

# Instagram Guide

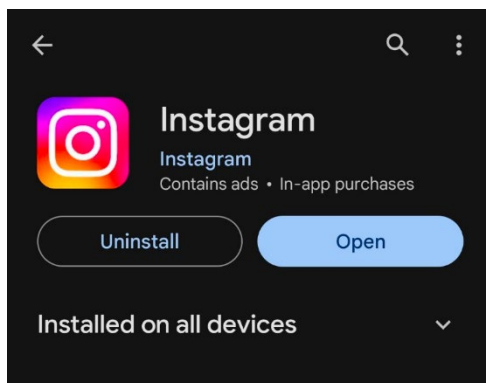
Fontys ICT Group 2

Step 1: Download the mobile app .....	2
Step2: Create your account .....	3
Step 3: Set up your profile .....	5
Step 4: Choose the type of Instagram account.....	6
Step 5: Customize the notifications you want to receive.....	8
What kind of content can you post on Instagram? .....	9
How to share content on Instagram .....	13

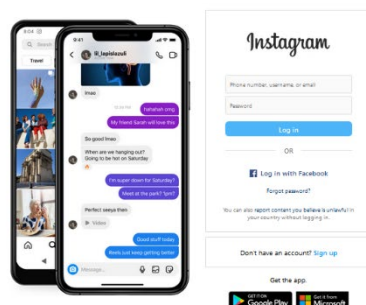
## Step 1: Download the mobile app

Instagram is available for Android and iOS in the **Google Play Store** and **App Store**, respectively. Type “Instagram” in the search bar, spot Instagram’s logo, and click “Download.” Or, you can also use these links to download the Instagram app on your mobile:

- [Google Play Store](#) (for Android)
- [App Store](#) (for iPhone)



If you want to sign up via desktop, go to this [Instagram website](#) and start entering your details.



[Home](#) [About](#) [Blog](#) [Jobs](#) [Help](#) [API](#) [Privacy](#) [Terms](#) [Locations](#) [Instagram Lite](#) [Threads](#) [Consent/Advertising](#) [Ad Preferences](#) [More](#) [Verified](#)

