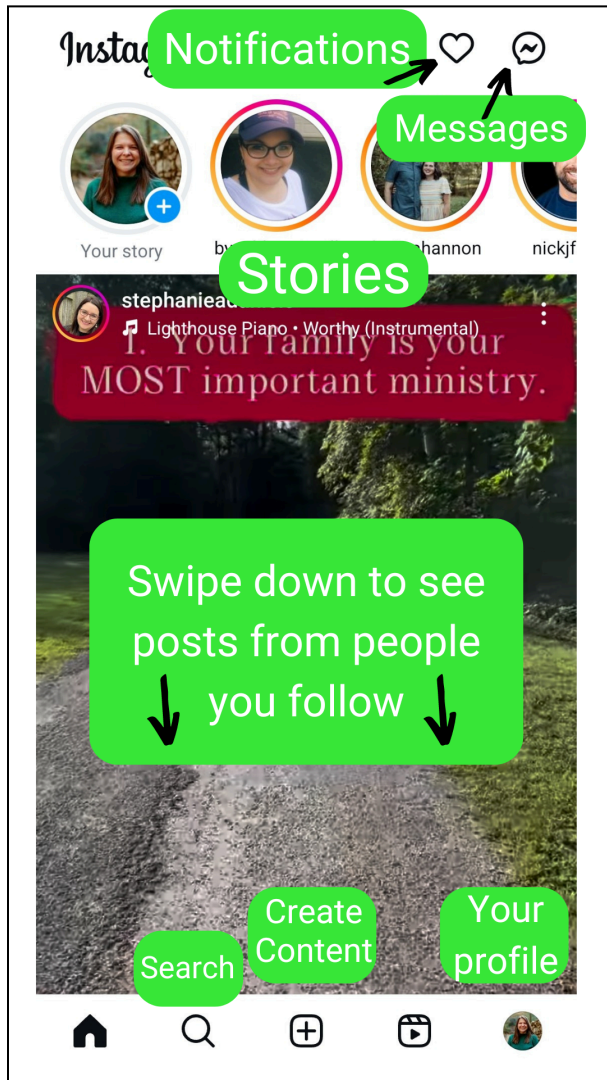


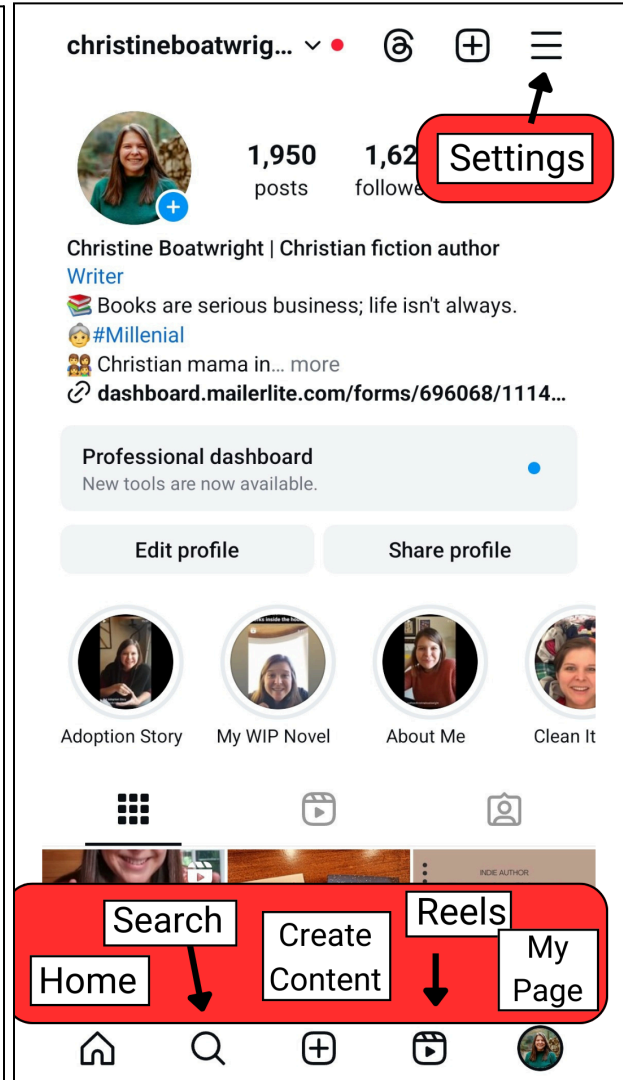
Understanding Instagram Tools

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Main feed/home screen



Your page/profile



Settings

To create Reels, you can't have a personal account. You must switch to business.

Settings and Privacy >(Creator tools and controls)>Switch account type

- A business account can add purchasing links
- Get insights and feedback

Tools offered by Instagram to grow your following and connect with others
HOW TO POST CONTENT - Plus button at bottom/top of screen

- Posts - pictures

- Carousels (Canva app)
- Up to 10 images or videos
- Add music (optional)
- Can be found by anyone (hashtags), assuming your profile is public
- The point of posts: Show up in other people's feeds, aim for comments (respond to all comments) and interactions

- Stories

- Only lasts 24 hours
- 60 seconds long before dividing into a new clip
- Seen by your audience
- Creates interactions with polls/questions/add your own
- How to save them to your profile as "story highlights"
- The point of stories: Current happenings in your life, more intimate view

- Lives

- Longer, personal updates
- Interviews with fellow authors
- The point of lives: Interact with others, most intimate viewpoint

- Reels

- Quick, entertaining, or informative video clips (up to 90 seconds)
- Creation only available on phones
- The point of reels: entertainment, relatability, education

Helpful app to design content

Canva

- Free (fairly limited resources)
- Pro - \$120/year with unlimited resources

Security Issues

- *Before* someone changes your password and email address so you cannot log in: Settings and Privacy > Accounts Center > Password and Security > Two-factor authentication > Additional methods > Backup codes (save in a secure place)

- Meta verified (the little blue check)
 - \$14.99/month
 - Proactive identity monitoring
 - Quicker support
 - Harder to duplicate