

Instagram – a photo-sharing tool everyone is talking about



AlphaPlus #TechTuesdays webinars
techtuesdays.alphaplus.ca



ABOUT THE PRESENTER



- IT coach
- explorer
- trainer
- advocate
- facilitator
- helper

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WEBINAR OVERVIEW

- Housekeeping tips
- Questions for attendees
- What is Instagram, how is it used and who is using it
- Things to consider
- Integration with others Apps
- Examples
- Links and resources
- Survey and upcoming webinar



A FEW QUESTIONS FOR YOU

- Do you have an Instagram account?
- How often do you use it?



WHAT IS INSTAGRAM?

- a photo and video sharing app that allows you to take a picture or video, choose a filter to transform its look and feel, and then share it with others who follow you
- It's like a social network for sharing photos (posts can be shared with all followers or directly with one person)
- Instagram can be connected to Facebook, Twitter, Tumblr and other social channels so you can post your images and videos there as well



APP VS A WEBSITE

- Instagram is meant to be used as an Application on mobile devices (snap a picture and post it approach)
 - [Google Play](#)
 - [AppStore](#)
- New account can only be set up via a mobile App
- The web version allows you to login in, see what your network is sharing and make changes to your profile but there is no option to post from your website account



PUBLIC VS PRIVATE ACCOUNTS

- If your posts are set to **public**, anyone will be able to see your profile by visiting [instagram.com/\[your username\]](https://www.instagram.com/[your username]) on the web.
- If your posts are set to **private**, your photos will be visible to people logged into Instagram who you've approved to follow you.



WHO IS USING IT?

- The predominant age group of users is 18–29
- Highly engaged community
- Users are very responsive to nonprofits and images and videos that foster social good.
- You will likely receive more Instagram likes than Facebook likes and Twitter retweets combined

<http://www.nptechforgood.com/2014/04/14/top-5-instagram-best-practices-for-nonprofits/>



HOW CAN IT BE USED?

They say a picture is worth a 1000 words...

- Live-report from meetings, classes, trips, events and conferences (photos and videos)
- Share inspirational quotes and stats
- Use for fundraising events
- Create countdowns for upcoming events
- Visual literacy – ask students to create visual stories – teach technology skills (use a class-specific hashtag)
- Many adult literacy learners want to know/learn what their kids are doing – this could be a great way for them to get connected



TIPS

- Always include short descriptions with your posts
- Remember to use hashtags, i.e. #literacyawards
- Follow other accounts and popular hashtags
- Crowdsource – ask your followers to share photos and videos using your hashtag (i.e. at an event or conference)
- Embed images/videos from Instagram on your website
- Use Instagram to post to other social media channels
- Stay active - post once or a few times a day



THINGS TO CONSIDER FIRST ...

As with any tool, before you decide to set up Instagram account, consider these questions:

- What's the purpose?
- Who is the audience?
- What content will I post?
- Who will manage/update it?
- How/where will I promote it?
- What do I expect to achieve?
- Will my learners have access to it?

Other suggestions?



A FEW EXAMPLES....

- Kim Kardashian (328 mln followers) - <https://instagram.com/kimkardashian>
- Community Literacy of Ontario - <https://instagram.com/love4literacy>
- TDSB community services - https://instagram.com/tdsb_cs
- George Brown College - https://instagram.com/gbc_library/
- Georgian College - <https://instagram.com/georgiancollege/>
- Men reading books - <https://instagram.com/hotdudesreading>
- #adultlearning - <https://instagram.com/explore/tags/adultlearning/>
- AlphaPlus just joined Instagram - https://instagram.com/alphaplus_pics/



