



# INSTAGRAM

## Introduce Yourself!

- Name
- Pronouns
- Instagram familiarity/interests

## Objectives

Understanding Instagram	2
Creating an Account	3
Instagram Icons	4
Following Other Users	5
Interacting with Photos	6-7
Using Hashtags	8
Adjusting Privacy Settings	9

**Check out the Community Workshop Series Workshop website to learn more about the program and find out about upcoming classes!**

<http://cws.web.unc.edu/>

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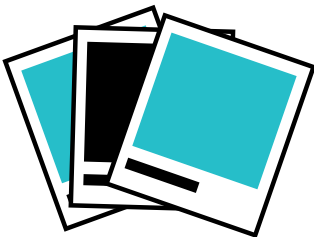


# UNDERSTANDING INSTAGRAM

Instagram is a **social media application** (also called an **app**) where users share photographs. While people can use a computer to interact with the site, most people use a smart phone to participate in Instagram.



The site is owned by Facebook. Unlike Facebook, which has a lot of different features, Instagram mainly allows users to post photos.



## How might you use Instagram?

- Connect with friends and family
- Advertise photography/art skills
- Follow things or people who make you happy!

**NOTE:** *This class focuses mainly on how to use the basic features of the platform on the computer. To use all the features of the app, you will need to use a smart phone. If you brought one, we are happy to assist you, but have designed this for computers, since the library cannot provide everyone with a smartphone.*





# CREATING AN ACCOUNT

- Type the following web address into the search bar:  
<https://www.instagram.com/>
- Fill out the form shown right to create an account.
- Hit the **sign-up** button!

Instagram

Log in with Facebook

OR

Mobile Number or Email

Full Name

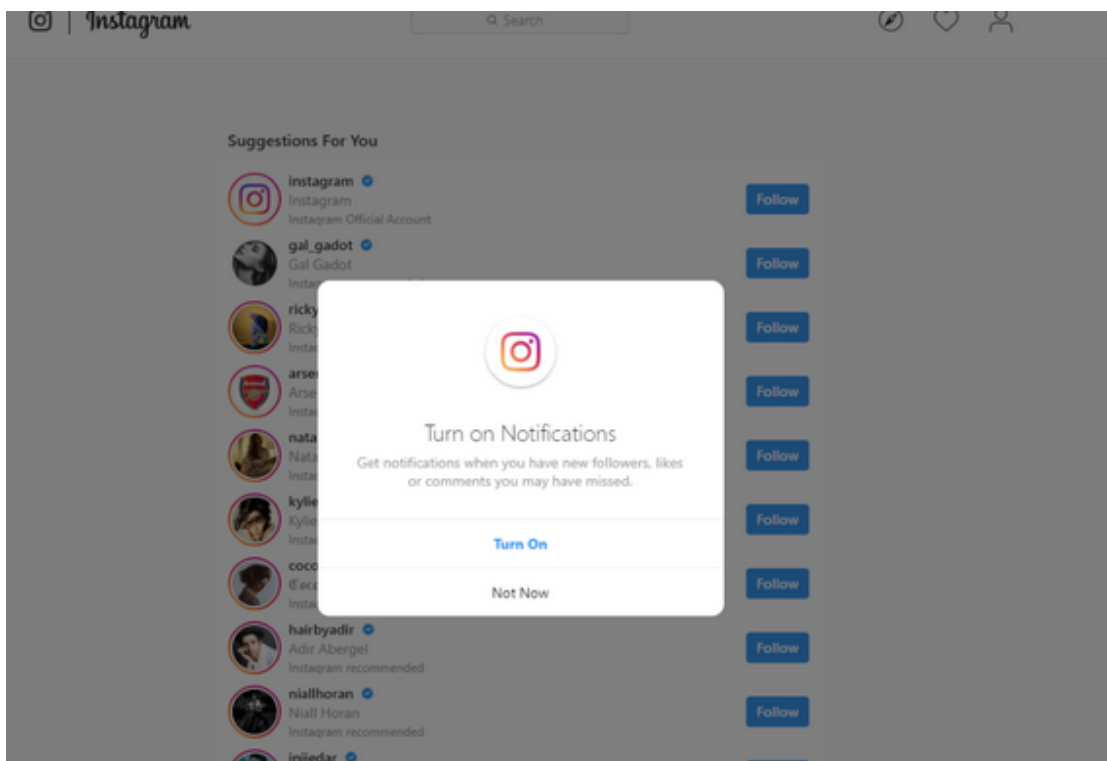
Username

Password

Sign up

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

Now you have an Instagram account!  
You should see a page that looks like this....





