



Instagram



Instagram

What is it?

- Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos and share them on a variety of social media networking platforms, such as Facebook, Twitter, Tumblr and Flickr.
- Instagram photos confine to a square shape, similar to Kodak Instamatic and Polaroid images.
- The name “Instagram” is a portmanteau of “instant camera” and “telegram”.



Instagram

History of Instagram

- Instagram was founded in 2010 by Stanford graduates Kevin Systrom and Mike Krieger. Initially, Systrom and Kreiger created an HTML5 check-in project called *Burbn* which was then re-developed to cater only photo-sharing uploads.
- On October 6, 2010, Instagram was added to the Apple App Store, generating 10,000 registered users within the first few hours of it's app life.
- In April 2012, Instagram was added to Android phones and was downloaded more than one million times in less than one day.
- In late 2012, Instagram was purchased by Facebook for \$1 billion.





Instagram

Demographics

- Instagram currently has about 150 million monthly active users, 75 million daily users and about 25% of global internet users use Twitter.
- Users are divided equally with 50% iPhone users and 50% Android.
- 90% of users are under the age of 35.
- Education demographics: Users with some college education are the most active on Instagram with 23% and college graduates have the second highest activity at 18%. Users with a high school diploma or less make up another 15%.
- 24% of all users use the app several (3+) times a day.



Instagram

Main functions

- Users can upload photographs and short videos.
 - Videos are a maximum of 15 seconds long.
 - Photos can have filters added to them as well as in-app editing and a 'Lux' effect.
 - Frames can also be added to each photo.
- Instagram Direct allows users to send photos only to specific users instead of publicly.



Instagram

Tabs

- There are five tabs on Instagram: Home, Explore, Upload, News and Profile.
- The Explore tab has a scrolling list of photos curated by Instagram for you (based on accounts/photos you have already liked and followed) as well as a search bar to find specific usernames and hashtags.
- Profiles are provided for users similar to other social media sites. These contain biographical information, recently shared photographs and a user photo.