LET'S GET TECHNICAL

Instagram Basics

- Login
- Web profiles
- Navigating the App

<https://help.instagram.com/371306456286878/>

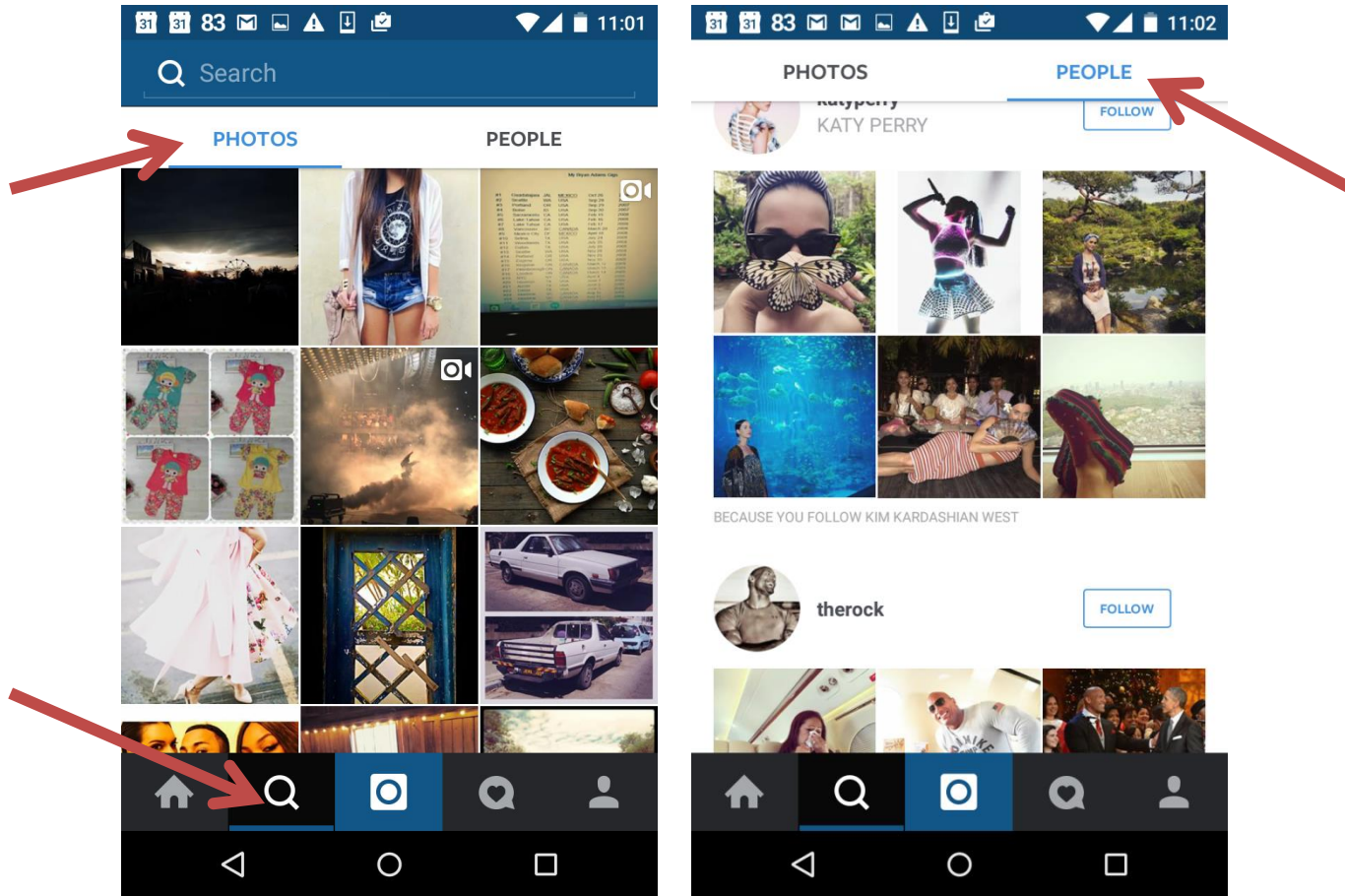


Home page/feed