# INSTAGRAM ICONS



**Home:** This tab takes us to the main page. All the photos that you have posted and that your friends have posted will be at this tab. Photos are in chronological order from newest to oldest. (This is what it looks like on the mobile device.)



**Explore:** This tab allows you to find people to “follow” that Instagram think you might like. When you follow someone it means you will be able to see the photographs that they have posted on your home page.



**Paper Airplane:** If you press the paper airplane icon under a photo, it will take you to the people you follow so you can send that post with a message (optional) attached.



**Take a photo:** Hitting this button will allow you to take a photo. This option only appears on the phone. (This icon only appears on the phone)



**Profile:** This button will take you to your personal profile. You can post a picture of yourself, write a description of who you are, and change your Instagram settings here.



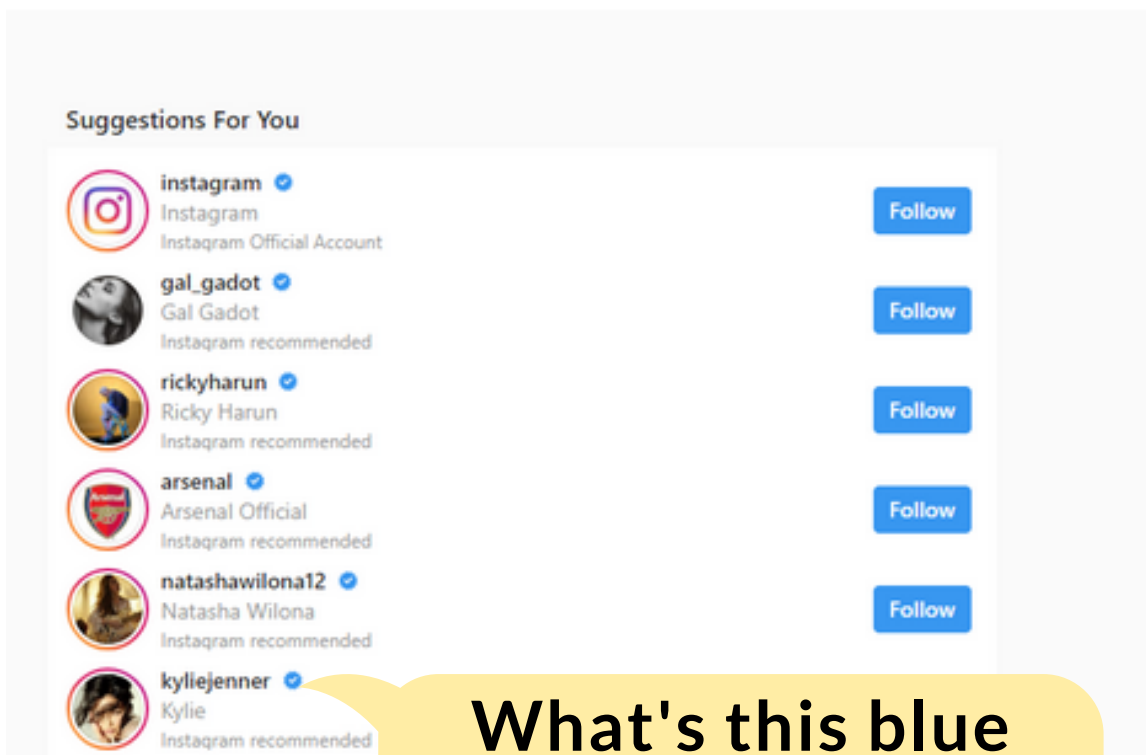
**Make and Watch videos:** This button will allow you to access videos that other people have made and posted to Instagram.



# FOLLOWING OTHER USERS

To follow someone means that you will see their posts on your **home page** (a home page is also called a **feed**, or a **timeline**). When you first create your account, Instagram uses the information you gave them, such as your phone or email address, to find people in your contact list who also have Instagram.

Here is an example of what this process looks like on Instagram.



**What's this blue check mark?**



- The blue check mark denotes verification.
- A page claiming to be a major business or celebrity is likely to be "verified."



# INTERACTING WITH PHOTOS

Once you have followed people, you will begin to see photos in your timeline. You'll have the option to respond to these photos in a number of ways. Below we detail all of these options:

This is the profile picture and user name of the person who took this photo.

This arrow takes you to the next photo from this user.

Clicking this ribbon "bookmarks" the photo for later.

