Instagram

The purpose of Instagram is to create a simple platform in which to showcase your life, business, art or whatever makes you tick through images with limited wording. It is understandably a widely used tool for creative people of all kinds to reach potential customers or to simply get even more creative. What better way to draw someone in than with images of your work? Instagram makes uploading images to your Facebook page easy. Instagram is also an amazing way to find other artists and inspiration. It is also a great opportunity to show yourself as an artist through the lens of a camera, not only showing your work but showing the things in life that inspire your work.

To get started

1. download the app for Instagram from Google Play or App store
2. Use an email and create a username and password that's applicable to your art or business
3. You will be prompted to upload an initial profile photo

4. Next click the small person icon in the upper left-hand corner.

5. You should see your Instagram page and newly uploaded photo. Click the **EDIT PROFILE** tab to enter your personal information

Adding Images:

1. On your Instagram homepage, notice along the bottom the small icons. Use the small camera icon to access existing images on your device or to take a new image. Once you have decided on an image, click the next button on the upper right hand corner.
2. Along the bottom of the page you will be given the option to use any number of filters or editing techniques to enhance and crop your images. Play with these and when you are satisfied click the next button again.
3. On the next page you will have space to write a small description of your image and to add hashtags. You can also add a location; tag people that might be interested in your image, and choose the other platforms like Facebook or Twitter that you would like to share the image with. You can also choose to share directly to one person if you like.
4. Click share

The camera icon will take you to your existing gallery of photos or direct you to the camera feature on your phone

 This icon will lead you to the home news feed where you can see your own images as well as the images of others that you follow

 Use this icon to search for other Instagram users

 This heart shows you who has been liking your posts and also allows you to see what the people you follow have been liking

 Use this tab to see your own profile and feed