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# LIBRARY

## Getting Started on Instagram



## Getting Started Guide





## What is Social Media?

**Social media** is a term for websites and apps that let you produce and share your own material for your friends and family. **Instagram** is a social media platform primarily dedicated to sharing pictures and short videos online. It is owned by Facebook but is kept separate and is very popular due to its focus and comparative simplicity. This class teaches the basics of creating and using your Instagram account.

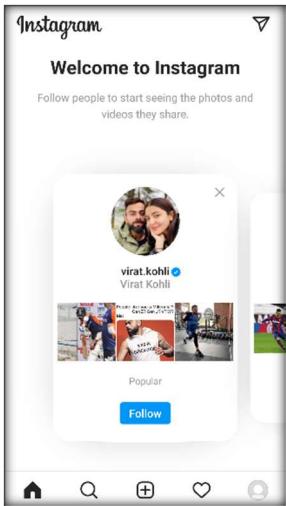
As with all social media posts, they may not be made by the people you think are behind them. You should never share private information that can be used against you, a source that seems reliable could be a manipulation, and you should double check to make sure that news-related posts are coming from a reliable source. There are many advertisements placed by the Instagram company, but also many posts that seem to be from everyday people but are really advertisements in disguise.

## Downloading the App to your phone (if you want to)

You can use Instagram on your home computer, but most people use it through an app on their smart phone. The free app is available for both Android and iPhone.

1. Open Google Play or the App Store and search for Instagram.
2. The official Instagram app will have hundreds of millions of downloads and should simply be titled “Instagram.”
3. Install it and then open the app.



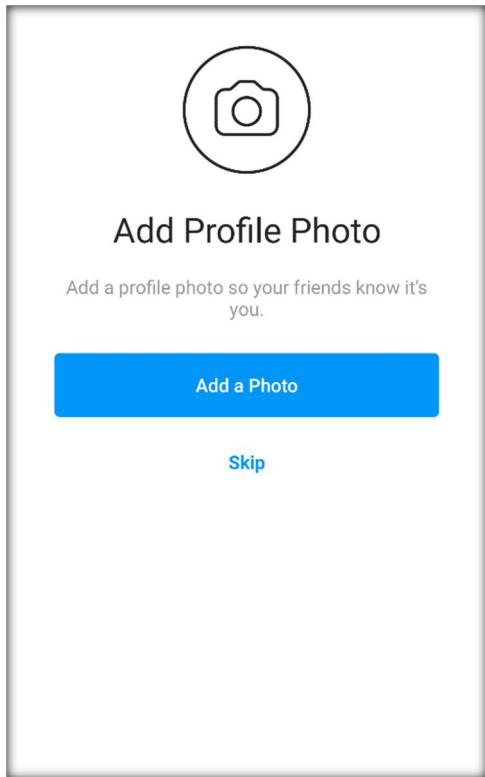


## Setting up an Account on Instagram

1. Go to [www.instagram.com](http://www.instagram.com) (if using a computer) or open the app. If you do not already have an account, click “Sign Up” or “Create New Account,” fill out the form, and click the blue “Sign Up” button.
2. There will be several fields to fill in: either cell phone or e-mail, name, birthdate, username, and password. If you wish to remain anonymous, you do not need to use your real name or birthdate (you must be older than 13 to have an Instagram account). You also have the option of signing in through your Facebook account. If you choose to do this, your Facebook friends may receive a notice that you are now on Instagram.
3. Check your email (or text on phone if you sign up with a phone number). You will need to verify your account through an email/text notification with a confirmation code.

## Setting Up Your Profile

1. **Suggestions:** Instagram will suggest popular accounts for you to follow. For practice, look for a name you recognize and click the “follow” button. This may be a model, a pop star, an actor, a comedian, or a large business.



**2. Getting Started:** At the top of the screen, you will see boxes suggesting different activities for your account. If you do not want to add Facebook or a phone number, you can pick a profile photo. This image will appear next to your name whenever you make comments.

**3. Pictures:** The primary purpose of Instagram is to share pictures, making it simpler and more focused than Facebook.

## Common Instagram Terms\*

Instagram uses words that are already familiar to you, but that you need to understand in terms of their Instagram definition:

**Post:** The photos and videos you share on Instagram are called **posts**.

**Filter:** You can apply a **filter** to give your photos a unique or artistic look.

**Feed:** Whenever you or the people you follow post a photo, it will appear in your **feed**.

**Tag:** You can name a person in a photo you are posting to identify them, but only using their username on Instagram.

**Hashtag:** You can add text **captions** to any post you share on Instagram. A **hashtag** is any word in a post's caption that is preceded by a **pound sign (#)**.

