



iPad: Using Instagram

Instagram is a social media app for sharing photos and videos from your smartphone. Similar to Facebook and Twitter, Instagram is a showcase for your photos and short videos (3 to 60 secs).

- If you share a photo or video in a Post, the photos and videos remain in your profile.
- If you share photos and videos in a Story, the photos and videos disappear after 24 hours.

Set Up Instagram

Download Instagram from the App Store. Because Instagram is meant to be used on your smartphone, there is not a dedicated iPad app for Instagram. You can download and use the iPhone version of the app on your iPad.

In the upper left corner of the App Store app, select iPhone Only from the drop-down menu. You can download and use the iPhone version of the app on your iPad. Download and open the app.

Note: Instagram will display only in Portrait mode. The app doesn't change orientation when you change the iPad orientation.

Once the app is open, create an Instagram account. During the account creation process, you may be prompted to connect to Facebook or allow access to your Contacts to find friends to follow. You can do that now or wait until later.

About Followers and Private Accounts

Unlike Facebook Friends, you do not have to approve Instagram Followers if your account is Public.

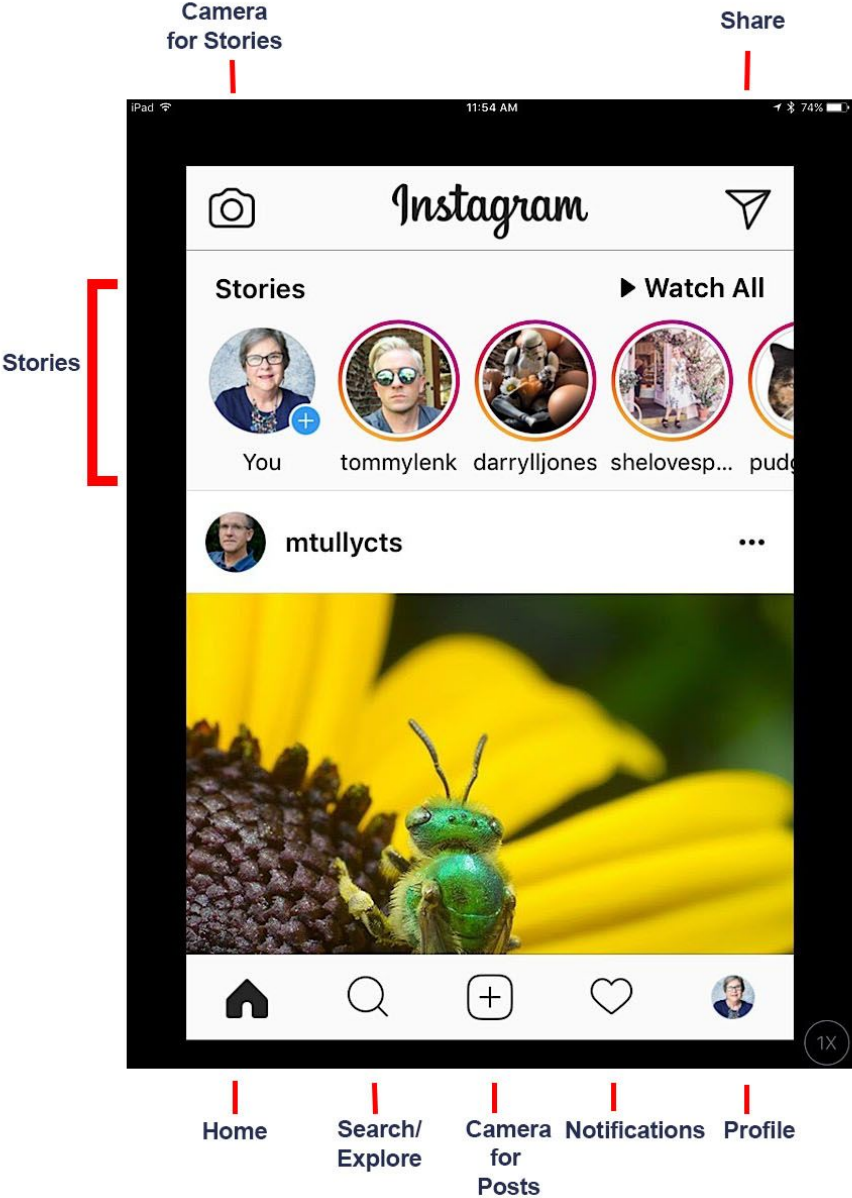
Your account can be either fully Public or fully Private.

