

Instagram Marketing For Beginners

Instagram is all the rage these days so why not take advantage of it and use it in your marketing program! These tips and tricks will help you do just that.



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What is Instagram?

What is all of the craze about Instagram and what does it do? Maybe you have asked yourself this exact question. In this article, we are going to answer that question. Instagram is a photo program that allows you to take a picture with your cell phone and choose a filter that will turn the photo into a special memory that you can easily share with your friends. The purpose of Instagram is to help you stay connected to your friends' lives through pictures of the moment.

The creators chose the name because of their childhood memories of cameras like the Polaroid Instant Camera that you could take pictures with and watch them develop in front of your eyes. They also thought of telegrams and how they could be sent over the wire, so they decided to combine Instant with Telegram and came up with Instagram. In other words, photos that you can send instantly to your friends. Instagram allows you to send the picture you have created and send it via multiple services, such as Facebook, Twitter and Flickr. Instagram can also check you in on Foursquare if you can give an exact location for the photo.

You do need to know that Instagram can only be accessed through your mobile phone, as that is the only way the app was designed to be used. When you get on Instagram, you create your profile like you would on Facebook or other social media. You take pictures with your cell and upload it on Instagram. You can add 'hash-tags' that describe your picture and viewers can find the picture by using the app's search option. You also have the option, just like on Facebook, of 'liking' a picture. You can also choose to follow someone and others can follow you.

If you like to take pictures, Instagram can be a great tool to get your photos online so that others can see them. If you like to photograph nature you can choose one of the twelve filters on Instagram to improve your photo or make it really pop, then post the photo. Instagram has tabs that you can use to find certain photos. For example, you can tap the 'popular' tab and see some of the pictures that are getting a lot of hits by other viewers. There is also a tab for 'news' that will tell you when someone has liked you or posted about your pictures.

Besides being able to post your pictures on Instagram, you can also post them on other social media networks. Instagram is a fun and exciting way to share your stories in pictures and the possibilities are endless. It is also easy to use by simply following the directions. You must remember, though, that you can only use Instagram with your mobile phone. No other device will work, and this is just how its creators wanted it. Instagram came out in 2010 and now has over a million users.

How Does Instagram Work?

Instagram is essentially a combination of most popular social networking sites. Like Facebook, it is a nice way to connect with those you know. Like Pinterest, it is a nice way to meet people with similar interests and to "like" their photos. It is like Twitter because it is a visually opportunity to check in or document your life.

How does Instagram work? It is essentially a place to interact and post pictures. Make Use Of.Com advises us to, "post regularly, interact with users and include an interesting description with your photos that will get other users attention." The second step is to use hash-tags. Hash-tags are essentially the topic of your picture, "think about the subject matter, so that other Instagrammers taking photos of the same things will be able to find you.

Tagging on Instagram isn't just limited to your subject matter - you can tag your photos based on the style of photography or processing, can be tagged with the apps that you used to process your photos, or the Instagram filter you used, or based on your location, and of course with the popular Instagram hashtags that regulars use."

Not only do you have to use hash-tags creatively, you should consider interacting with others in the comments section, post photos, and communicate with other, Make Use Of.Com writes, "There are a ton of Instagram activities taking place on the mobile social network." Try to add people based on interests, location, hash-tags used by them. My rule is: if you find yourself liking every single picture, add the person on Instagram.

But, it does end there. See, you can't just add people and not interact with them. It is a social networking site (or application), so you need to socialize, "Instagram is all about engagement. It's all about the give and take. The more you interact and give your time to other users, the more they will do the same for you. Liking other users' photos is a great way to get noticed, and leaving thoughtful comments is even better."

PC Magazine writes, "Model Coco Rocha has over 300,000 followers on Instagram, where she shares behind-the-scenes shots from her modeling gigs, snaps of her global adventures, and even childhood memories on Throwback Thursdays." So try to add photographs of your life. Take pictures of your outfit, your fun adventures, the pretty sunset or sunrise.

But, be careful. Rocha notes that too much sharing can just be overkill. "Your audience is following you for a reason and they clearly do want to hear from you regularly... but not too often," Rocha advises. "It's important you don't overwhelm and over share because your audience will have no problem clicking 'unfollow' if they feel you're over saturating their feed."

Good luck with your posting on Instagram. People are really friendly on there. There are a few spammers, but most people are kind, respectful, and friendly. So you are in for a treat to meet wonderful people and take great photos while you are at it.

