



How to Navigate Instagram

DESIGNED BY:



What is Instagram?

A photo and video sharing platform.

A social media platform accessible from your mobile device and web browser.

A platform to share immediate information with family, friends, consumers and peers.

Why is Instagram an important tool for business owners?

With 1.4 Billion users, creating an account increases the chance of brand and product awareness to consumers.

Can be used as a place for updates, selling items, and a different method of directly communicating with consumers through "likes" and "comments."

Creating an Account

Sign up with new account

Use a secured email and strong password when signing up.

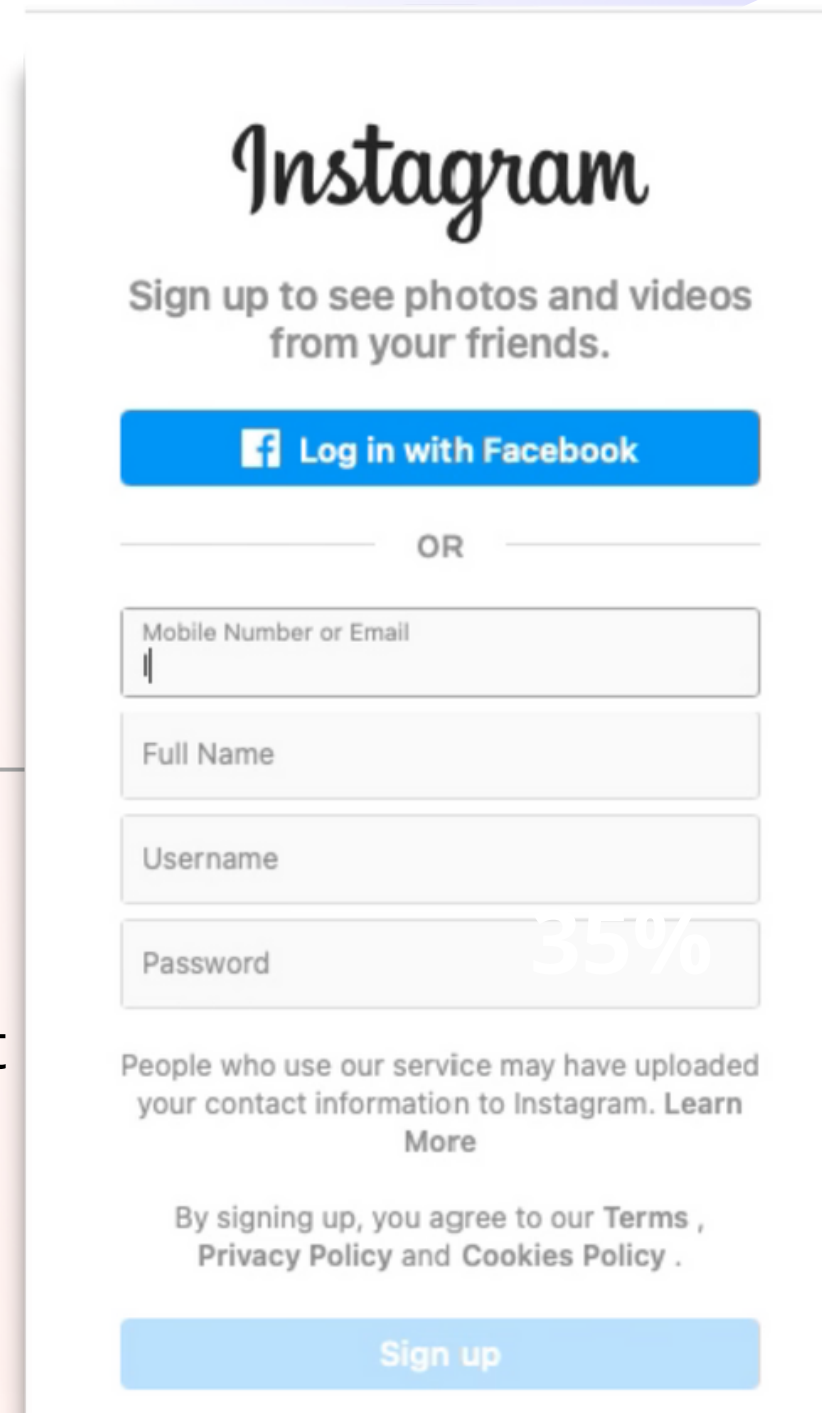
Or, if you already have an Instagram account, simply add an account while logged in.

Verify email

You will receive a code to your email.

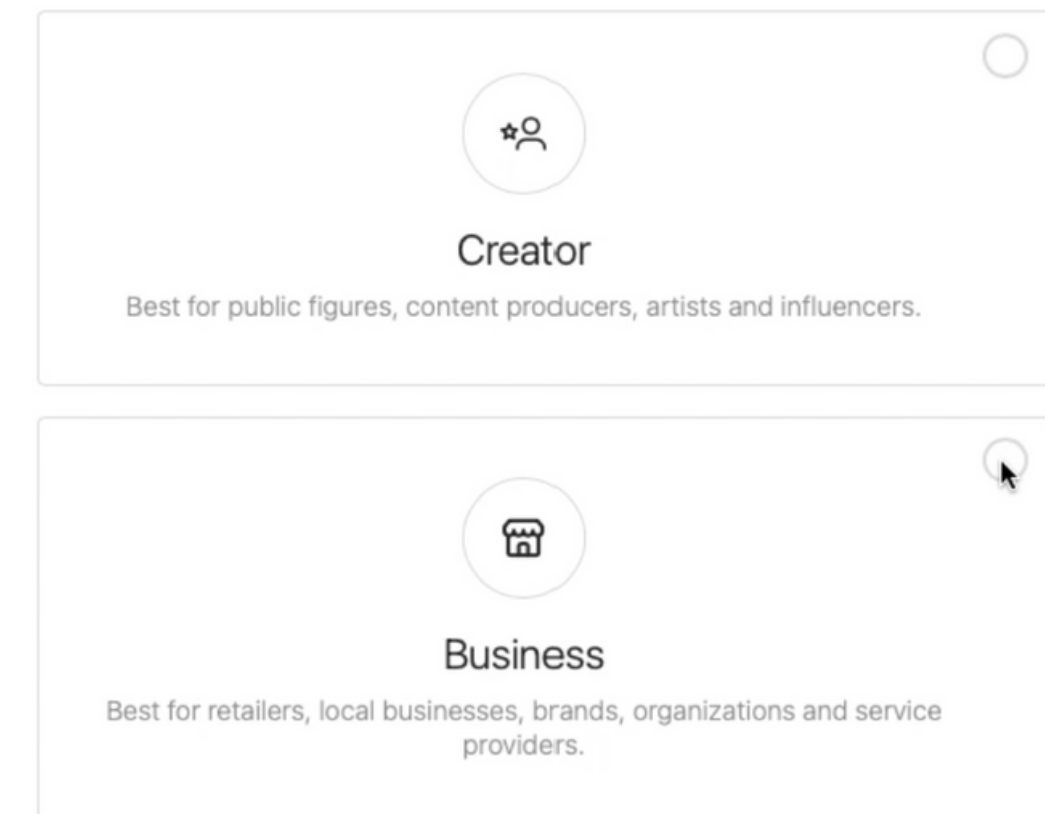
Select account type

Select the account that fits your business the best.



The image shows the Instagram sign-up form. At the top is the Instagram logo. Below it is the text "Sign up to see photos and videos from your friends." There is a blue button with the Facebook logo and the text "Log in with Facebook". Below this is a horizontal line with the word "OR" in the center. Underneath are four input fields: "Mobile Number or Email", "Full Name", "Username", and "Password". The "Password" field has a strength indicator showing "35%". Below the input fields is a line of text: "People who use our service may have uploaded your contact information to Instagram. [Learn More](#)". At the bottom is a light blue button with the text "Sign up".

Which Best Describes You?



The image shows the Instagram account type selection screen. It has the title "Which Best Describes You?". There are two options, each with a radio button. The first option is "Creator", with a radio button that is currently selected. Below the icon is the text "Best for public figures, content producers, artists and influencers." The second option is "Business", with a radio button that is not selected. Below the icon is the text "Best for retailers, local businesses, brands, organizations and service providers."

