

# INSTAGRAM

## Quick Guide



### How does the app work?

- The Instagram interface mainly consists of five buttons along the bottom. Tap each of the 5 buttons in turn and experiment with what occurs. Note that video can be imported from the camera roll, or recorded by tapping on the video camera button, then holding down your finger on the red record button - each press and hold action will begin a recording until a maximum of 15secs is reached. [Access the official help guide here.](#)

### What is the best way for me or my business to use Instagram?

- Post 1-3 times a day when you can
- Post consistent images and videos that tell a focused story of you/ your brand
- Also post behind the scenes type images, shot in interesting ways
- Re-post from accounts that also align with your story (with an App like Phonegram)
- You can also post quotes or inspiring messages as videos and images

### What editing Apps should I use with my **videos**?

- Apps like Videograde let you adjust colour, brightness, contrast
- 8mm (or similar apps) allow you to add historical or film-related filters over your video
- Fused allows to blend two videos or even a video and an image
- iMovie lets you add titles and text, filters, edit, add voice overs and more
- CropVS allows you to crop or add your video into an Instagram compatible square format
- **TIP** - go to [appcrawlr.com](http://appcrawlr.com) to see what other apps are similar to these for your device

### What editing Apps should I use with my **images**?

- Snapseed is a great free editing app - use the details, drama, HDR or ambience (under 'tune image') options to bring out something unique in your images. Help guide [here](#).
- Over is an good app for adding text to further distinguish your images - info [here](#).

### How could I gain more Instagram likes and followers?

- Do a search in the app for users and hashtags in your area of interest
- Follow, like and comment on accounts that are similar to your own
- Post regularly but vary your posts but keep to a relatively focused story, or theme
- Use editing apps (see above) to give your posts a unique look
- Link your account to other social media sites such as Facebook and Twitter

### Accessories:

- Selfie-sticks make good mono-pods to help stabilise your device | Always carry backup battery pack | Consider using a higher quality camera & importing onto your mobile device
- [photojojo.com](http://photojojo.com) has a great range of mobile camera accessories available

### Next:

- Follow @lanewaylearning and @jnxyz
- Read this great overview of [winning Instagram strategies](#) - *then play!*