



Instagram is a smartphone app created for users to share videos and photos with their friends, family, and others. Users are then free to post content, follow other accounts, and allow others to follow them.



Photos uploaded are public by default



Users often apply filters to change how their photos look

## Getting started

When Instagram is downloaded, the user is prompted to create a profile with a username and password. Users can then start to follow accounts. To follow an account means that anything that account posts will be displayed in the user's Instagram feed.

## Instagram for Business

Having an Instagram account for a business can be highly beneficial, as it allows you to keep the internet up-to-date with the company's current affairs. It is also a form of advertisement - having a presence on the internet spreads awareness.

You can link Instagram with Facebook - share one post on two social media platforms and keep followers on both accounts informed. It can open engagement with the users - if they have a question, complaint, or event appraisal, it gives the business the opportunity to show good customer service.

## By default

When taking a photo through the Instagram app and posting it, it will not only save the photo to your phone's gallery, but it will publish it onto your personal account. This, by default, is free to look at by anyone on the internet who can find it.

## Privacy and Settings

In settings, there is a "Private Account" switch which blocks non-followers from viewing the content you post. It also sets a requirement for you to approve followers. There are several more privacy features you can change including: Facebook sharing, account blocking, editing personal details, disabling geolocation on Instagram's photo map and sharing of content with specified accounts (for example, your family members).



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