• Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos and share them on a variety of social media networking platforms, such as Facebook, Twitter, Tumblr and Flickr.

• Instagram photos confine to a square shape, similar to Kodak Instamatic and Polaroid images.

• The name “Instagram” is a portmanteau of “instant camera” and “telegram”.
• Instagram was founded in 2010 by Stanford graduates Kevin Systrom and Mike Krieger. Initially, Systrom and Kreiger created an HTML5 check-in project called *Burbn* which was then redeveloped to cater only photo-sharing uploads.

• On October 6, 2010, Instagram was added to the Apple App Store, generating 10,000 registered users within the first few hours of it's app life.

• In April 2012, Instagram was added to Android phones and was downloaded more than one million times in less than one day.

• In late 2012, Instagram was purchased by Facebook for $1 billion.
Demographics

- Instagram currently has about 150 million monthly active users, 75 million daily users and about 25% of global internet users use Twitter.

- Users are divided equally with 50% iPhone users and 50% Android.

- 90% of users are under the age of 35.

- Education demographics: Users with some college education are the most active on Instagram with 23% and college graduates have the second highest activity at 18%. Users with a high school diploma or less make up another 15%.

- 24% of all users use the app several (3+) times a day.
Main functions

• Users can upload photographs and short videos.
  • Videos are a maximum of 15 seconds long.
  • Photos can have filters added to them as well as in-app editing and a ‘Lux’ effect.
  • Frames can also be added to each photo.
• Instagram Direct allows users to send photos only to specific users instead of publicly.
• There are five tabs on Instagram: Home, Explore, Upload, News and Profile.

• The Explore tab has a scrolling list of photos curated by Instagram for you (based on accounts/photos you have already liked and followed) as well as a search bar to find specific usernames and hashtags.

• Profiles are provided for users similar to other social media sites. These contain biographical information, recently shared photographs and a user photo.
Liking & Commenting

- Photos can be liked or commented on as you scroll through your home feed.
- You can also double tap photos to quickly like them.
Hashtags

• Hashtags are an unspaced phrase prefixed with the # sign.

  • Numbers are allowed in hashtags but special characters such as $ or & won’t work.

• Hashtags are mostly used as discussion forums. Any combination of characters can become a hashtag.

• Hashtags do not contain any moderation therefore a single hashtag can be used for any purpose by any user.
Hashtags on Instagram

- Hashtags are used on Instagram by posting pictures and hashtagging it with its subject.

- Instagram has banned certain hashtags because they are too generic like #photography #iPhone #iPhoneography as well as illegal or explicit hashtags.

- You can use up to 30 tags on a post.

- If an Instagram profile is not set to public, then that user’s hashtags will not appear on public tag pages.
Trends

• **Throwback Thursday**: This trend usually includes pictures of a user’s early childhood, past special occasions or monumental events. These photos are shared with the hashtag #TBT or #ThrowbackThursday.

• **Selfie**: A self-portrait taken by the user (usually at arms-length).

• **Fun fact**: selfie was appointed the “word of the year” in 2013 by the Oxford Dictionary because of the popularity of selfies that were caused by Instagram.
• When you take a photo and upload it to Instagram, you have the option to do edits to the photo as well as add a filter or a frame.
Lux is an automatic brightening/contrasting tool that will fix your photos in one click.
Editing Photos - Editor

- Adjust
- Brightness
- Contrast
- Warmth
- Saturation
- Highlights
- Shadows
- Vignette
- Sharpen
Filters - Amaro

- **Effect**: Adds light to the image and focuses it to the center.

- Use it when you want to give your photo a more aged appearance.
• **Effect**: Subtle vignetting with lavender tones.

• Use it to enhance darker photos.
Effect: Makes image glow and puts softer lighting on the subject.

Best for close-up shots of people/objects.
• **Effect**: Creates an ‘icy’ look - slight tint and altered lighting with a dodged center & heightened shadows.

• Use it on outdoor photos especially ones with buildings in them.
Filters - Valencia

- **Effect**: High exposure, warm temperature.
- Use it for a more subtle antique look or to even out too-bright colors.
Effect: Vignette edges, high contrast, with a golden/warm tint.

