



Instagram Basics

THE BEGINNERS GUIDE TO INSTAGRAM

Instagram 101

WHAT ARE THE BASICS?

Getting started with Instagram!

What are the Instagram Basics?

- Editing Your Profile
- Changing Your Profile Picture
- Switching to a Professional (Business) Account
- Creating a Post
- Creating an Instagram Story
- Direct Messages

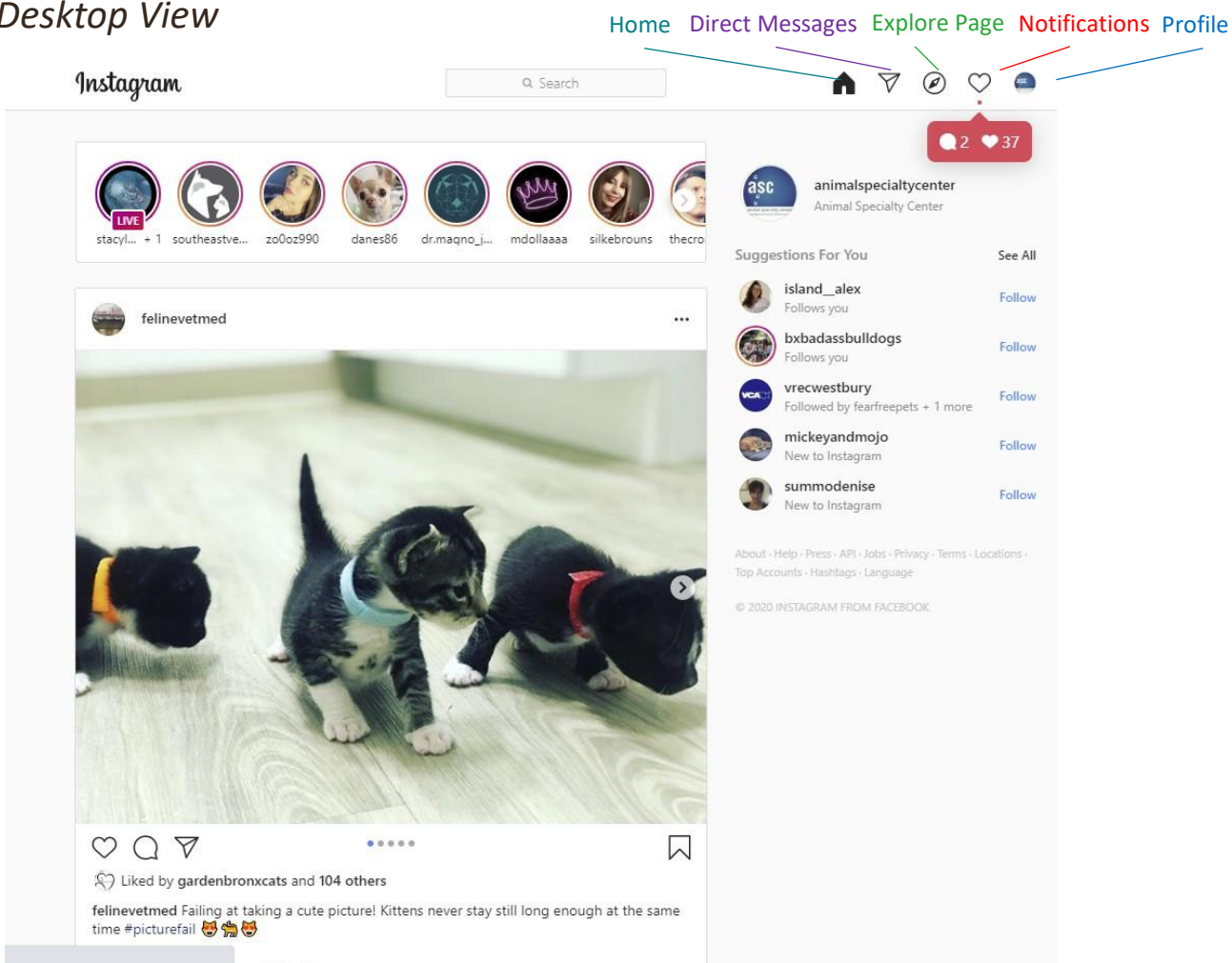
But first...