How to Use Instagram

Instagram has quickly become one the most popular sites for sharing photographs and videos on the Internet. The mobile app claims to have over 50 million users and since Facebook bought the company, it is easy to imagine it surpassing those numbers in the near future. Let's see how we too can join those numbers.

Set up Your Account

You will need to download the appropriate app version depending on whether you have an iPhone or an Android. The process of registering is pretty straight-forward. Choose your username and password. Instagram accounts are public by default and if you choose to only make your account available for viewing by people you approve, you can easily change that setting under your Profile. Click on Privacy and change the setting.

Once you are registered, you will want to upload a profile picture and make any changes you prefer to your profile. You also have the option of creating a short 150-character bio and adding a website link.

Sharing is Caring

The whole purpose, of course, is to enable you to share your pictures and video on social media. You can connect your account to Twitter, Facebook, Foursquare, Tumblr, and Flickr. To do this, go to your Profile tab and choose Edit Sharing Settings. You are now able to choose which networks to connect with. Sharing your uploads is not automatic and you will be prompted whether you want to share and with which social networks you are connected to.

Adding and Editing Your Photos

Adding photographs is very easy. You can either take a new picture or upload one you already have from your phone. Click the blue camera button in the center of your Instagram screen. If you want to use a picture already on your phone, click the double-square button on the lower left of the navigation panel. Instagram will size your photo to a perfect square; you may need to crop portions of your picture to prevent the default black background from being seen.

After you have taken your picture or chosen the one from your camera you would like to use, three icons will show up underneath your picture. These icons give you access to different filters that allow you to change the appearance of your picture. Each filter also has a border you can use along with it, however, you can choose not to use it by clicking the square "frame" on the upper-left of the edit screen.

There are many other editing features available for you. You can rotate your image, use color-enhancing Flux, and even rotate the camera so you can take a picture of yourself.

You Call the Shots

Now that you have the basics down, it is time to start sharing. The great thing about Instagram is it has one of the most positive communities online. There are plenty of members that will be glad to give an aspiring photographer some tips to help out. You will be amazed at the creative techniques you will see used by others on the site. Unleash your imagination.

Uploading a Picture to Instagram

When you first start using Instagram there are a lot of things you need to learn about the application, but it does not have to be hard. I will give you step by step directions on how to upload your beautiful photos to Instagram.

When you get ready to upload your photo to Instagram, you first need to find the blue camera button in the middle of your Instagram navigation screen. Instagram initiates your mobile phone's camera so you can either take a picture or choose one that you have already taken. If you want to choose a picture you have already saved on your mobile phone, you will need to click the double square button on the lower part of your screen. The Instagram application makes your photo into a small square, so you need to think about that if you choose a picture that was taken horizontally. You will need to crop the picture before you post it so that you will not have a black strip on your picture.

After you have chosen your picture, you will see three icons appear at the bottom of your screen. These icons are the Instagram filters that allow you to add to your photo to make it beautiful and unique. Now you will need to scroll through these filters and probably do a little experimenting before you choose the effect that is what you are looking for to make your picture pop. You will find out that each filter comes with its own frame. If you do not want a frame for your photo, you will want to go to the upper left of the screen and click on the square frame that you see there.

There is also a 'tilt/shift' option for your picture that will allow you to give a really different feel to your picture. Just experiment with it until you give your picture with just the right effect. Remember, though, that some pictures will not be very suitable for using this option.

The sun button will add a layer of light to your picture that will brighten it up, really enriching the colors of your picture. The curved arrow that you will see at the right of your screen rotates the picture and the icon directly next to that one turns your camera so that it is facing you, allowing you to take a picture of yourself. Instagram also allows you to post short 3 to 15 second videos. Just push the camera button and choose the video recording option that you will find on the right of your screen. This option allows you to either post one continuous video, or you can be creative and splice together several video clips. Click 'Next' and choose your filter option for your video.

Click the green check mark and the next screen will be social sharing screen. Click the 'share post' option and you are done. Enjoy!

Photos on Instagram

If you have not gotten an Instagram account yet, you should consider it the next big thing in terms of photography, art, and communication. Instagram is essentially Twitter and Facebook's lovechild. It combines Twitter's use of hash-tags to find pictures (and to share pictures) whilst using Facebook's feed feature along with the activities aspect as well.

