How to Navigate Instagram

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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

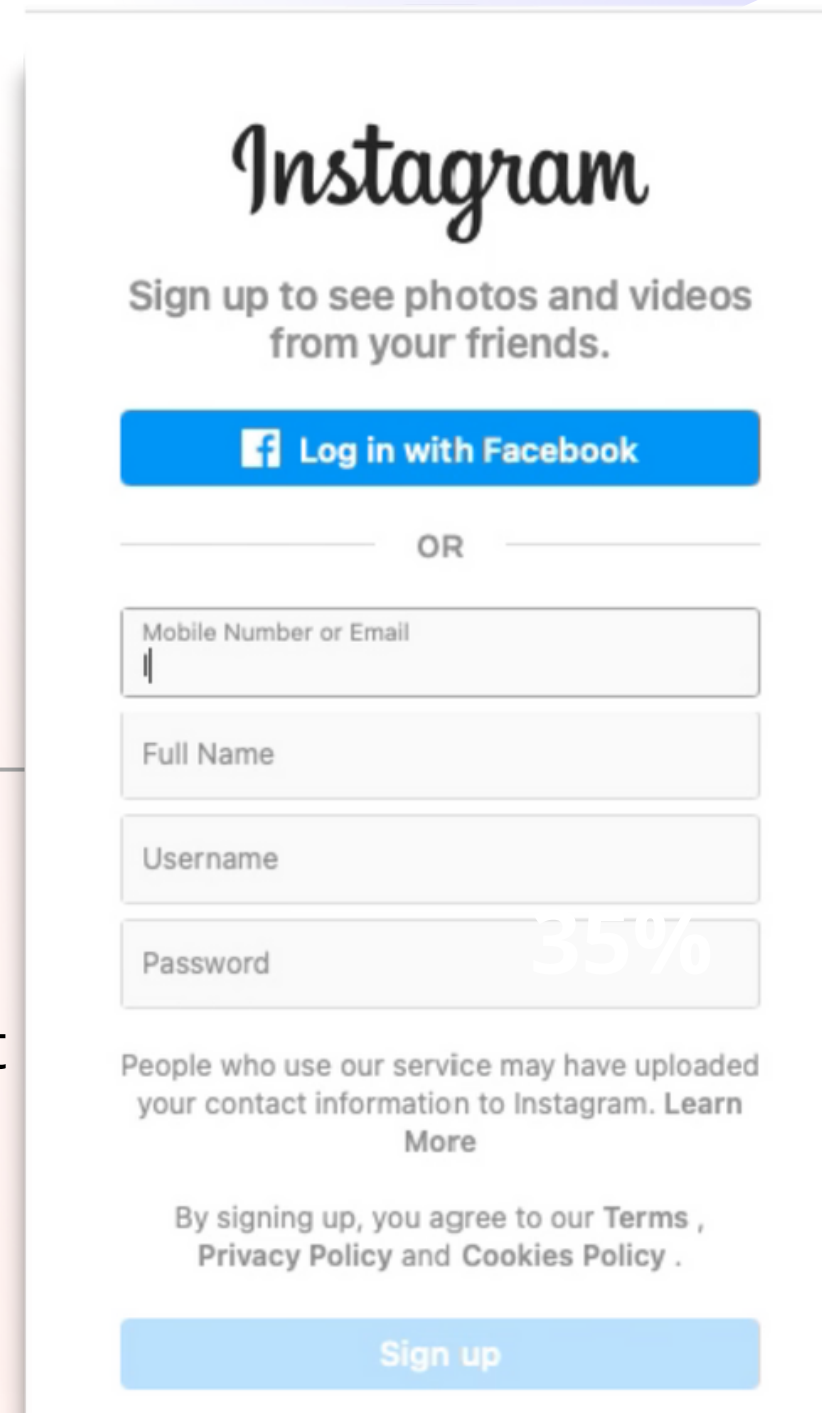Use a secured email and strong password when signing up.

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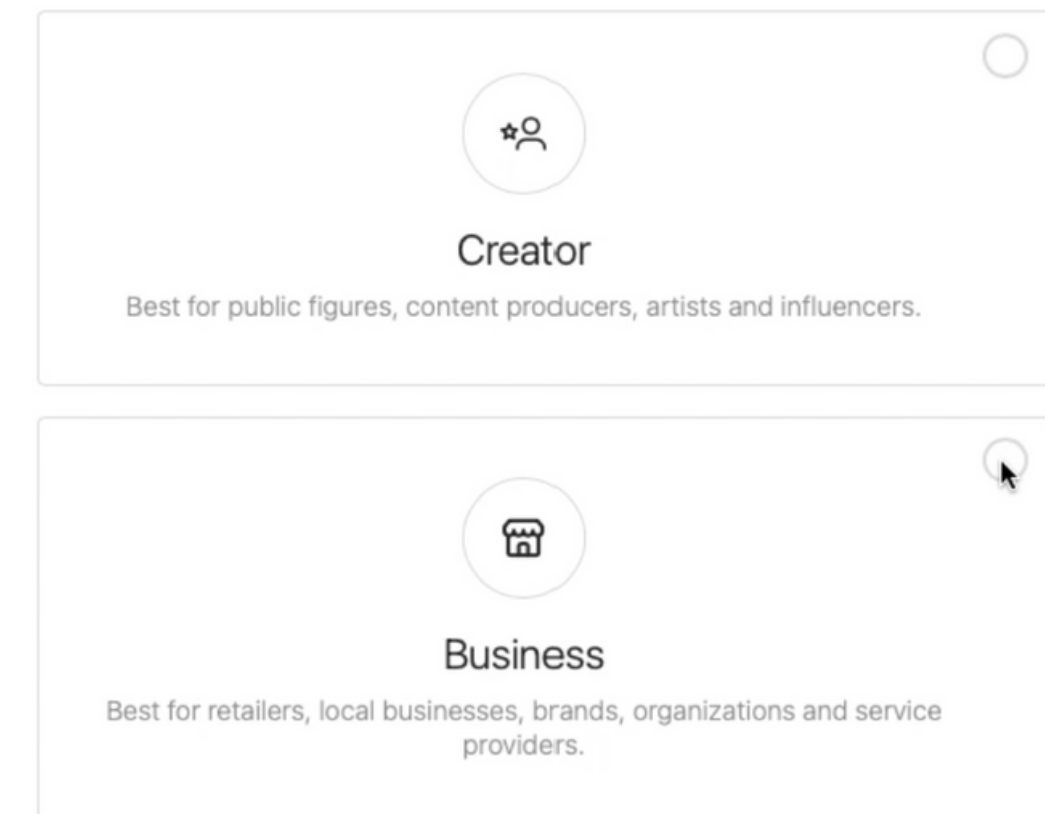
Verify email

You will receive a code to your email.

Select account type

Select the account that fits your business the best.

Instagram

Sign up to see photos and videos from your friends.

f Log in with Facebook

OR

Mobile Number or Email

Full Name

Username

Password

People who use our service may have uploaded your contact information to Instagram. **Learn More**

By signing up, you agree to our **Terms** , **Privacy Policy** and **Cookies Policy** .

Sign up

Which Best Describes You?

Creator
Best for public figures, content producers, artists and influencers.