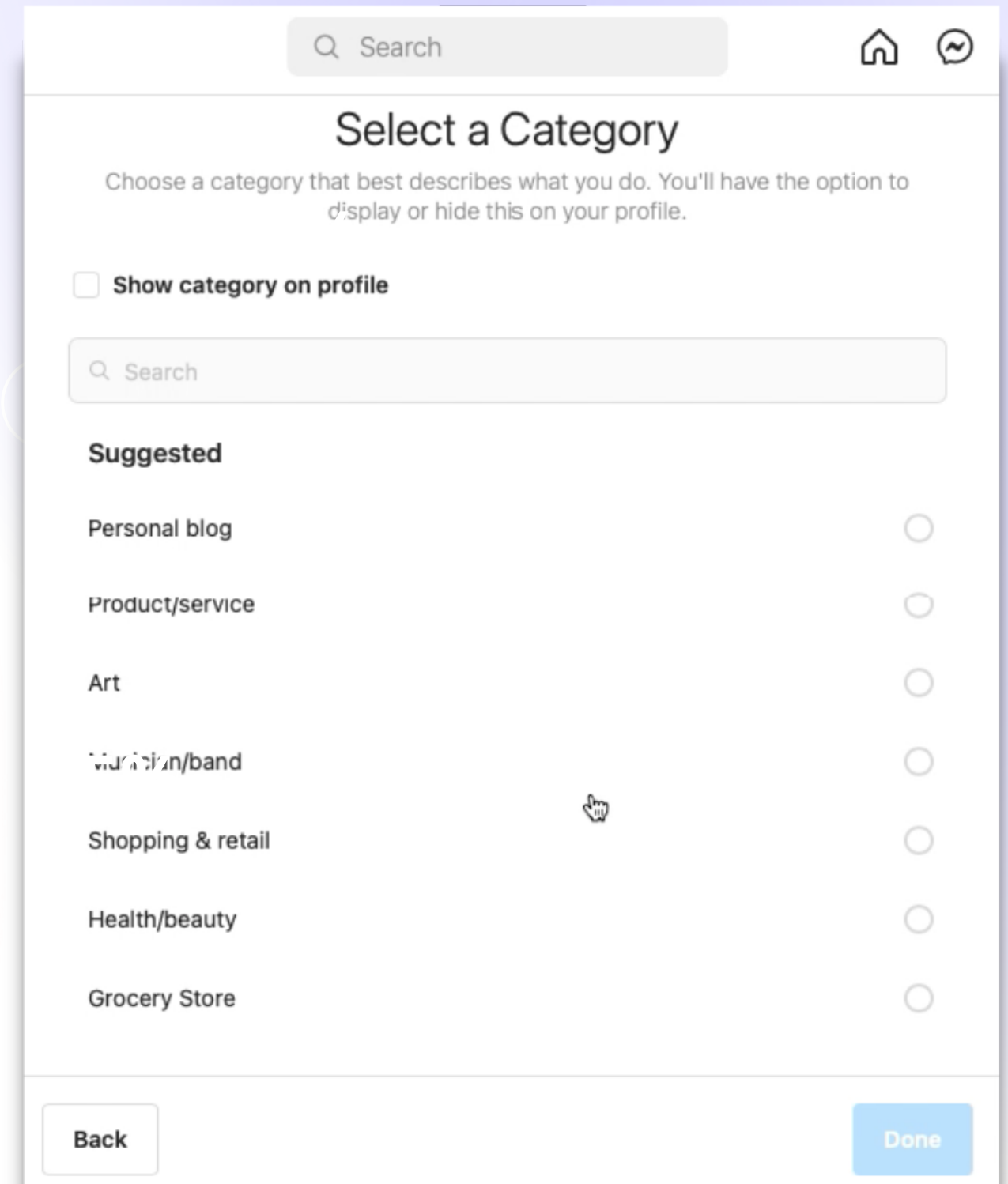
Creating an Account

Select category

Which best describes your business (food, retail, art health)?

Show category on profile

If you click "show category on profile," your specialty will be visible to users.



The screenshot shows a mobile app interface for selecting a category. At the top, there is a search bar with a magnifying glass icon and the text "Search". To the right of the search bar are icons for a home screen and a chat bubble. Below the search bar, the title "Select a Category" is displayed. Underneath the title is a descriptive text: "Choose a category that best describes what you do. You'll have the option to display or hide this on your profile." Below this text is a checkbox labeled "Show category on profile". Under the checkbox is another search bar with a magnifying glass icon and the text "Search". Below the search bar is a list of categories under the heading "Suggested". The categories are: "Personal blog", "Product/service", "Art", "Musician/band", "Shopping & retail", "Health/beauty", and "Grocery Store". Each category has a radio button to its right. A mouse cursor is hovering over the "Shopping & retail" category. At the bottom of the screen, there are two buttons: "Back" on the left and "Done" on the right.

Search

Select a Category

Choose a category that best describes what you do. You'll have the option to display or hide this on your profile.

☐ Show category on profile

Search

Suggested

- Personal blog ☐
- Product/service ☐
- Art ☐
- Musician/band ☐
- Shopping & retail ☐
- Health/beauty ☐
- Grocery Store ☐

Back Done

Instagram Features

Menu bar

Home - Content from the accounts you follow will show up here.

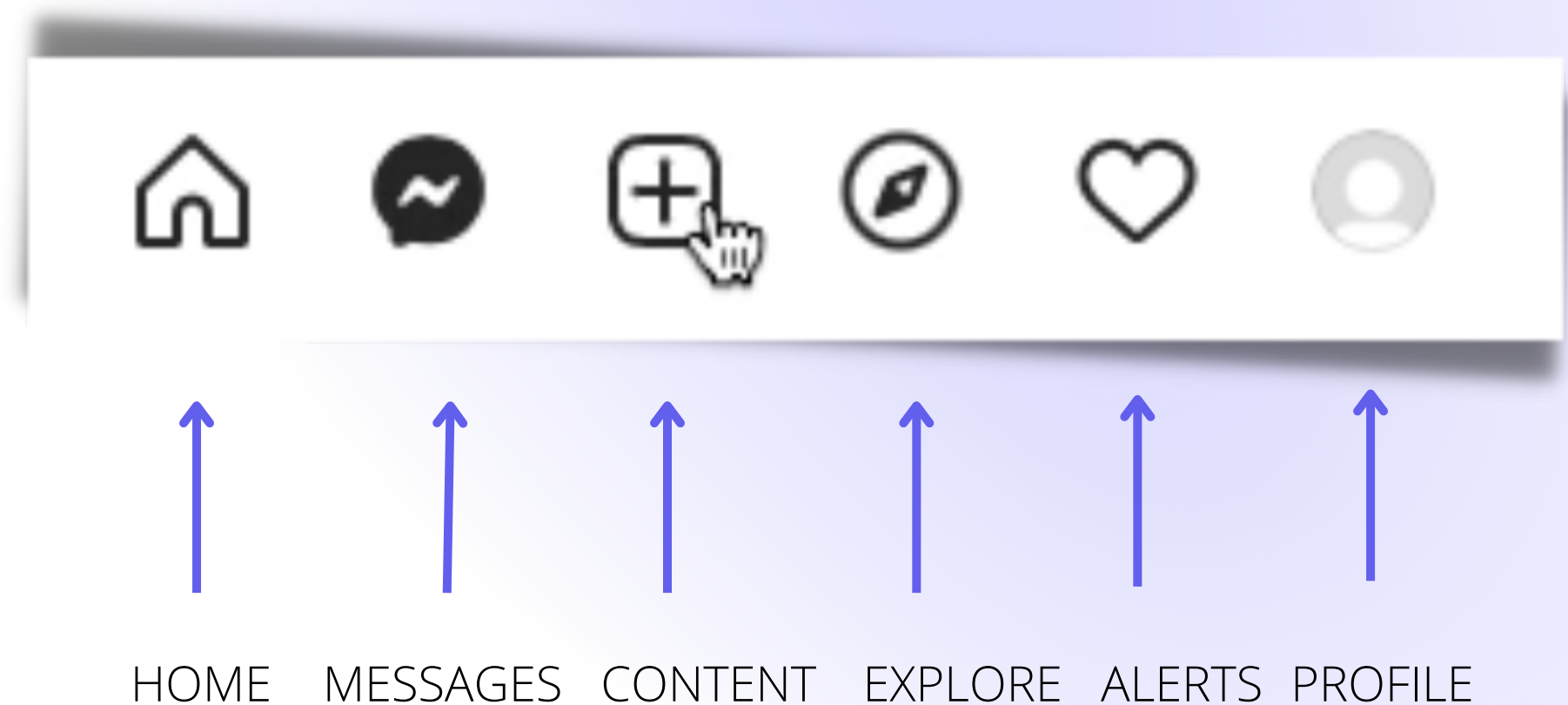
Messages - You'll be able to check and send messages to other users.

Content - Choose the "+" sign to add photos, videos, start reels or a live video.

Explore - An area where frequently searched interests will pop up.

Alerts - See who's liking and commenting on your page.

Profile - View your page and insights.