Something to Know About Instagram

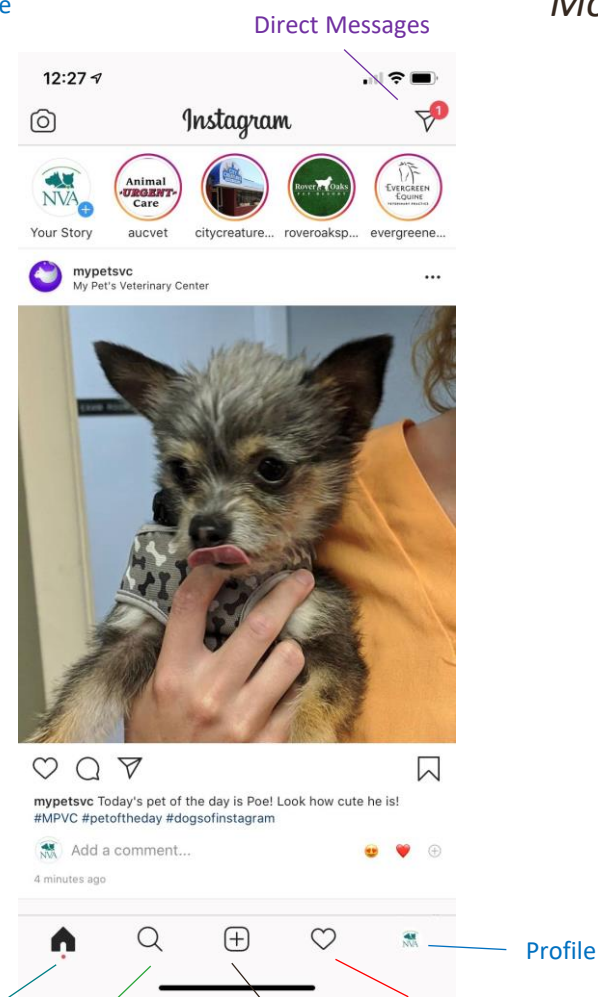
INSTAGRAM IS A PHOTO AND GRAPHIC-HEAVY SOCIAL MEDIA APPLICATION THAT IS OPTIMIZED AND BEST-USED ON A MOBILE-DEVICE!

For example, you can't even upload a photo to your Instagram account from a desktop computer!

Desktop View



Mobile View



Home Explore Page Add a Post Notifications



Editing Your Profile

COMPLETE YOUR PROFILE FOR BETTER VISIBILITY AND FOR CLIENTS TO SEE YOUR BUSINESS INFORMATION

Step 1: Login to your Instagram account and view your profile.

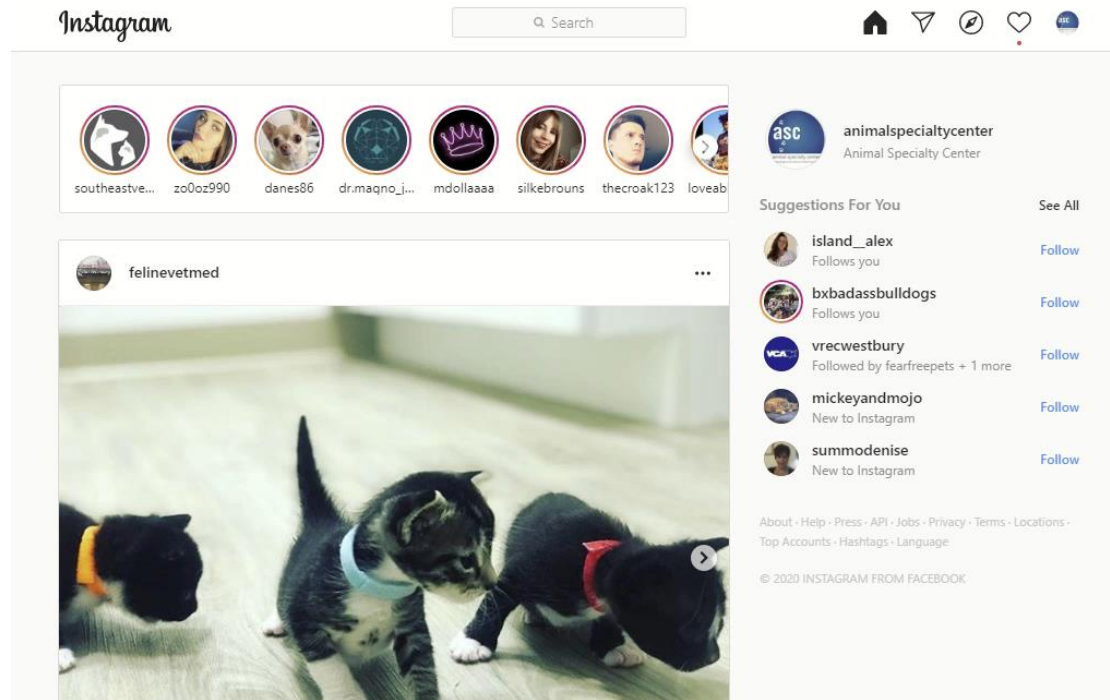
Step 2: Click “Edit Your Profile”.