Business
Best for retailers, local businesses, brands, organizations and service providers.
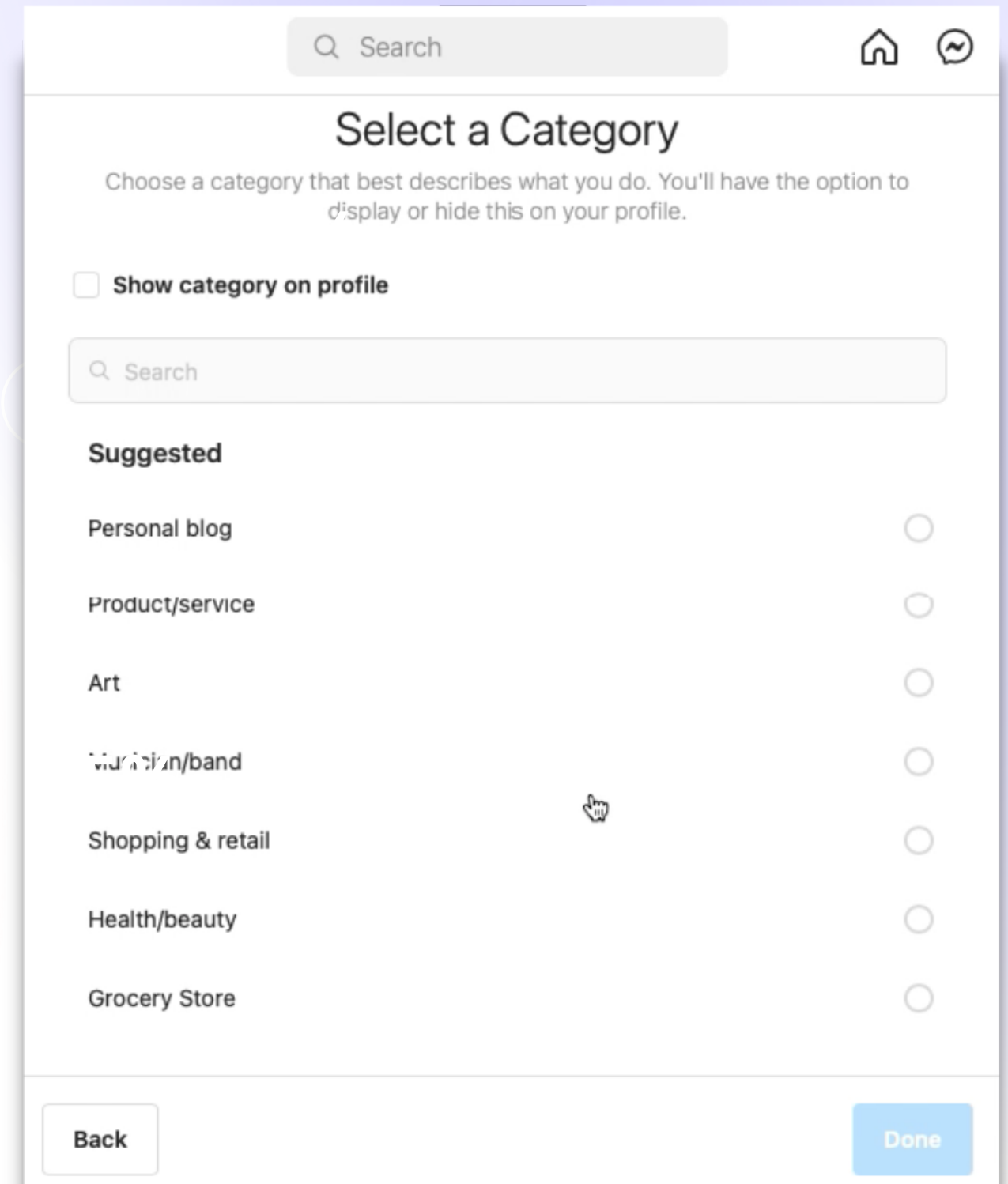
Creating an Account

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.

Instagram Features

Menu bar

Home - Content from the accounts you follow will show up here.
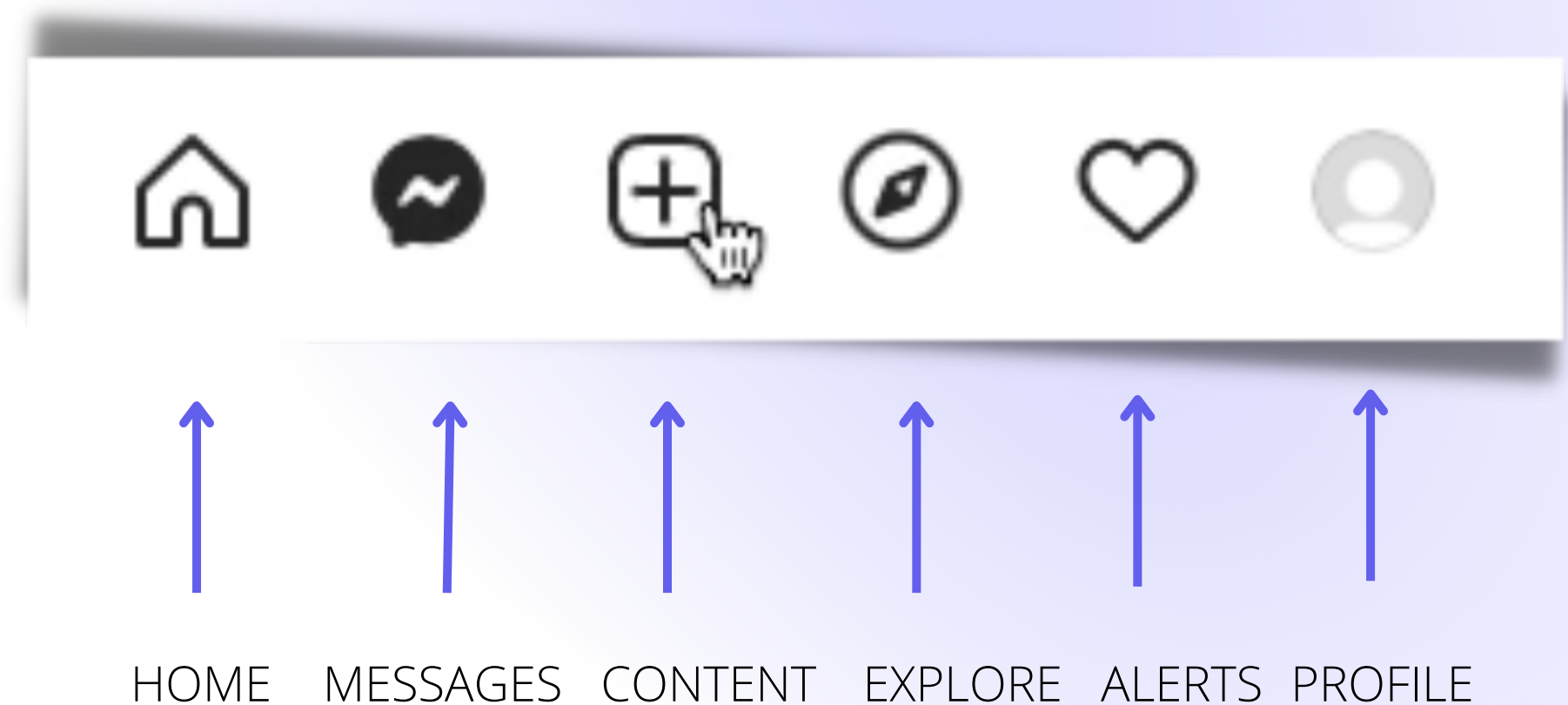
Messages - You'll be able to check and send messages to other users.