Okay, onto difficult, hard-hitting questions: what is it like on Instagram? It is lovely! People post photos, choose filters, and add hash-tags so that others can find your photos. What is really lovely about Instagram is the sense of community you get. You will find that complete strangers will 'like' your photographs of yourself or of anything you find beautiful.

I think this is why Instagram photography is so crucial: it creates a sense of appreciation and wonderment in the world around us. You start to see the world as a photogenic world, not a bland place to get through. You start to notice the beauty of lights, of the trees, of your food, of your outfit, and of the people around you. Instagram gives you a newfound appreciation for the sky, the river you drive by, the magic you can find in your own backyard. It is an encouragement to everyone to appreciate the world a little more.

Besides, there is something so very empowering about owning the memories you have experienced. You can take a picture of yourself as you jet off to prom, on your graduation day, wedding day, when you first hold your child for the very first time, or when you hold your best-friend's hand before jumping into a pool. Instagram is about finding value in the moments we otherwise skim later on in life. You forget what you looked like at the age twenty six. What you wore. What you believed in. What you did to find peace of mind. Instagram allows for you to find a way to document these things and share them with the world.

Another empowering aspect of Instagram is that it makes you into an artist, into a photographer, with the filters. There are applications on iTunes and Android that allow you to be more of an artist by having frames, flash, filters, camera lenses. One of my favorite applications is Hipstamatic, an application that allows you to buy camera lenses, films, flashes and it gives you tips on how to take pictures depending on the setting and lighting available to you.

Another really neat application is Afterglow, which has filters that are original and guest filters. It also has different shapes to put the pictures in. My favorite shape would have to be the oval one; it is particularly effective with photos of nature or the horizon. So, get an Instagram if you have not already and start snapping photos.

Download free applications first to help you with the photography aspect. There are professional photographers on there who can give you pointers and advice too, if you are worried about the quality of your photos. Have fun!

Instagram Online

As a community, Instagram is available online at <http://web.stagram.com/> and <http://statigr.am/>. The question is how to use the application. First and foremost, you have to remember that Instagram is a collection of communities, so the goal is to connect with others. How do we do that? Hash-tags are your ways to have people find your photography. Make Use Of.Com writes, "Hashtags are the first place to start when it comes to getting more likes for your photos on Instagram. Think about the subject matter, so that other Instagrammers taking photos of the same things will be able to find you."

Here is another tip for you: try to experiment with your photography. If you keep taking pictures of yourself, over and over, without changes, you probably will not get that many subscribers. Let's say you take pictures of your outfits every day, you can make this more exciting by putting some of the outfits in the same frame by downloading any application that allows you to do that—there are many of them out there, and most of them are around a dollar a pop.

You can have fun with filters. Try different frames from other applications such as Afterglow (which is such a great application by the way. It has so many filters) or Hipstamatic, which is a fantastic application for those interested in photography since it offers lenses, film, and flash to allow you to create very unique photos and provide you with a way to learn more about photography.

But, photography is not all filters, as Coco Rocha, a famous model on Instagram, shares with PC Magazine.com. She says, "If I'm capturing an image of say, the Eiffel Tower, I'm going to take at least 10 pictures from varying angles," she says. "Even in today's world of instant everything, try to take pride in composing an aesthetically beautiful picture." Take different shots of the same picture. Experiment with light, experiment with distance, and also experiment with editing. Rocha says, "Treat every upload as if it was a miniature work of art" So, put in the effort to make the pictures stand out, be unique, and have high quality.

(<http://www.pcmag.com/article2/0,2817,2415158,00.asp>)

Okay, so we got our hash-tags, filters, photograph quality, next we need to comment and connect with others on Instagram. Make Use Of.com shares, "Like any social network or community, Instagram is all about engagement. It's all about the give and take. The more you interact and give your time to other users, the more they will do the same for you. "Make your comments personable, not focused on you specifically, but on the content of the photo. Click "Like" for photographs that you find interesting and do not spam others with links to your Instagram. Followers will come to you eventually, just be patient. Try to find people through hash-tags, comments, and interacting with them in the comment section of the picture.

Instagram is a lot of fun and it is an enjoyable community. Join in!

Getting People to Follow You on Instagram

If you are starting out on Instagram and want to know how to get followers, reading this article will help you by providing several tips for increasing your followers. The first step is to go to the 'popular' tab and look at the pictures that are getting a lot of hits.

