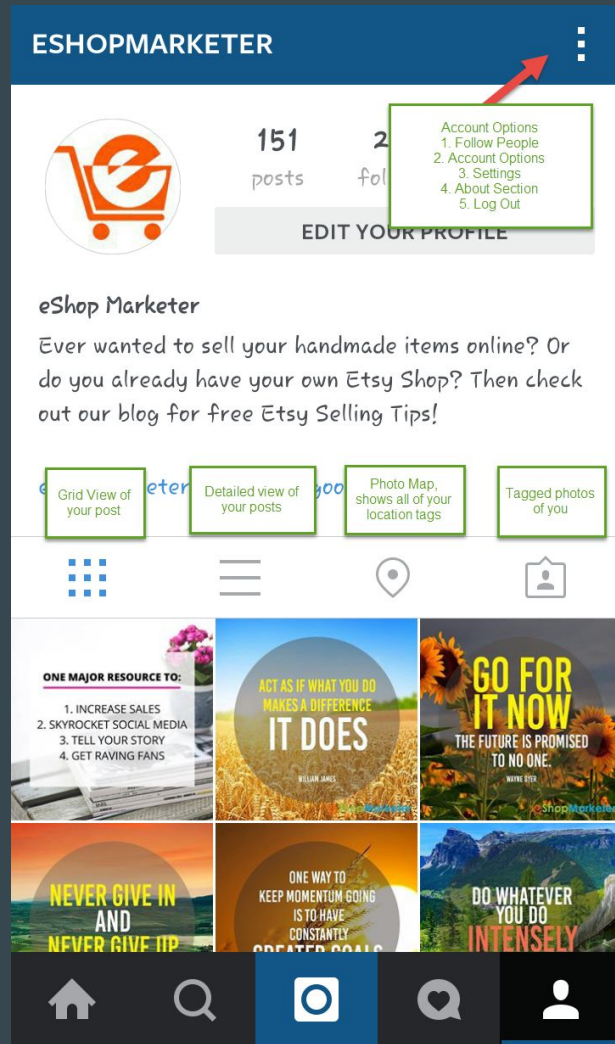
Basics of Instagram Navigation

The screenshot on the right is from the newsfeed of Instagram. This is the default page Instagram opens. Each option is labeled to help you navigate easier.



Basics of Instagram Navigation, cont.

The screenshot on the right is from our profile on Instagram. You can reach this view by clicking the button on the bottom right hand side of your instagram menu for your personal profile. Each option is labeled to help you navigate easier.



**This concludes module 1! Join us in the next
video on Content Strategies!**