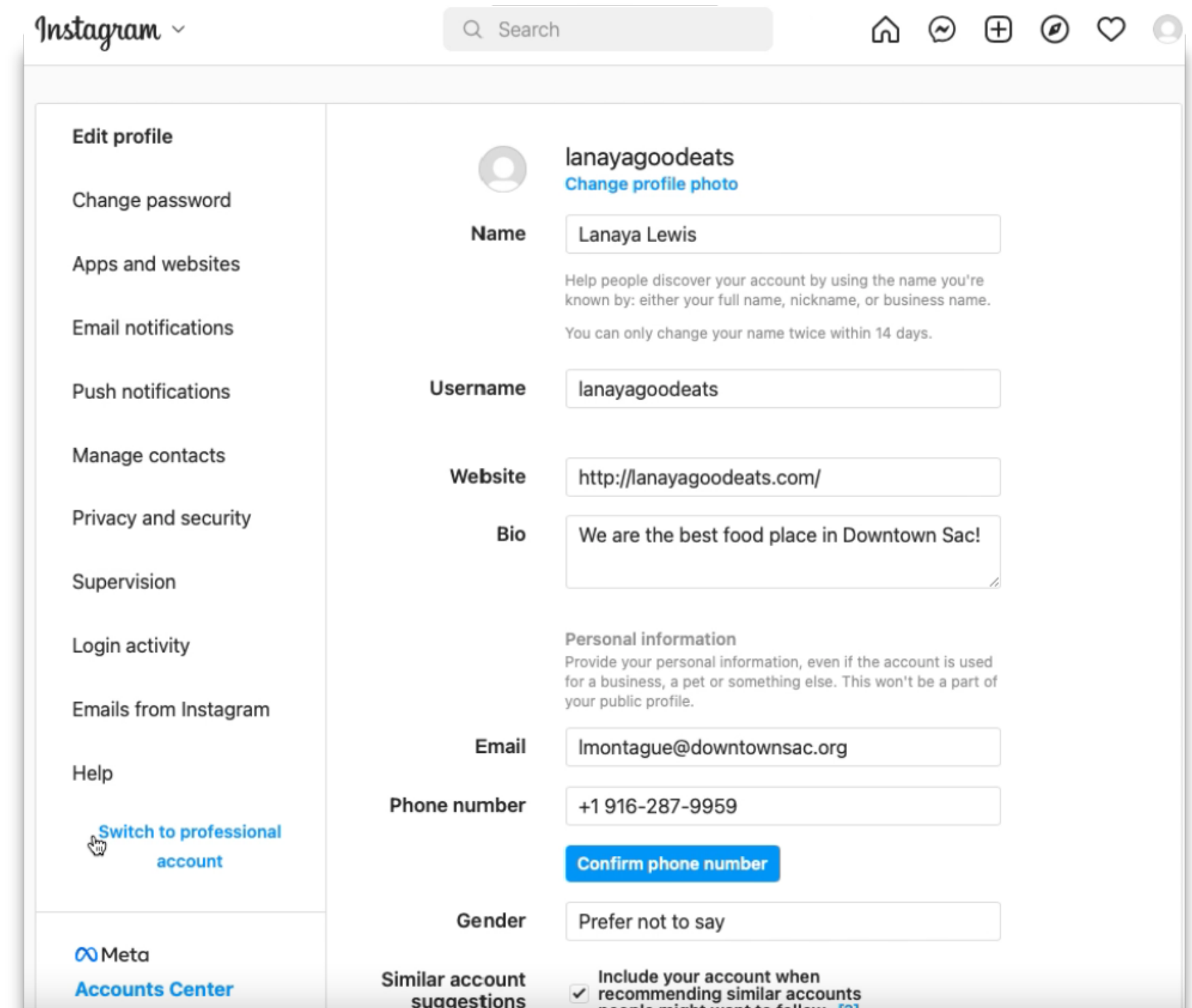


Instagram Profile

Edit profile

Add important information about your business.

Write a bio explaining why your business is unique, add a profile picture and update your username to reflect your business name, if needed.



The screenshot shows the Instagram 'Edit profile' interface. On the left is a sidebar menu with options: Edit profile, Change password, Apps and websites, Email notifications, Push notifications, Manage contacts, Privacy and security, Supervision, Login activity, Emails from Instagram, Help, and a link to 'Switch to professional account'. The main area displays the profile for 'lanayagoodeats' with a 'Change profile photo' link. Fields include Name (Lanaya Lewis), Username (lanayagoodeats), Website (http://lanayagoodeats.com/), Bio (We are the best food place in Downtown Sac!), Email (lmontague@downtownsac.org), Phone number (+1 916-287-9959), and Gender (Prefer not to say). A 'Confirm phone number' button is present. At the bottom, there is a checkbox for 'Include your account when recommending similar accounts' which is checked.

Instagram

Search

Home Activity Add Post Tag People Heart Profile

Edit profile

Change password

Apps and websites

Email notifications

Push notifications

Manage contacts

Privacy and security

Supervision


Login activity

Emails from Instagram

Help

[Switch to professional account](#)

[Meta Accounts Center](#)

 **lanayagoodeats**
[Change profile photo](#)

Name

Help people discover your account by using the name you're known by: either your full name, nickname, or business name.
You can only change your name twice within 14 days.

Username

Website

Bio

Personal information
Provide your personal information, even if the account is used for a business, a pet or something else. This won't be a part of your public profile.

Email

Phone number
[Confirm phone number](#)

Gender

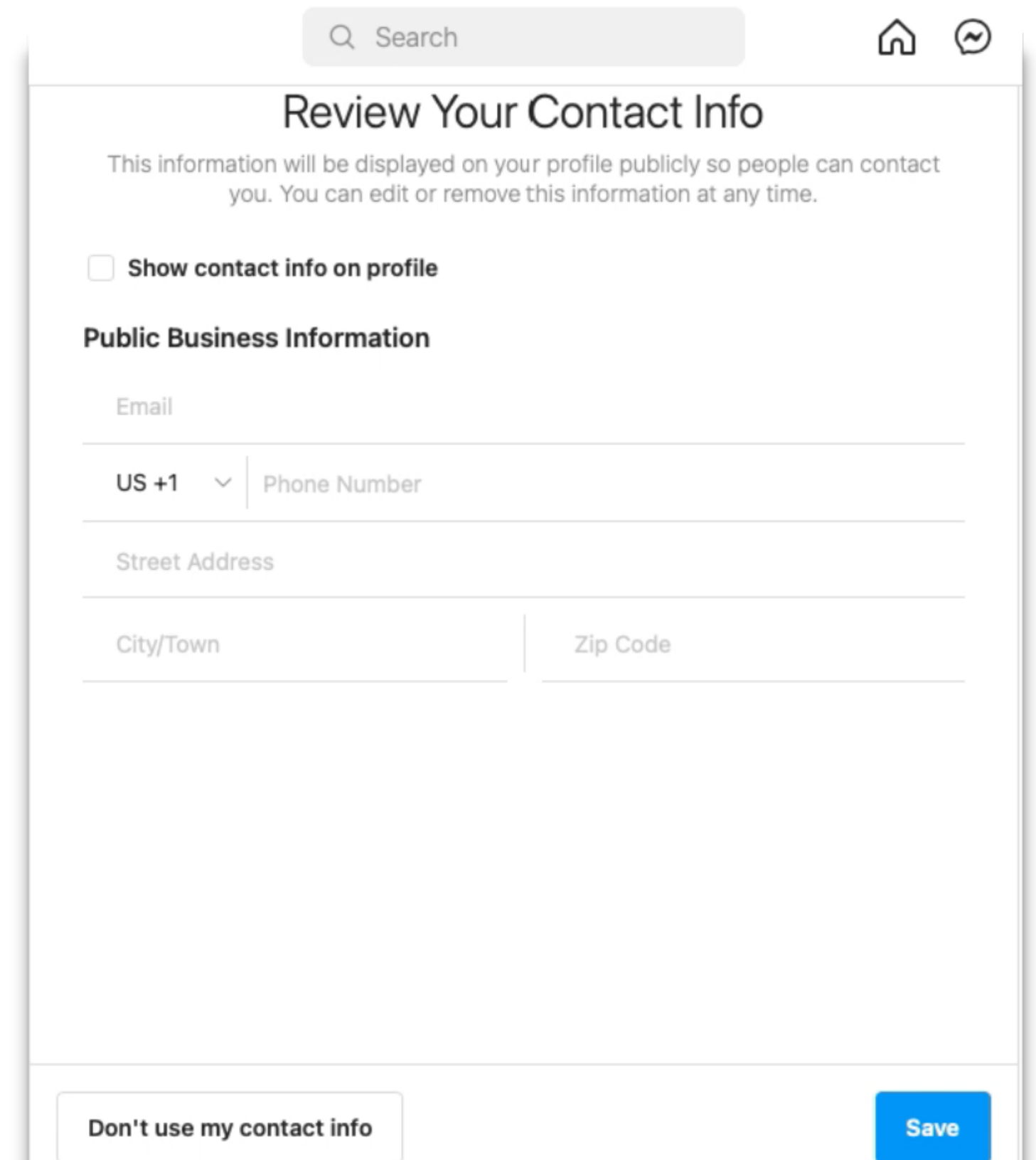
Similar account suggestions ☒ Include your account when recommending similar accounts people might want to follow. [Learn more](#)

Instagram Profile

Review contact information

Include a valid email, phone number and street address.