\*Source: <https://edu.gcfglobal.org/en/instagram/common-instagram-terms/1/>

## Navigating Instagram



Navigation buttons can be found either along the top of the page or the bottom of the screen (depending on whether you are using the website or the app).

**Home:** Image of a house that takes you to your default feed view. This is the page you see when you first sign on.

**Search:** Click on the familiar magnifying glass symbol to search for the names, subjects, or hashtags you want to find.

**Reels:** A small play button – this is a relatively new feature on Instagram that allows you to record and share 15 second videos.

**Activity:** The heart shape shows notifications and suggestions for you to follow. If someone else likes a post you made, the notification or comment will appear here.

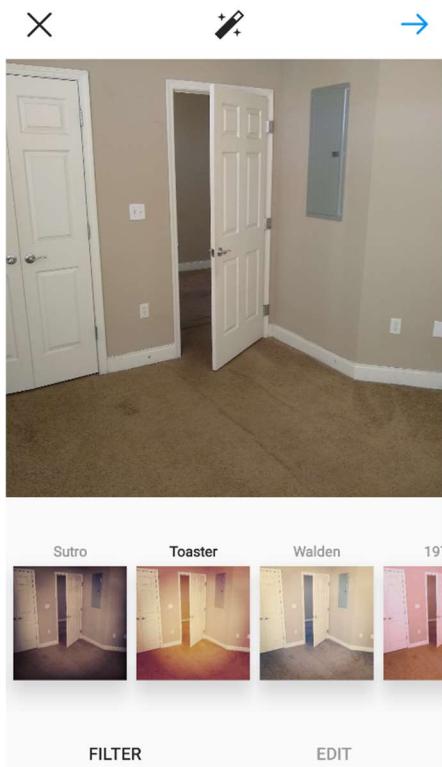
**Profile:** Your profile picture or an outline of a person. Everything about your account, including how many posts you have made, how many people are following you, and how many people you are following appears here. This is where you can find what you have posted in the past and change your profile.

**Message:** A small paper airplane - lets you send direct messages to your friends.

**Create Post:** The box with a large '+' symbol is for adding a new post to your Instagram. This will pop up in the feed for anyone who chooses to follow you.

**Help:** Press the profile button, press the three lines at the top right corner, select settings, then the help button.

## Creating a Post



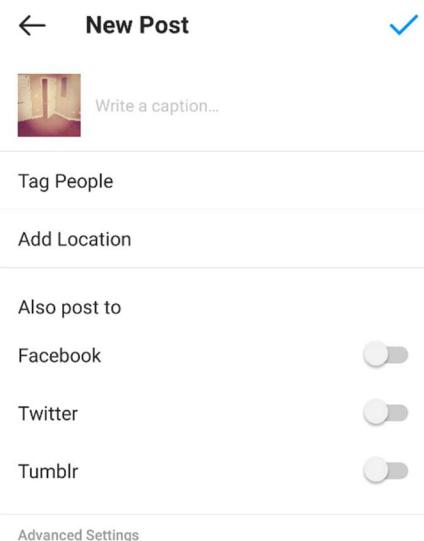
Creating an Instagram post involves uploading or taking a picture and adding a title and hashtags. If you are on your phone, the app will ask for permission to access your image gallery, take video/pictures, and record audio. When you are done with a section press the arrow at the top corner.

**1. Select or take a photo:** press the “+” box to pick a photo from your saved images, take a new photo, or record a short video.

**2. Filter/Edit:** You will now have the option to change your image with the filter list. Each one changes the coloration of the image in a different way. You can also select “Edit” to experiment with other ways to alter your picture.

**3. Labeling:** You can now write a caption for the image that will appear under it next to your name, tag people in the image, and add a location. There are also options to simultaneously post to Facebook, Twitter, and Tumblr.

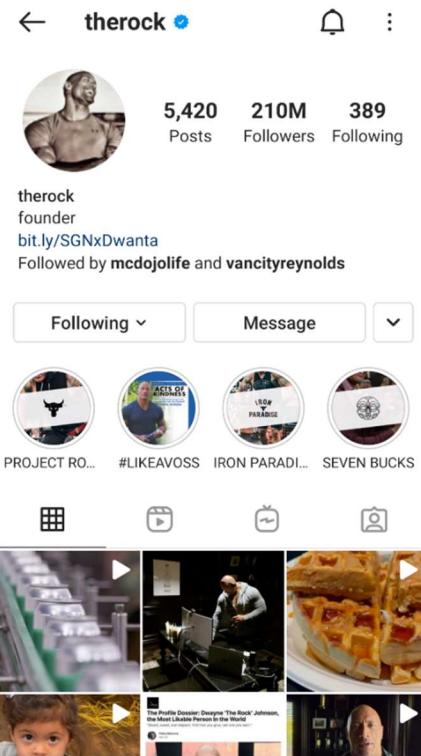
The image will now appear on your feed and the feed of those who are following you.