- A Public account is visible to everyone and anyone on Instagram can follow you without gaining approval from you.
- A Private account is visible only to followers whom you have approved.

To make your account Private:

1. Go to your **Profile**.
2. Tap **Settings**.
3. Turn **Private Account** to **On**.

The Instagram Home Page



Find Friends to Follow

When you follow someone, their posts and stories will be displayed in your Instagram feed.

You can explore in Instagram to search for your friends. You can also allow Instagram access to your Facebook friends and your Contacts to find friends who are already on Instagram.

To search for a friend:

1. Tap **Search/Explore** on the Home screen.
2. Enter a name or Instagram username in the **Search** box.
3. Tap **People**.
4. Tap a username to open a **Profile**.
5. Tap **Follow**.

To find friends through your Profile:

1. Tap **Profile** on the Home screen.
2. Tap the **Discover People** icon in the upper left corner.
3. Tap **Suggested** to see suggestions from Instagram.
4. Tap **Facebook** to see your Facebook friends who are on Instagram.
5. Tap **Contacts** to see your contacts who are on Instagram.
6. Tap **Follow** next to a name.

Note: If you have not yet done so, Instagram will request that you connect to Facebook or allow access to your Contacts.

Watch Stories

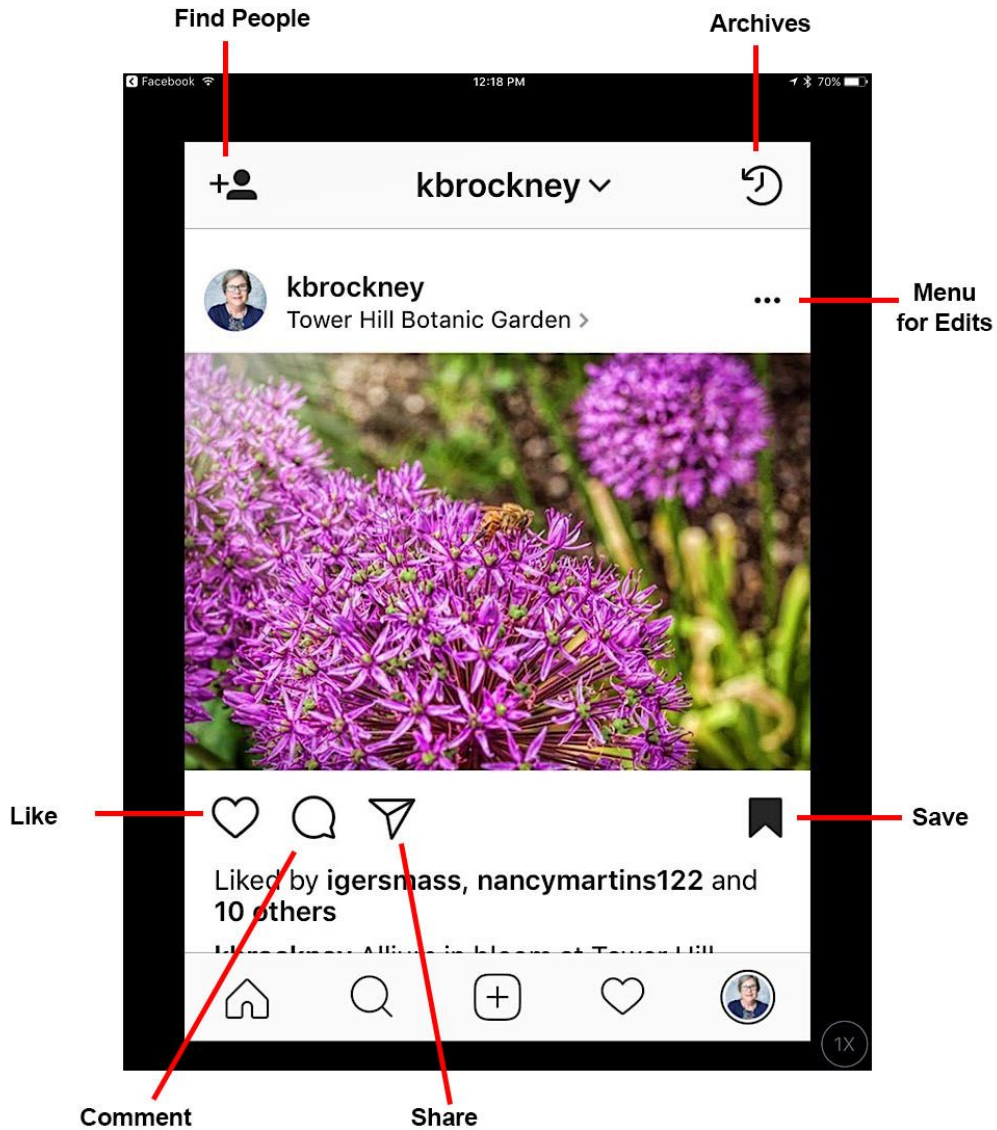
Tap on a story at the top of the Home page to view a series of images or videos from people you follow.