Click the "show contact info on profile" to display your contact details.



The screenshot shows the 'Review Your Contact Info' screen in the Instagram app. At the top, there is a search bar with a magnifying glass icon and the word 'Search'. To the right of the search bar are icons for a home screen and direct messages. Below the search bar, the title 'Review Your Contact Info' is centered. Underneath the title, a message states: 'This information will be displayed on your profile publicly so people can contact you. You can edit or remove this information at any time.' Below this message is a checkbox labeled 'Show contact info on profile'. Underneath the checkbox is the section 'Public Business Information'. This section contains several input fields: 'Email', 'Phone Number' (which includes a dropdown menu currently showing 'US +1'), 'Street Address', 'City/Town', and 'Zip Code'. At the bottom of the screen, there are two buttons: 'Don't use my contact info' on the left and a blue 'Save' button on the right.

Search

Review Your Contact Info

This information will be displayed on your profile publicly so people can contact you. You can edit or remove this information at any time.

☐ Show contact info on profile

Public Business Information

Email

US +1 Phone Number

Street Address

City/Town Zip Code

Don't use my contact info Save

Posting Options

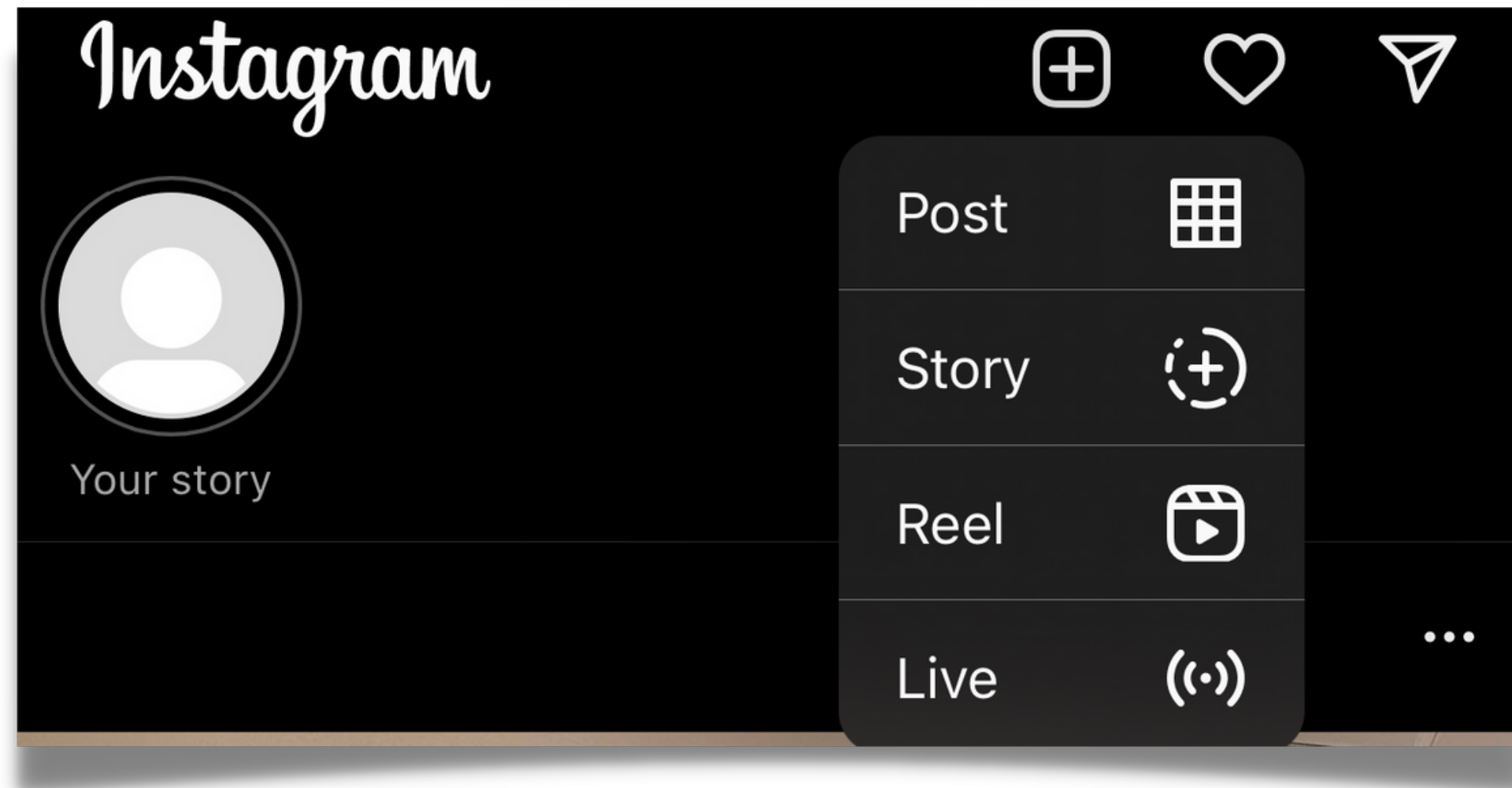
4 Posting options

Post - Select up to 10 pictures/videos or a combination of both.

Story - A picture or video can be used to post in your story. A multi-colored circle will appear around your profile picture once posted.

Reels - Compile videos and pictures to make one long video, up to 90 seconds. Reels are typically shown to a wider audience when using popular audio tracks already on the platform.

Live - A real-time video recording that your followers can watch as your filming.



Using "Post"

Post options

After selecting up to 10 pictures/video, you can add filters or edit them with these adjustments.

Next

| Filters | Adjustments |
|---------|-------------------------------------|
| | Brightness |
| | <div><div></div><div></div></div> 0 |
| | Contrast |
| | <div><div></div><div></div></div> 0 |
| | Saturation |
| | <div><div></div><div></div></div> 0 |
| | Temperature |
| | <div><div></div><div></div></div> 0 |
| | Fade |
| | <div><div></div><div></div></div> 0 |
| | Vignette |
| | <div><div></div><div></div></div> 0 |

Using "Story"