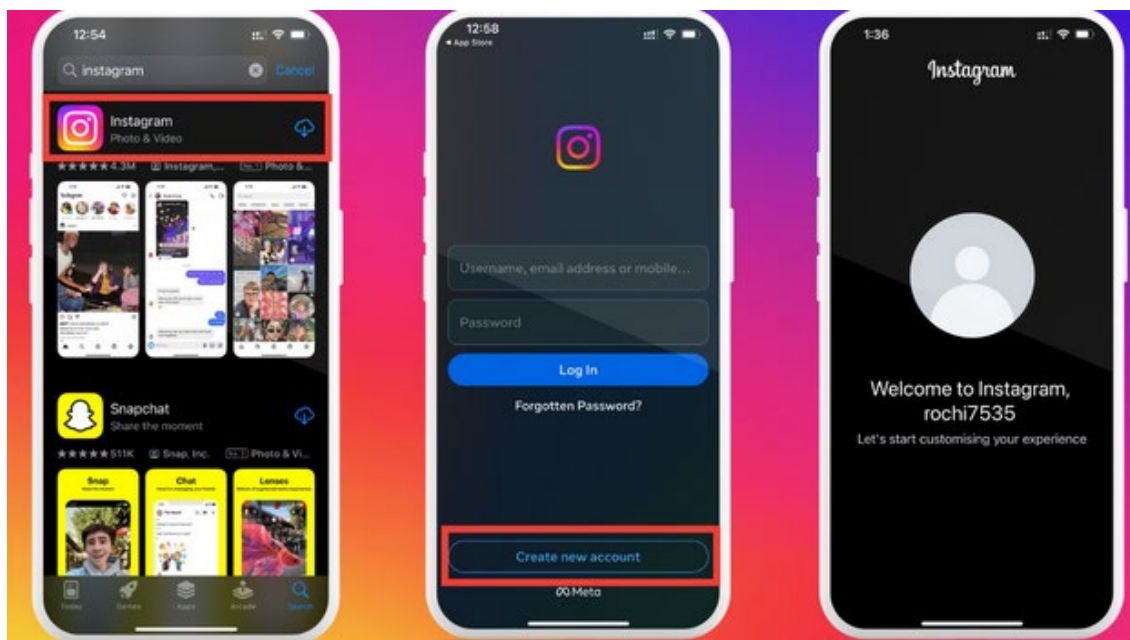
English • © 2024 Instagram from Meta

## Step 2: Create your account

After launching the app, you'll encounter the login screen. To initiate a new account, tap on the "Create new account" option located at the bottom of your screen.

Instagram will prompt you to:

1. **Input your name** — use your business name if you're setting up an Instagram account for your business.
2. **Create a password** — it must consist of at least six letters, a number, and a special character.
3. **Choose your date of birth.**
4. **Establish a username** — opt for your business name or your full name to ensure discoverability in searches.
5. **Confirm your identity** — by entering the code received via your phone number or email.
6. **Consent to its terms and policies.**



And there you have it! Your Instagram account is now created.

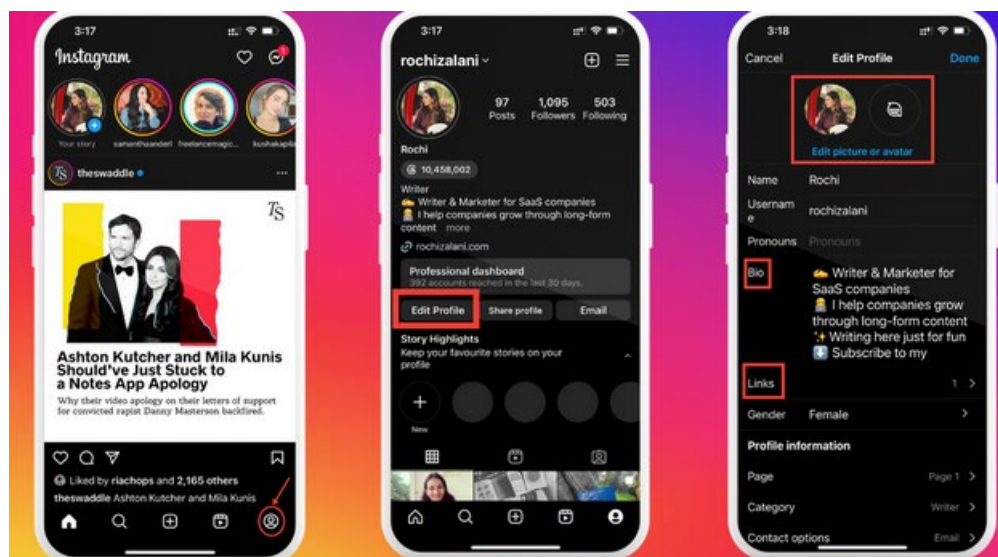
⚡ **Pro-tip:** Use your name or username to add keywords to your profile page. For example, if you're a fitness coach, enter "your name | fitness coach" as your username. This will improve the discoverability of your profile and will also give everyone an idea of what your Instagram content is about quickly.

## Step 3: Set up your profile

Your Instagram account is now created. However, to enhance your visibility and connect with your audience effectively, it's crucial to set up your profile by:

- **Uploading a profile photo:** We recommend you use your logo for a profile picture.
- **Crafting your Instagram bio:** Your bio communicates who you are and what you offer. With a 150-character limit, focus on describing your product or service plainly. Incorporating relevant keywords enhances discoverability and provides clarity about your profile.
- **Adding links to your profile:** Instagram permits up to five links on your profile. However, multiple links can be overwhelming for viewers. Utilize Buffer's Start Page to consolidate and stylize your links, ensuring they remain on-brand and easily accessible to your audience.