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.

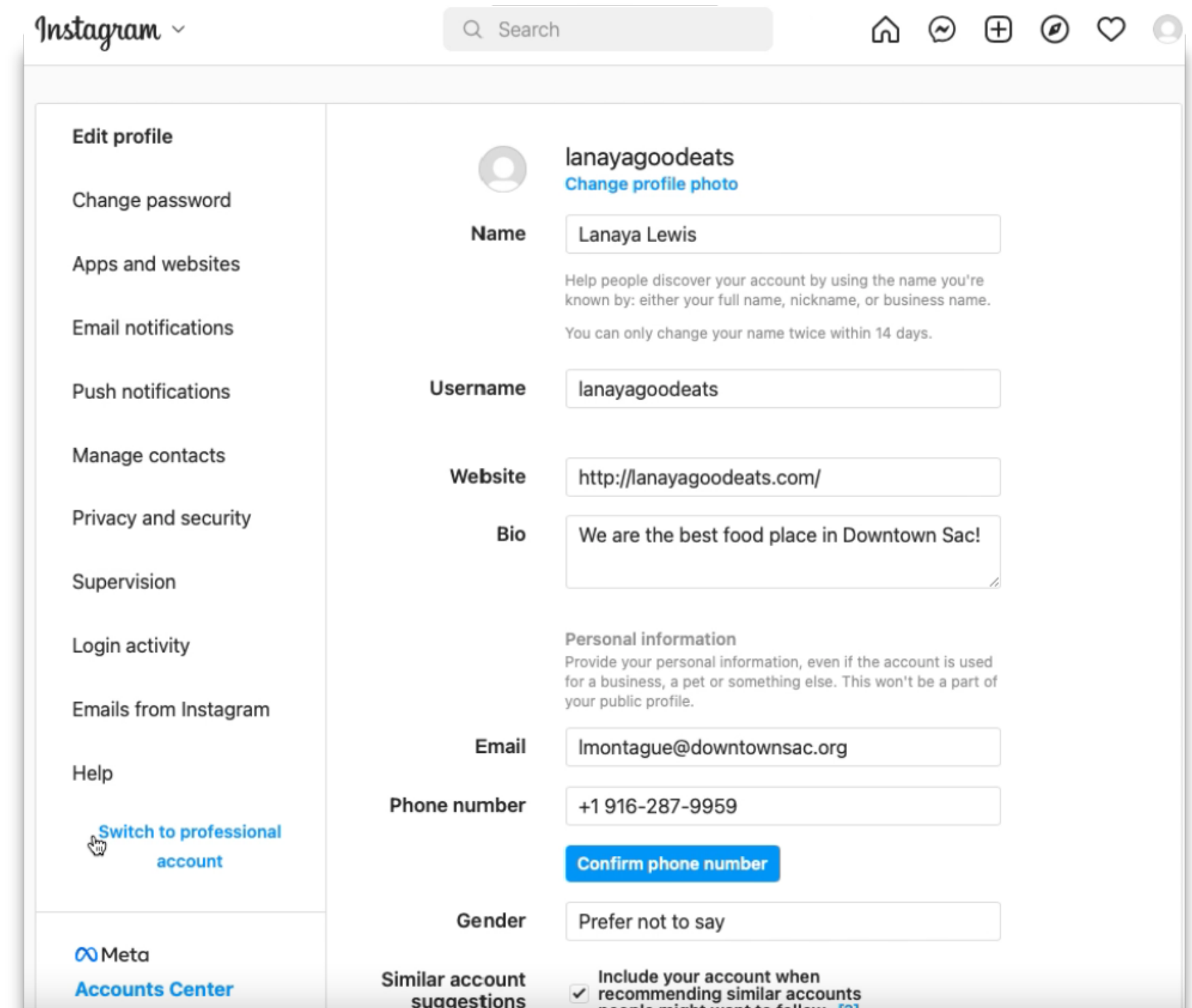HOME   MESSAGES   CONTENT   EXPLORE   ALERTS   PROFILE

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.

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.

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.
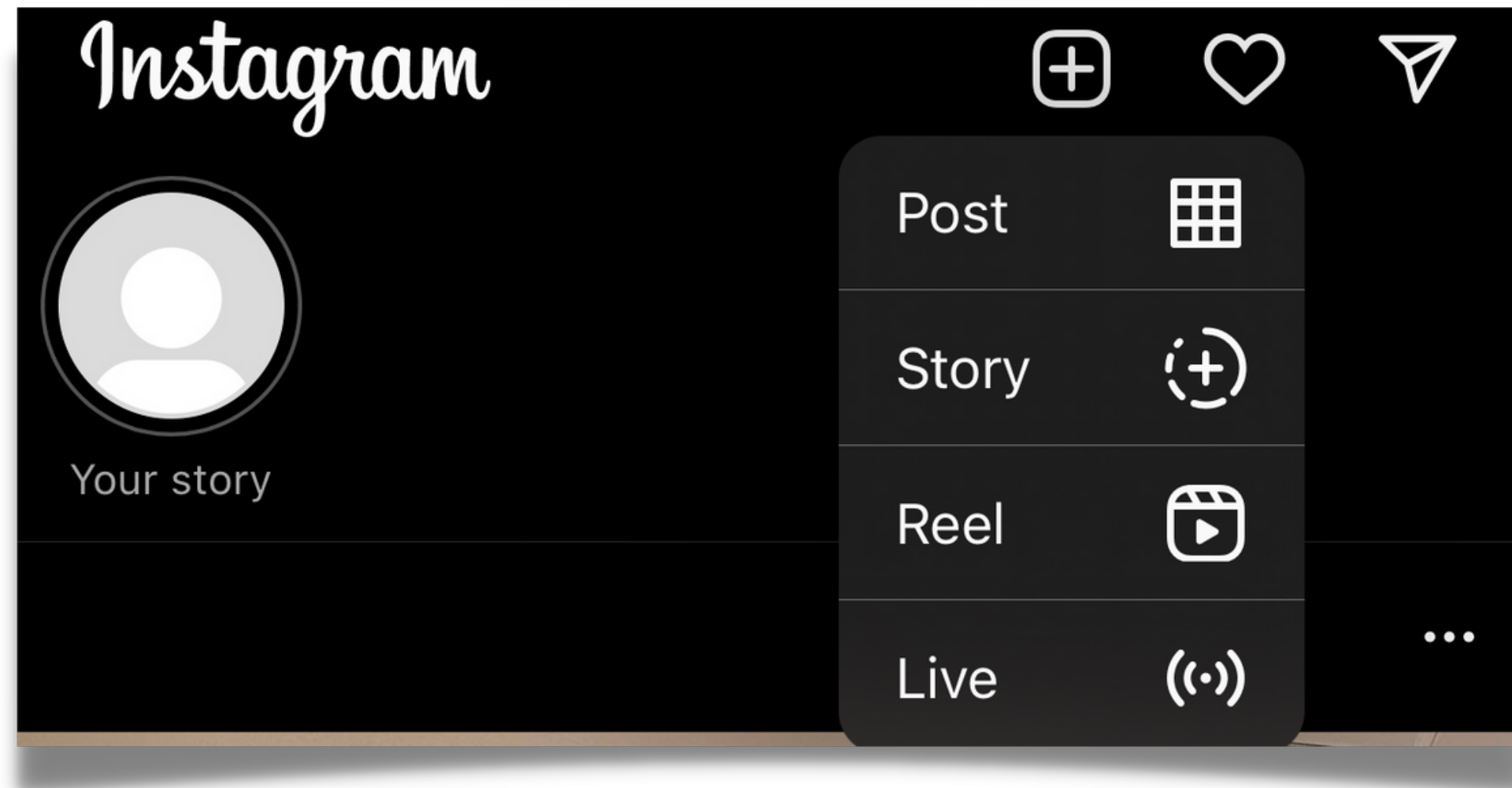
Using "Post"