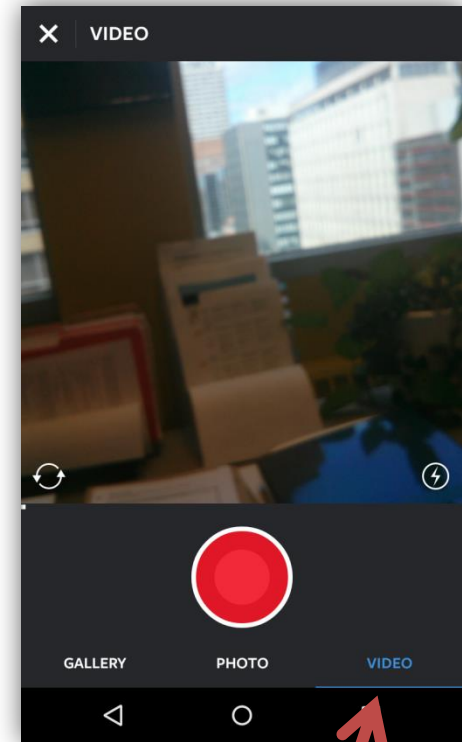
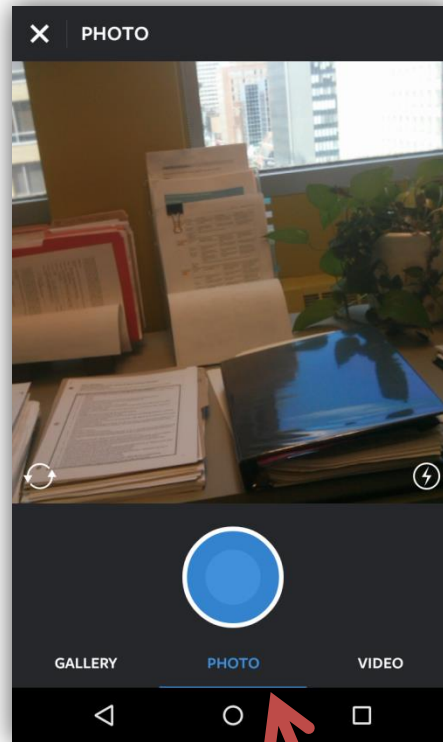
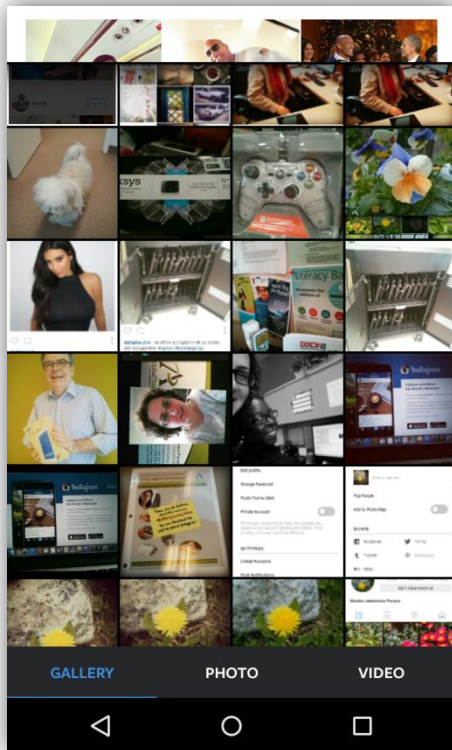
Note:
Screenshots taken with
Android phone (Galaxy 4)