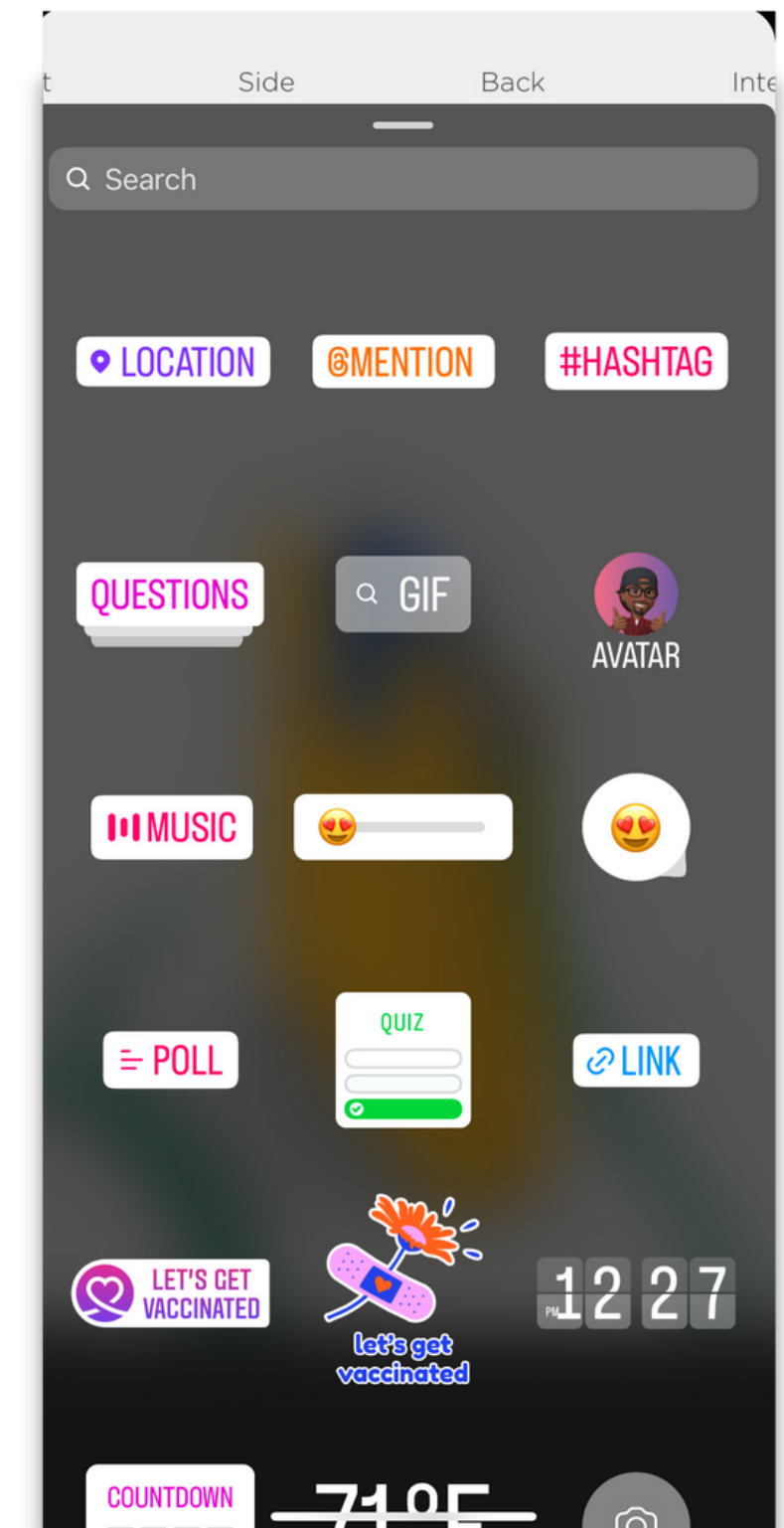
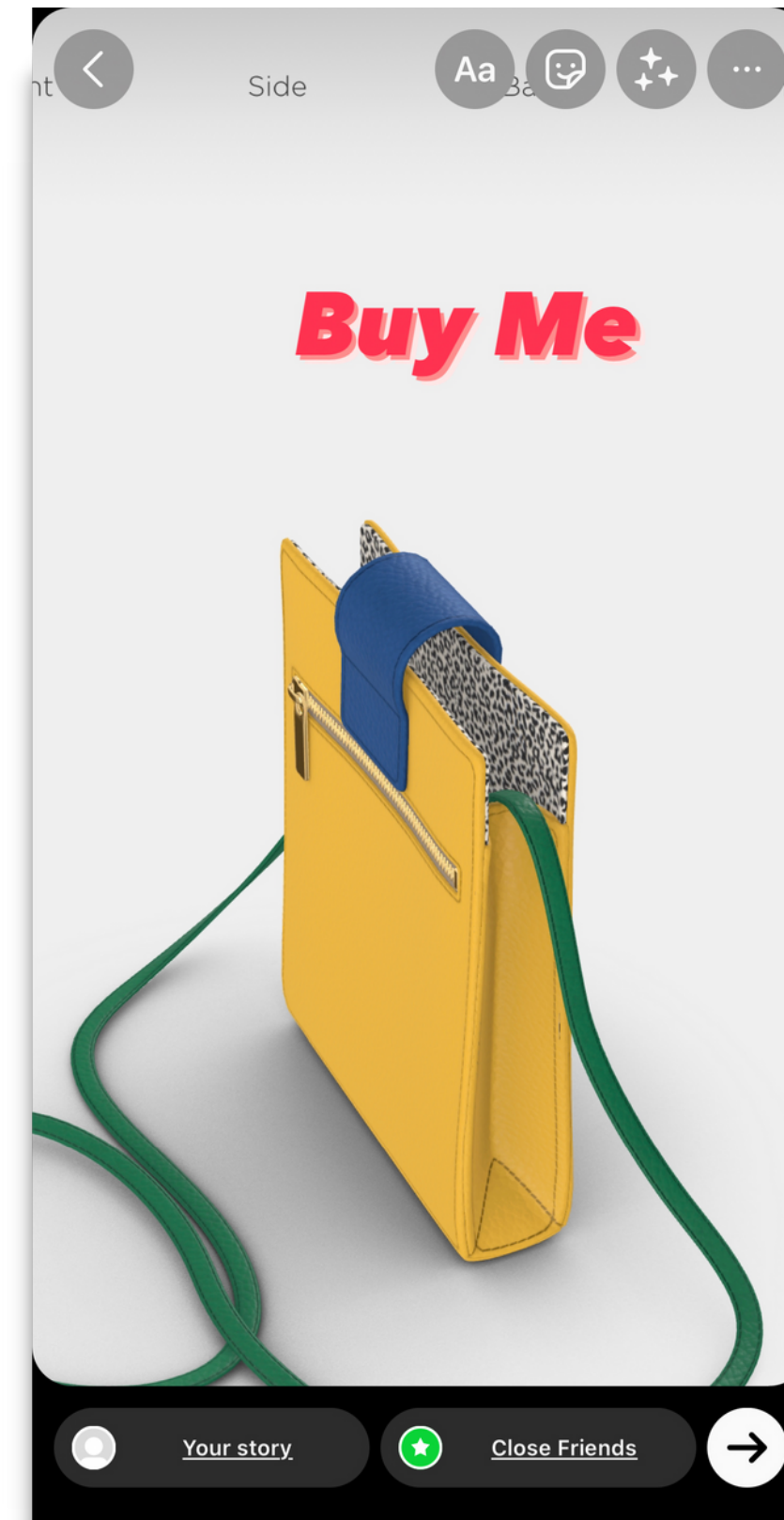
Story posting

Select a photo or video to share without it showing up on your feed/timeline.

Customize your content by adding locations, hashtags, polls, questions, links and music.

Add pictures within a picture.

Use unique designs like the countdown feature for special events, birthdays and anniversaries.



Using "Reel"

Reel posting

You can get very creative with the reel feature. You're combining your content to make a short video.

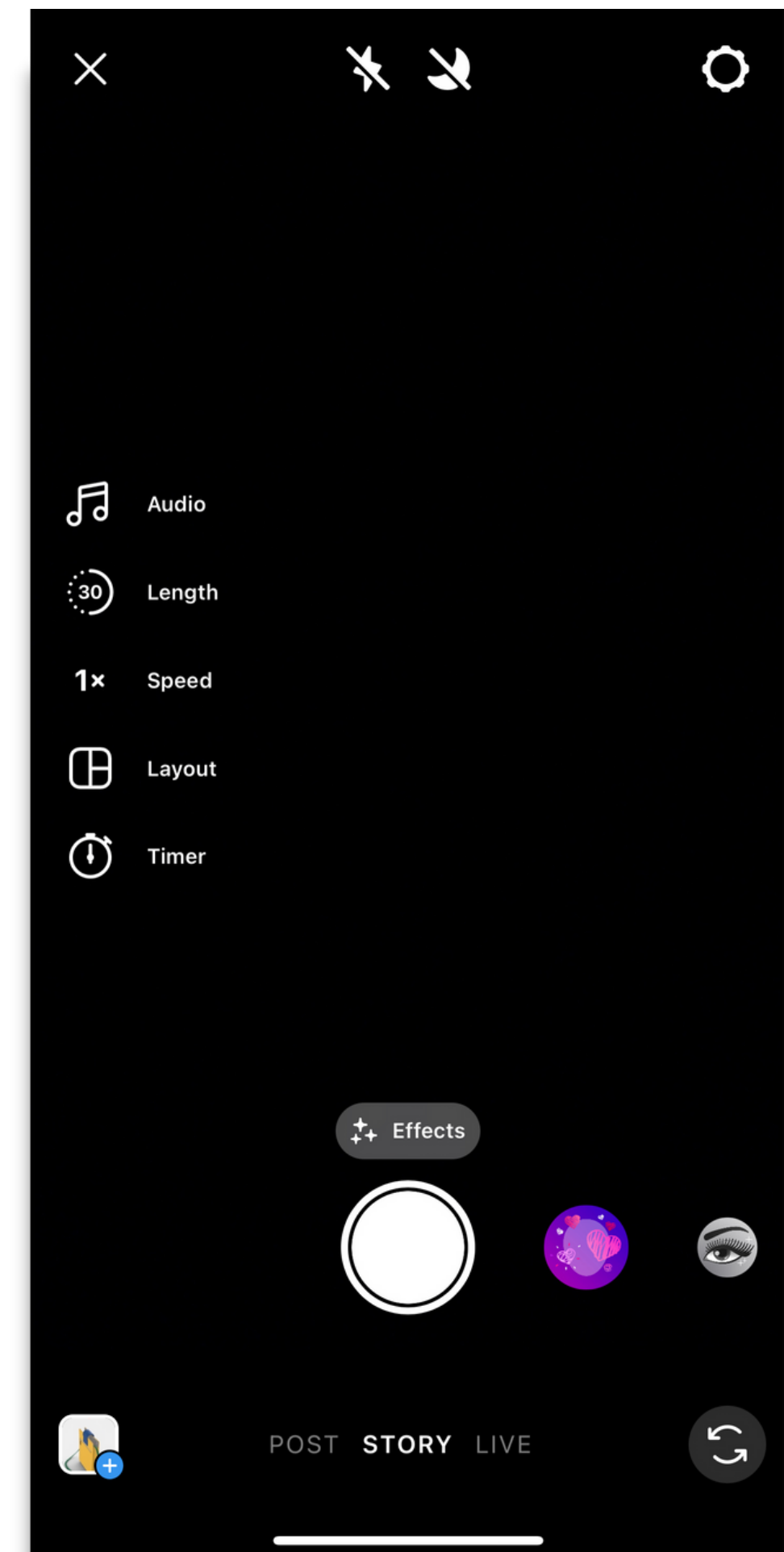
Choose audio users have already uploaded to the platform or create your own voice over.