To implement these changes, access your profile by tapping the profile icon at the bottom right of your Instagram app. Select "Edit profile" to upload or adjust your profile picture, bio, and links.



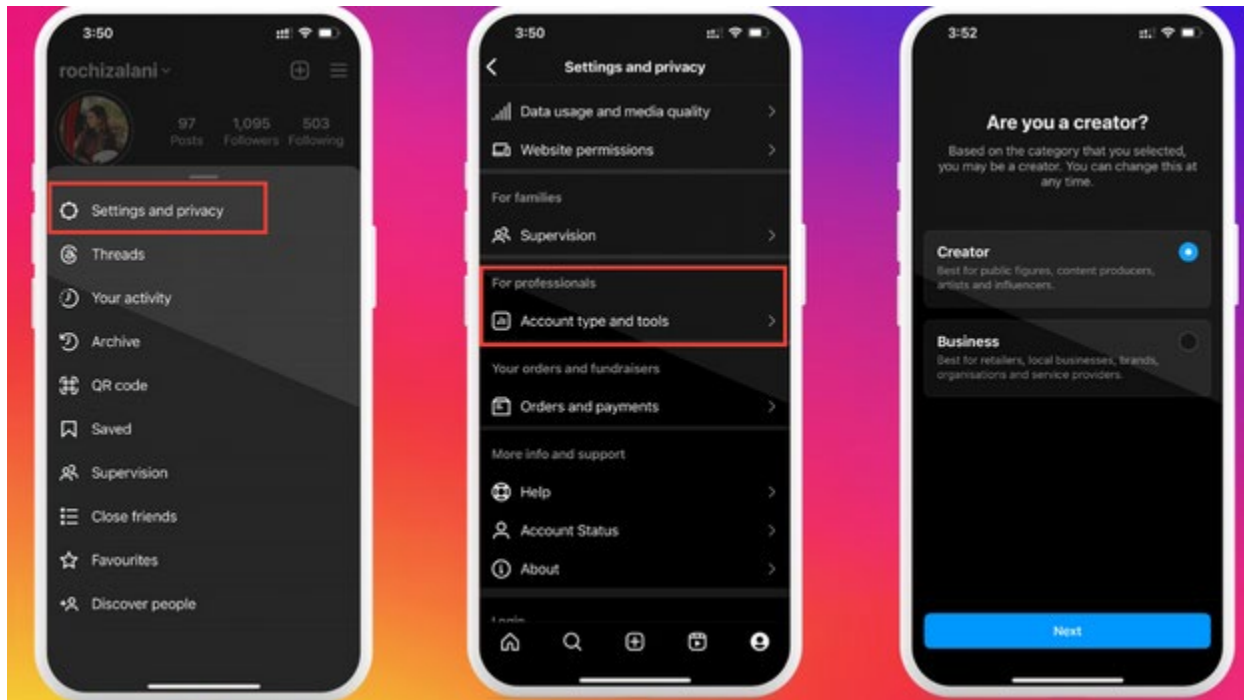
## Step 4: Choose the type of Instagram account

Instagram has two types of accounts: Personal and professional. The professional accounts are further subdivided into business accounts and creator accounts.

- **Personal account:** Ideal for connecting with friends and family, this type of account is private by default, meaning followers need approval to view your posts. You can manage follow requests through notifications. We don't recommend this one for you.
- **Business account:** Tailored for businesses, this account type offers additional call-to-action buttons like "Shop Now" to encourage purchases. It's equipped with tools to help businesses thrive on Instagram. We believe that this one is the best for your needs.
- **Creator account:** Designed for content creators, this option emphasizes community-building features. Although it lacks certain call-to-action buttons, it enables creators to foster engagement with their audience.

To switch between account types:

1. Navigate to your profile and tap the **three horizontal lines** in the top right corner.
2. Select "**Settings and Privacy**" and scroll down to "**Account type and tools.**"
3. Choose "**Switch to a professional account**" and select a category that best describes your account. Finally, decide between a creator or business account.