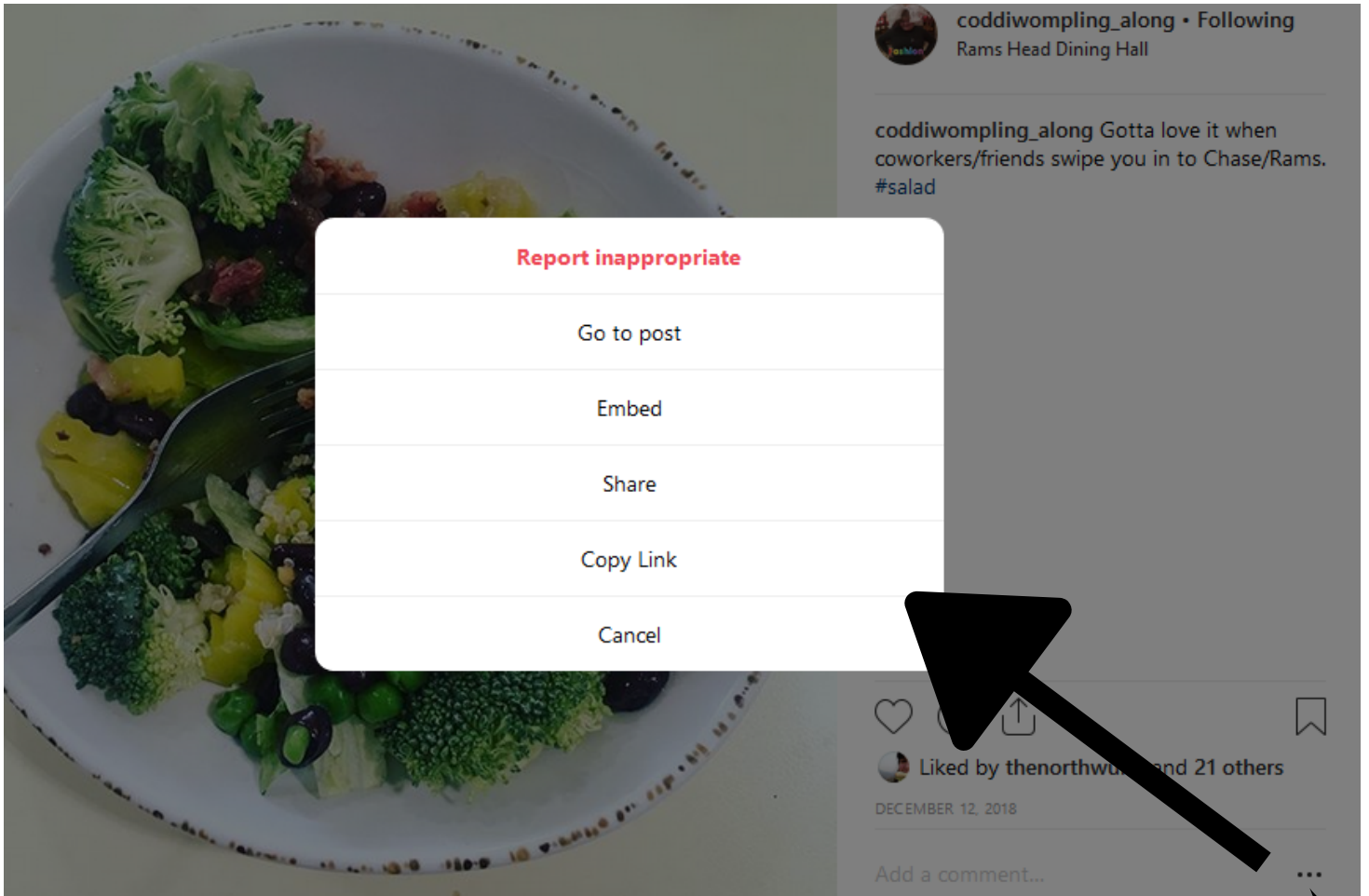
- Clicking the heart lets users know you like their photo.
- Clicking the speech bubble will allow you to comment on the photo.
- Clicking the arrow icon will allow you to share this photo via email or other social media







# MORE WITH PHOTOS



These three dots take you to a menu that gives you even more ways to interact with the photo.