View Posts

Scroll down in the Home page to view posts from people you follow. Instagram uses a complex algorithm to display posts to you. The posts may not appear in chronological order, and you may not see all posts from someone you follow.

An Instagram Post

This image shows the screen you see when you look at one of your own posts in your Profile.



Respond to a Post

To respond to a post:

1. Tap **Like** to like the post.
2. Tap **Comment** to add a comment.
3. Tap **Share** to share the post on Facebook or Twitter.
4. Tap **Save** to save a post to view later. You can also save it in a Collection.

Create a Post

A post is a permanent entry in your Profile.

To create a post:

1. Tap the **Add Post** icon (+ sign) at the bottom of the Home page.
2. Tap **Library, Photo** or **Video**.
3. Share photo from the library, take a photo or create a video.
4. Tap **Next**.
5. Add a filter or edit the photo.
6. Tap **Next**.
7. Write a caption, tag people, or add a location.
8. Turn on sharing to Facebook or Twitter, if you have set up sharing to those social media sites.
9. Tap **Share**.

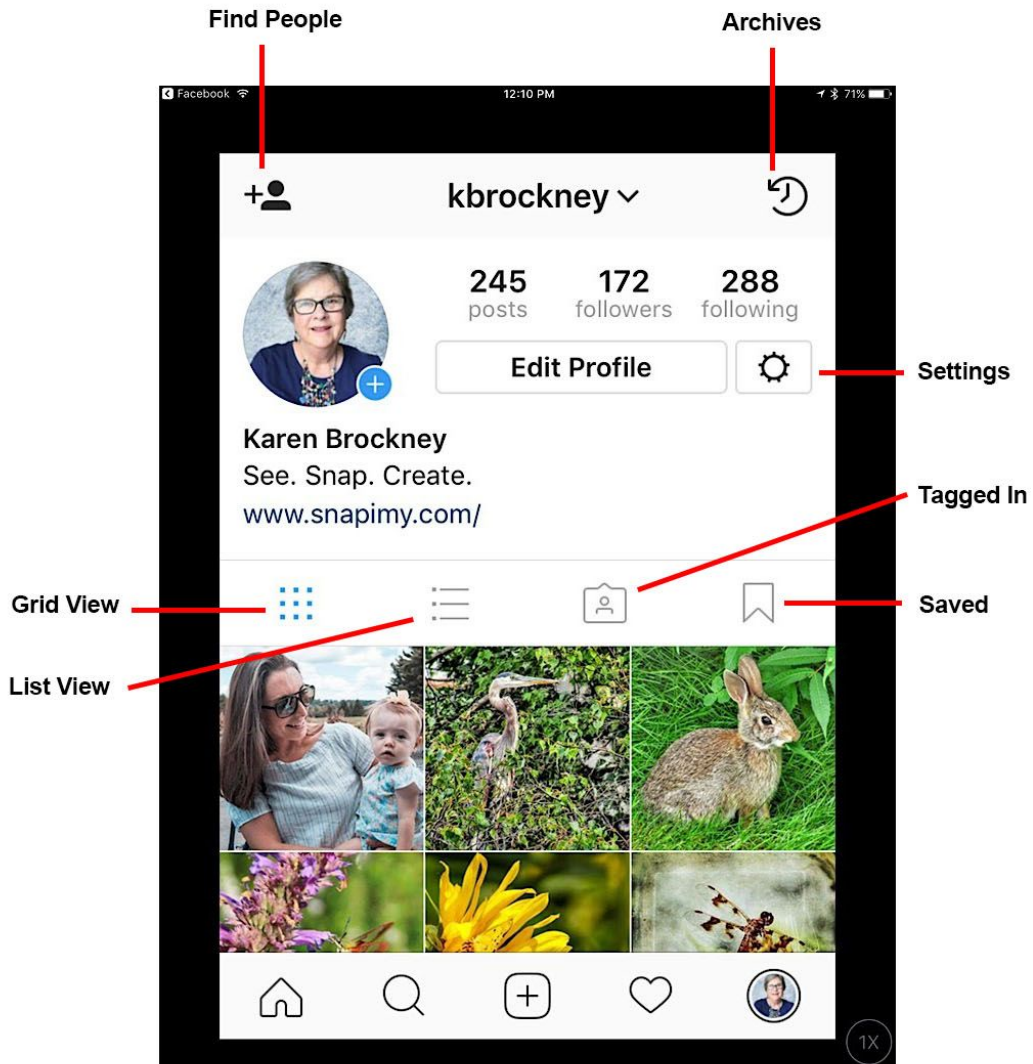
Create a Story

A story is a collection of photos and videos that is displayed for 24 hours only and then is deleted. Photos must be taken in the last 24 hours and videos can be only 15 seconds long.

To create a story:

1. Tap the **Camera** icon at the top left of the Home page, or tap your **Profile** icon with the plus sign in the Stories area.
2. Select the type of content you want to add: Normal photo, Live video, Boomerang, Rewind, Hands Free.
3. Take the photo or video.
4. Add a sticker, marker or text and tap **Next**.
5. Tap **Your Story** to add it your story.

Instagram Profile Page



View and Edit Your Profile

To view your profile, tap the **Profile** icon at the far right at the bottom of any page.

To edit your profile:

1. Tap **Edit Profile**.
2. Change your profile photo.