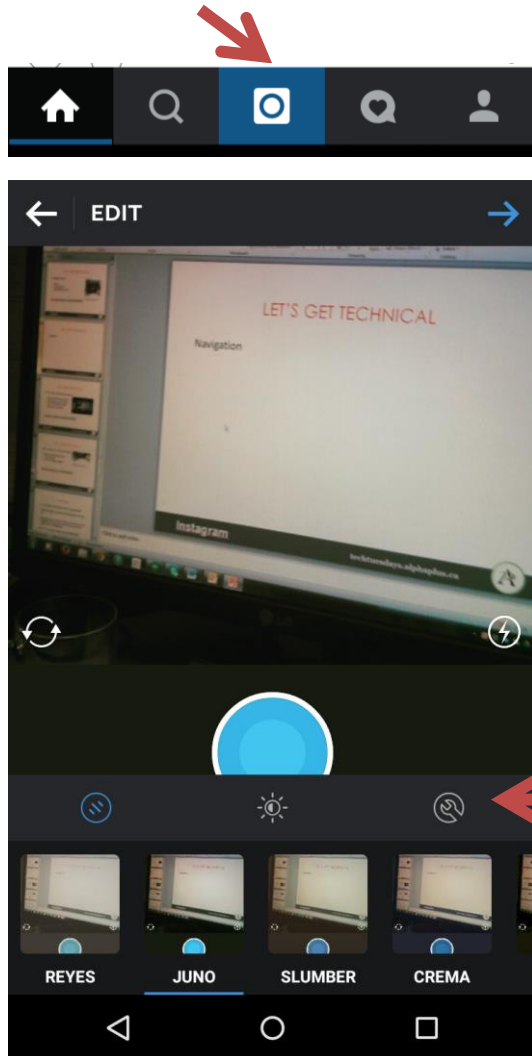
Search



Photos and videos



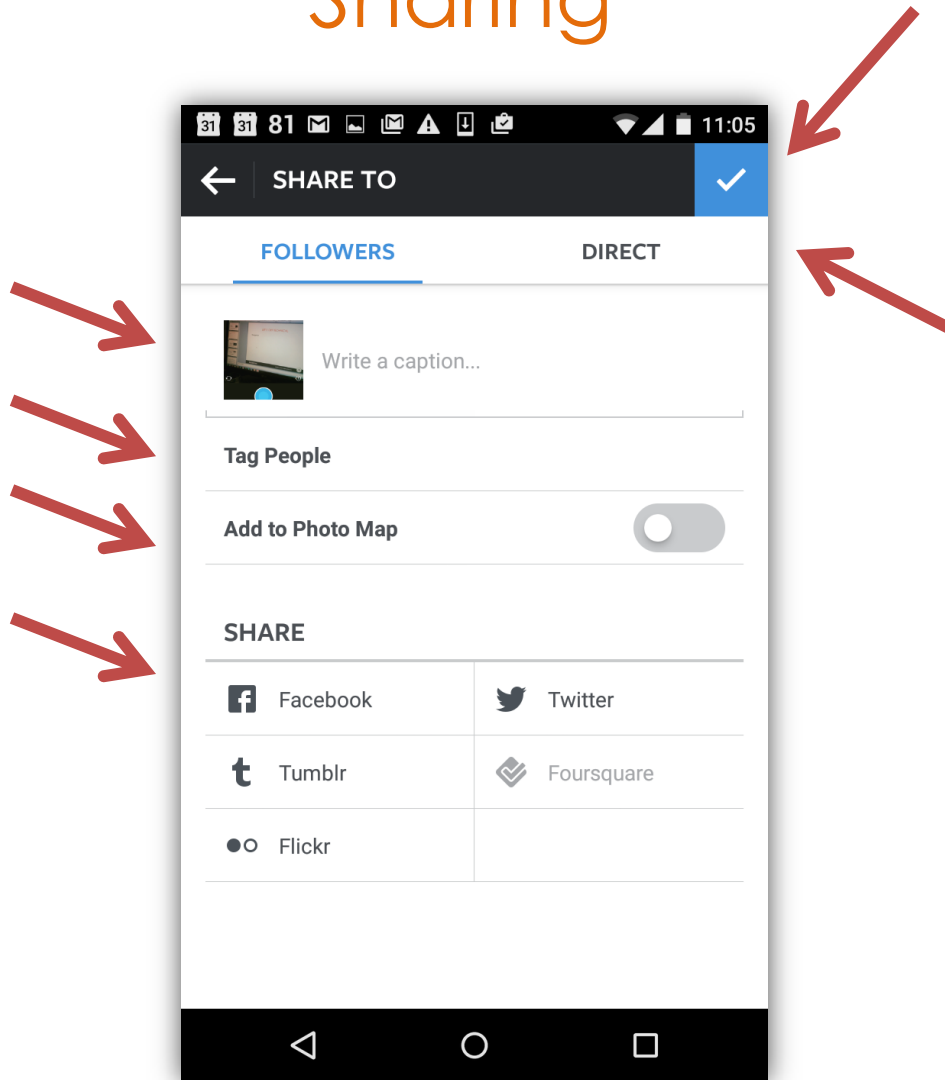
Filters, brightness and other tools



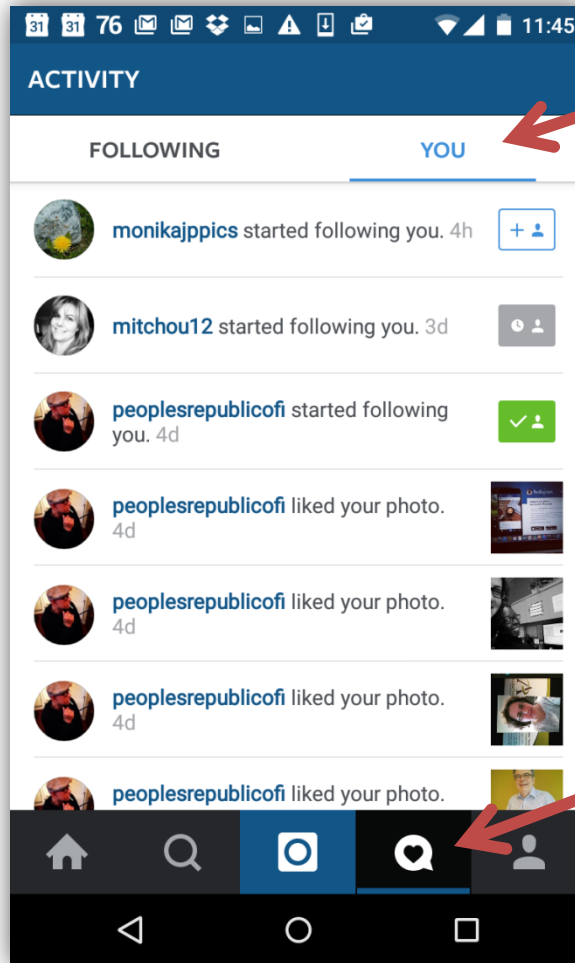
- In tools you can adjust:
- layout
- Brightness
- Contrast
- Warmth
- Saturation
- Colour
- Fade
- Highlights
- Shadows