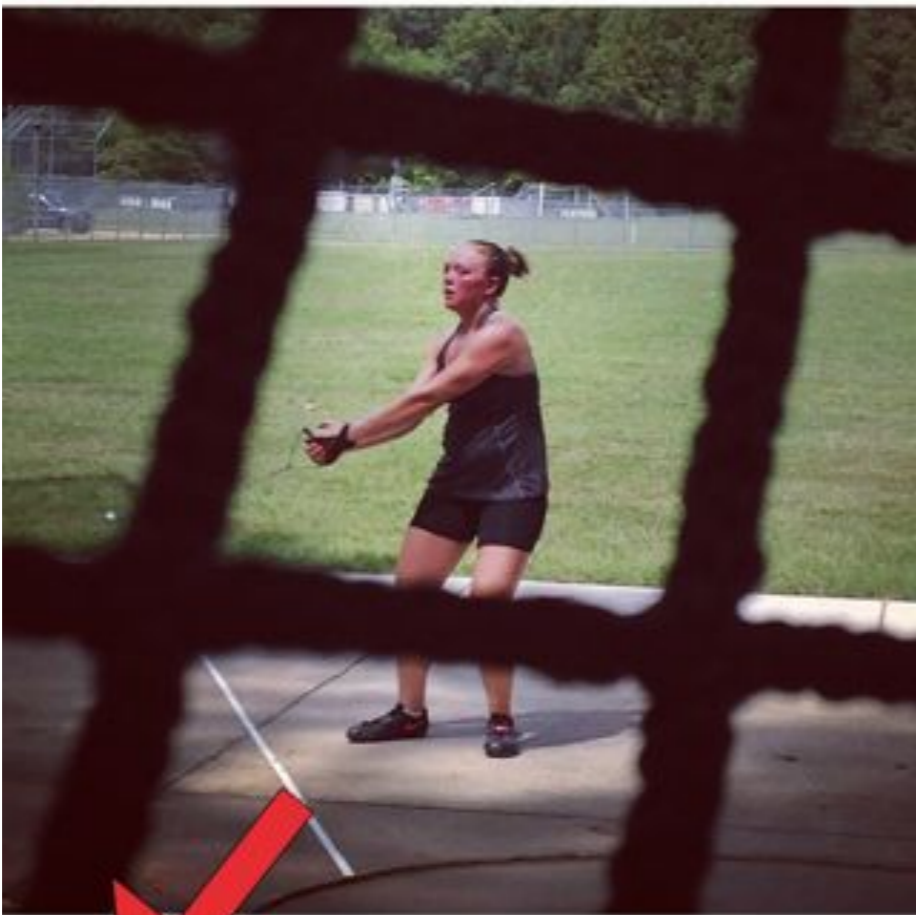


Instagram

Tabs



1h



17
wmxctf Tribe Throwers are back in business!
#hammer #falltraining

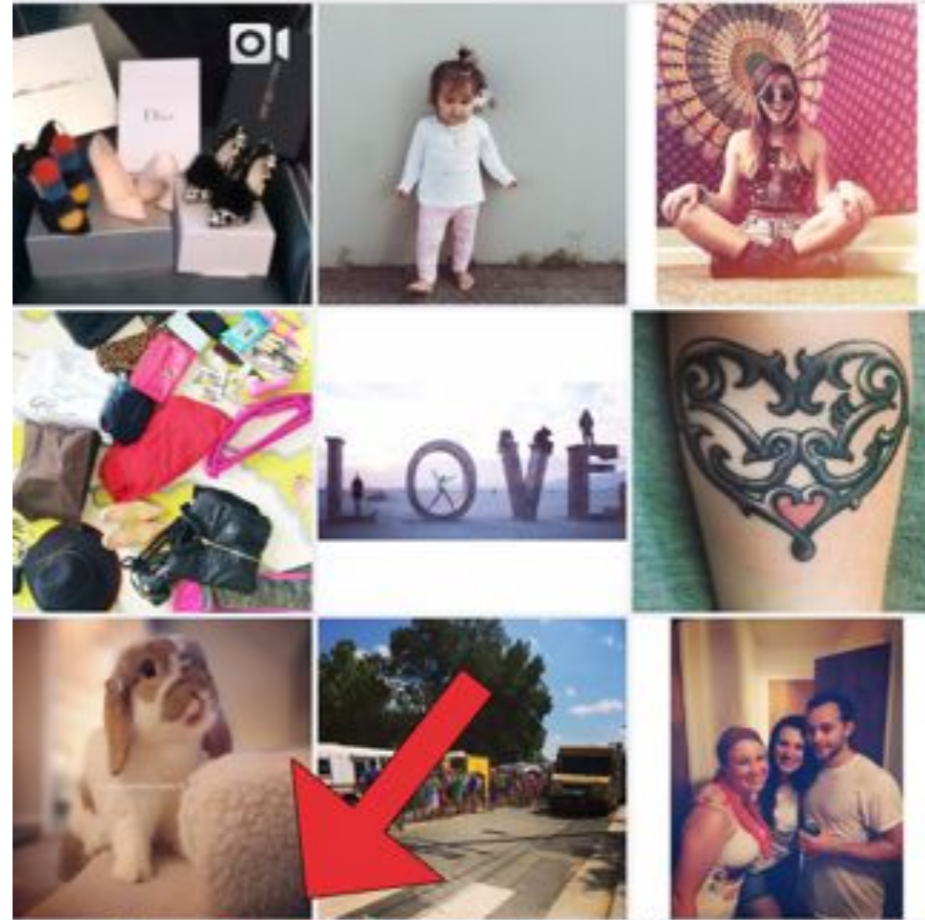


Home

EXPLORE



Search users and hashtags



Explore



Instagram

Tabs



News

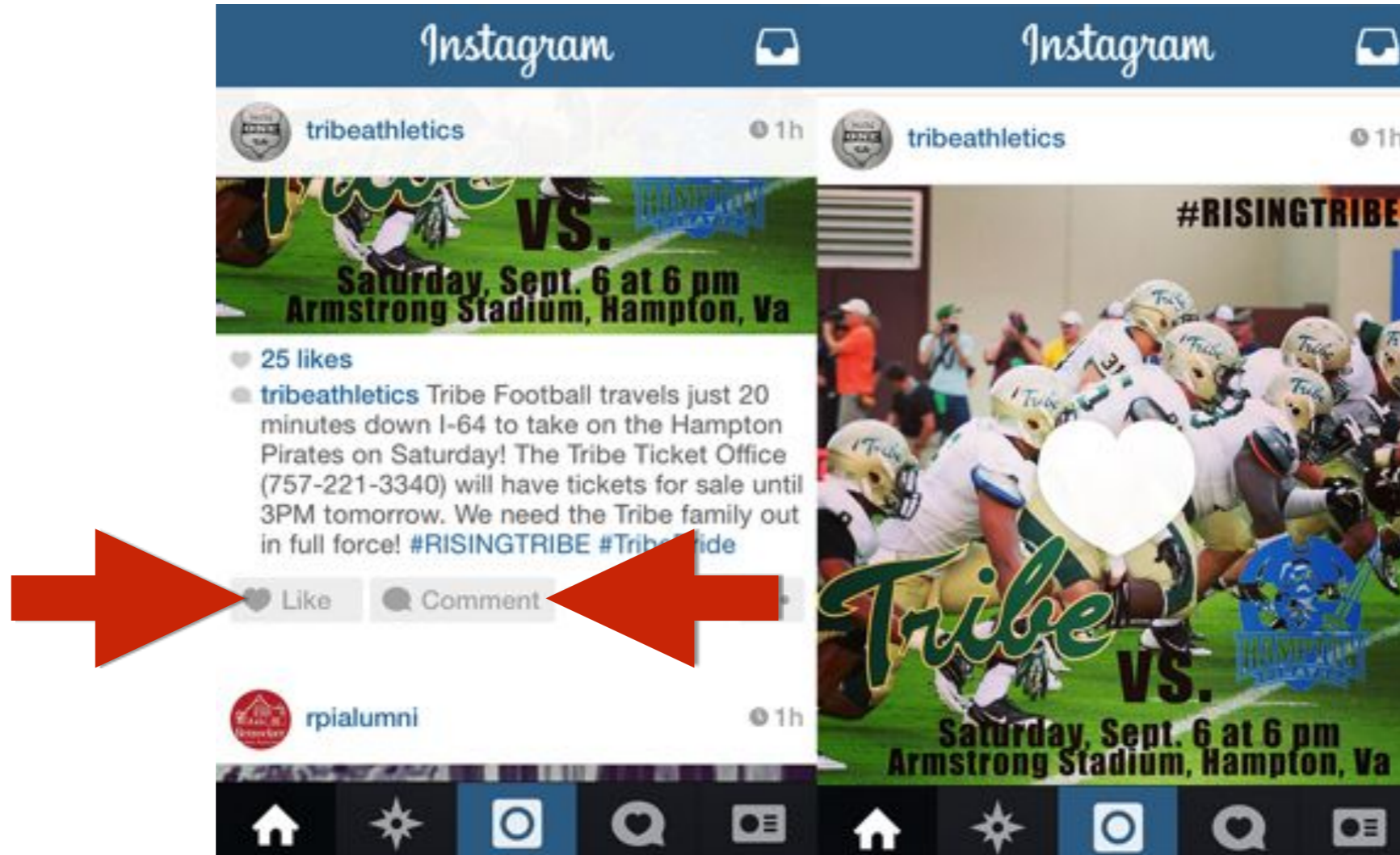


Profile



Instagram

Liking & Commenting



- Photos can be liked or commented on as you scroll through your home feed.
- You can also double tap photos to quickly like them.



Instagram

Hashtags



- Hashtags are an unspaced phrase prefixed with the # sign.
 - Numbers are allowed in hashtags but special characters such as \$ or & won't work.
- Hashtags are mostly used as discussion forums. Any combination of characters can become a hashtag.
- Hashtags do not contain any moderation therefore a single hashtag can be used for any purpose by any user.



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Hashtags on Instagram

- Hashtags are used on Instagram by posting pictures and hashtagging it with its subject.
- Instagram has banned certain hashtags because they are too generic like #photography #iPhone #iPhoneography as well as illegal or explicit hashtags.
- You can use up to 30 tags on a post.
- If an Instagram profile is not set to public, then that user's hashtags will not appear on public tag pages.



