

# SOCIAL MEDIA BASICS - INSTAGRAM

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# SOCIAL MEDIA IN UK



- <https://social-media.co.uk/list-popular-social-networking-websites>
- Instagram is the joint 4<sup>th</sup> (with WhatsApp) most used social media site
- (Would many consider YouTube a social media site?)
- I am not an expert and this is not a complete guide!



# INSTAGRAM

- Photo and video sharing social networking service
- Owned by Meta (owns Facebook, WhatsApp, Threads)
- Often abbreviated to “Insta”
- Main competitor is Snapchat
- Uploaded images.....
  - Filters
  - Hashtags #
  - Geographical tagging



# INSTAGRAM



- Can share images publicly or with pre-approved followers
- Can “follow” others
- Users can
  - browse others content by hashtag and location,
  - like photos/video,
  - view trending content and
  - set up a personal feed (favourites)



# INSTAGRAM

- "Although often admired for its success and influence, Instagram has also been criticized for negatively affecting teens' mental health, its policy and interface changes, its alleged censorship, and illegal and inappropriate content uploaded by users."



# INSTAGRAM



- Users can be individuals or organisations
- Lots of “marketing” going on
- Some aspects of Facebook and Instagram are linked so be aware that posting on one will post on the other too (FB stories and reels for example).
  - This can be switched off if you don’t want it to happen
- Tip - If you have an Instagram account;
  - Set it to “private” to ensure you have to authorise anyone who wants to follow you



# INSTAGRAM — QUESTIONS?