- Vignette
- Tilt shift
- Sharpen



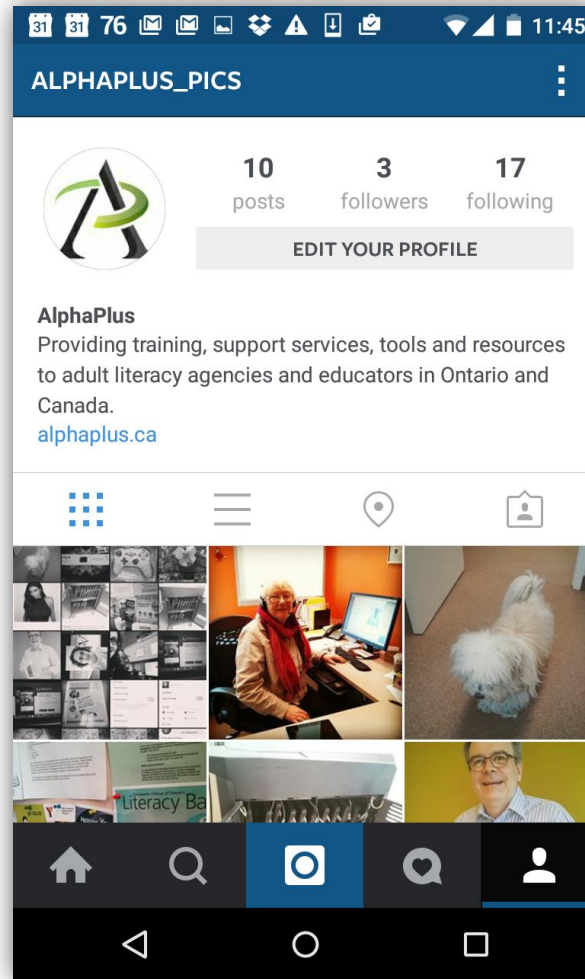
Sharing



Activity



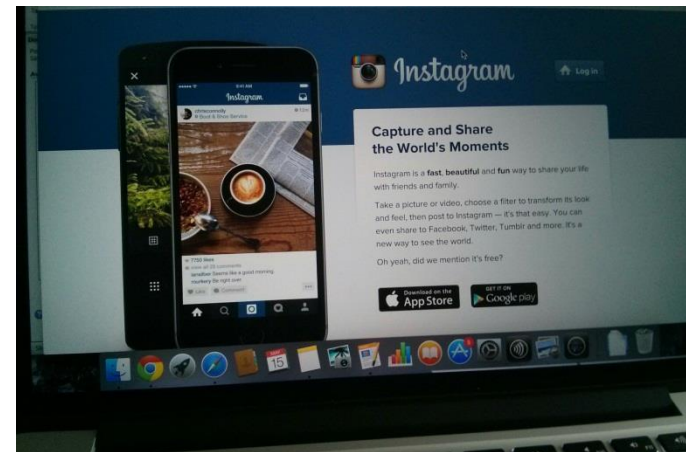
Settings



LET'S GET TECHNICAL

Photo taking, editing and sharing

- Taking and Sharing Photos
- Adding Filters and Effects
- Connecting With Others
- Editing and Deleting