194 likes

ronmaurice On top of the world! Life is so fantastic if you just let it. I've never been happier👍 #nyc #newyork #topoftherock #topoftheworld #livingitup #itsjustdifferent #manhattan #traveling #anythingispossible #justdoit #takeacrion #empirestate #empirestatebuilding #vacation



Instagram

Trends



- Throwback Thursday: This trend usually includes pictures of a user's early childhood, past special occasions or monumental events. These photos are shared with the hashtag #TBT or #ThrowbackThursday.
- Selfie: A self-portrait taken by the user (usually at arms-length).
 - Fun fact: selfie was appointed the "word of the year" in 2013 by the Oxford Dictionary because of the popularity of selfies that were caused by Instagram.



Instagram

Editing Photos

- When you take a photo and upload it to Instagram, you have the option to do edits to the photo as well as add a filter or a frame.

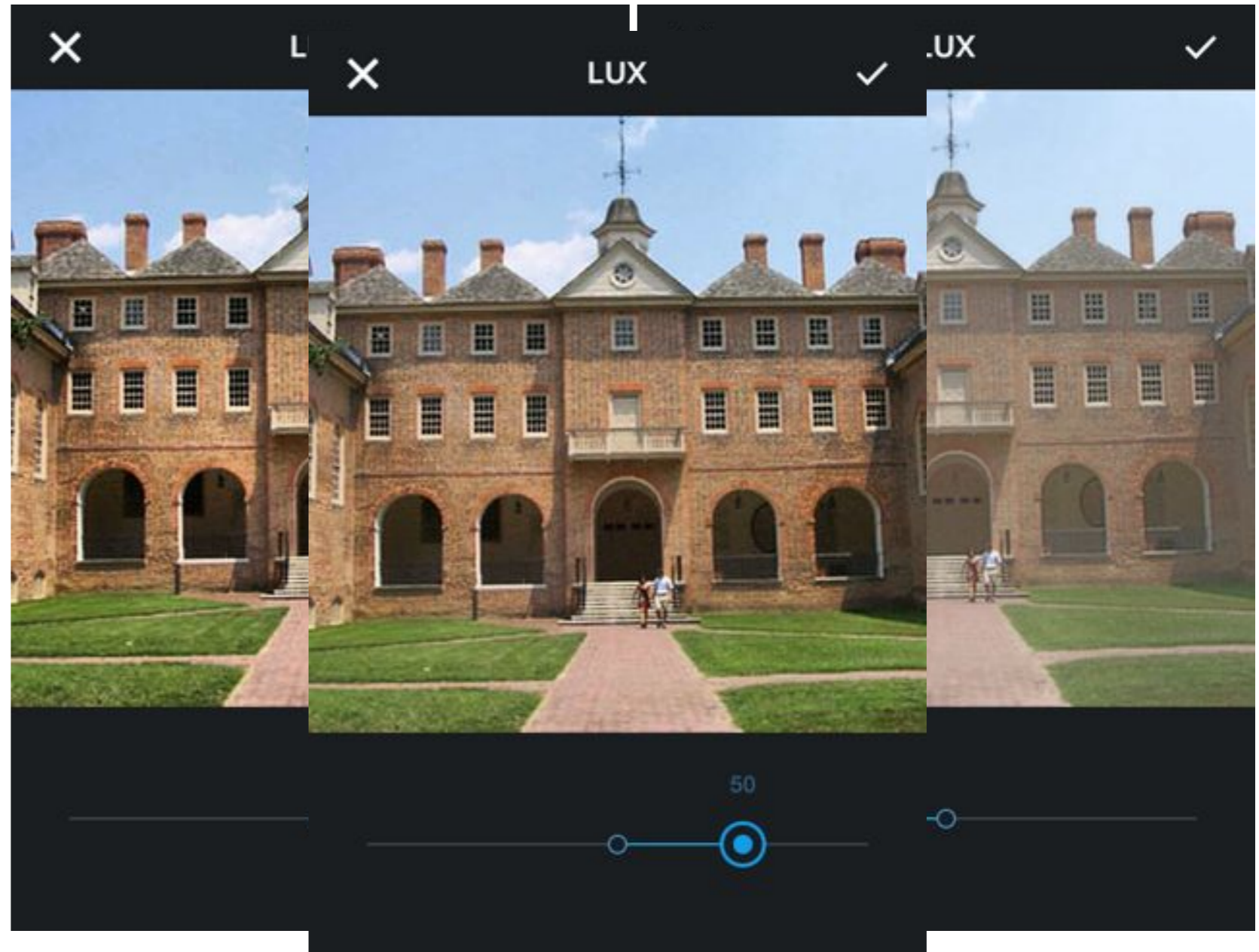




Instagram

Editing Photos - Lux

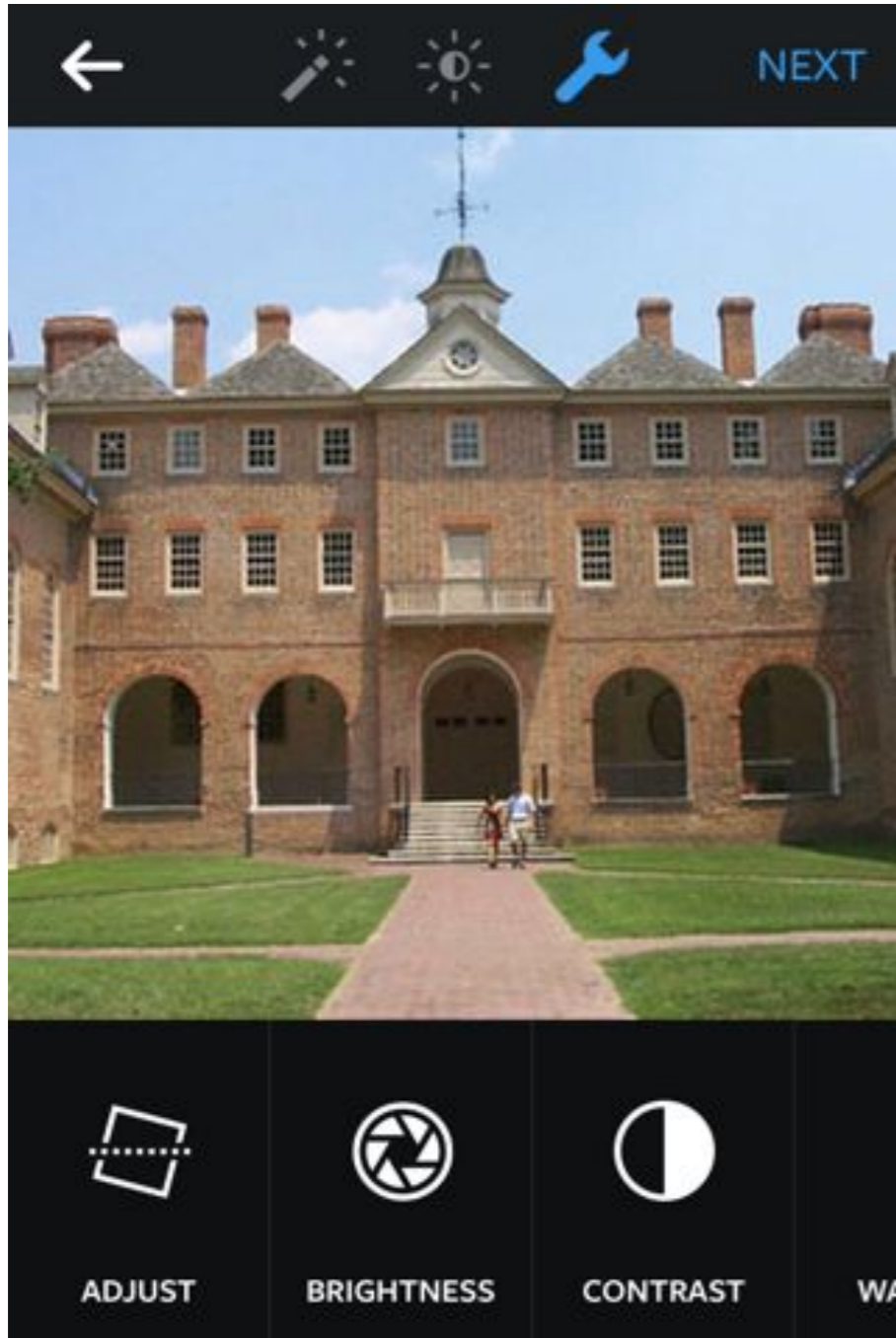
- Lux is an automatic brightening/contrasting tool that will fix your photos in one click.





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Editing Photos - Editor



- Adjust
- Brightness
- Contrast
- Warmth
- Saturation
- Highlights
- Shadows
- Vignette
- Sharpen



Instagram

Filters - Amaro



- **Effect:** Adds light to the image and focuses it to the center.
- Use it when you want to give your photo a more aged appearance.