This step can give you a sort of gauge of the types of pictures that a lot of people are interested in seeing. Another step is to access 'Find Friends' and choose 'suggested users'. This will let you find other users who have some of the same interests as you. If you follow them, they may return the favor by following you. The followers of this user will see you as a follower and check out your pictures, possibly choosing to follow you. When you follow someone, you gain access to their followers and this is another great way to build up your personal following.

When you are searching Instagram and enjoying pictures that others are posting, 'like' photos and place a complimentary comment about some of the photos. This is another great way to increase your following on Instagram. Go to the @youraccount settings name tab on the right of the page, then click the 'Find Friends' tab and invite your friends from Facebook and Twitter to follow you. You can also choose to invite friends from your address book. This action will let all of your friends know that you are on Instagram, thus causing your following to increase.

Upload some of your very best pictures, but not all at once, since many people tend to skip over some photos if there are too many. By adding your best pictures a little bit at a time people will take the time to look and this is also a strategy that can bring more followers. Make sure that you make good use of the 'hash tags' option that will allow you to label your photos with unique text, using keywords that describe them. When other users are looking for certain pictures, they search for keywords that will lead them to pictures that interest them. This is yet another option that can bring more followers to your pages.

There are so many ways to get more followers on Instagram. Just imagine what the results might be if you combine all of the suggestions in this article. We're not done yet. Geo tagging is yet another strategy that will bring more people to your page. All this means is that you put the name of the place where the photo was taken. For example, if you upload a picture you took in London, geo tag it and people who are looking for photos about London will find your page.

The Instagram site has privacy settings, so you want to make sure that you have yours set on 'public' so that you can be found. Use these tips and increase your following on Instagram.

Instagram on an Android Device

Instagram, a photography application, is now available for those who have Android phones. For those who use Android phones, they will be able to use the application just as those with iPhones, iPads, and iPod Touch users.

So, that is all nice and dandy. But how do we go about using this application?

First, pick an easy to remember username. If you just go for something boring, though, no one will remember you. Try to use something personal, something quirky, and something memorable. Then, choose a nice selfie (picture of yourself) for the user picture. It makes your Instagram account more personable, more presentable, and more human. It is amazing how much spam is available on Instagram, so try to post frequently, and change your password as well.

To avoid more spam, try to make your account private. Yes, I know it is a little bit of a hassle to go through adding people individually, but it gives you an opportunity to get to know your audience, and control who sees your pictures (personal or not). Of course, you can always make two accounts, one personal and one just of fun pictures, but, from my experience, one of them will lag and people tend to be interested in the person behind the photographs.

Okay: we talked about how to start on Instagram, but how does one behave on there? First, remember why you are there. Take pictures. What is beautiful about Instagram is that everyone is a photographer, and everyone tries to seize the opportunity for a photograph. So, if you see a neat sign, fascinating murals, beautiful skies, take a picture and post it on Instagram. Do not be shy about your photography skills. Most people are welcoming and positive on the website.

Now, you are ready for hashtags, Hashtags are the first place to start when it comes to getting more likes for your photos on Instagram. Think about the subject matter, so that other Instagrammers taking photos of the same things will be able to find you." But, you can expand on your hashtags by, "Tagging on Instagram isn't just limited to your subject matter - you can tag your photos based on the style of photography or processing, can be tagged with the apps that you used to process your photo" (<http://www.makeuseof.com/tag/x-tried-and-true-instagram-tips-getting-tons-of-likes/>).

Aside from taking pictures and tagging pictures, try to leave comments on people's pictures. Make Use Of.com writers reflect, "Like any social network or community, Instagram is all about engagement.

It's all about the give and take. The more you interact and give your time to other users, the more they will do the same for you." Give them positive feedback and follow like-minded people who will like

your photographs and be interested in your work, "that way you're more likely to find genuine engagement beyond an anonymous or faceless like."

Instagram is a huge fun set of communities, so it may take you a while to find the right community. Have fun!

Can I Upload Videos to Instagram?

Instagram was launched on October 6, 2010 and it holds the record for being the quickest app to reach one million downloads as of December 21, 2010. An Instagram photo even made it to the cover of the Wall Street Journal. Those are all impressive facts. Let's see what Instagram is all about and why it is so popular.

Easy to Get Set Up

Nothing could be easier or quicker. Just go to the App Store and download the app. You will need to set up your account, choose your username, and upload a profile picture. You can instantly begin sharing your photos and videos.