## ACTIVITY:

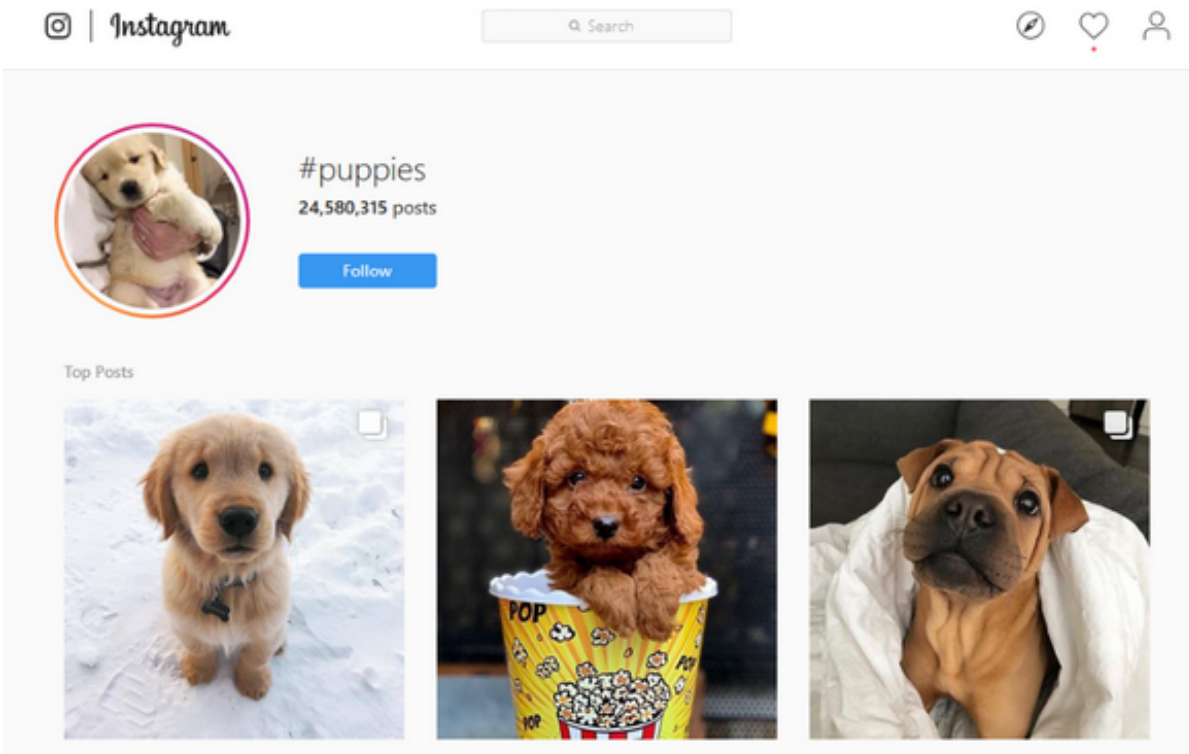
Respond to two photos on Instagram.

Find one photo to “Like” and one photo to “comment” on.



# USING #HASHTAGS

A hashtag (#) is a means of searching for, organizing, and posting photos. For example, if you post a picture of your dog and title it #puppies, then your picture of your dog will appear with all the pictures that use #puppies as means of titling their photo.



**ACTIVITY:** In the search bar, look for images that stuff you would like to see more of. For example, #Knitting, will give a lot of Knitting photos and you can connect to other people who knit. You might also search for cars. Once you find a category of photos that you like, hit “follow.” When people post a picture using the hashtag you’ve chosen to follow, that picture will appear on your timeline.





# ADJUSTING PRIVACY SETTINGS

The default setting of Instagram is that everyone can see your posts and profile.

To change your profile so that you people you approve can see your posts, follow these instructions:

- Click on your profile as represented by this icon of a person 
- Click on **Privacy and Security**

- Click on the box that says **Private Account**

Edit Profile

Change Password

Authorized Applications

Email and SMS

Manage Contacts

Privacy and Security



kehoekj

[Change Profile Photo](#)

Name

Kate Kehoe

Username

kehoekj

Website

Bio

Private Information

Account Privacy

☐ Private Account

When your account is private, only people you approve can see your photos and videos on Instagram. Your existing followers won't be affected.

**Things to note one your account is private:**

- When your account is private, people need to send you requests to follow your posts.
- You can approve requests from followers in the Activity section.

# More Resources for Computer Instruction

## Community Workshop Series Classes



### Chapel Hill Public Library

Wednesdays at 6-7:30pm

To register for class, contact the CHPL at (919) 968-2777.

### Durham SW Public Library

Thursdays at 6-7:30pm

To register for class, contact the Durham Branch at (919) 560-8590.

### Cybrary at Carrboro

Saturday at 10-11:30pm

To register for class, contact the Cybrary at (919) 969-3006.

## More Local Resources

### Kramden Institute

<https://kramden.org/classes/>

Phone: 919-293-1133

Email: [info@kramden.org](mailto:info@kramden.org)

Hours: Mon - Fri 9am – 5pm

Wed 9am – 9pm

### Orange County Literacy Council

<http://orangeliteracy.org/>

Phone: (919) 914-6153

[oclc@orangeliteracy.org](mailto:oclc@orangeliteracy.org)

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