Post options

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

Next

Filters   **Adjustments**

Brightness

0

Contrast

0

Saturation

0

Temperature

0

Fade

0

Vignette

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.
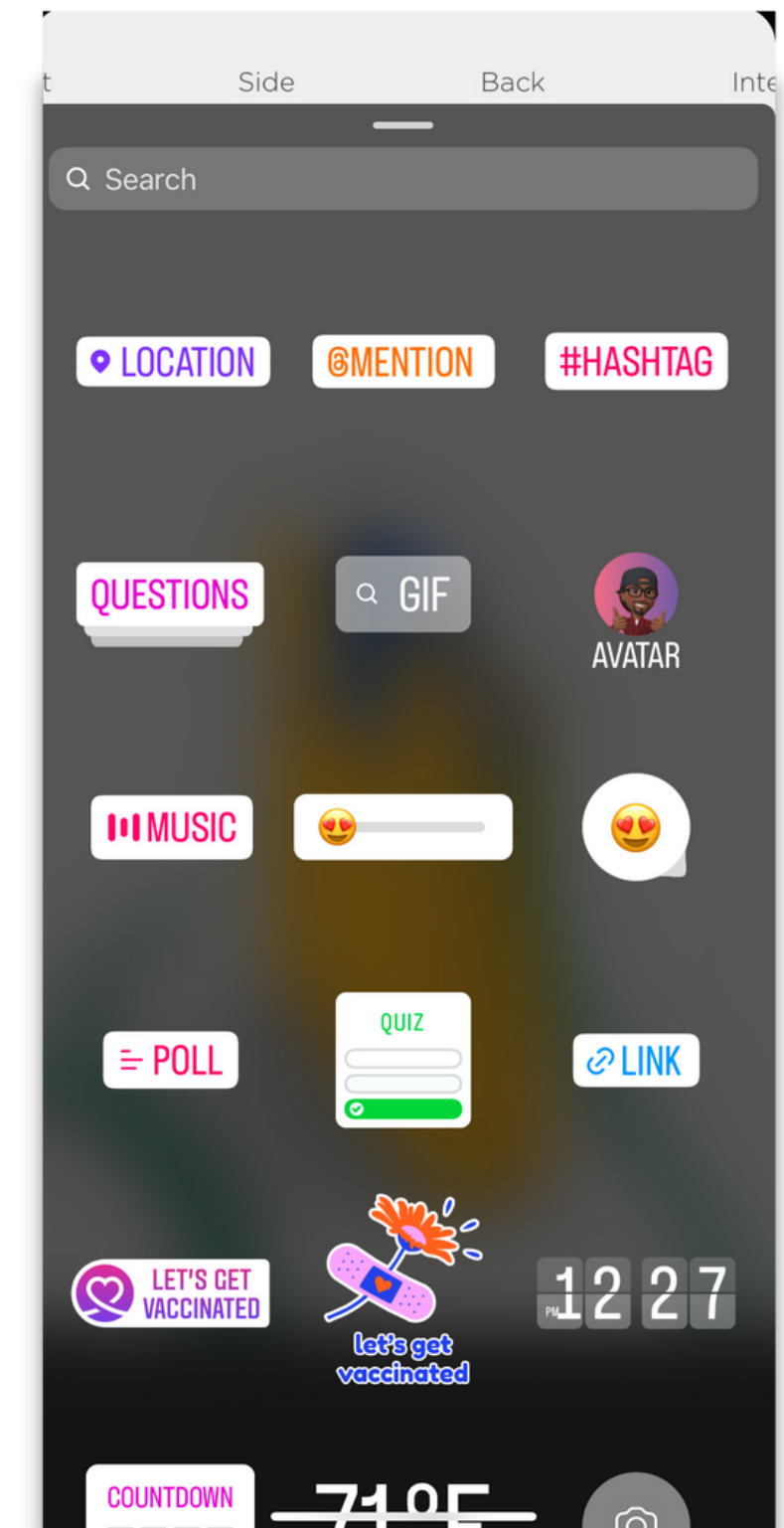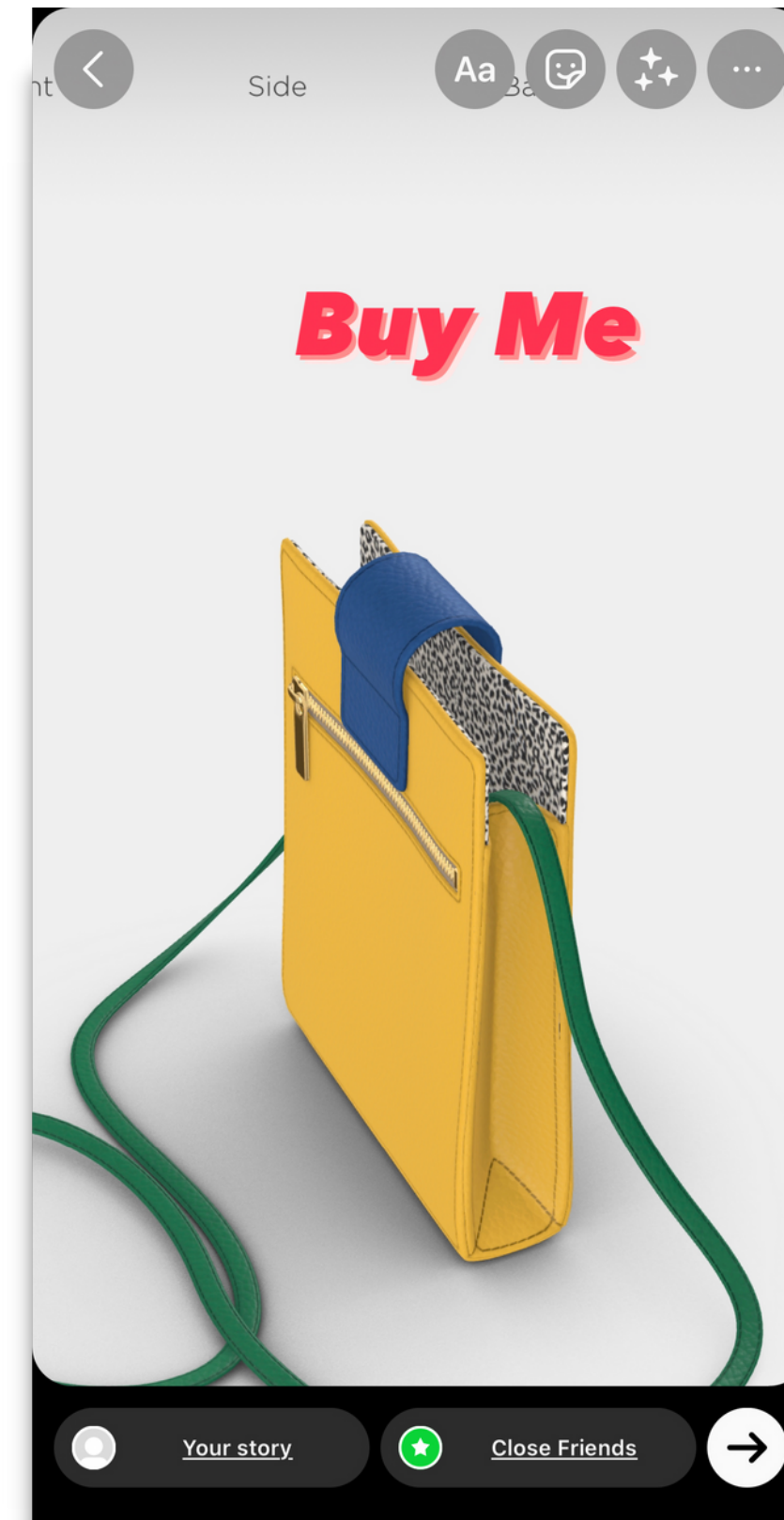
Using "Reel"