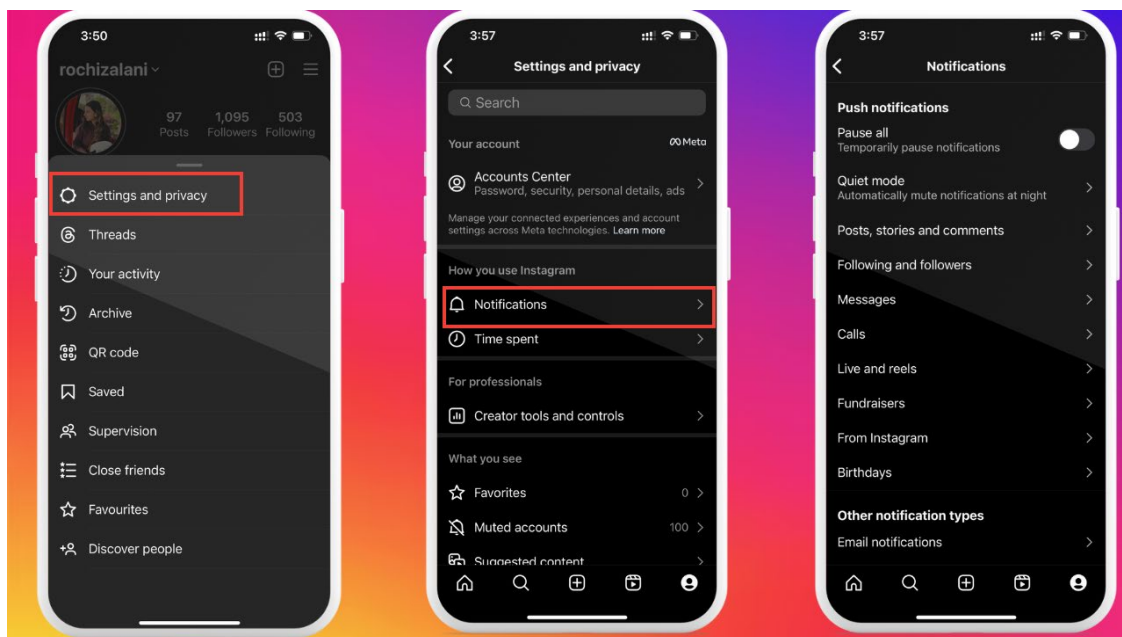
The business and creator accounts are not that different anymore. Earlier, only Business accounts had access to certain post insights and features, but all of those features are now also available for Instagram Creator accounts.

💡 Helpful resource: <https://sproutsocial.com/insights/instagram-creator-account/>

## Step 5: Customize the notifications you want to receive

Instagram overwhelms users with various notifications, from tags to messages, likes, and follows, which can quickly become annoying. To manage your notification preferences:

1. Access your profile's settings.
2. Click on "Notifications."
3. Begin customizing which alerts you wish to receive and which ones you prefer to disable.



Customizing your Instagram notifications lets you focus on what matters most. You can:

- **Pause all notifications:** Take a break without alerting others.
- **Quiet mode:** Silence notifications for 12 hours, signaling to others that you're temporarily unavailable.



## What kind of content can you post on Instagram?

Instagram offers a diverse range of content types to engage your audience effectively. Here are seven types of posts you can share on Instagram:

- **Single-image posts:** Ideal for product photography, announcements, or testimonials, accompanied by engaging captions.