3. Change any profile info.
4. Tap **Done**.

Change Instagram Settings

In settings, you can:

- Find friends to follow.
- Change story settings.
- Change your account type: Private or Public.
- Link your Facebook and Twitter accounts to Instagram to post to social media from Instagram.
- ... and much more

To change Instagram settings, tap the **Gear** icon.

Link Your Facebook Account

To link your Facebook account:

1. Go to your **Profile** page.
2. Tap the **Gear** icon.
3. Tap **Linked Accounts**.
4. Tap **Facebook** and follow the instructions to link your Facebook account.

View Posts you have Saved

Tap the **Flag** icon to view your saved posts and collections.

Find Friends to Follow

Tap the **Discover People** icon in the top left corner of the page.

Instagram Tips

Here are a few tips to improve your Instagram experience:

- Use hashtags to help people find your posts and to search for posts you may like.
- Engage with others by liking and commenting on their posts.
- Follow people whose posts you like and find other people to follow by seeing who they follow.
- You do not have to follow someone just because they follow you. Some of your followers who are strangers to you are only following you because they want you to follow them.

Use Hashtags

Hashtags are a phrase preceded by a hash mark (#). Examples of hashtags:

#igvermont
#vermont
#ignewengland
#vermontshots
#travelvermont

Why use hashtags? You can search specifically for a hashtag and view all the photos that are marked with that tag. Hashtags make it easier for people to find your photos.

Many accounts will feature photos that are tagged with a designated hashtag. You may be discovered and shared to a wider audience in this way.

Do you like Paris - or any other specific topics? You can search for these hashtags and find more people who post Paris photos to follow::

#paris
#parisphoto
#parisian

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