

Instagram 101
GUIDE

Instagram 101

Table of Contents

Account Set-up

Your Profile

Posting Photos

Navigating and Engaging

Editing/Deleting Captions

Instagram Best Practice's

Set-up your account

*Please note: Instagram was designed for mobile use with the intention that users would share images on mobile device's, i.e. smartphones and tablets.

Download the App

The Instagram app can be found on your mobile device in the App Store, Google Play, or Marketplace as a free download.

Create an account

Opening the app you'll be prompted to [Sign Up](#) or [Log In](#).

Tap [Sign Up](#). You can sign-up using an email address or logging in with a Facebook account. We recommend signing up with an e-mail address.

Make sure you enter your e-mail address correctly. If you log out of Instagram and forget your password, you'll need to access this e-mail account to get back into your account.

Create a username and password. Use a username that is consistent with your Digital Media presence across your platforms. You want to make yourself easy to find for followers.

Set-up Your Profile

Fill in your name and e-mail.

Add a profile picture. This image should be consistent with your Facebook and Twitter account images. You can choose to import a photo from Facebook, take a photo, or import a photo from your phone library.

Then click [Register](#).

Find Friends

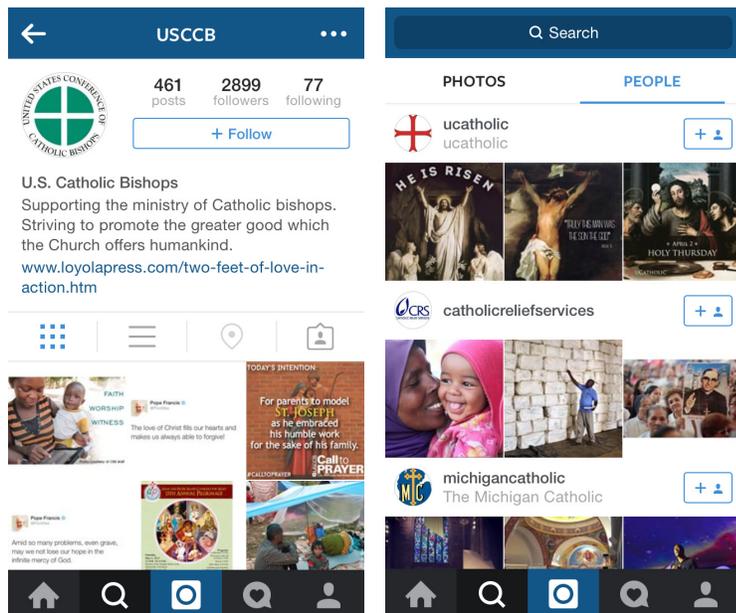
Instagram will now prompt you to find friends through your Facebook account and your device contacts. Skip these steps by tapping [Skip](#).

Instagram will then suggest users for you to follow. You can scroll through this list and follow any of the suggested users that relate to your organization.

Once you're registered you can search for users to follow by tapping the  tab at the bottom of the screen. Tap on the Search bar and type in the name of the users that you want to follow.

A good place to start is by following:

- @WashArchdiocese
- @ccadw
- @adwcathschools
- @catholic_news_service
- @newsva
- @usccb



To follow a user tap on their name, this will take you to their profile page. Then tap the white Follow.

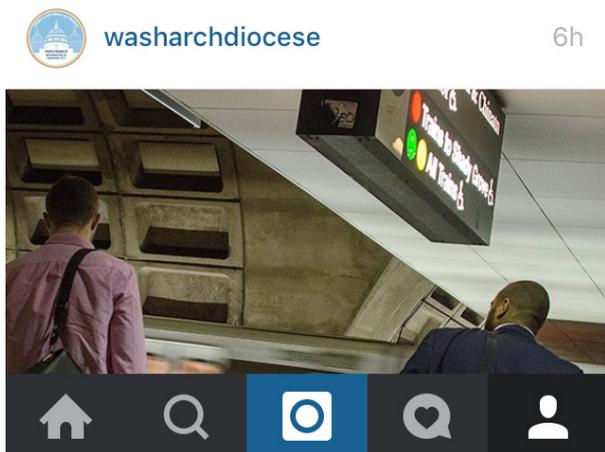
Your Profile



To go to your Profile tap on the  tab in the bottom right corner.

Your profile will show your profile picture, a short 150-word biography, the number of people who follow you and that you follow, and all of your posts.

You can view your posts in grid or list form by tapping on the tabs located below the biography.



You can view the photos you've been tagged in by other users by tapping the  tab on the right hand side of the screen under the biography.

To edit your settings tap on the  tab in the top right corner of your Profile. From here you can edit your profile, change your password, go to the help center, etc.

Edit your Profile

Tap on [Edit Your Profile](#) on your Profile screen.

Fill in your organization website and 150 word biography.

This is the only place on Instagram where you can enter a clickable URL, which will appear under your biography page.

Posting

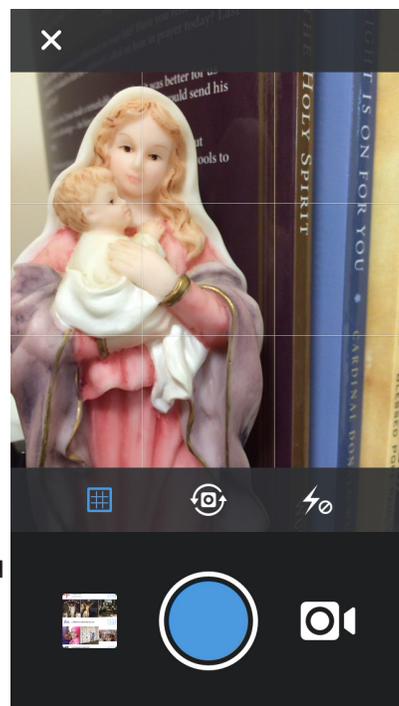
Instagram photos are all square. You can choose to take a photo from within the app or use a photo saved to your camera roll. Keep in mind that Instagram will crop larger vertical or horizontal photos to fit within a 612 x 612 pixel square frame.

