

# Creating and Managing a Personal Instagram Page



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# Why Instagram?

Instagram is the penultimate visual social media platform. A picture can say a thousand words, so you can imagine how this platform could allow you to easily communicate who you are and what you do to your friends, clients, and potential clients (who are always on their phones). Good news for a social media platform that's mobile-only.

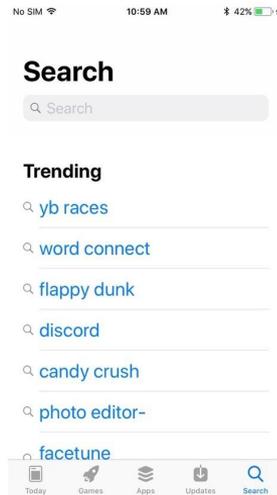
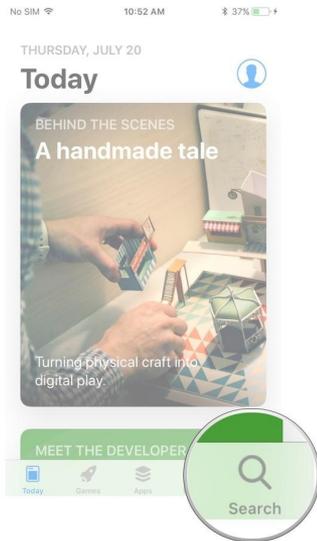
The image is everything on Instagram, so only quality content will engage your followers (people who choose to see your posts). Creating a strong visual 'brand' can allow you to share your life through the filter of your choice and capture all of those special life and career moments.



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# Setting Up Your Instagram Profile

The first thing you need is a phone. Tap the App Store and in the search box, type Instagram. Download the app and open Instagram.



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# Setting Up Your Instagram Profile

Tap Sign Up With Email or Phone Number (Android) or Create New Account (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap Next. You can also tap 'Log in with Facebook' to sign up with your Facebook account (This is recommended since it'll allow you to easily log in and out of your Instagram account, and will even transfer information from your Facebook account into your profile).

[If you register with your email or phone number, create a username and password, fill out your profile info and then tap Done. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.]



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# Congratulations! You're now on Instagram!

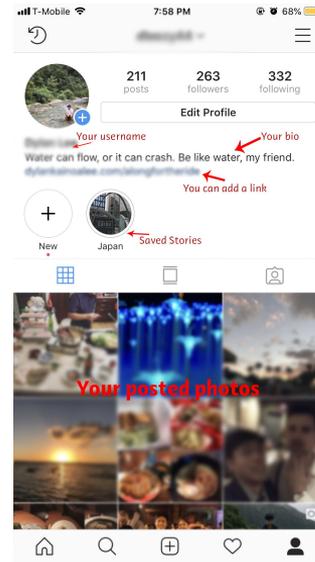
That's all it took! Thankfully, signing up for Instagram is easy. Now, you get to customize your profile before posting.



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# Customizing Your Profile

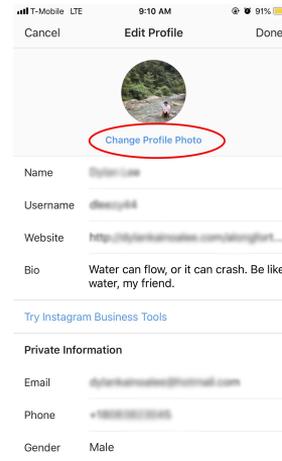
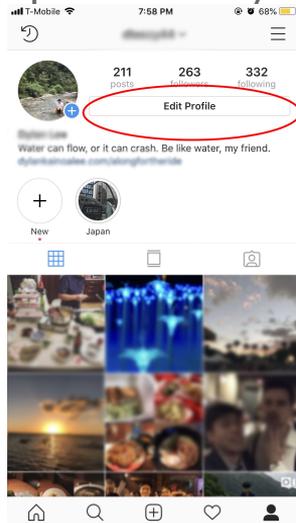
There are only 3 parts to your Instagram profile you need to worry about right now—your profile photo, profile description, and your feed. Your feed is a collection of all the photos you’ve posted to Instagram in the past, but since we’re setting up your account today, let’s focus on the other two.