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.
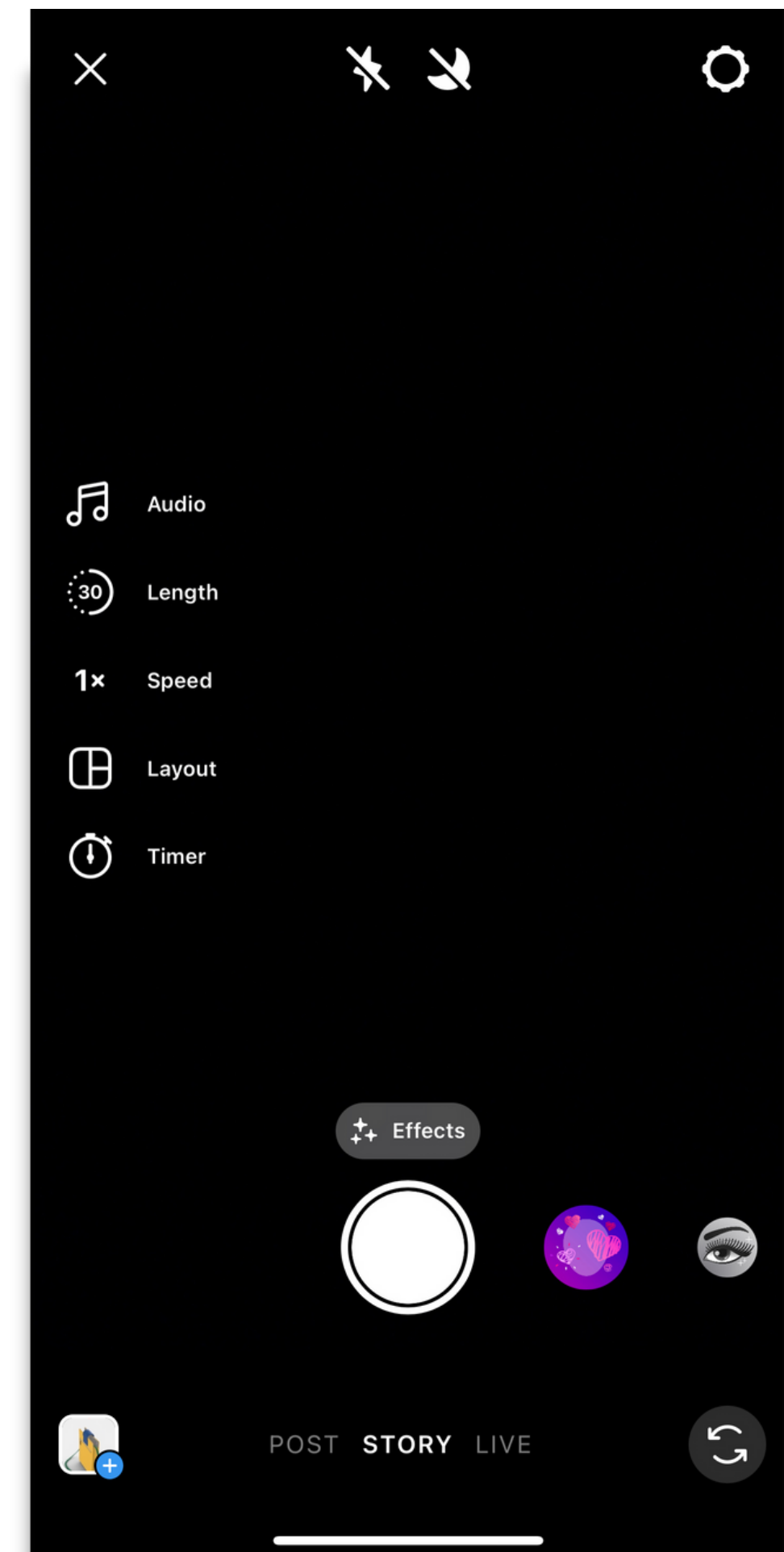
Using "Live"

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.

Title

Audience

Schedule

Add a title...

Your followers and anyone watching will see this title.