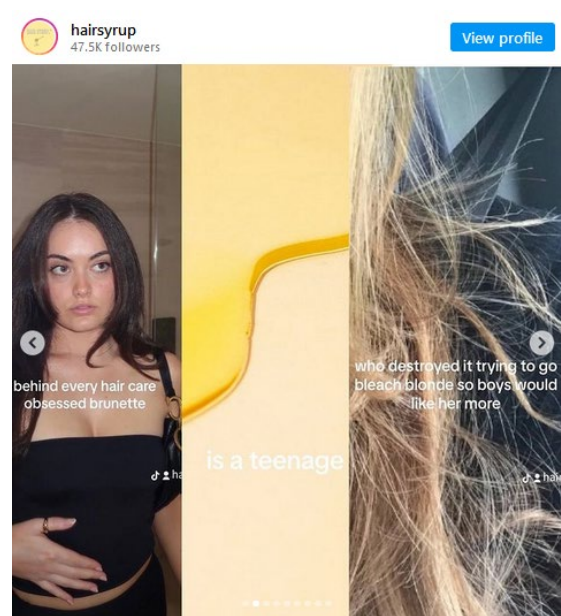
- **Carousel posts:** Share multiple images in one post, perfect for storytelling or before/after comparisons. Keep text minimal for visual appeal.



[View more on Instagram](#)



679 likes

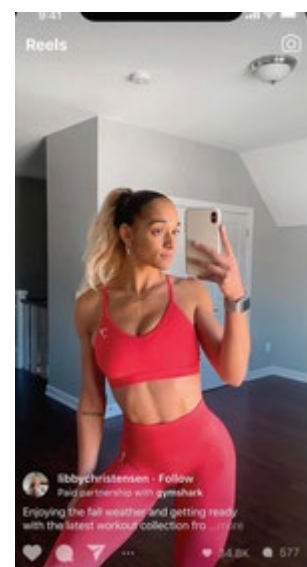
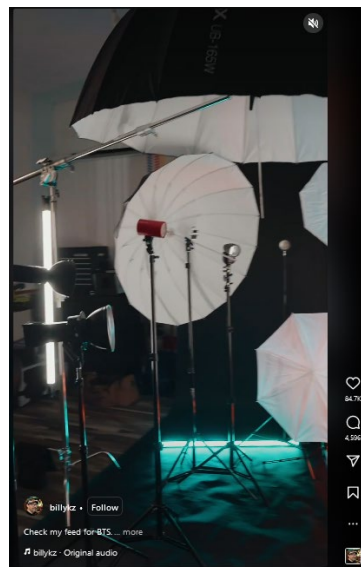
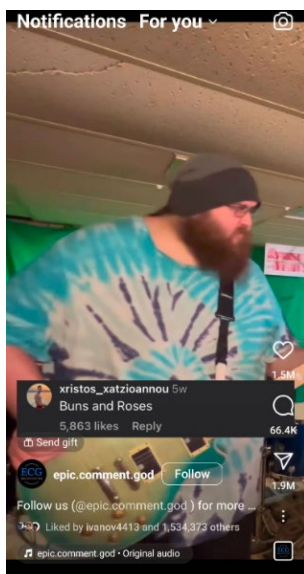


[View more on Instagram](#)