Step 3: Fill **EVERYTHING** in!

A screenshot of the Instagram 'Edit Profile' dialog box. At the top, it shows the time '12:34' and options for 'Cancel', 'Edit Profile', and 'Done'. Below is the NVA profile picture with a 'Change Profile Photo' link. The form fields are: Name (NVA), Username (nvapets), Website (https://www.nva.com/), Bio (For the love of animals and the people who love them™ | These are the pets and people of our veterinary hospitals, pet resorts, and), Public Business Information (Page: National Veterinary Associates, Category, Contact Options: Email, Profile Display: None Hidden, Action Buttons: None Active), and Private Information (Email: news@nvanet.com, Phone).

Desktop View Video Walkthrough



Changing Your Profile Picture

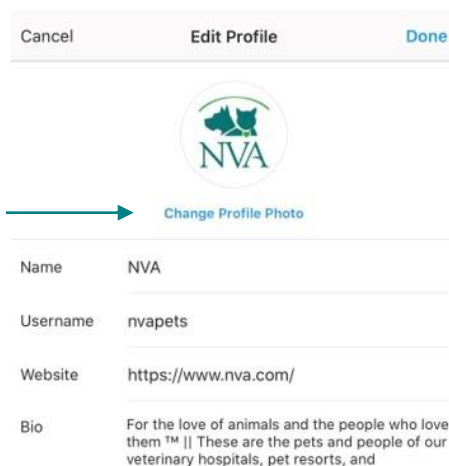
YOUR PROFILE PICTURE SHOULD BE A CLEAR, IN-FOCUS PHOTO OF YOUR LOGO OR BUILDING EXTERIOR

Step 1: Login to your Instagram account and view your profile.

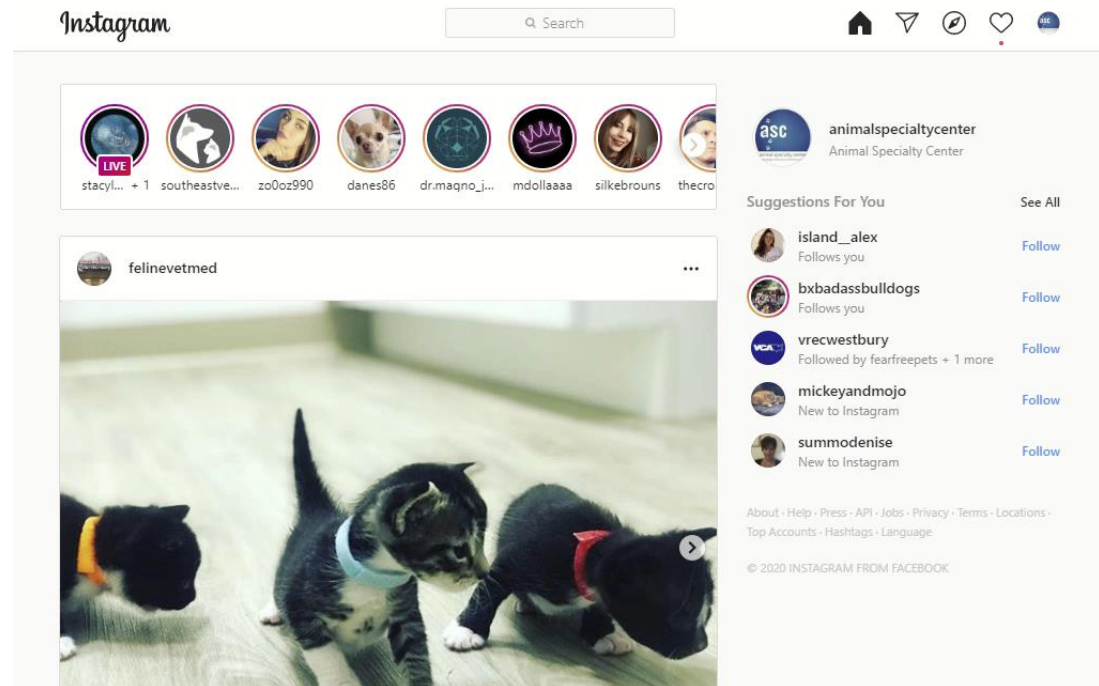
Step 2: Click “Edit Profile”.



Step 3: Select “Change Profile Photo”.