Add title
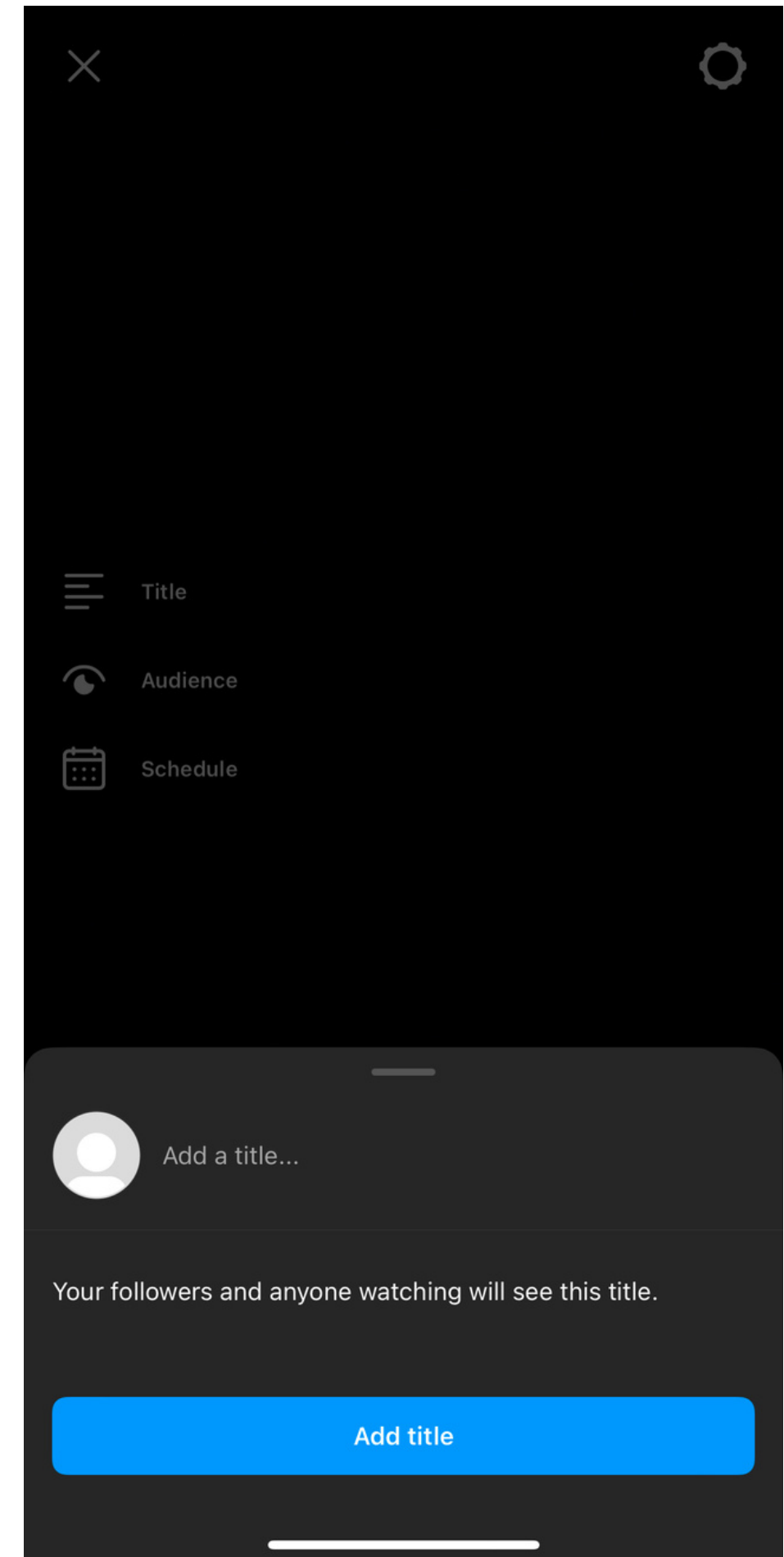
Posting Tips

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.
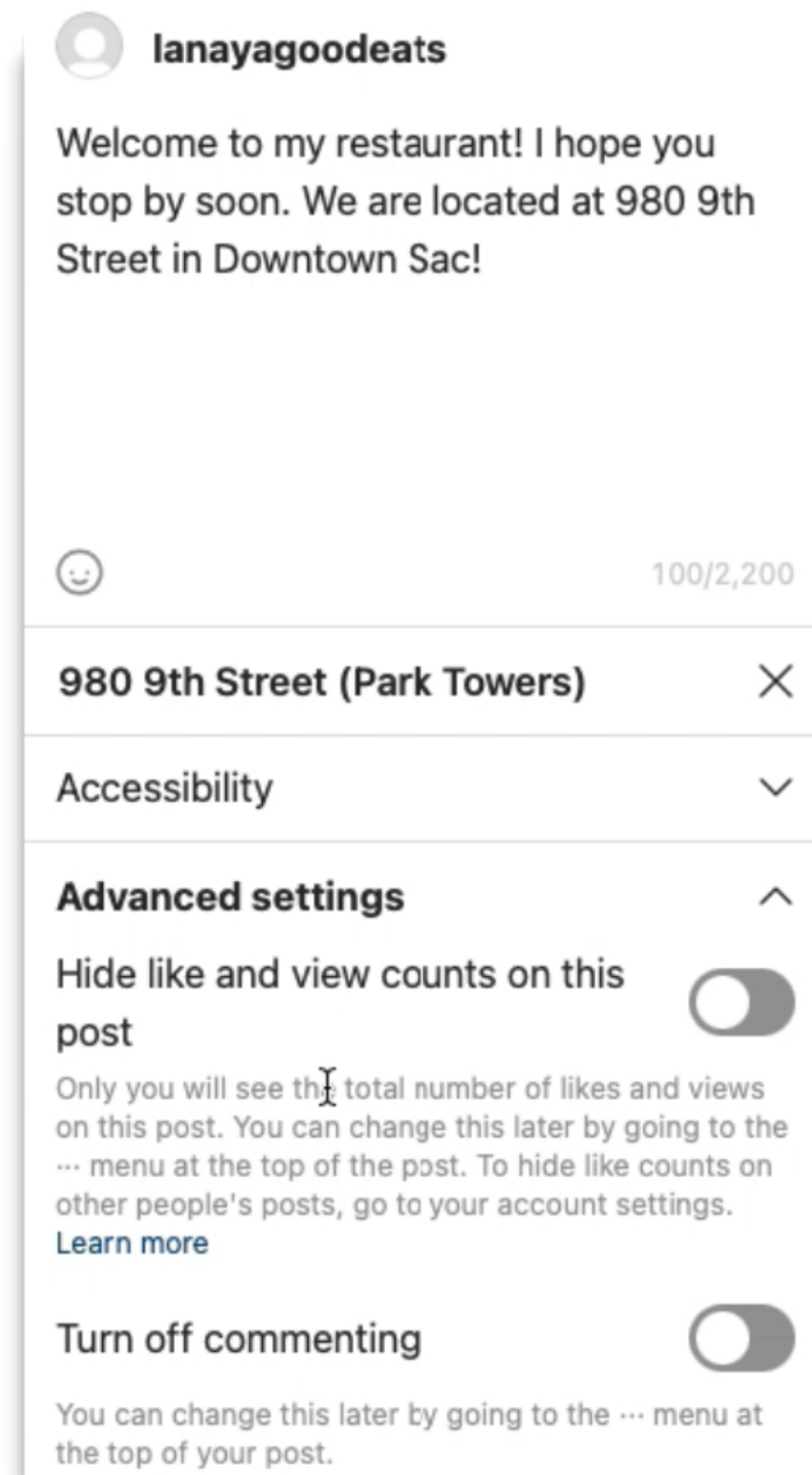
Tracking Audience