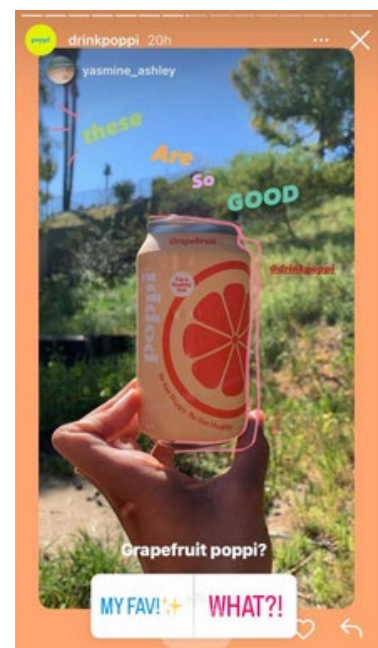
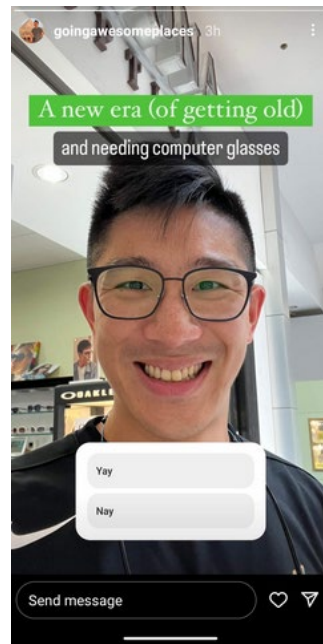
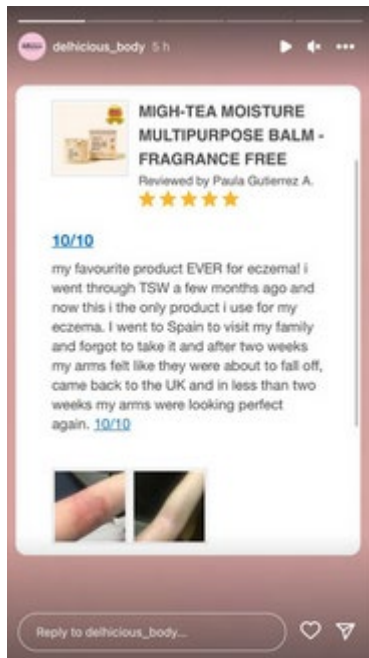


679 likes

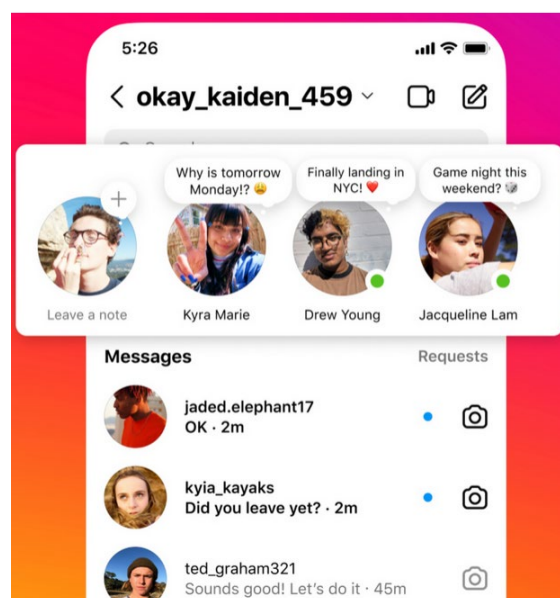
- **Instagram Reels:** Short videos up to 90 seconds long, offering creative flexibility for various content like product launches or behind-the-scenes glimpses.



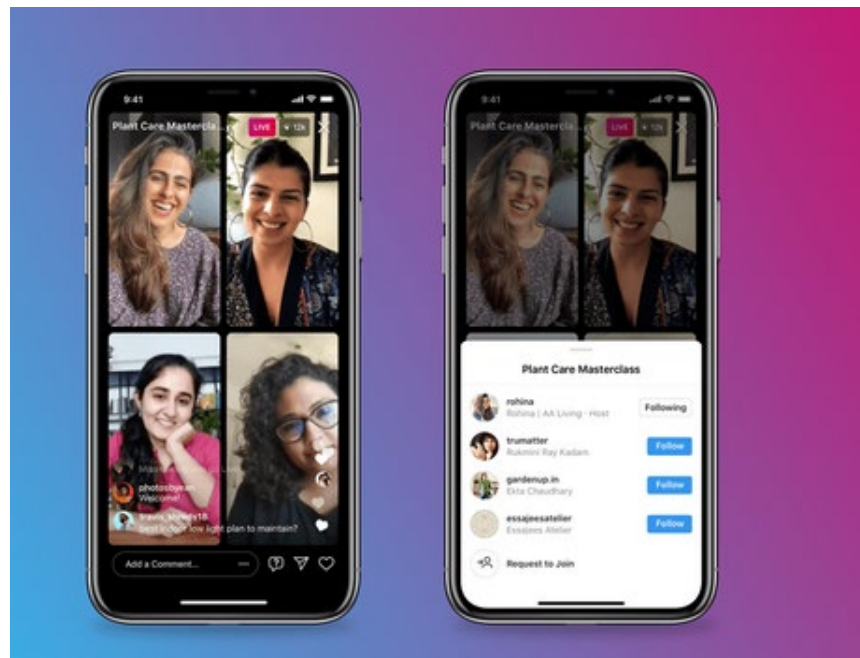
- **Instagram Stories:** Temporary image and video content lasting 24 hours, enriched with interactive features for engagement. Utilize Highlights for permanent story collections on your profile.



