Getting to know

Instagram

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Intro

1 Billion+ Instagram accounts WORLDWIDE are active every single month

500 million+ Instagram accounts WORLDWIDE are active every single day

80% of Instagram accounts follow a business

400 million+ Accounts that use Instagram stories every day

Why use IG

Connect Passions

Tap into people's passion to create deeper relationships with your business online and off

Immerse Visually

Instagram accounts WORLDWIDE are active every single day

Spark Exploration

Connect to new customer and strengthen relationships with existing ones

Hashtags + Geo-Tags & Tags

Hashtags

A way of people to search for specific content.

You can add hashtags to your posts so people who are looking for type of content you have can actually find you

Examples

#realestate #realestateagent
#realestatesale #homeforsale
#floridarealtor

Tip: Limit 30 Hashtags per per post & only use relevant hashtags

Geo Tags

Great way to tell your followers where your post took place as well as a way to find people and vice versa

When you use a geo tag, your post will show up on the search for that specific location.

Tags

It allows you to tag another profile to your post.

If you took a picture with a family member, a friend, or even a celebrity, you can add a tag to your picture that is also a link to that person's profile.

Another great thing about tagging is that your post will also appear on the tagged person's profile under the tagged section
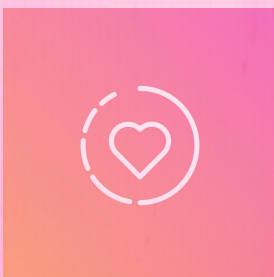
Stories

Stories allow users to show their followers a glimpse of their lives.

They appear separately from your profile gallery so you don't have to worry whether you are posting too much and spamming people's news feed.

In fact, stories are only displayed for 24 hours, just like snapchat, unless you add them to a highlight folder.

You can view a story by clicking the colorful circle item that appears on a person's profile picture (if there isn't one, it means they do not have any stories)

Instagram Stories contributed to the huge jump in time spent in-app every day from 24 minutes to 32.

How to use Stories

Open Instagram, and tap the camera icon in the upper left-hand corner of your phone

Share a photo or video you've already captured by swiping up on your screen to browse your gallery.

Or, choose a camera lens to capture a photo or video in the app. You can choose from the following options:

1 - Type 2 - Music   3 - Live   4 - Boomerang
5 - Superzoom 6 - Focus 7 - Rewind
8 - Hands Free

Once you've edited your photo or video, tap "Your Story," or tap "Next" to share it to your Story and to other friends at the same time.

How to use Stories

Here are other things you can also add to your stories:

1 - Location

2 - Tag

3 - Hashtags

4 - Gifs

5 - Emojis

6 - Music

7 - Conduct a poll

8 - Countdown

9 - Questions from followers

10 - Weather temperature

11 - Current Time

12 - Stickers

Highlights

Create a highlight and add the stories you want to stay on your profile permanently instead of just 24 hours.

You can create as many highlights you would like as well as stories.

How to create a highlight

1 - Go to your profile

2 - Click on the clock symbol on right upper corner

3 - Select the story you would like to add to a highlight

4 - Either add to an existing highlight or create a new highlight

Direct Messaging

There are a couple of ways you can send a DM (direct message)

1 - Click on the arrow on the upper right corner of the app. You can either start a new DM or you can search for a previous DM.

2 - DM a specific post to a friend

Different ways you can use this feature
- Add up to 32 people to a DM group
- Unsend a message
- Send profile as a DM
- Send Voice Messages
Send Video Messages

10 Must Have Apps

1 - InstaSave - Download Videos and Pictures directly from IG

2 - Keep Notes - Access all your notes on any device (powered by Google)

3 - Followers Chief - Unfollow unfollowers & other features

4 - Lee Tags - Find relevant hashtags and save them

5 - Tik Tok - Video Making App

6 - Boomerang - Video & Photo editing (Powered by IG)

7 - Photos by Google - Back up all your photos and videos and access it on any device

8 - Canva - Photo editing, design, logo, etc.

9 - Lightroom - Photo editing and manipulation(powered by Adobe)

10 - Snapchat - Best filters