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.
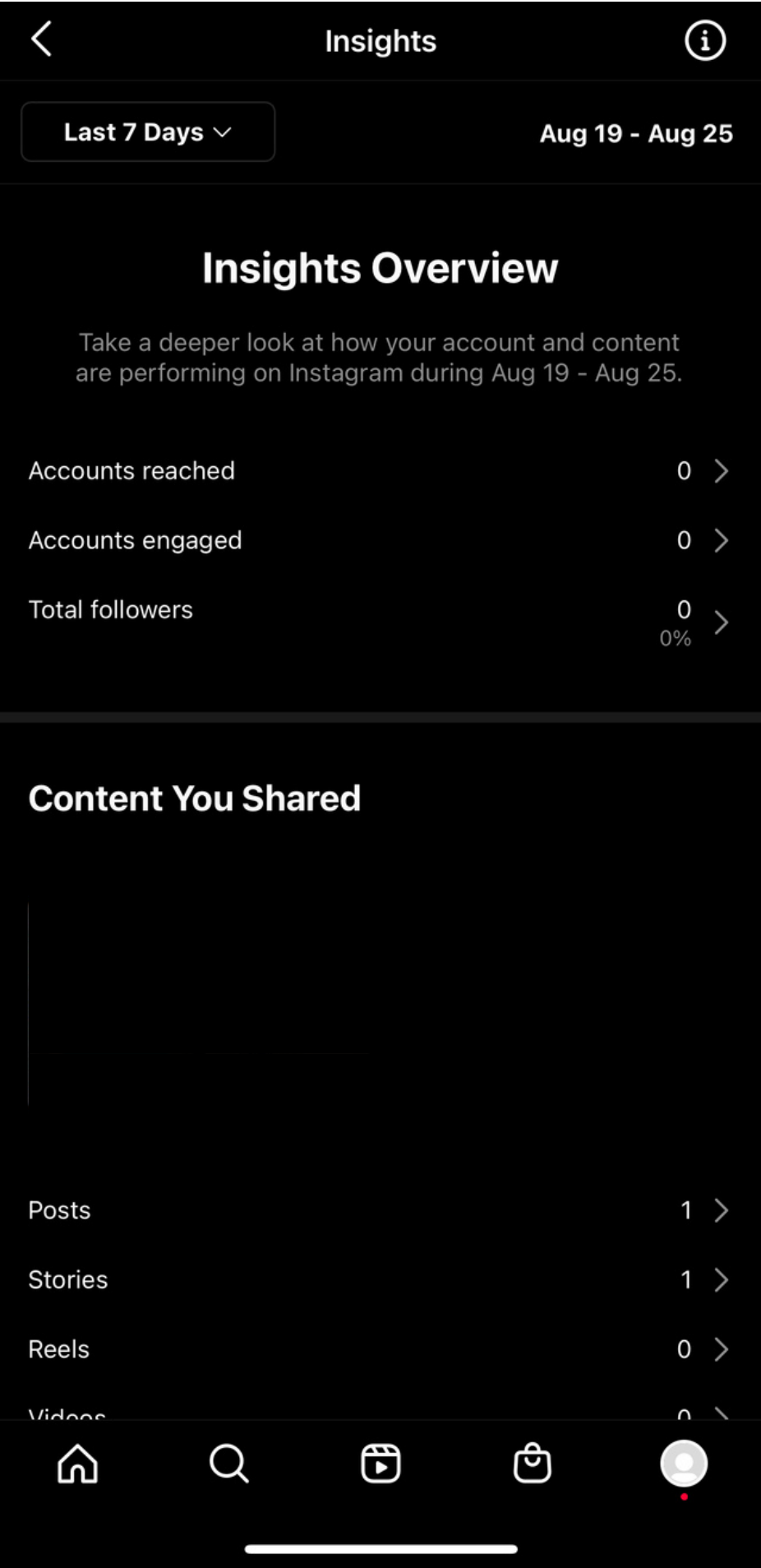
Increasing Reach

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 decided 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.
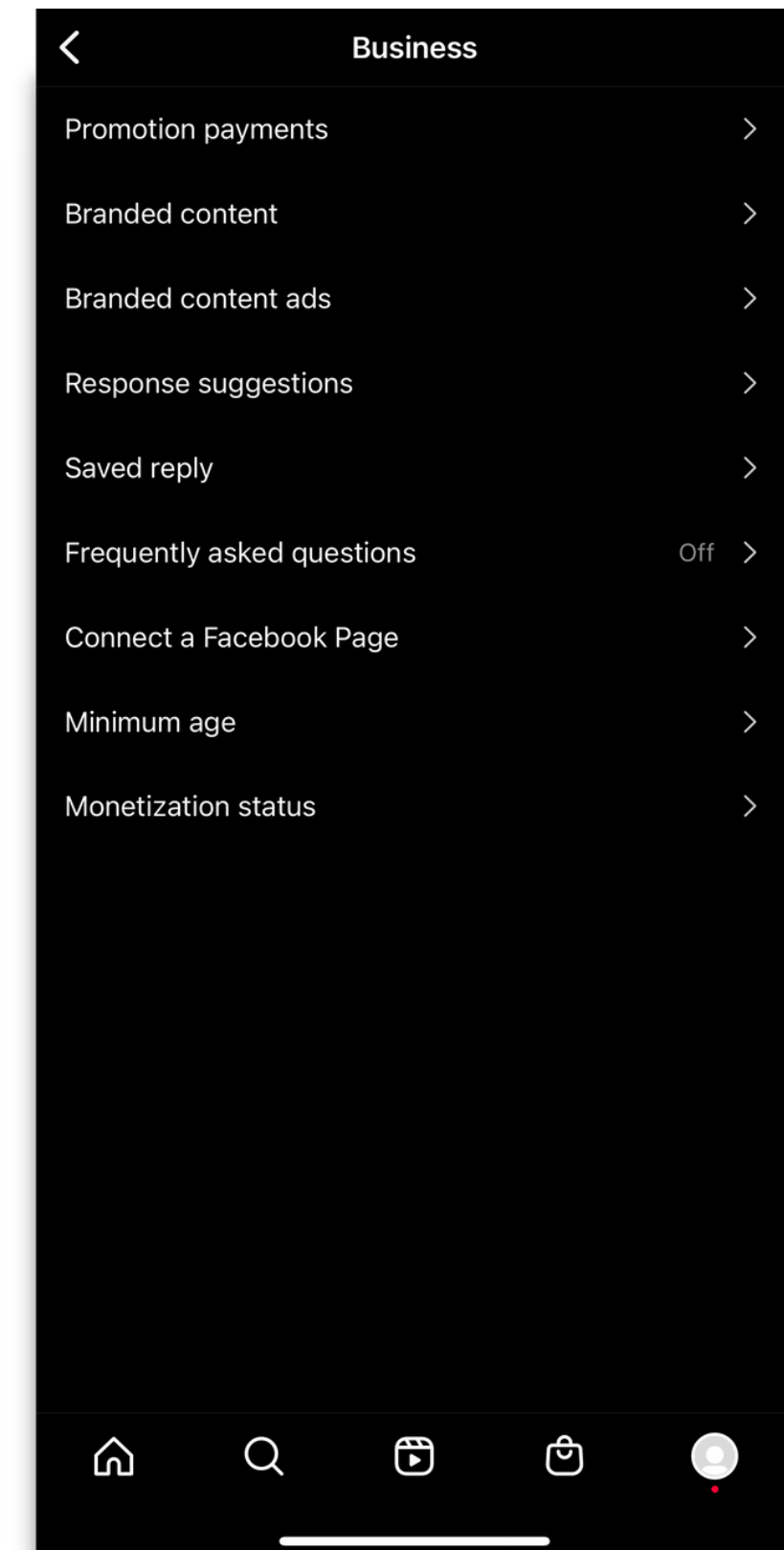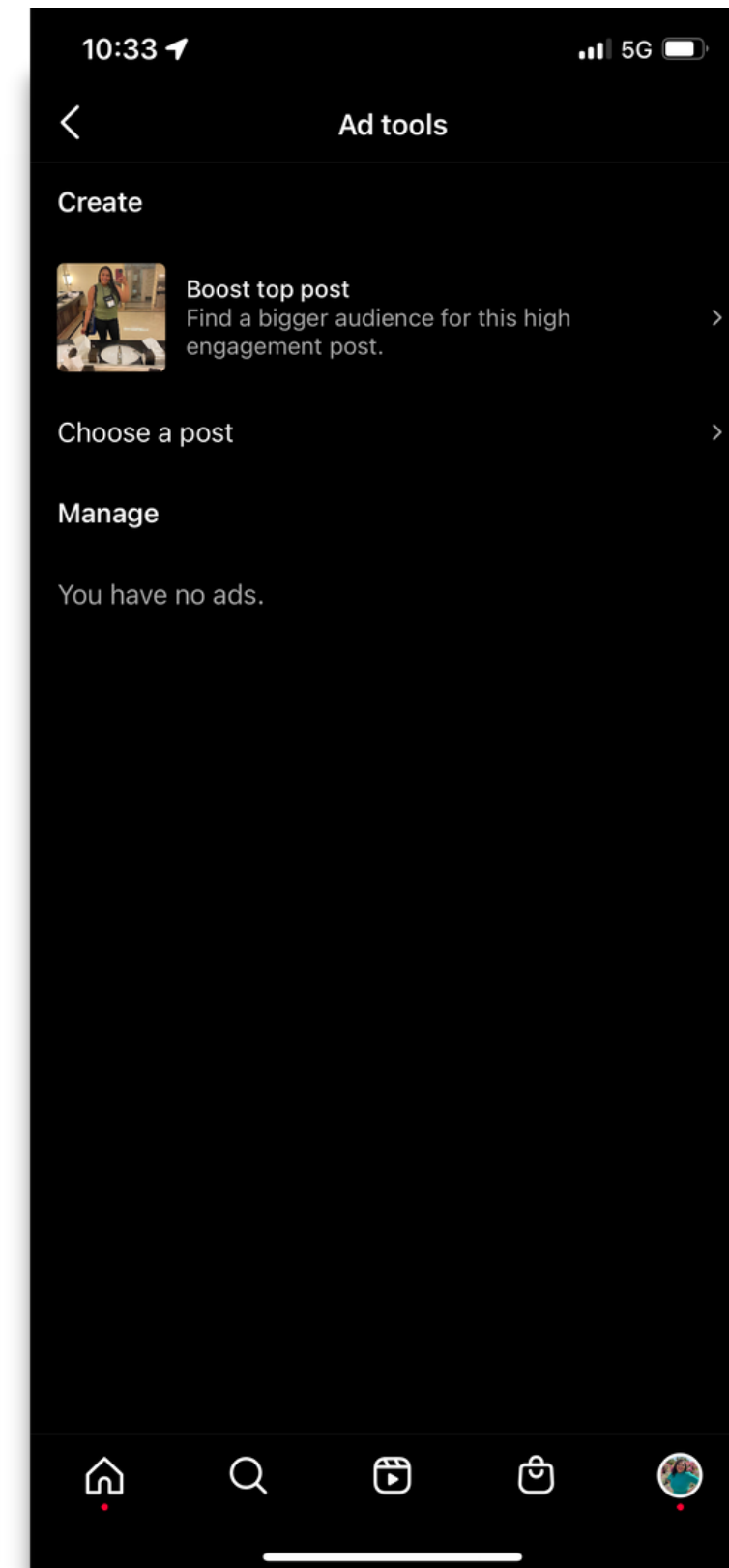
Verified Status