## Following People

"Following" someone on Instagram is simple. Click on the blue "follow" button next to a person or organization's name. Any new material they post will now appear on your home screen in your feed. You can find friends you know in real life or make new ones online.

Any large company or celebrity will have an Instagram account. You want to make sure there is a blue check mark next to their name. This means the company has confirmed they are who they say they are. For example, there are many accounts with the rock in their name, but only the actor Dwayne Johnson who sometimes goes by "The Rock" has a blue check mark. Everyday people do not need this check mark, but there are those who would impersonate a celebrity online for fake ads or announcements.

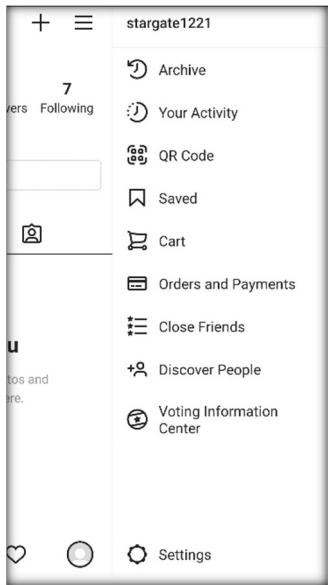


## Elements of Posts

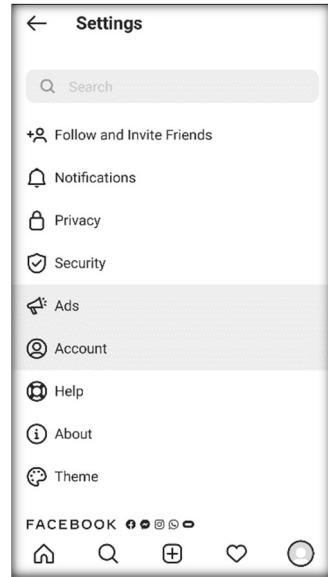


**Post:** The image or video you see for an individual or organization. You see these posts in your feed because you are either following the account or Instagram is suggesting the post based on who you follow. Press the **heart** to indicate that you "like" the post. If you want to leave a comment, click on the **cartoon word bubble** and write what you think. Always keep in mind that these comments are not private - others will see it. The **paper airplane** symbol under a post is used to share this post with your friends.

## Final Details



**Privacy settings:** Your posts default to “public” so that anyone can see them. If you want to set them to “private,” only people you approve of will be able to follow you and see your posts. To make this change, press the profile photo, then press the three lines in the top right corner for the menu. Select “settings,” then “privacy” and tap the button next to “private account.”



**Deactivating or Deleting Your Instagram Account:** Both must be accomplished through the website, not the app.

**Deactivating** the account removes it from any other Instagram user’s view but leaves you with the option of reactivating with all your history intact if you so choose. Go to profile, click “edit profile,” then scroll down to the bottom and select the text “Temporarily disable my account.”

**Deletion** will permanently erase all information with no chance of recovery. If you create an account in the future, you will not be able to use the same username. The instructions for deleting an account are more detailed, so log into your account through the website, scroll to the bottom of the page and click “help.” Search for “delete account” for full instructions.

## Resources

The following resources can be accessed from the library's resource page:

<https://www.cmlibrary.org/resources>

### GCF Learn Free

Find many Microsoft Office, Google Suite, and basic-to-advanced digital literacy lessons for free on [www.gcflearnfree.org](http://www.gcflearnfree.org). They have both text-based and video tutorials on a wide variety of topics.

### LinkedIn Learning

Access a library of video tutorials from beginner to advanced level on a variety of technology topics on LinkedIn Learning (formerly Lynda.com). LinkedIn Learning allows you to track your progress and download resources from tutorials. You can view lessons at home or in the library using your library card.

### Northstar Digital Literacy

This resource provides interactive online assessments and practice exercises to help individuals master computer and software skills such as using email, navigating the internet, and using Microsoft Word, Excel, and PowerPoint. Learn to navigate technology in your daily life with assessments on topics such as Social Media, Google Documents, Supporting K-12 Distance Learning, and Career Search Skills. Receive certification in one or more topics by completing an assessment (score 85% or higher) during a virtual Library proctored session.

### 1-on-1 Technology Tutoring

Charlotte Mecklenburg Library offers 1-on-1 tutoring with a library staff member or volunteer. You can call your library branch to check availability or check out our online calendar at [www.cmlibrary.org/calendar](https://www.cmlibrary.org/calendar).



DigiLit

**DigiLit** is a digital literacy program provided by Charlotte Mecklenburg Library. To find out more information about this program, download class handouts, and access additional resources, visit: [www.cmlibrary.org/digilit](https://www.cmlibrary.org/digilit)