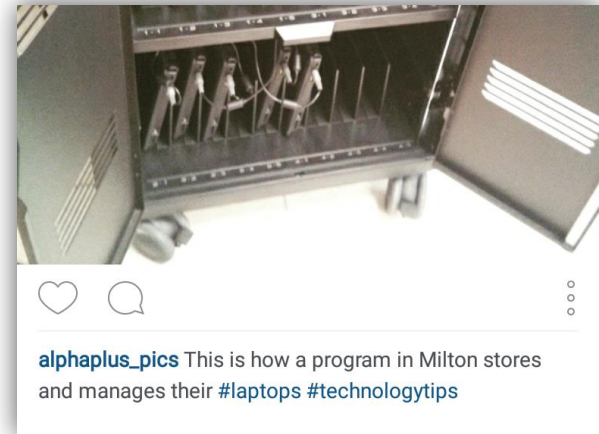
<https://help.instagram.com/365080703569355/>



LET'S GET TECHNICAL

Video sharing - 3 to 15 seconds long

- Taking and Sharing Videos
- Video Settings
- Video Privacy and Safety



<https://help.instagram.com/442610612501386/>

HASHTAGS

- You can tag your photos and videos using hashtags
- Examples: #happy, #celebrate, #2015LearnerConference, etc.
- Hashtag becomes a hyperlink that you can tap on to see a page that shows all photos and videos people have uploaded with that hashtag

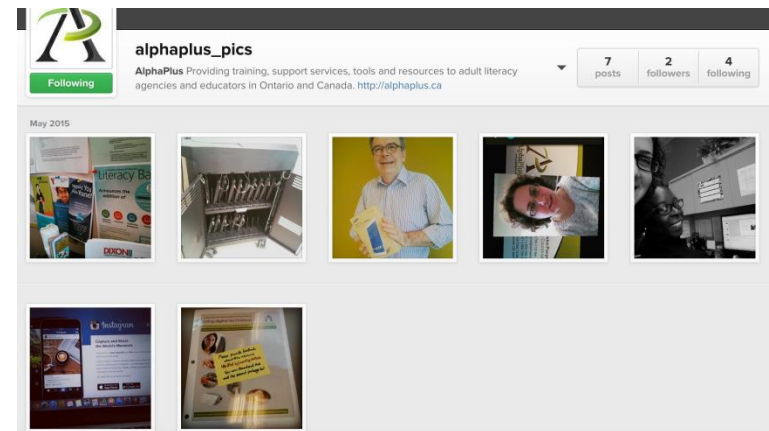
Learn more at: <https://help.instagram.com/351460621611097>



SHARING ON OTHER SOCIAL MEDIA

Instagram integrates with:

- Facebook
(personal accounts and pages)
- Twitter
- Foursquare
- Tumblr

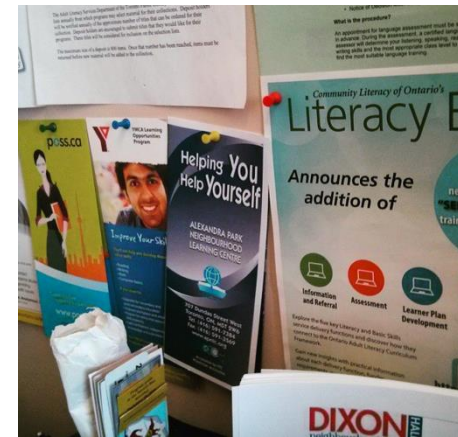


<https://help.instagram.com/169948159813228/>



THIRD PARTY APPS

- Slideagram (photos)
- Flipagram (videos)
- Iconsquare, formerly Statigram (analytics)
- Copygram (print your Instagram photos)
- Pic Stitch (collages of your Instagram images)
- Pixlr-o-matic (advanced photo editing)



ADDITIONAL RESOURCES

[Instagram 101 – from CLO](#)

[Instagram for Marketing – from CLO](#)

[Beginners Guide to Instagram](#)

[Best practices for non-profits](#)

[How to share Instagram photos on your brands Facebook timeline](#)

[Successful Instagram campaigns](#)

[Teach visual literacy](#)



YOUR FEEDBACK

http://fluidsurveys.com/s/tech_tuesdays_instagram/

UPCOMING WEBINARS

Instagram – ASL session (organized with DLI)

Tuesday, May 26, 2015 at 3 pm

<http://goo.gl/oWbDbB>

LiveBinders – organize your digital content into a visual

Tuesday, June 16, 2015 at 3 pm

<http://goo.gl/cV8TcE>