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.
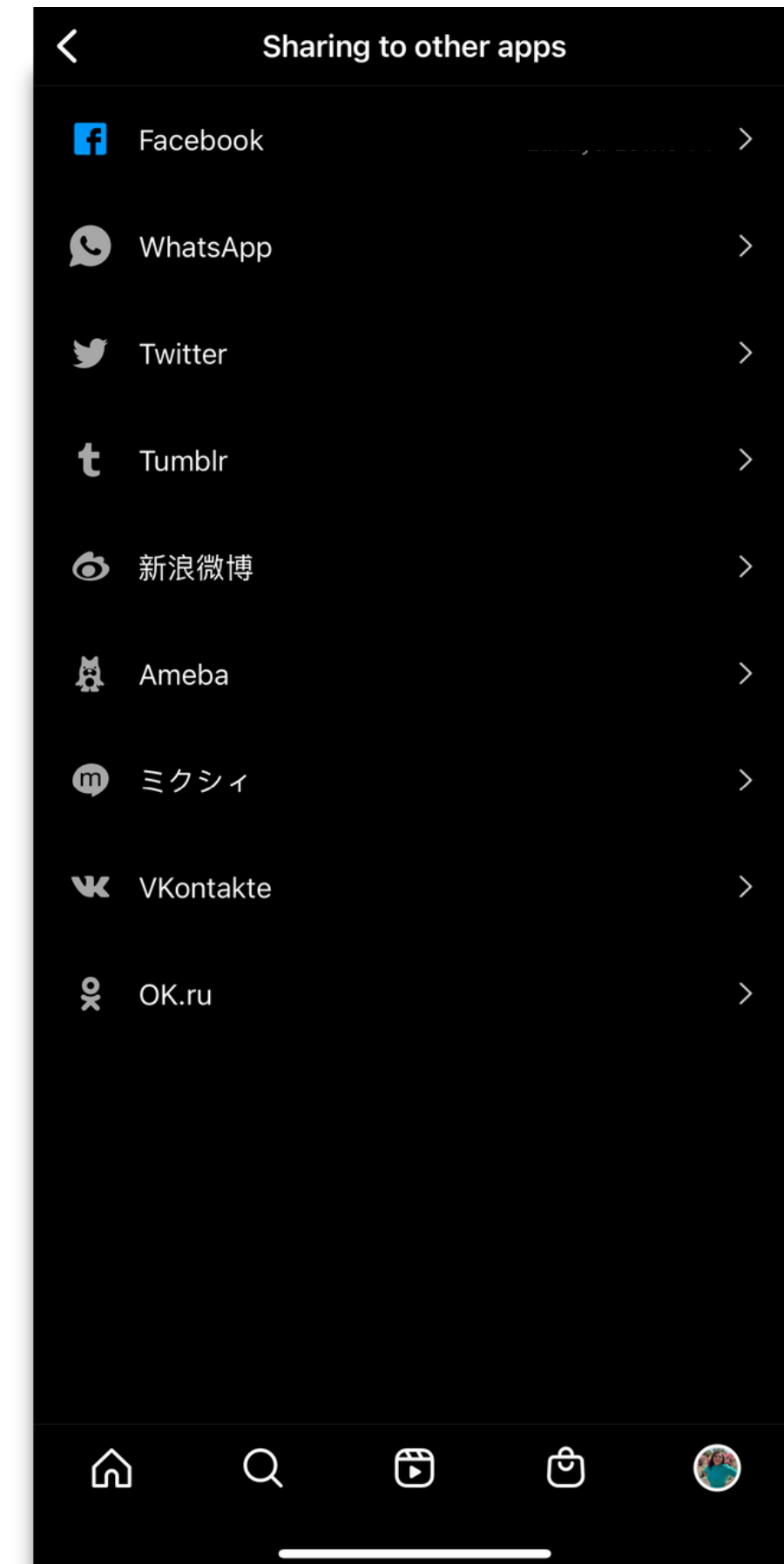
Still Need Help?

Instagram Help Site

Get your questions answered here:

https://help.instagram.com