Instagram

Filters - Mayfair



- **Effect:** Subtle vignetting with lavender tones.
- Use it to enhance darker photos.



Instagram

Filters - Rise



- **Effect:** Makes image glow and and puts softer lighting on the subject.
- Best for close-up shots of people/objects.



Instagram

Filters - Hudson



- **Effect:** Creates an 'icy' look - slight tint and altered lighting with a dodged center & heightened shadows.
- Use it on outdoor photos especially ones with buildings in them.



Instagram

Filters - Valencia



- **Effect:** High exposure, warm temperature.
- Use it for a more subtle antique look or to even out too-bright colors.



Instagram

Filters - X-Pro II



- **Effect:** Vignette edges, high contrast, with a golden/warm tint.
- Best for use in photos with strong colors.



Instagram

Filters - Sierra



- **Effect:** High exposure with low contrast - a more 'cloudy' feeling.
- Can easily wash out skin tones so best on still life/landscape shots.



Instagram

Filters - Willow/Inkwell



- **Effect:** Turns your image black and white. Willow adds more 'glow' to the photo.
- Use when there is prominent light and shadow in your image. Still life & architecture.



Instagram

Filters - Lo-Fi



- **Effect:** Similar to an auto-enhance button in a photo editor, Lo-Fi adds rich colors and strong shadows.
- Best on food you want to highlight.



Instagram

Filters - Earlybird



- **Effect:** Similar to an old western photo, this effect adds golden-red tones as well as a strong vignette.
- When you want a photo to look older or more washed out.



Instagram

Filters - Sutro



- **Effect:** Burns edges as well as adding highlights and shadows.
- Use when you want a 'creepy' or 'nighttime' feel.



Instagram

Filters - Toaster



- **Effect:** Dodged center with vignette edges (burned look).
- Use to either bring focus to the center of a photograph or to enhance sunlight/sunsets.



Instagram

Filters - Brannan

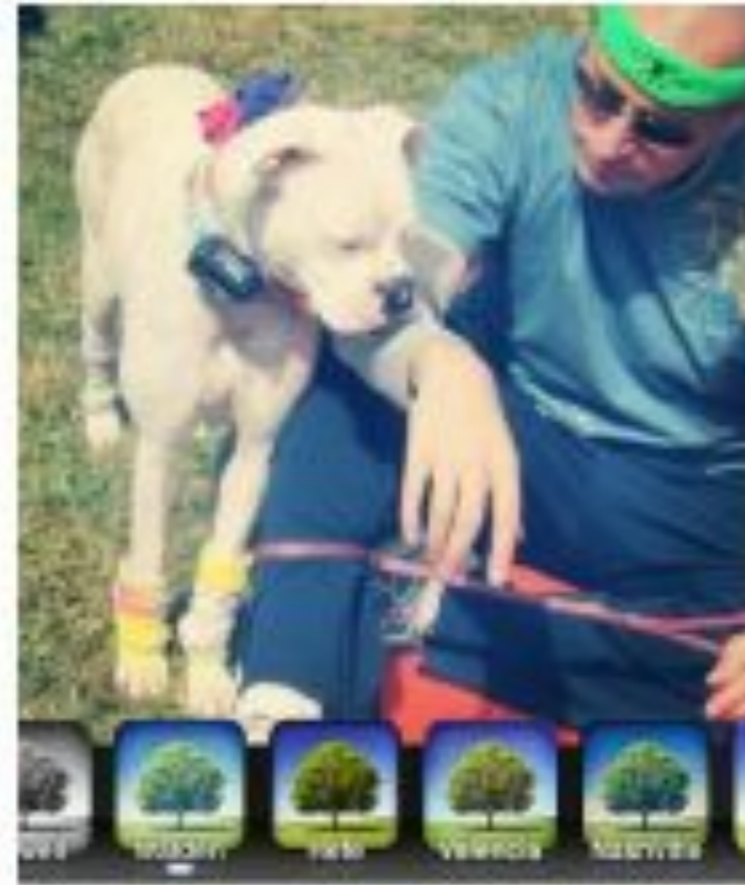


- **Effect:** Metallic tint with a high exposure and high contrast. Sepia-type effect.
- Use to enhance shadows.