Desktop View Video Walkthrough



Switching to a Business Account

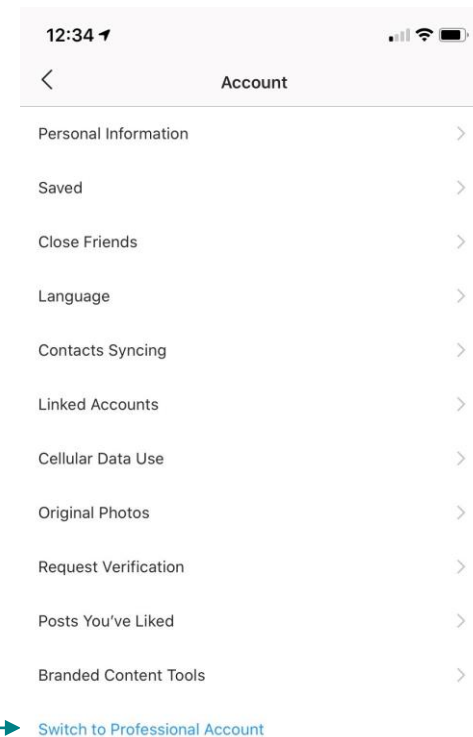
A BUSINESS INSTAGRAM ACCOUNT ALLOWS YOU TO SEE PAGE INSIGHTS, STATS, AND CAN CONNECT TO A FACEBOOK PROFILE...AND IT'S FREE!

Step 1: Login to your Instagram account and view your profile.

Step 2: Click the “hamburger” icon (three lines).



Step 3: Click Settings, -> Account, -> Switch to Professional Account.



You can only switch to a Professional Business Account via the mobile-app!

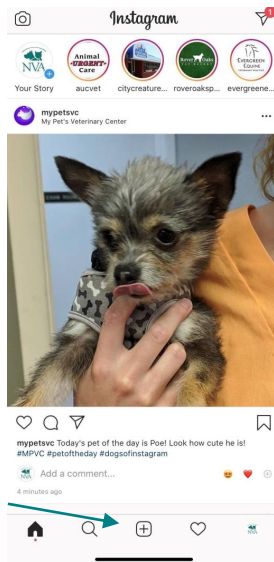
Creating a Post

POST PHOTOS, MULTIPLE PICTURES AT ONCE, AND VIDEOS FOR YOUR FOLLOWERS TO SEE!

Step 1: Login to your Instagram account.

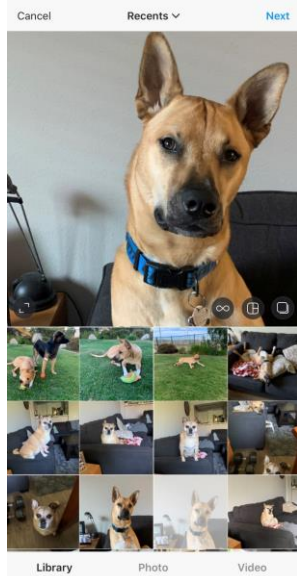
Step 2:

From your Home screen or your Profile, click the + sign in the middle of the bottom row.



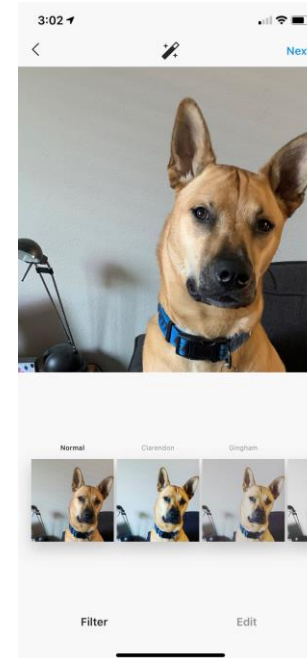
Step 3:

Select a photo or a video to post from your camera roll, or take a new photo or video. Click [Next](#).



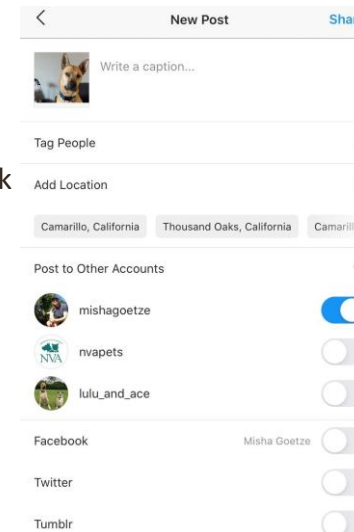
Step 4:

Choose a Filter or Edit your photo. Click [Next](#).



Step 5:

Create a caption, tag people, add your location, and link it to your Facebook (if connected). Click [Share](#)!