Taking a photo within the App:

To take photo tap on the  icon. This will activate your mobile device's camera within the square frame. You can now take a photo by tapping the [Blue Circle](#). You can also film a short 3 to 15 second video by tapping the video camera icon to the right of the blue circle and then pressing and holding the Red Circle.

Uploading from your camera roll:

To upload a photo from your camera roll tap on the  icon. Tap the camera roll photo to the left of the blue circle. This will take you to your camera roll. You can now select any photo saved to your device to upload to Instagram.



Once you tap a photo it will appear in the square frame. You can now adjust for cropping. Once you're happy with the image and cropping tap [Next](#) in the top right corner of the screen.

You can also upload a short 3 to 15 second video by first tapping the video camera icon located to the right of the blue circle and then tapping the video roll image to the right of the red circle. This will take you to our video roll where you can select a video to upload.

You can now adjust for cropping. Once you're happy with the video and cropping tap [Next](#) in the top right corner.

Once you've taken or uploaded a photo or video your screen will change to allow you to edit your photo or video. You do not have to edit your photo to post.



Along the bottom of the screen are 23 preset filters to choose from. Filters add different predetermined effects to your photos. You can scroll through and tap each one to see its effect on your image.

You can also edit your photo by tapping on the center  tab. This will open Lux - which is a slider tool allowing you to make your images more or less vibrant. If you like the look of Lux tap the check mark - if you don't like it tap the X and you'll be taken back to the editing screen.

Finally, you can manually edit by clicking on the  tab. Here you can adjust the image's tilt, brightness, contrast, warmth, saturation, etc.

When you're ready to post your image tap [Next](#) in the top right corner of the screen.

Sharing your Photo

Now you can write a caption for your image.

This is where you describe your photo, add in hashtags, and tag other users. To tag a user use the @ symbol before typing in their username.

You can also tag people by tapping [Tag People](#) and following the on screen prompts. Then tap [Done](#) in the top right corner.

Tap the blue [Share](#) along the bottom of the screen to post your photo to your Feed.

Your photo is now visible to the public and anyone who follows you!

Navigating and Engaging

By tapping the  tab on the left bottom of the screen you'll be taken to your photo feed. This is where you'll see all the photos anyone you follow has posted.

You can like a post by double tapping the image or by tapping the [Heart](#) icon at the bottom left corner below the image.

You can leave a comment by tapping the [Speech Bubble](#) icon under the image. When writing a comment, to ensure that the user sees your comment, tag the user first.

For example: @washarchdiocese thank you for sharing these images from the ordination of #BishopDorsonville.

The user will get a notification that they have received a comment. Users are also notified when you like their image.

You can view your photo's notifications by tapping the  tab on the bottom of your screen.

Editing/Deleting Captions and Comments

If you've made a typo or forgot to include something in a comment or a caption there is a way to edit.

Editing Comments: While you can't actually edit a comment once it's been posted. You can delete it and rewrite/repost the comment. When you tap on one of your posts, it opens up the photo and all of the comments in a new screen. Tap on the comments tab to open the comments page in another screen. To delete a comment on an iOS device, swipe your finger to the right across the post you would like to delete to reveal a Trashcan icon. Tap the trashcan icon and confirm the delete. On Android devices, in the top right corner, there is a Pencil icon. Tap on it to open a comments editor.

Editing Captions: To edit a caption to your post tap on the image in your feed. Then tap on the  tab located to the right under the image. This will bring up the options to [Delete](#), [Edit](#), [Share](#) or [Cancel](#).

Tap [Edit](#), make your changes, and then tap [Done](#) to save changes.

That's it! Just remember to spread the Good News with joy!

Instagram Best Practices

Post regularly!

Post at minimum twice every week.

Use quality and correctly sized photos

Experiment with filters.

Using filters can make a photo look different, which can cause more interaction!

Use Hashtags!

Instagram is about sharing photos and getting people to see them. Hashtags help increase the visibility of your post.

- Sharing a #CatholicImpact post might be a good place to start. #CatholicImpact can be used with post's that show Catholic's making an impact in the community, nation, or world.
- Post's related to our archdiocesan school's can also utilize #ADWEducators or #ADWCathSchools

Follow and like posts from other organizations.

It's a good way to let them know you have a page and are sharing content as well.

SOCIAL MEDIA



@WASHARCHDIOCESE



FACEBOOK.COM/ADW.ORG



WASHARCHDIOCESE



@WASHARCHDIOCESE



WASHARCHDIOCESE



@WASHARCHDIOCESE



+WASHARCHDIOCESE



@WASHARCHDIOCESE



WASHARCHDIOCESE

TREND THE GOOD NEWS

CARDINAL WUERL



@CARDINALWUERL



SEEK FIRST THE KINGDOM
CARDINALSBLOG.ADW.ORG

ARCHDIOCESAN WEBSITES



ADW.ORG



CATHSTAN.ORG



ELPREG.ORG



CAPITALCATHOLIC APP



educate engage evangelize