Choose between 15, 30, 60 and 90 second videos.

Speed up or slow down videos as you are filming.

Select layout to line up your image/video while using the camera.

Choose timer to give yourself a 3 or 10 second countdown to record.



Using "Live"

Live posting

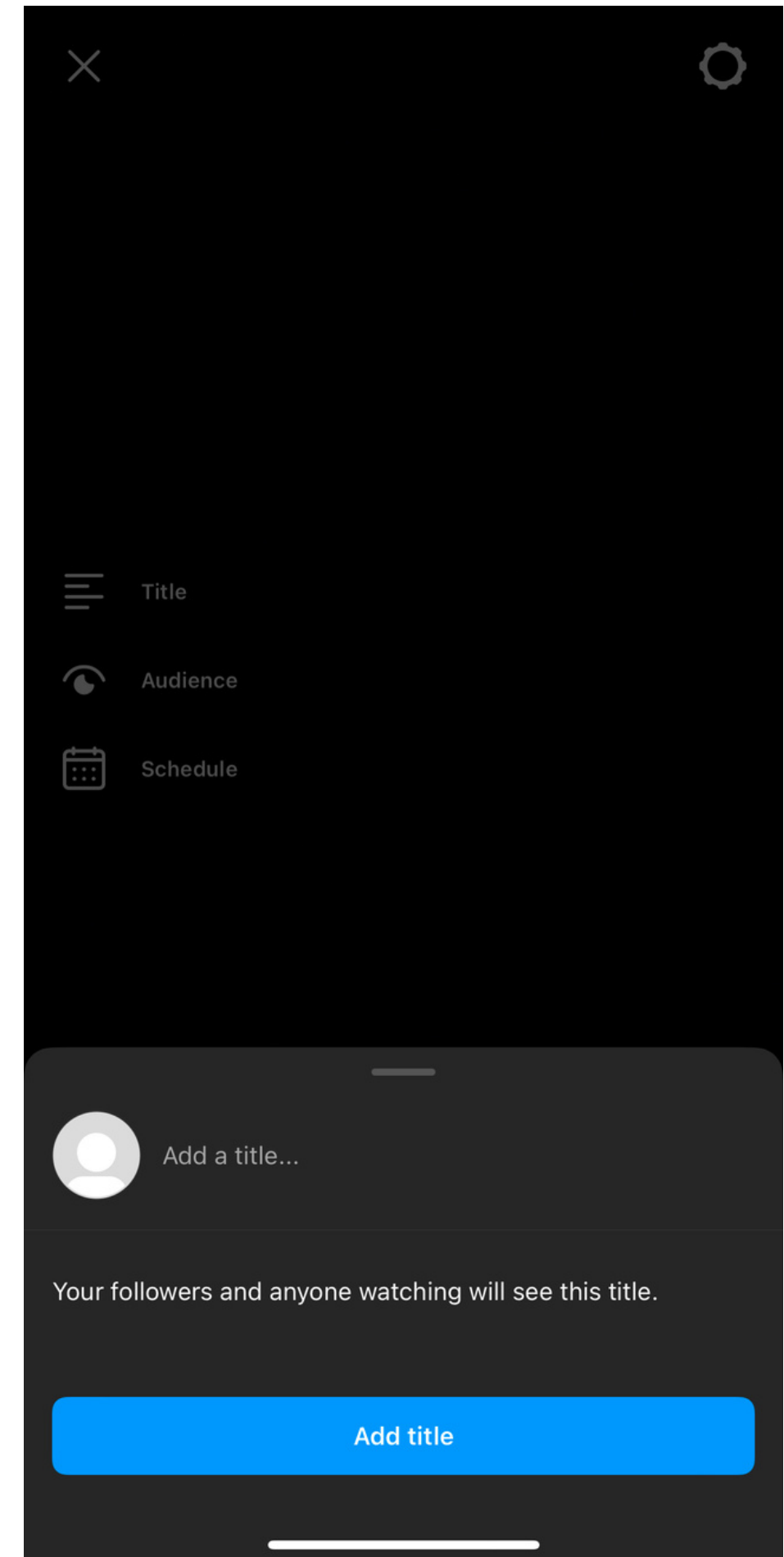
You can immediately go live or schedule a live video on your profile.

Add a title/caption to let your consumers know the topic of discussion.

Add other users onto the live with you.

Use the audience feature to practice going live before going public.

Create a fundraiser for a non profit during your live video.



Posting Tips

Adding captions

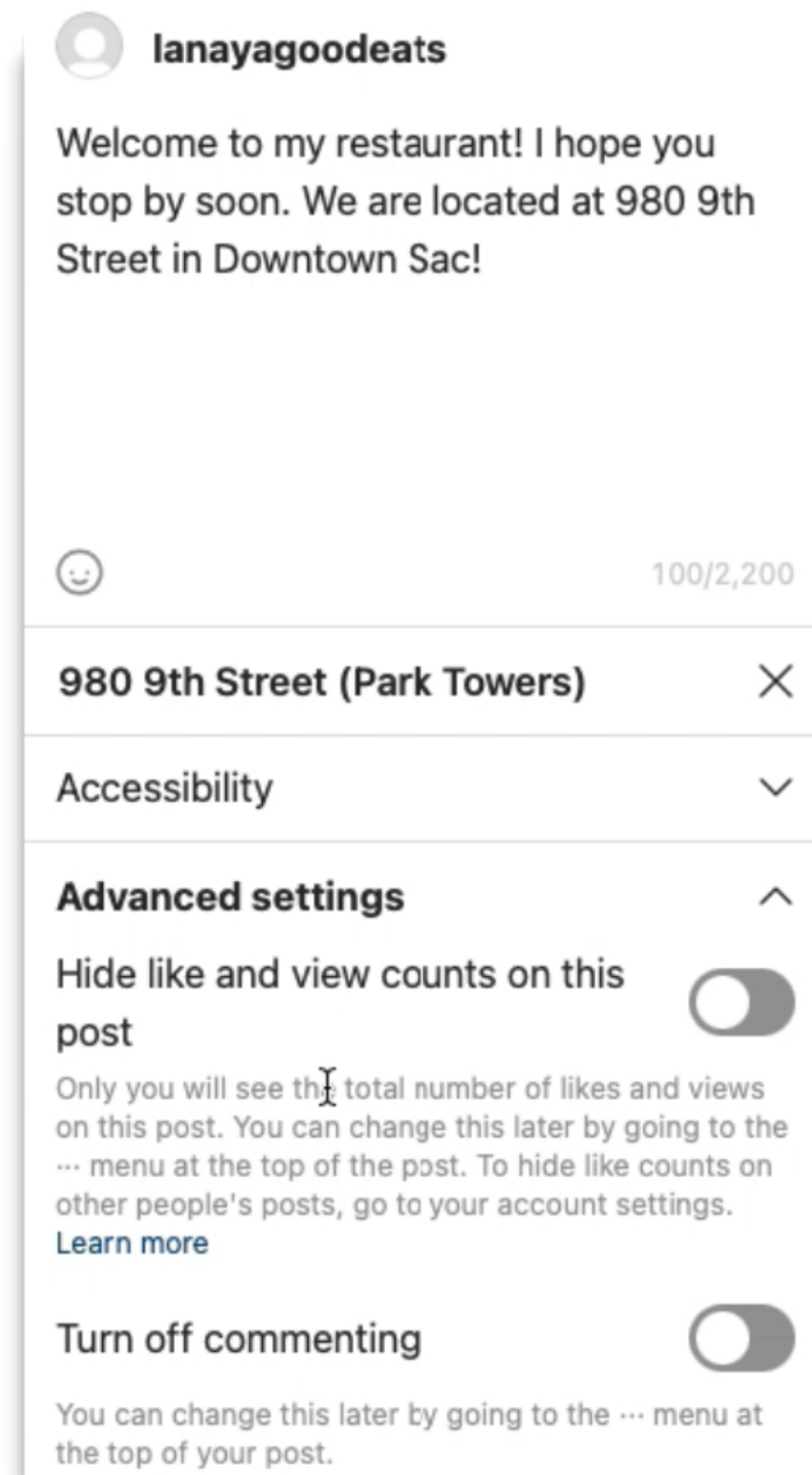
Get creative and informative with your captions.

Sometimes the caption is the attention grabber and not the content.

Use hashtags when acceptable, but don't go overboard.

Tag/mention other accounts when applicable, or use the "collaboration" feature with another account. This allows the post to be shared directly on the tagged account.