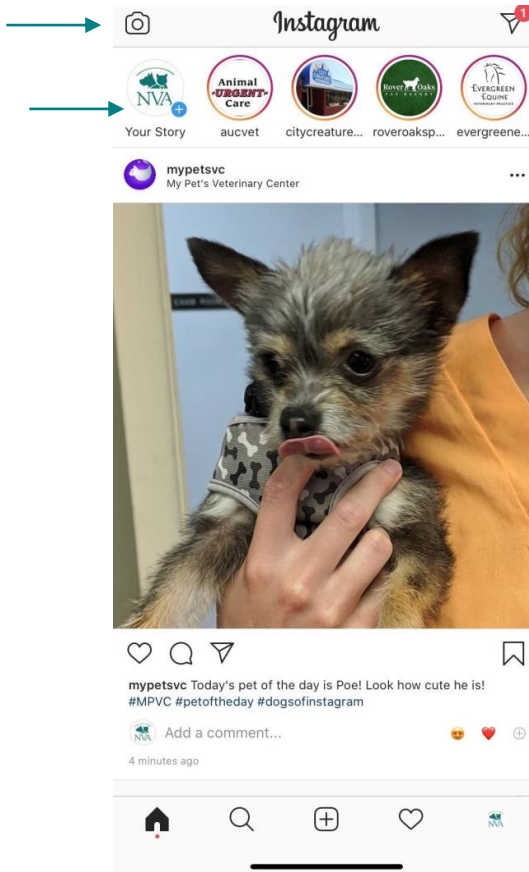
You can only create a post via the mobile-app!

Creating an Instagram Story

A STORY IS A PHOTO OR A VIDEO THAT YOU CAN POST AND IT WILL REMAIN FOR 24 HOURS

Step 1: Login to your Instagram account.

Step 2: From your Home screen click the camera icon in the top left, or the blue + sign directly below.



This is where stories from people you follow will appear

Step 3: Take a new photo or video, or upload from your camera roll.



Edit with filters, stickers, polls, hashtags, location, and more!

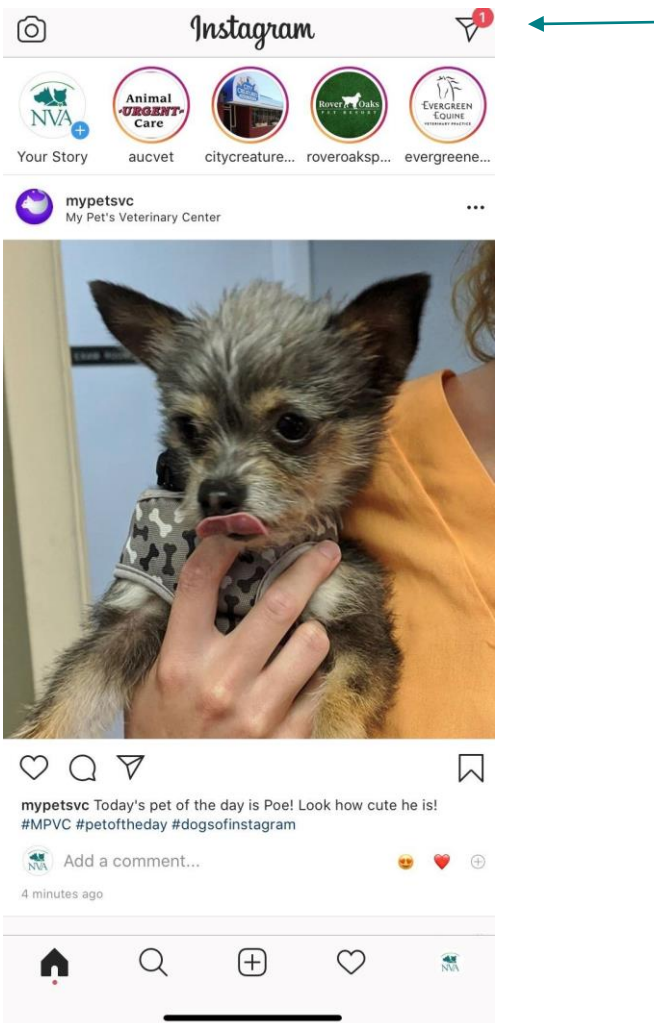
This will only post for 24 hours and does not appear on your timeline!

Step 4: Share!

Direct Messages

DIRECT MESSAGES ARE PRIVATE MESSAGES BETWEEN YOU AND ANOTHER INSTAGRAM USER

Step 1: To find your Direct Messages, locate the triangular icon from your Home screen.



Step 2: Here you will find all of your private messages from fellow Instagram users. It is important to reply to questions from clients in a timely manner!