Instagram

Filters - Walden



- **Effect:** High exposure with a yellow tint.
- Use when there is a lot light (something that is outdoors that you want to focus on!)



Instagram

Filters - Hefe



- **Effect:** Slight vignette edges with a high contrast and high saturation.
- Photos with vibrant color that are taken inside.



Instagram

Filters - Nashville



- **Effect:** High exposure with a low contrast and a slightly pink tint.
- More romantic scenes - aka the Crim Dell :)



Instagram

Filters - 1977



- **Effect:** High exposure with a pink-red tint.
- When you want your image to look like it was taken in the 70's! Also good for three-dimensional scenes.



Instagram

Filters - Kelvin



- **Effect:** High saturation with a warm temperature and a glow throughout.
- Photos that need a lazy feel/Indian summer feeling.



Instagram

Instagram as a Marketing Tool

- Instagram is a 'photo vacation' - people aren't there to *read* statuses or tweets, they are there to *look* at pictures!
- According to Forrester Research, Inc., Instagram has a per-follower engagement that is 58 times higher than Facebook and 120 times higher than Twitter.

User interactions with brands' posts as a percentage of brands' fans or followers



Base: 1,526,388 user interactions on 162 Instagram brand posts
*Base: 1,405,249 user interactions on 329 Facebook brand posts
*Base: 98,298 user interactions on 910 Twitter brand posts

Source: Q1 2014 US Top 50 Brands Social WebTrack

113021

Source: Forrester Research, Inc.





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How to Use Instagram as a Marketing Tool

- Create a marketing strategy.
 - Ask yourself who is your audience, how often you are going to post and what hashtags you are going to curate/use.
- Use hashtags effectively - don't overuse them and only use ones that are relevant to your content & pictures.
 - Too many hashtags can become annoying/spam to your users. Instead, find the popular hashtags in your brand/content and start using them!
- Pay attention to your followers - like and comment on pictures that are about your events/department.



Instagram

Rules/Tips

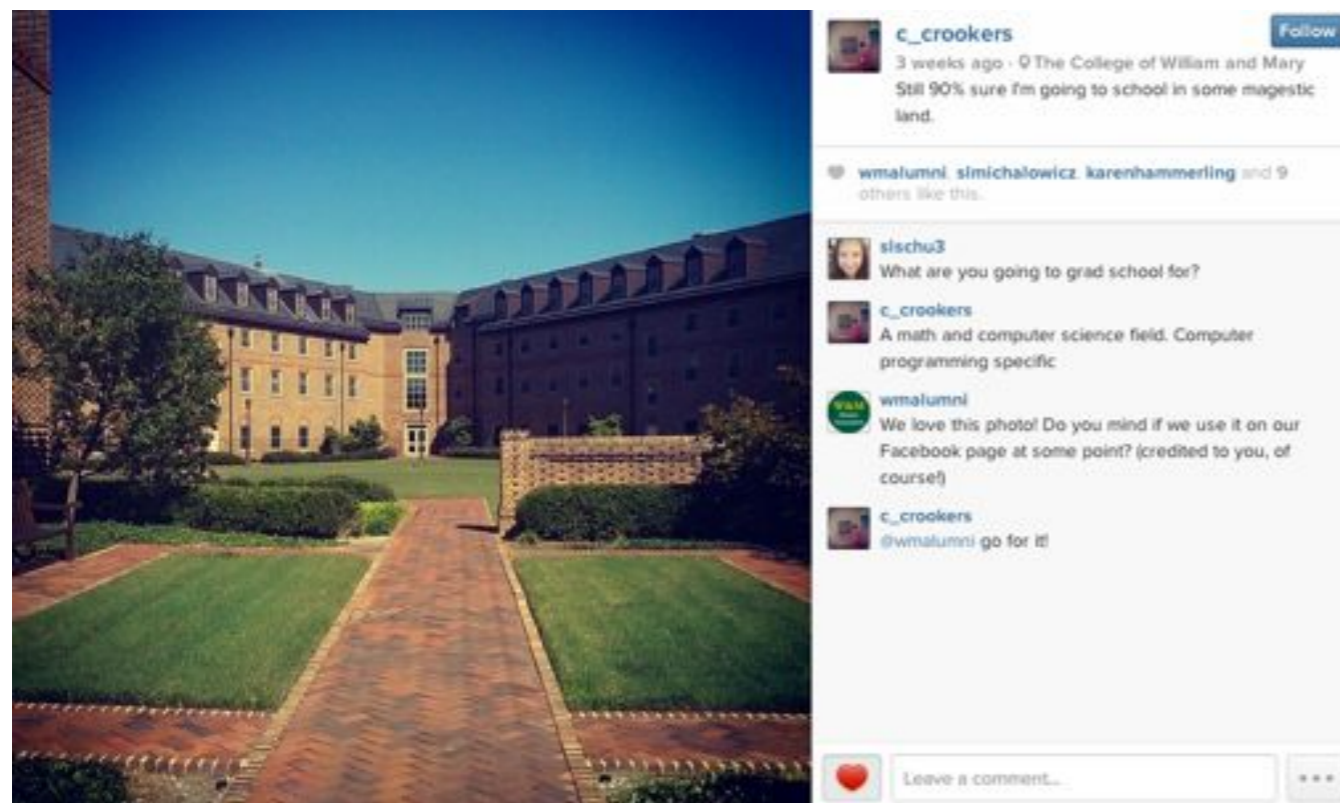
- Ask questions! People love to talk about themselves and their experiences.
- Don't post more than 3-4 times a day and never post the same picture twice.
- Put Instagram photos on Facebook & Twitter for cross-promotion.
- Encourage participation at major events (especially with hashtags!)
 - Don't create new accounts for each event (it gets confusing) - make new hashtags!
- Avoid text heavy images.
- In descriptions, use only 3-4 sentences and make sure that you limit the amount of hashtags you use.
- Find people posting about you (even if they don't use your hashtag) and engage with them!
- Create authentic content.
- Have a social media plan/plan out your posts.
- Keep a good balance between fun images and business images.
- Don't count your numbers - quality, not quantity, is what counts!