Use the "turn off commenting" feature to prevent comments from being left on pictures and videos.

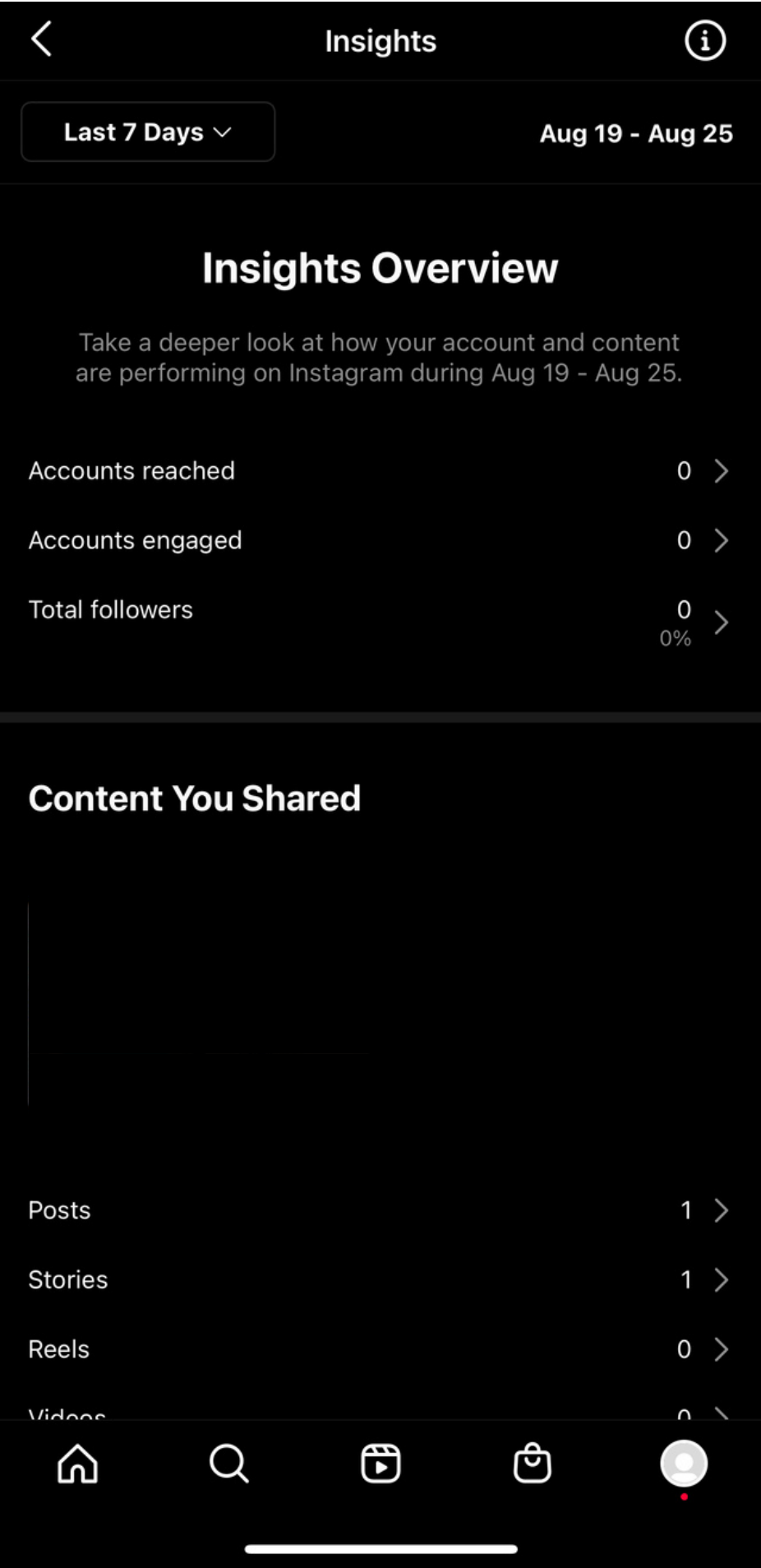


Tracking Audience

Insights

Use the "insights" tab on your profile to track how many users have viewed your content, accounts it has reached, and how many people have engaged with your content.

You can individually select posts, stories and reels to view engagement, location of audience, and age ranges.



Increasing Reach

Ad & business tools

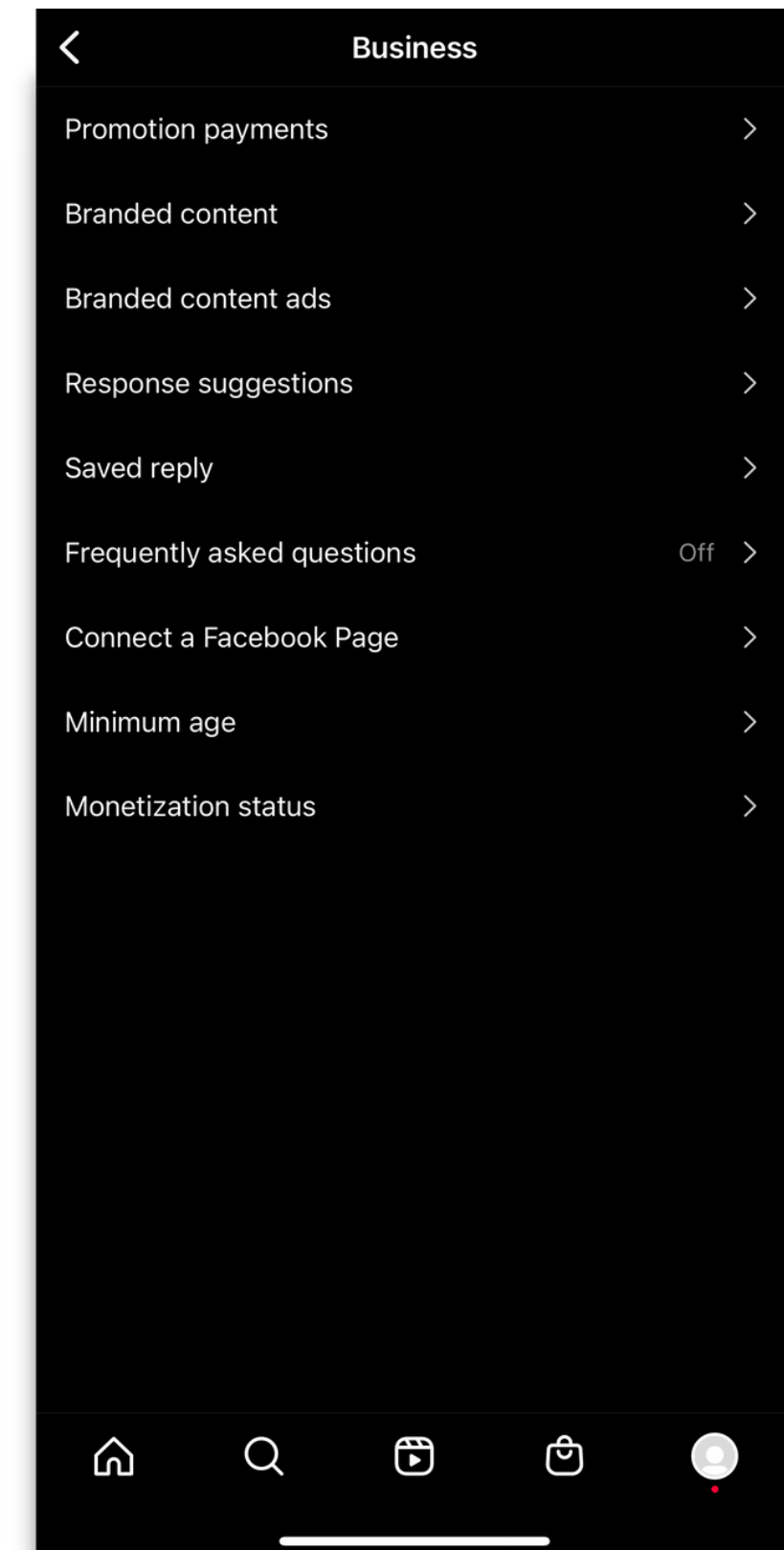
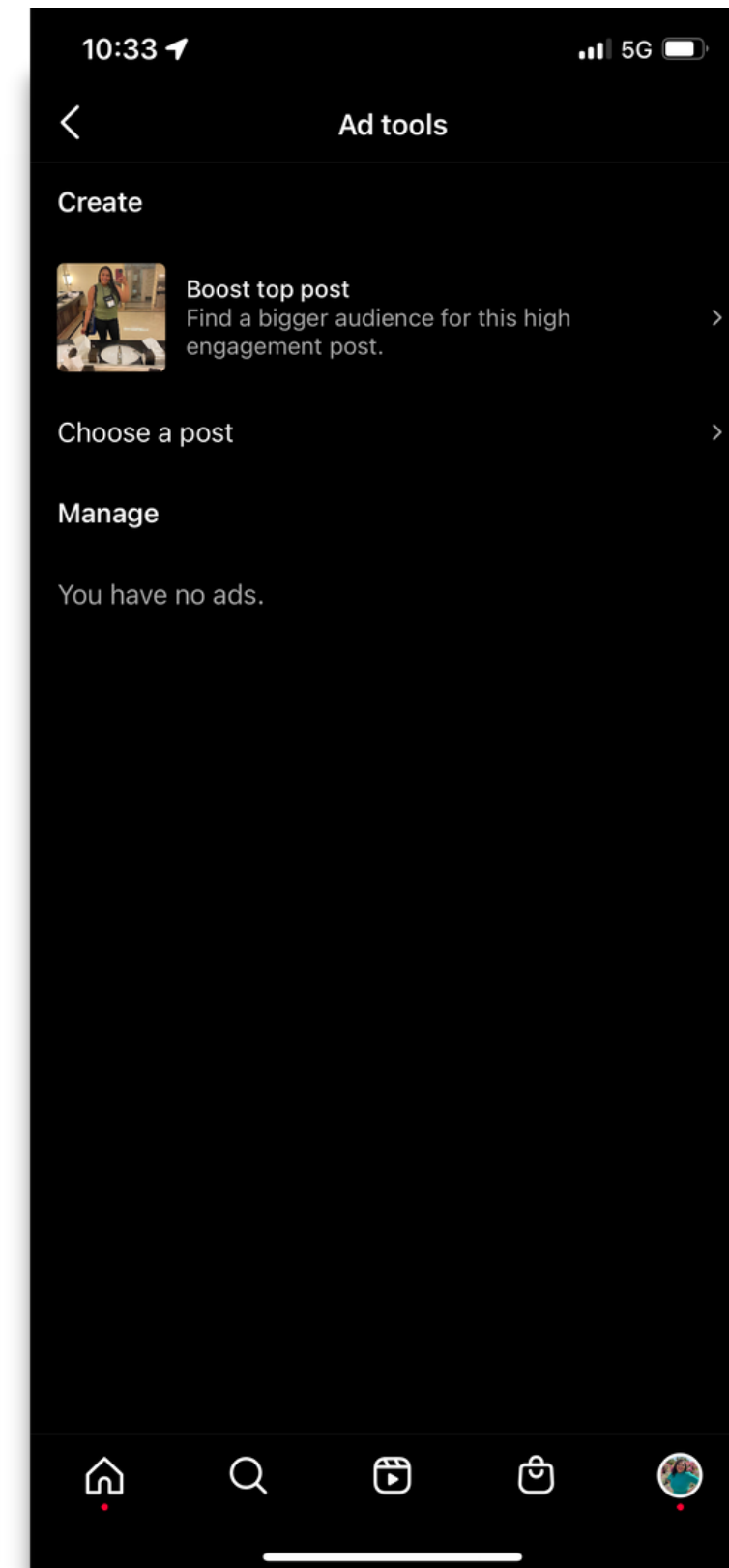
Use money to "boost" your photos and videos.