Not Just for Pictures

Of course many people use Instagram to share their pictures but another lesser known use is that of sharing your videos. This process is just about as easy as setting up Instagram in the first place. Uploading videos from your phone is currently only available for the iPhone and Android apps.

Android Phones

1. Tap the picture icon at the bottom of the app
2. Tap the camera icon to switch functions from camera to video
3. Tap the box in the bottom-right corner to go to your phone's video gallery
4. Pick the video you want to upload - on the iPhone, tap **Next** at the top
5. Choose which 15 seconds of the video you want to share by placing your finger on the video strip at the bottom and sliding left to choose where the clip starts playing
6. Drag the blue slider above the video strip to choose where the clip ends
7. Tap **Add** for the iPhone or the green icon for Android at the top

iPhones

You can combine multiple clips to make a single 15 second video. Go back to your phone's video album and repeat the steps above or record a new clip right from the app.

Sharing

You have the ability to share on numerous social media sites. Instagram gives you the ability to share your video on Facebook, Twitter, Foursquare, Flickr, Tumblr, and your personal email. Businesses can really benefit from utilizing Instagram because of the ability to share on so many social media sites for free.

Why Instagram is so Popular

Instagram is easy to set up and easy to use. That is the number one reason why it is such a popular medium for sharing photographs and videos. No one on Instagram has any more clout than anyone else. If you are Hanna Homemaker or Aretha Franklin, you can be assured that no one else's account will receive more followers due to who they are - the content is king on Instagram.

There are so many amazing people to follow on Instagram. Once you start engaging with the community, you will find it to be a positive and enjoyable experience. The ability to post your videos and photographs gives you the means to create a running documentary of your life or business. Consider using Instagram to share those videos, you will enjoy making them knowing you have such a creative way to showcase them.

Is Instagram Just a Fad?

Instagram is the latest social networking site to be up on the internet. The question is: is it a fad? And the answer: Heck no. Instagram, like Facebook, is the product of a lot of work, a lot of thought, and a lot of investment.

In an article "Behind Instagram's Success, Networking the Old Way," in the New York Times by Somini Sengupta, Nicole Perlroth, and Jenna Wortham, who write, "The extraordinary success of Instagram is a tale about the culture of the Bay Area tech scene, driven by a tightly woven web of entrepreneurs and investors who nurture one another's projects with money, advice and introductions to the right people."

The makers of Instagram connected with a former employee of Facebook who helped them, in turn, launch their application. Ever since, the application has gained popularity in a manner not similar to MySpace. It was like Facebook with a mash up of Twitter: celebrities started getting Instagram accounts to post pictures on Twitter. Soon enough, the application caught on.

Whether it is because of the instantaneous gratification of posting a picture and getting feedback, or because the application acts as a way to demystify celebrities' lives, Instagram is going strong and it is here to stay.

There is something beautiful about the communities on Instagram, even when people are grumpy; they still are interacting in a way that is not available on Facebook or even MySpace. People complement each other, connect with each other, and they can do that without sitting in front of a computer. They can do this from their phones or iPod touches.

In an article called "Facetagram's Photo Opportunity," published in the Economist, the writer says, "Instagram has proved irresistible largely because of two big trends that are transforming the technology landscape. The first is the rapid rise of the mobile internet, which is being driven by a proliferation of smartphones and wireless broadband connections.

The second is the desire of people to be able to share stuff with their pals from wherever they are. These forces have already spawned a number of mobile-phone-focused social networks such as Path and Foursquare." The writer reflects, "Instagram has blossomed precisely because it is cooler, less cluttered and less commercial than Facebook" (<http://www.economist.com/node/21552569>)

Not only is it opening doors for other applications, it is also making photography and art easier than ever to share. I would add Vine to the list of applications that Instagram has inspired. It is a video version of the application. There is a newfound confidence found

online because people rarely bash each other on Instagram. In my year on the application, I have never seen anyone respond negatively to the other, even with celebs. Instead, people tend to offer constructive criticism and maintain a good respect for boundaries. You can set up your account on "private," and thus you can restrict who sees you. You can block or report anyone who bothers you and it is just a safe place.

Instagram Resources

<https://socialempire.co/>

<https://socialempire.co/SOCIAL-MEDIA-AGENCY>

<https://socialempire.co/Insta-Followers/>