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Putting Instagram on Facebook/Twitter

- A great way to cross-promote your content is to put images on Facebook/Twitter that you originally posted on Instagram and vice-versa.
- Always get permission first and always credit the user!





Instagram

Hashtag Ideas

Hashtags

Don't know about hashtags? #noworries

Hashtags are words or phrases prefixed with a hash symbol (#) that appear as part of a social media post (particularly Twitter, Instagram and Facebook). Here is a sample Twitter post:

Happy Birthday @williamandmary! #wmcharterday

You can search for the string #wmcharterday and this tagged word will appear in the search engine results.

Hashtags also show up in a number of trending topics websites, including Twitter's own front page. Hashtags are case-insensitive, with CamelCase often used for readability. Keep your hashtags as short as possible since they are included in Twitter's 140-character word count.

Hashtags for William & Mary

Try these William & Mary hashtags on for size:

Hashtag	Used for
#wmcharterday	Charter Day (February)
#wmcompass	Compass Program (Career Center)
#wmconvocation	Convocation (August)
#wmfamily	Family Weekend (fall)
#wmgrad	Commencement (May)
#wmhomecoming	Homecoming (October)
#wmInAutumn	Autumn at W&M
#wmInSpring	Spring at W&M
#wmInSummer	Summer at W&M
#wmldoc	Last Day of Classes (April)
#wmlecture	Tack Faculty Lecture Series
#wmmovein	New Students Move In (August)
#wmorientation	New Student Orientation (August)
#wmRegram	Photos from W&M's Instagram community
#wmreslifetrains	Residence Life training programs
#wmtribe	Tribe Athletics
#wmTribeSnow	Winter at W&M

- Keep hashtags simple & short.
 - If it carries over to Twitter, then the user only has 140 characters - don't waste them!
- Make sure it's unique. Search for it on Twitter and Instagram to see if it has been used before.
- Build awareness of the hashtag by including it in *every* related thing you post.
- Don't be afraid to promote your hashtag during the event!
- PS: W&M has a list of hashtags for campus-wide events and happenings.



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Post Ideas

- Look back on history.
- Go “behind-the-scenes”
- Host photo contests!
- Find a different point of view.
- Show off students/alumni (don't just showcase your office!)
- Have fun.
- Focus on the details.
- Show off the campus.



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Apps/Websites to Use

- Iconosquare (formerly Statigram)
- Gramfeed
- Hyperlapse
- Instamap



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