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# Setting Up Your Instagram Profile

Firstly, there's your profile picture. While it's also used for the same purpose as a Facebook profile picture, it's smaller and can only be framed as a circle so there are extra factors to take into consideration. The Instagram profile picture size is 110 x 110 pixels, so the image you upload needs to be at least this big. Click the edit profile button, then the blue 'Change Profile Photo'. Select a photo from your library and click 'upload'!



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# Setting Up Your Instagram Profile

Next up is your profile's 'bio'. There's not a lot of space (a hard 150-character restriction), so it's a good time to practice your value proposition. Who you are, what you do, what you believe in, etc. Some users use a quote they feel is relevant to them, while others use only emojis. Get creative with it!

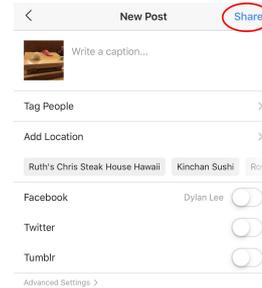
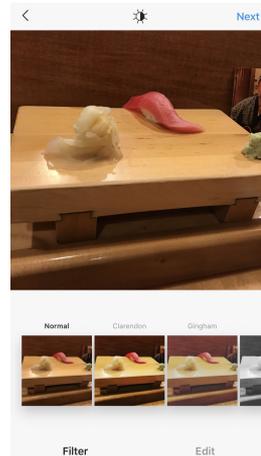


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# Posting on Instagram

After your profile is complete, you're ready to start posting!

Instagram recommends 1080x1080 pixel size photos with a 2048 x 2048 pixel size maximum. Click the boxed plus icon (shown below) upload your photo, add a caption, location, tag friends, then click share (in the upper-right hand corner of the fourth picture). You can also add photo filters to create a consistent visual identity to your posts, which goes a long way in creating a strong personal brand.



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# Posting on Instagram

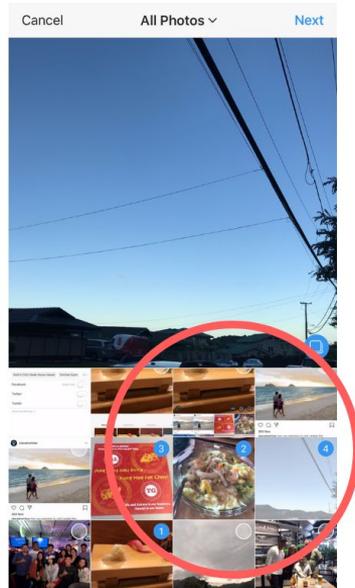
You can do a lot more with Instagram than just photos! Create an album, upload video, or share temporary stories! See the following pages for examples of each.



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# Photo Albums on Instagram

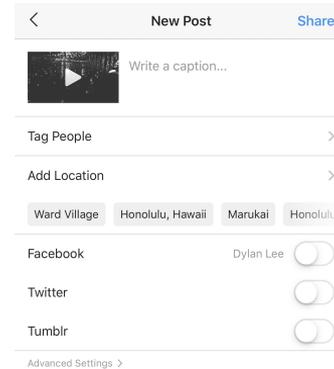
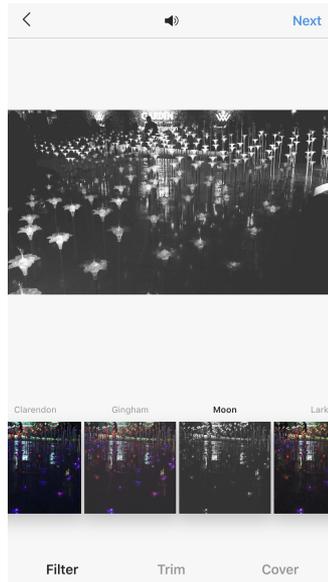
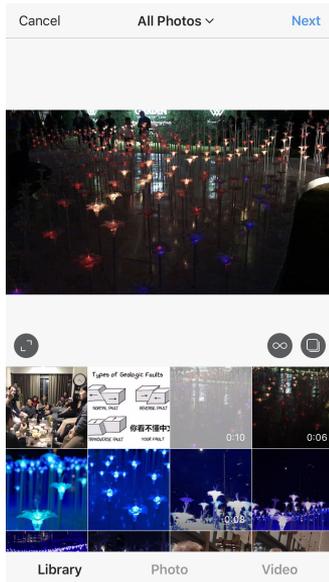
Simply click more than one photo! There are tiny circles on the upper right hand corner of each photo you can select from, which is how you can select photos for an album.