Best for use in photos with strong colors.
• **Effect**: High exposure with low contrast - a more ‘cloudy’ feeling.

• Can easily wash out skin tones so best on still life/landscape shots.
• **Effect:** Turns your image black and white. Willow adds more ‘glow’ to the photo.

• Use when there is prominent light and shadow in your image. Still life & architecture.
• **Effect**: Similar to an auto-enhance button in a photo editor, Lo-Fi adds rich colors and strong shadows.

• Best on food you want to highlight.
• **Effect**: Similar to an old western photo, this effect adds golden-red tones as well as a strong vignette.

• When you want a photo to look older or more washed out.
Effect: Burns edges as well as adding highlights and shadows.

Use when you want a ‘creepy’ or ‘nighttime’ feel.
Filters - Toaster

- **Effect**: Dodged center with vignette edges (burned look).
- Use to either bring focus to the center of a photograph or to enhance sunlight/sunsets.
• **Effect**: Metallic tint with a high exposure and high contrast. Sepia-type effect.

• Use to enhance shadows.
• **Effect**: High exposure with a yellow tint.

• Use when there is a lot light (something that is outdoors that you want to focus on!)
Filters - Hefe

- **Effect**: Slight vignette edges with a high contrast and high saturation.
- Photos with vibrant color that are taken inside.
• **Effect**: High exposure with a low contrast and a slightly pink tint.

• More romantic scenes - aka the Crim Dell :)

Filters - Nashville
• **Effect**: High exposure with a pink-red tint.

• When you want your image to look like it was taken in the 70's! Also good for three-dimensional scenes.
• **Effect**: High saturation with a warm temperature and a glow throughout.

• Photos that need a lazy feel/Indian summer feeling.
• Instagram is a ‘photo vacation’ - people aren’t there to *read* statuses or tweets, they are there to *look* at pictures!

• According to Forrester Research, Inc., Instagram has a per-follower engagement that is 58 times higher than Facebook and 120 times higher than Twitter.
How to Use Instagram as a Marketing Tool

• Create a marketing strategy.
  • Ask yourself who is your audience, how often you are going to post and what hashtags you are going to curate/use.

• Use hashtags effectively - don’t overuse them and only use ones that are relevant to your content & pictures.
  • Too many hashtags can become annoying/spam to your users. Instead, find the popular hashtags in your brand/content and start using them!

• Pay attention to your followers - like and comment on pictures that are about your events/department.
Rules/Tips

• Ask questions! People love to talk about themselves and their experiences.
• Don’t post more than 3-4 times a day and never post the same picture twice.
• Put Instagram photos on Facebook & Twitter for cross-promotion.
• Encourage participation at major events (especially with hashtags!)
  • Don’t create new accounts for each event (it gets confusing) - make new hashtags!
• Avoid text heavy images.
• In descriptions, use only 3-4 sentences and make sure that you limit the amount of hashtags you use.
• Find people posting about you (even if they don’t use your hashtag) and engage with them!
• Create authentic content.
• Have a social media plan/plan out your posts.
• Keep a good balance between fun images and business images.
• Don’t count your numbers - quality, not quantity, is what counts!
Putting Instagram on Facebook/Twitter

• A great way to cross-promote your content is to put images on Facebook/Twitter that you originally posted on Instagram and vice-versa.

• Always get permission first and always credit the user!
Hashtag Ideas

• Keep hashtags simple & short.

• If it carries over to Twitter, then the user only has 140 characters - don’t waste them!

• Make sure it’s unique. Search for it on Twitter and Instagram to see if it has been used before.

• Build awareness of the hashtag by including it in every related thing you post.

• Don’t be afraid to promote your hashtag during the event!

• PS: W&M has a list of hashtags for campus-wide events and happenings.
Post Ideas

• Look back on history.

• Go “behind-the-scenes”

• Host photo contests!

• Find a different point of view.

• Show off students/alumni (don’t just showcase your office!)

• Have fun.

• Focus on the details.

• Show off the campus.
Apps/Websites to Use

• Iconosquare (formerly Statigram)
• Gramfeed
• Hyperlapse
• Instamap