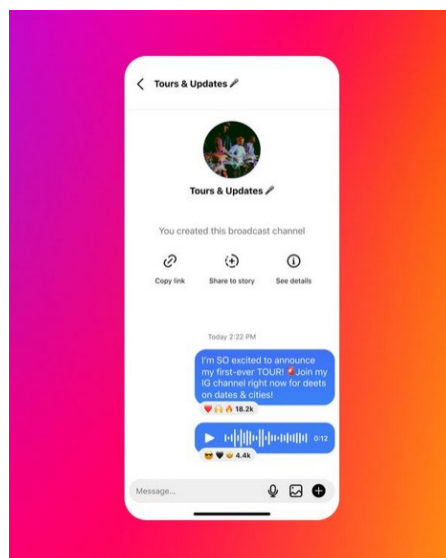
- **Instagram Notes:** Short-text posts visible in chats for 24 hours, useful for starting conversations or sharing quick updates.



- **Instagram Live:** Real-time video broadcasts for product demos, Q&A sessions, or collaborations with other creators, with the option to disable comments.



- **Broadcast channels:** Interactive group messaging within Instagram Direct Messages, facilitating announcements, polls, and feedback from followers.



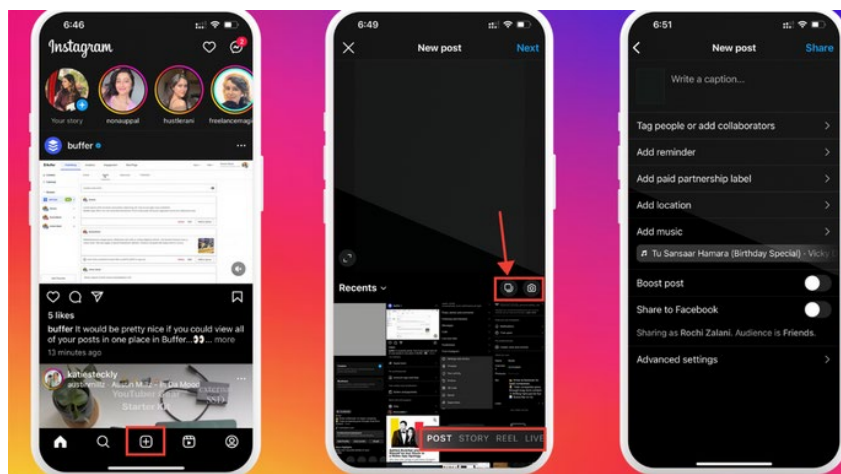


Explore these diverse content options to effectively communicate and engage with your Instagram audience. You don't have to use every single one, but only the ones that you think will suit you the most.

## How to share content on Instagram

To share a post on Instagram:

1. Open the Instagram app and tap the plus icon at the center.
2. Choose the type of post: post, Story, Reel, or Live. Select media from your camera roll or use Instagram's camera to capture new content. For carousel posts, tap the "multiple photo" button to select multiple images.
3. Apply filters or add text and stickers to your Stories as desired.
4. Write a caption for your post and tag relevant people if necessary.
5. Share your post, and it's live! 🎉



Reference: Buffer. (n.d.). How to Use Instagram: A Beginner's Guide. Buffer Library. Retrieved from <https://buffer.com/library/how-to-use-instagram/>