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# Videos on Instagram

You can either take the video from the app itself, or upload a video. We recommend simply uploading a video from your library. Once selected, you can apply filters, add your caption, and share your post!



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# Instagram Stories

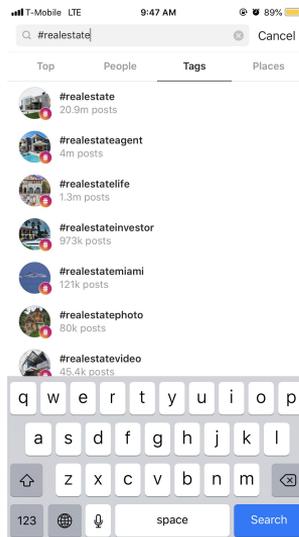
Instagram stories are temporary photos/videos that let those that follow you know what you're up to in the moment- A kind of snapshot that allows followers an inside look at your daily life.



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# Hashtags on Instagram

One of the best features on Instagram is the hashtag. You can use hashtags to make your posts easily found by people with similar interests. Simply add hashtags in the caption section of your post by typing  **#(something you think will be searched for)**. Keep in mind that the maximum for a post is 30, but try not to add too many as this can be a unpleasant for users to see. Need inspiration? Click the magnifying glass icon on your feed, then click the 'Tags' tab (shown below) to see what people are tagging their photos with.



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# Creating Your Following

Instagram is different from Facebook in the sense that it's normal to have people that you don't know follow you and for you to follow them. While a large part of your followers will be friends, coworkers, or acquaintances, you'll find great benefit in following people that are highly relevant to your interests and industry.

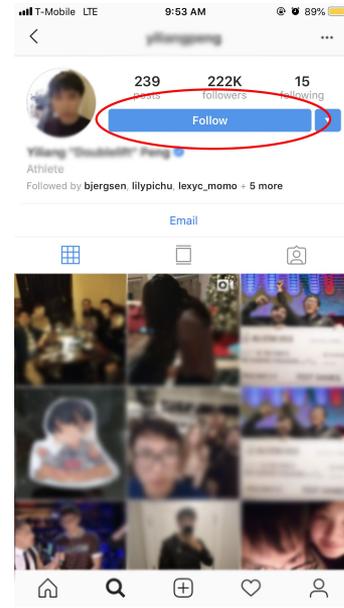
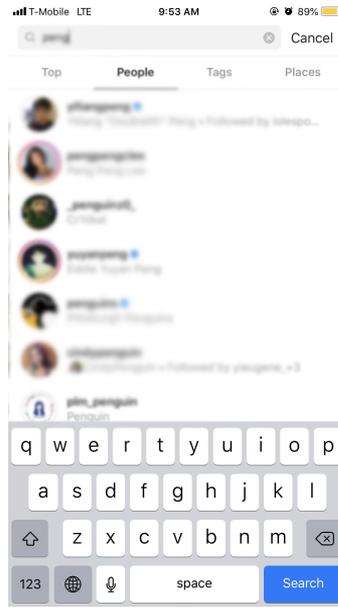
Let's go over how to follow someone (It's really easy!)



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# Creating Your Following

To follow someone, click the magnifying glass icon on your home screen, then in the search box, type either someone's name or username to find them. Once you've found them, click the blue 'Follow' button on their profile page. If they want to follow you back, they'll do the same and you'll have one more person following your posts!



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# Engage!

Clicking the heart icon on the bottom of a post will 'like' that photo and clicking the chat icon allows you to comment on a post. You can also send a post to someone privately to share it with them via the airplane icon!



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