This method increases your chances of users outside of your regular audience engaging with your content.

You can select your goal, define your audience and decide how long you would like to advertise.

If you go to "settings," then "business," you will find other tools to increase reach.

You can show off paid partnerships, enable "saved replies" to respond to all comments, and even setup Instagram Shopping.



Verified Status

Getting verified

It's really a tricky game!


Instagram is always updating its verification process.

You'll have to upload identification documents, confirm the type of business you run and then include links that could show your company is in the best interest of the public.

10:40 5G

< Request verification

Apply for Instagram verification

Verified accounts have blue checkmarks  next to their names to show that Instagram has confirmed they're the real presence of the public figures, celebrities, and brands they represent.

Step 1: confirm authenticity

Add an official identification document for yourself or your business.

Username
lanayagoodeats

Full name

Document type >

Choose file

Step 2: confirm notability

Show that the public figure, celebrity, or brand your account represents is in the public interest.

Category >

Country/region >

Audience (optional)

Describe the people who follow your account. Include who they are, what they're interested in and why they follow you.

Also known as (optional)

List all the names the person or organization your account represents is known by. Include different names and the same name in other languages.

10:40 5G

< Request verification

List all the names the person or organization your account represents is known by. Include different names and the same name in other languages.

Links (optional)

Add articles, social media accounts, and other links that show your account is in the public interest. Paid or promotional content won't be considered.

Link 1

Type >

URL

Link 2

Type >

URL

Link 3

Type >

URL

Add link

Submit

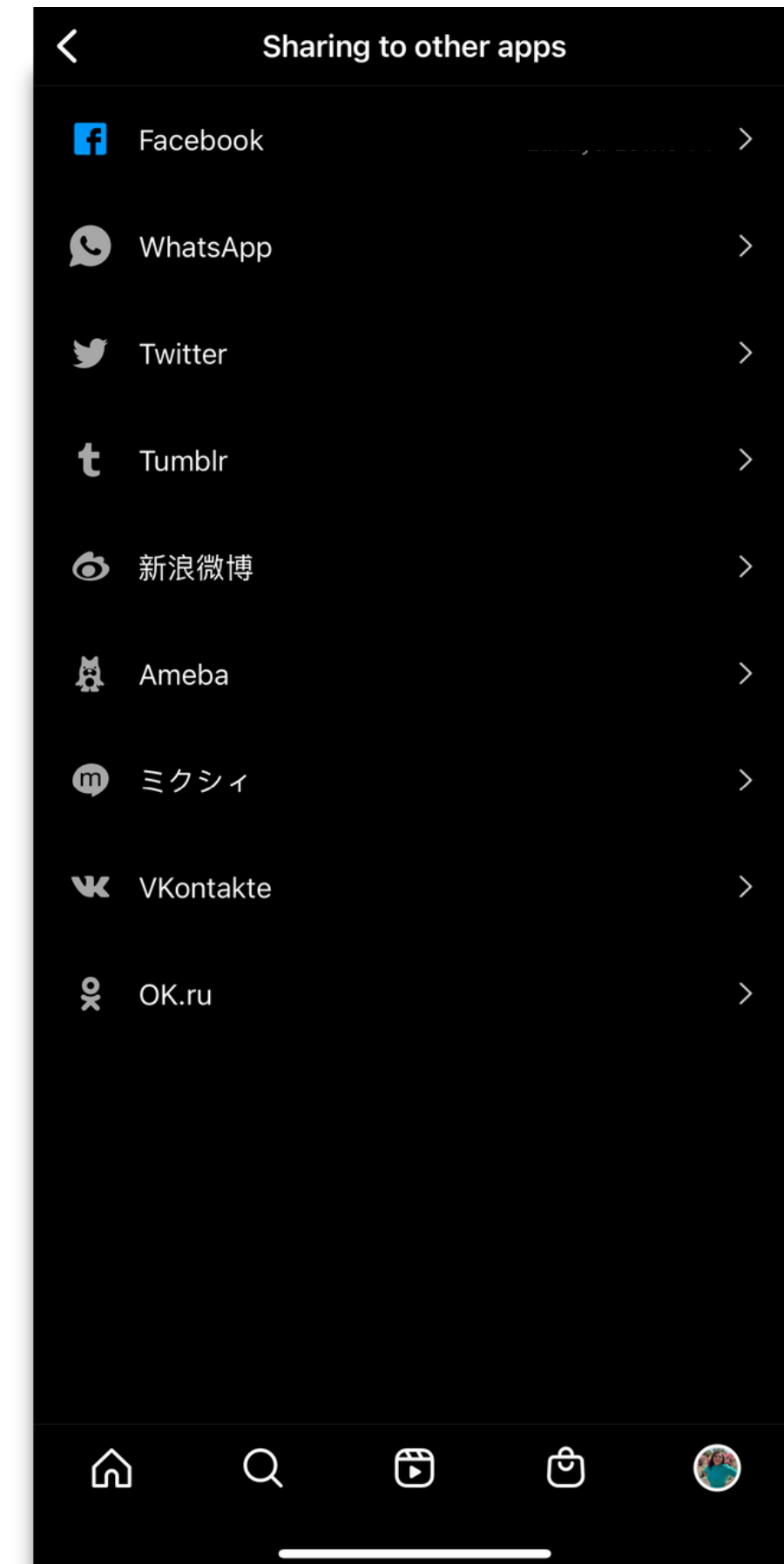
We'll only use the information you submit to determine if your account meets our verification criteria.

Linking Social Media

Cross-posting through Instagram

If you have multiple social media accounts for your business, you can cross-post through most platforms and have the same post shared at the same time.

Instagram can easily be linked to Facebook because they're owned by the same company, Meta.



Still Need Help?

Instagram Help Site

Get your questions answered here:

<https://help.instagram.com>

