

Why Instagram?

Instagram is a place to wow and awe. It's a great place to meet and engage with audiences where they're at—on their smartphones. And, it allows people to experience the world through your lens.

How to navigate Instagram









- The home tab (the little house) shows your photo feed—those images posted by you and your friends. You can like and comment on photos directly from your feed.
- Use the explore tab (the magnifying glass) to search for other instagrammers and their photos via hashtags and handles.
- The plus tab allows you to take photos directly from the app or share photos directly from your phone's library.
- The activity tab (the heart) is your notification hub. It displays likes and comments on your posts, notifies you of new followers, and lets you see what your friends are liking and commenting on.
- The profile tab (the person) shows your personal instagram page. You can also edit your profile info and/or adjust your account settings from this tab.

Adding and editing photos

Go to the camera tab to either activate your phone's camera or upload a photo from your phone's library.

Editing features

In addition to Instagram's 20+ preset filters, you can more finely customize your images with the app's internal editing tools:

1. Tap **lux**  to instantly transform photos that are underexposed or lack contrast. This feature works especially well on landscapes and cityscapes.
2. Tap  to open up photo-editing tools.
3. Tap **adjust**  to change the photo's horizontal or vertical perspective.
4. Tap **brightness**  to make your photo brighter or darker.
5. Tap **contrast**  to make the bright areas of your photo brighter and the dark areas darker.
6. Tap **warmth**  to shift the colors of your photo towards warmer orange tones or cooler blue tones.
7. Tap **saturation**  to increase/decrease the color intensity of the image.
8. Tap **highlights**  to adjust the focus on the bright areas of the image.
9. Tap **shadows**  to adjust the focus on the dark areas of the image.
10. Tap **vignette**  to darken the edges of the photo. Adding a vignette can direct attention towards the center of the photo.
11. Tap **sharpen**  to add crispness to your photo and make it appear clearer.
12. Tap **next** to caption, geotag and post your photo.

Handles, hashtags and geotags

- A **handle** is an Instagram username. All handles are preceded by an @ symbol. Use the @ symbol to search for another account, tag them in your image, or include them in a caption or comment.
- **Hashtags** are words or phrases that function as metadata tags. Hashtags group similarly tagged messages and make them searchable. (Note: You can't use too many!)
- In the same way that hashtags bind your photos to a certain topic area, **geotags** assign your photos to a specific location. Geotags also allow you to see what others are already posting at a given location.

Recommended hashtags: These are just suggestions—again, use a lot. It's how you're discovered!

#MembersMoveMedicine

#AMAmtg

#OurAMA

Instagram Stories

Instagram Stories are another way of sharing photos and videos with your followers. Stories disappear from your profile and feed after 24 hours. To share a photo or video to your story using the Instagram app, tap in the top left of your screen or swipe right from anywhere in "Feed."

Instagram hacks

- Cultivate a following by:
 - Connecting your Facebook, Twitter and phone accounts
 - Using relevant, popular hashtags
 - Engaging with others by following interesting accounts and liking their photos
- You can never go wrong with hashtags—this is how you expand your reach on Instagram, so the more the merrier
- Be personable and have fun
- Experiment with filters and post pictures that you personally enjoy looking at and think look good

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