

## Social Media Monday: Instagram



Instagram is a social network for sharing photos and short videos with friends, family, and acquaintances of all kinds. It gives users a platform to instantly take, edit, and share photography. People use Instagram for professional photography, daily antics, and everything in between. The photos you share on Instagram fill the feeds of your followers. Likewise, the photos posted by people you follow fill your feed. It is important to consider what you are sharing and who you are sharing it with before actually posting something. Once a photo is posted, it can be difficult to truly delete it. If you wish, you can change your privacy settings so that your photos are only visible to your followers. Look for the Private Account option in the settings menu of the app (you cannot change this setting from a computer.) Turning on the private account setting, however, would cause you to lose the wider socialization offered by Instagram.

To create an account, visit [instagram.com](https://www.instagram.com). You can sign in with your Facebook account, or create a separate account for Instagram using your email address. You will need to create a username. This name shows up with all of your posts. It is also one way people might find you in a search, so it is good to have something that is representative of what you are doing on Instagram, if not your actual name. Your profile picture also displays with all your posts. Your profile picture will be small in most places it appears, so a close-up photo or logo works best. You can also add a brief description about yourself to your profile and one link to your website or another social media account.



### Browsing Instagram

Tap on the Home button at the bottom left of the screen to return to your feed. Tap on the magnifying glass to search for people to follow or to search for topics. The blue camera icon next to the magnifying glass will let you take a picture. The heart in a chat bubble icon shows your notifications. Tap on the person icon at the bottom right to go to your profile.

When browsing your feed, each photo will be accompanied by the username and profile picture of the poster, which displays above the photo. Below the photo, tap on the heart to like it. Tap on the chat bubble to comment. Tap on the right arrow to send the photo as a direct message. Tap on the three dots at the bottom right of the photo to copy the URL to share the photo on the web, or to report the photo as inappropriate. Below these options, any likes and comments on the photo are displayed.

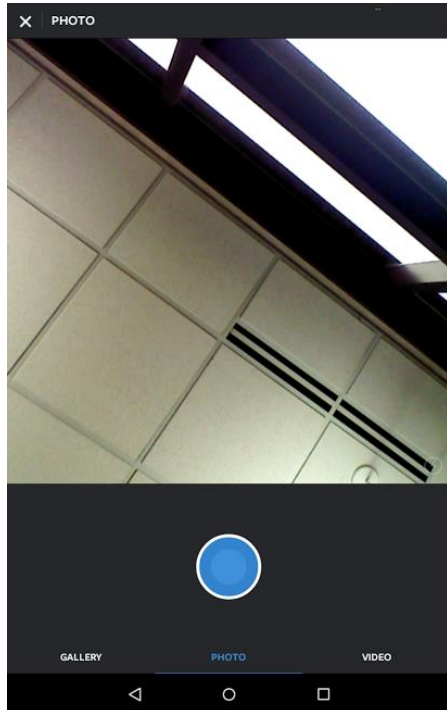


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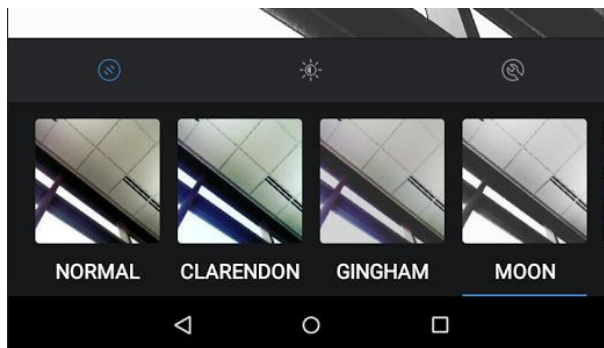
explore. connect. create.

## Posting



Tap on the blue circle to take a photo. Tap on Video at the bottom right to take a video instead. Tap on Gallery to upload a photo from your device. Tap on the X in the top left corner to cancel. After taking the picture, a number of editing and filtering options appear. Tap on each one to try it. You can change the edits and filters back to their original settings before posting the photo.

When you apply a filter or editing tool, it is underlined. Filter options display automatically after taking a photo. The filter icon is highlighted in blue, above the Normal



filter. Tap on the sun icon to the right of the filter to use the Lux tool. This is a quick way to improve photos that are

underexposed or lack contrast. Tap on the wrench icon at the far right to access the editing tools. These include saturation, warmth, exposure, contrast, brightness, and more.

When you are done editing your photo, it's time to write the caption. There is no character limit, but it is a good practice to keep it short. Tag friends by typing the @ symbol followed by their username. Instagram will suggest people you know to make tagging easier. You can also tap on the Tag People link on the same screen. Use hashtags like #CatsOfInstagram or #FTW to make your post visible alongside posts using the same hashtag. Search for a hashtag from the home screen to see how many posts use it. This gives you a good idea about the popularity of a hashtag. Using hashtags more spreads your posts beyond your network of followers.

## Other apps to enhance your Instagram posts

*Hootsuite*: Schedule your Instagram, Twitter, and Facebook posts for later.

*Hyperlapse*: Create a time lapse video and share it on Instagram. Apple devices only.

*Layout*: Combine multiple photos into a collage, then post it to Instagram.

*Quick*: Add stylized text to your photos before posting them.

**Questions? Contact Adult Services at [askref@elmwoodparklibrary.org](mailto:askref@elmwoodparklibrary.org) or 708-395-1217.**